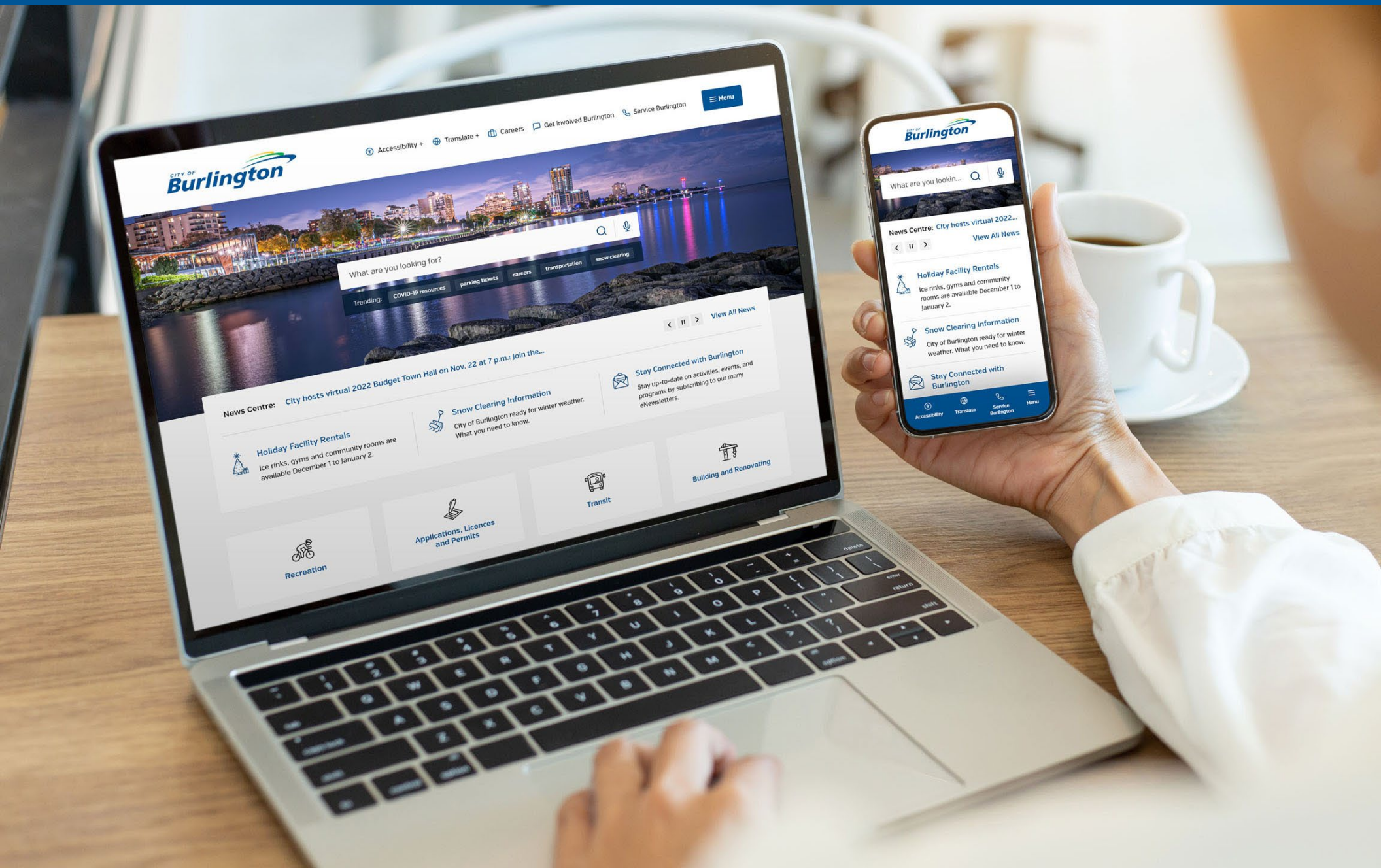# Web Modernization Update – Presentation to CSSRA
May 4, 2022

Key Considerations

The core purpose for the Web Modernization project is to complete a fulsome review and refresh to burlington.ca, burlingtontransit.ca and calendar.burlington.ca to design one seamless site with an emphasis on online services, inclusive design and an improved user experience.

