San Francisco Department of Elections

Website Review and Redesign

- ✓ **Goals**
- ✓ **Three Phase Project Roadmap**
- ✓ **Highlights of Achievements**

Goals

In 2017, the Department sought to review and redesign its website to achieve four goals:

1. Easing navigation to desired services and information
2. Simplifying content
3. Improving usability for mobile and desktop users
4. Expanding access for limited English speakers

Prepared June 2017

Phase One: Discovery and Assessment

1. Review informational resources:

    a) Responses from voters to the 2016 Website Usability Survey
    b) Usability testing conducted by organization that provides marketing and translation services
    c) SFGOV Accessibility Standards and Guidelines
    d) Google Analytics
    e) Center for Civic Design Guidelines

2. Develop guiding documents:

    a) *Department Website Guidelines* that provide design standards such as typography, color, contrast and images, as well as guidelines for writing specific content
    b) *Department Style Guide that* ensures all public-facing materials, including the website, are consistent, professional and easy to read

Phase Two: Content and Visual Design

1. Develop visual design strategy and information architecture

2. Rewrite content and engage personnel to focus on translation and technical implementation

Phase Three: Quality Assurance

1. Test functionality of new website for both desktop and mobile users

2. Conduct quality assurance of content and translations

Highlights of Achievements

Goal 1: Easing navigation to desired services and information

Participate in Advisory Committees Page (Get Involved Section)

Information organized by desired service to better meet user needs

Key Election Dates and contact information on every page

Clear and consistent navigation to translated pages

Expandable panels allow users to identify content most relevant to them

Consistent page structure and design allow users to find information quickly and easily

Goal 2: Simplifying content

Registration for Special Circumstances (Registration Section)

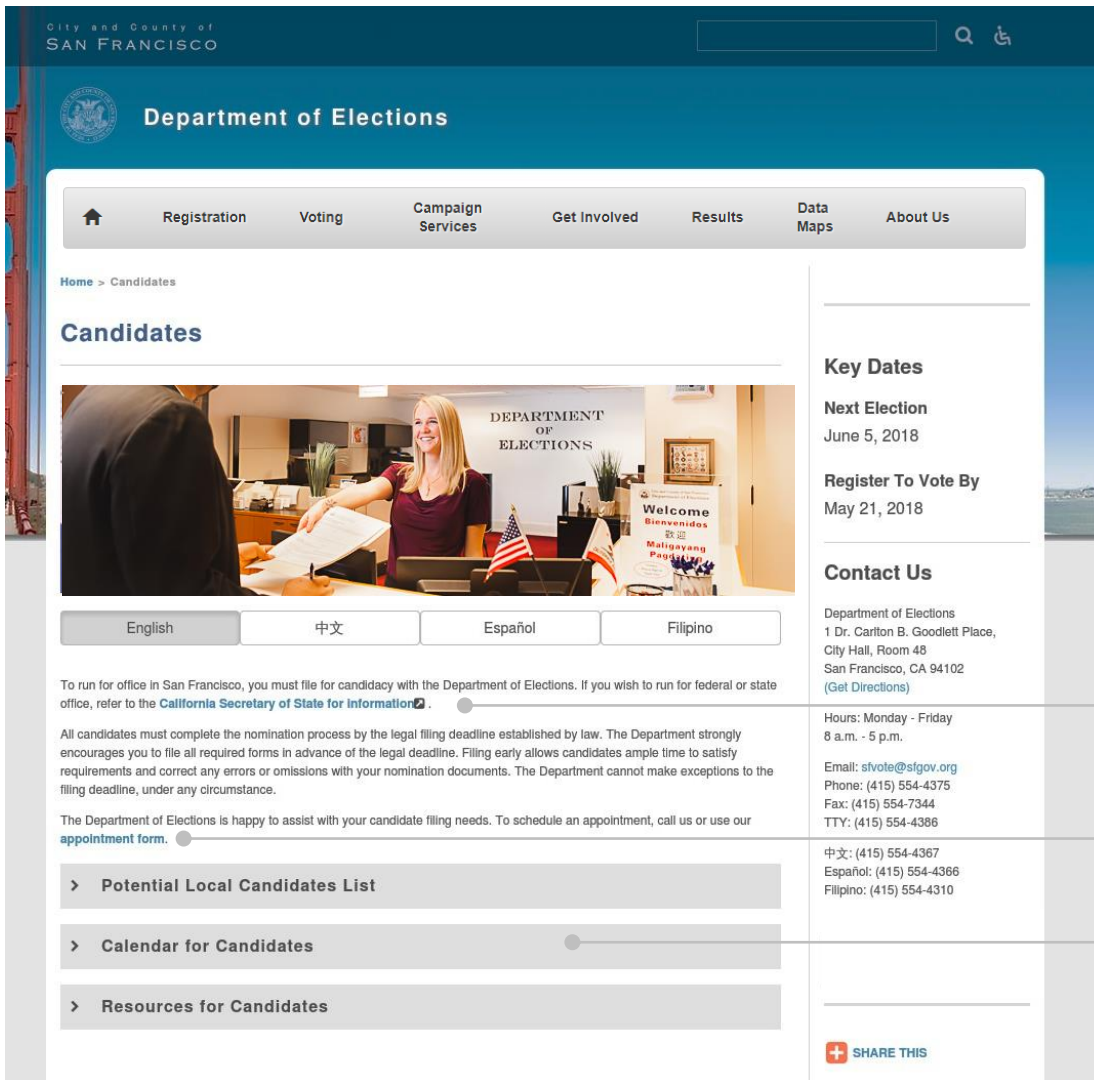Refined and streamlined content to improve clarity

