

SUMMARY OF FINDINGS

PROS

- “Contact Us” could be a great start for people. Provide link(s) to where they would want to go.
- A couple of sites had quick access tiles or buttons for top reasons why a resident might visit the resident facing site.
- For the most part, it looks like most sites allow for anonymity to a degree. (Unless it’s a bill, then info is seems to be required)
- Most sites allow for some way to attach files.
- reCAPTCHA test. (“I’m not a robot”)

CONS:

- “Find your representative” sounds helpful, but could be unnecessary clicks for most. perhaps could be done another way without sending users on a long journey.
- Most solutions involve many many clicks before getting to where they need to go.
- Search buttons often used Google results searches so the results where a bit overwhelming. Having something visible (as tile or in menu/sub-menu items could be important)

POTENTIAL CONSTRAINTS

- Security issues (CA.gov couldn’t let people attach files for virus security issues)

Secondary Research (Other Similar Gov Websites)

CA.gov

STRENGTHS (& Observations)

- “Contact Us” seems to be the only way to get to info.
 - “Find an Agency”
 - Pick agency
 - shows contact info (phone, website, email)
- “Contact Governor’s Office”
 - Mailing info
 - Phone info
 - Form

Step 1

- Comment or Need Help? (Toggle)
- Name
- Email
- Choose Subject (includes many options)

Step 2

- Position (Pro/Con)
- Message

- “Look up myrepresentatives”
 - points in the right direction (many clicks, many webpages, still no forms

- Link brought me to Senate Rep to submit Bill
 - Name
 - Personal Info
 - Has there already been a similar bill introduced? Bill Number?*
 - Who’s involved in the intro of this bill? (names and contact)
 - Proposal Summary*
 - Solution*
 - Cost*
 - Organizational Support*
 - Arguments in support*
 - Arguments in Opposition*
 - Organizational Opposition*

WEAKNESSES

- “Look up myrepresentatives”
 - points you in the right direction (many clicks, many webpages, still no forms.)
- Contact Governor
 - **Attachements can only be sent via mail (no electronic (supposedly due to virus risk?))**

NYC.gov

STRENGTHS (& Observations)

- “Office of Mayor”
 - Lots of info and text everywhere (very text heavy)
 - Webform is at the bottom of the page.
 - Topic* (select)
 - Message*
 - Contact info (email, name, mailing, phone, etc. in an exhausting list of endless scrolling)

WEAKNESSES

- Must pass text heavy list to get to the “submit web form” link at the bottom.
- Long exhausghting list of contact info
 - Required Items:
 - Email
 - Zip
 - Everything else is optional. (could use a “keep me anonymous” button or similar to hide majority of unnecessary info.

SGcity.org

STRENGTHS (& Observations)

- Tile Button “Contact the City”
 - Link to directory of “useful city numbers & contacts”
 - Form
 - Subject*
 - Name*
 - Email*
 - Phone*
 - Address/Loc.
 - Message*
 - Upload File(s)
 - reCAPTCHA
 - Subject Options include 20+ options (these could determine who gets the email)

- 1-page, Not overwhelming

WEAKNESSES

- Unsure where this magical form goes to. Just *someone* in the city. (perhaps it’s connected to the subject?)

LaytonCity.Org

STRENGTHS (& Observations)

- “Service & Payments”
 - 20+ options
 - Request a police report
- Visit “City Government” page to view, call or email:
 - Mayor
 - City Council
 - City Manager
 - City Recorder
 - and 3 more...

WEAKNESSES

- While you can get the infor for anyone in the city gov quite easily, there’s no streamlined way to submit ideas/solutions/issues. (unless it’s a request for a report)

SLC.gov

STRENGTHS (& Observations)

- Has a “Request or Report” button.
 - Request Service
 - Report Issue
 - Request Information
- Has link to Office of Mayor, where you can send a letter, contact, or email.
 - “I prefer to remain anonymous”. (makes it so you don’t have to fill out any of the information requested)
- Nature of comment?
 - Request for information
 - Feedback
 - Report a Problem
- Subject
- Message
- Location of incident (optional)
- Upload File
- “Your Case number is 00224455

WEAKNESSES

- “Report Issue” only give 3 options:
 - Fraud, Waste, & Abuse
 - Abandoned Vehicle
 - Police Report

PROVISIONAL PERSONAS

THE SOLVER 25 - 45+ years

GOALS

Wants to participate in the community when able. Happens to come up with some great ideas they would like to share.

PAINS

Doesn’t ever get traction for their ideas and solutions because they are unfamiliar with how to *actually* get it to people in charge who can do something.

THE COMPLAINER 18 - 60+

GOALS

Want’s there to be nothing wrong with the community and live in a perfect world. Would rather complain than solve.

PAINS

Anything that get’s on their nerve, is dysfunctional, or frustrating. They don’t like seeing things that could be better.

THE ACTIVIST 18 - 35

GOALS

Sometimes the complainer, sometimes the solver. Regardless, they are involved and want their voice to be heard. (the “go contact your local representative and tell them _____” type of person)

PAINS

Gets frustrated that unless they get media attention (postive or negatie), no one will listen to them.

THE IDEALIST 18 - 60+

GOALS

Would prefer to see their community grow to their ideal. Very engaged in voting, and voting for people who embody their beleifs. Want’s opinon to be heard, but might not care to put forth the effort

PAINS

A thinker, but not so much a doer since that might require more energy or clicking than they might prefer

THE BUSINESSMAN 35 - 55 years

GOALS

Wants his company to succeed. When he sees somthing that works, he shares it. When he sees something that doesn’t or inhibits progress, he avoids it and tries to get rid of it.

PAINS

Things move faster in the business world (which can still be slow). But nothing is slower than the speed of government.