The City's existing site was launched in 2015 and is now outdated in comparison to modern municipal websites. Industry standards are to refresh websites every 3-4 years.

The current site has also grown past a sustainable size, there are too many pages (1,300+), too many documents (10,000+) and outdated information, making searches on the site difficult and a frustrating experience for all users.

We aim to right-size the number of pages, documents and content, making searchability and the user experience a key function, which will greatly improve the user experience.

Improvements will also be made to existing content, with a focus on Inclusive design; including reducing readability levels, replacement of inaccessible documents with accessible alternatives. Inclusive Design aims make the website as usable to as many people as possible.

Guiding principles for development of new website

- Develop an improved mobile responsive site (50% of visitors are on a mobile device)

- Reduce the overall amount of information and clutter presented on a page

- Reduce the overall reading and comprehension level required on our site from college level down to grade 6 level

- Highlight self-serve online applications, e-forms and Customer Relationship Management (CRM) integrations

- Improve customer and user experience with a focus on *inclusive design*

- Removal of all non-accessible PDF/word documents and forms

- Improve navigation and information supports for those with accessibility issues

Vision 2 Focus Alignment

Focus Area 5: Delivering Customer Centric Services with a Focus on Efficiency and Technology Transformation

- Enhancing City services and delivery of citizen self-service options through technology

- Enhancing and emphasizing a customer first approach in all city service areas

Outline of Project

- The project will consist of 3 Phases
- **Phase 1: Q2 2021-Q4 2021 (complete)**
  - Undertake a content audit
  - Navigation review and recommendations
  - Content writing
- **Phase 2: 2022: Q1 2022-Q3 2022**
  - Main site layout and redesign
  - Calendar site layout and redesign
  - Search configuration/enhancements
  - Site launch - July 2022
- **Phase 3 (Digital Transformation): TBD**
  - Potential development of customer portal
  - External/internal mobile apps, integrations
- A working group has been created to help guide the project, consists of staff from:
  - ITS
  - Customer Experience
  - Recreation, Community & Culture
  - Transit
- Department subject matter experts and back-up roles identified and accountable for ongoing/scheduled webpage reviews and content development. Working in collaboration with corporate communications to ensure information presented on web and within online services is accurate and relevant.

Engagement

Phase 1: September 7-20, 2021
Content Audit of existing site for assessment of content relevance, accessibility and user experience.