Duplicative content removed to provide easier access to desired services

Plain language used to convey information

New sections added to explain changes in legislation and resulting procedures
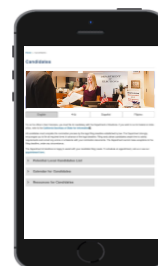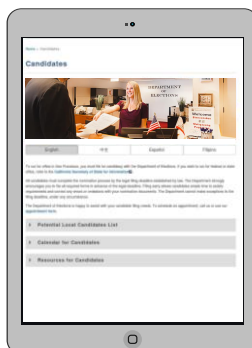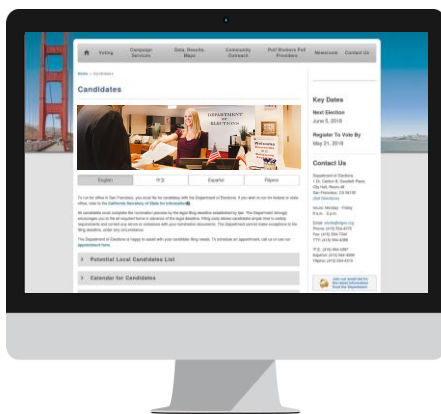
Highlights of Achievements

Goal 3: Improving usability for mobile and desktop users
Candidates (Campaign Services Section)

External links open in new browser window

Online appointment scheduling now available

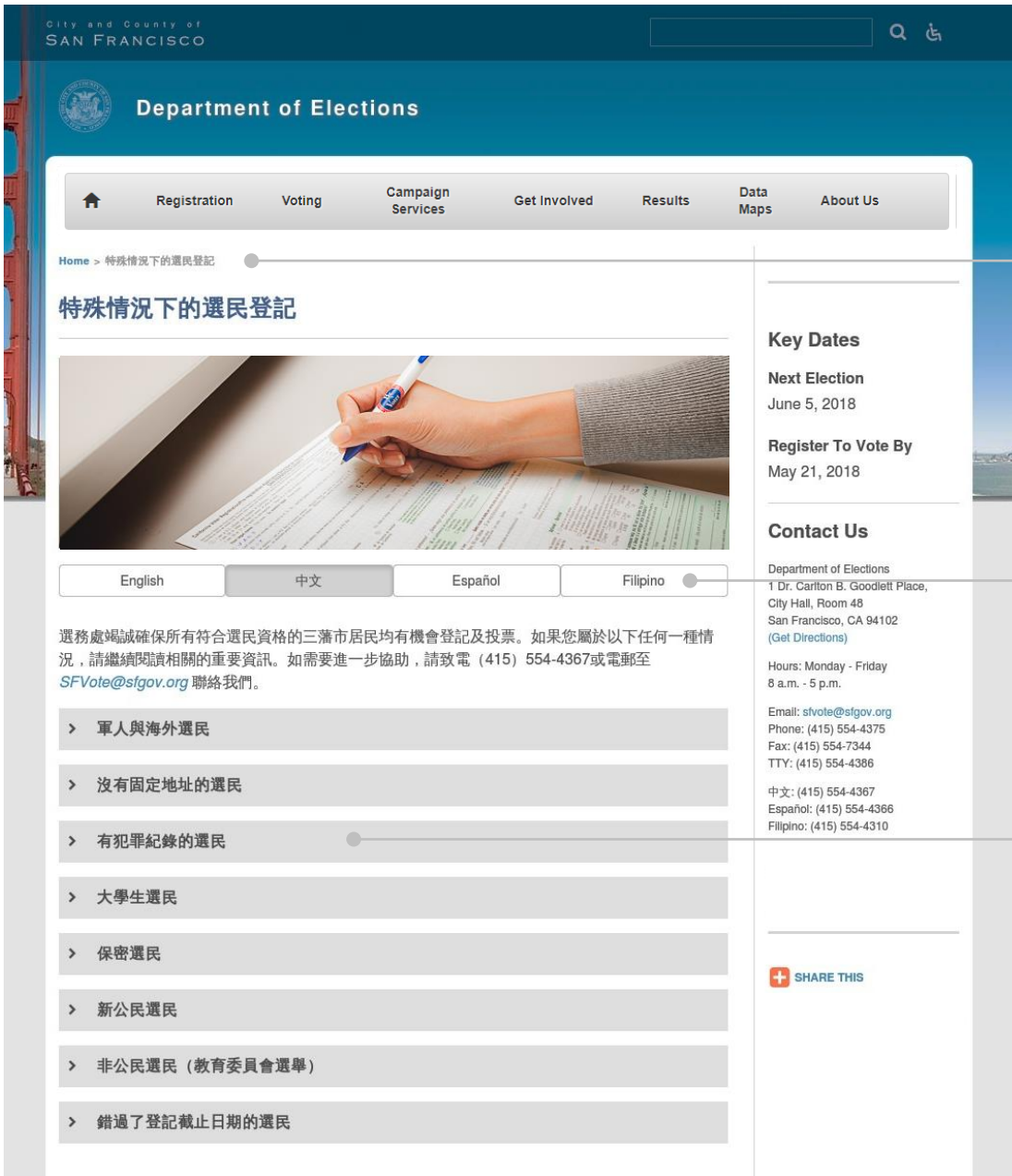Visually distinct headers for improved readability

Improved usability across different devices, browsers, and operating systems

Highlights of Achievements

Goal 4: Expanding access for limited English speakers

Registration for Special Circumstances (Registration Section)

Additional pages translated in Chinese, Spanish, and Filipino to expand access to online services

Prominently and consistently displayed language selection allowing for easy toggling between languages