Virtual Engagement: <u>Navigation Tree Testing</u>
Webpage content re-writing of all pages to ensure relevance, accessibility and user experience.
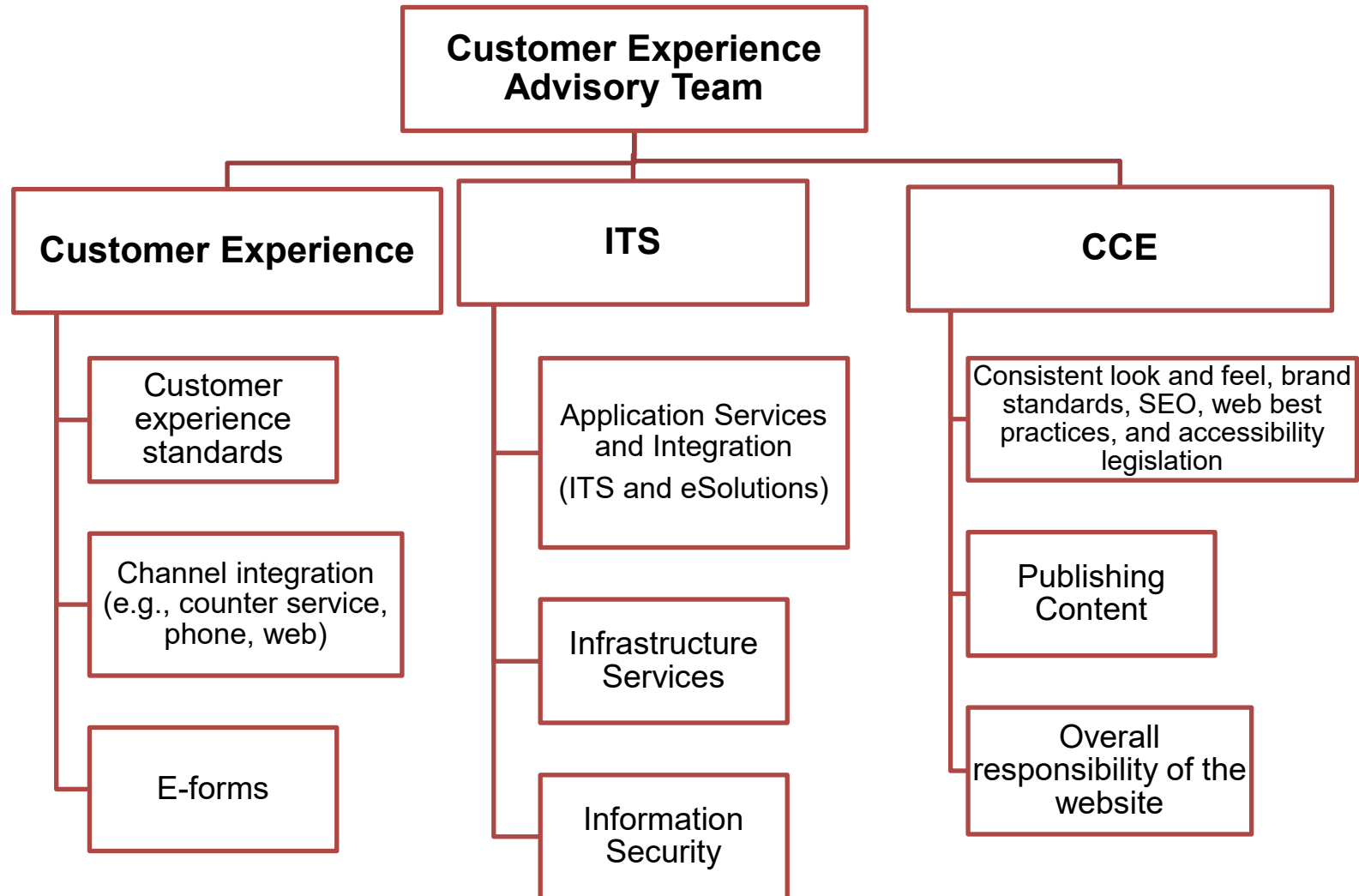
Phase 2: January 7-23, 2022
Virtual Engagement: Homepage redesign options presented for public selection

Guiding principles for *maintenance* of new website

- 'Inclusive design' model
  - Inclusive design is a design process in which a product, service, or environment is designed to be usable for as many people as possible, particularly groups who are traditionally excluded from being able to use an interface or navigate an environment
  - Accessibility; in legislated compliance with the Accessibility for Ontarians with Disabilities Act
  - Content in plain language (grade 6 level; easy to translate; easy to find)
  - In order to improve accessibility, PDF documents should be scaled back unless printing them is required, rewritten as on-page content or converted into online forms.
- Website is transitory product and is not a document repository
- A clear distinction between the more static, service-focused pages and any dynamic content that will or could change over time, which can include updates, notices or improvements to services.

Web Governance

Customer Experience Advisory Team

Customer Experience
- Customer experience standards
- Channel integration (e.g., counter service, phone, web)
- E-forms

ITS
- Application Services and Integration (ITS and eSolutions)
- Infrastructure Services
- Information Security

CCE
- Consistent look and feel, brand standards, SEO, web best practices, and accessibility legislation
- Publishing Content
- Overall responsibility of the website

Website Previews

- Bottom – Mobile

- Right – Homepage

- Second Right - Menu