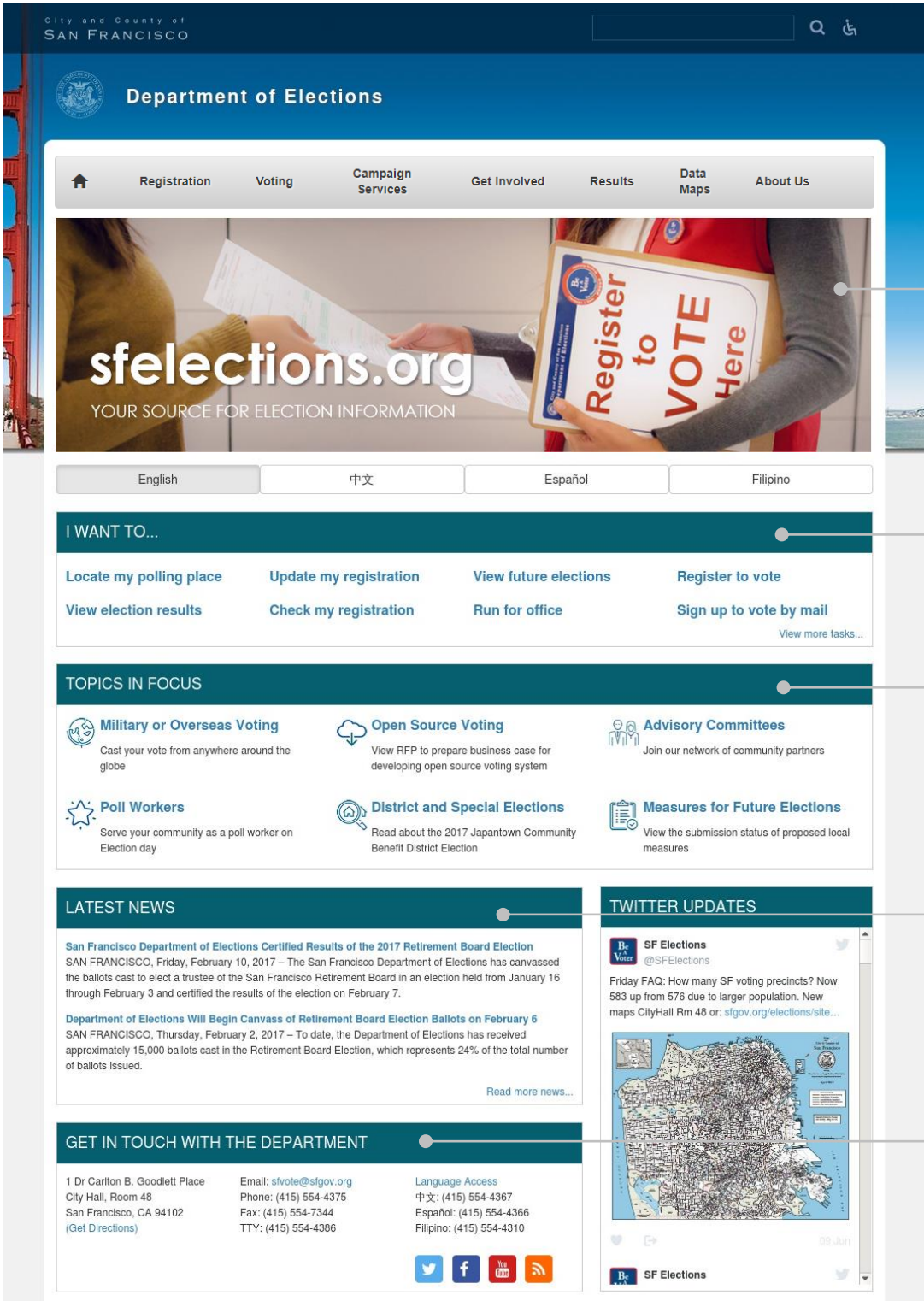Chinese fonts refined and enlarged to improve readability

Language reviewed to ensure accuracy, consistency, and cultural sensitivity

Note: Due to the constraints of the City's Drupal Template, the Department is unable to translate the sidebar or top-level navigation

Highlight of Achievements

Responsive to All Goals

Homepage

Custom library of photos produced in-house to reduce reliance on stock images

Direct access to most frequently sought after information

Flexible, readily available links to key topics in focus
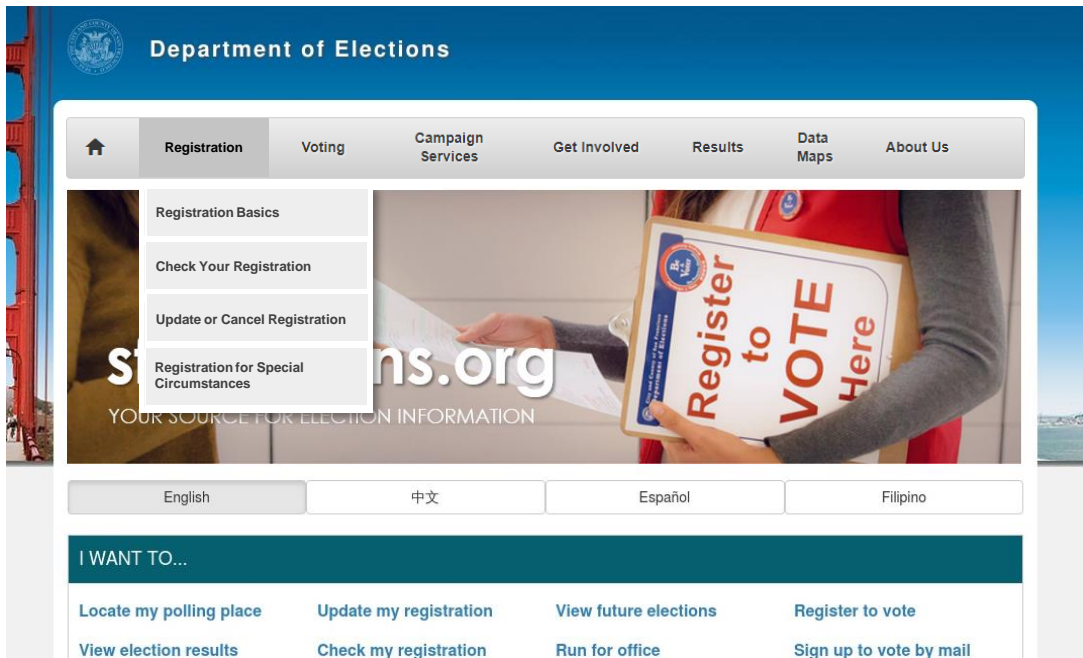
Expanded previews of latest news and press releases

Easy to locate contact information and directions

Highlight of Achievements
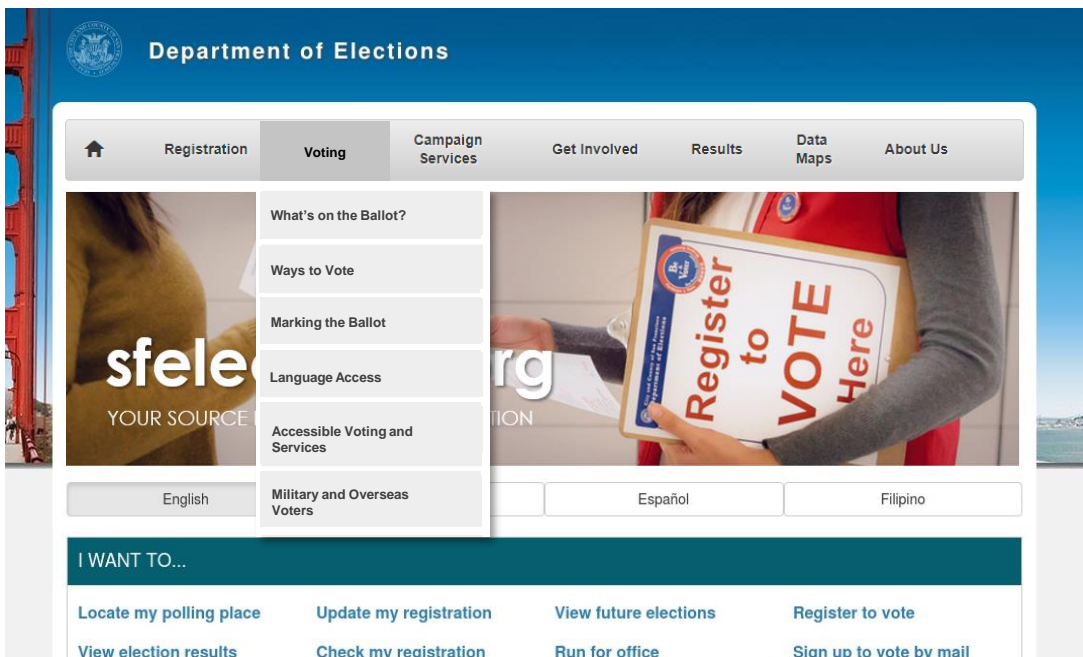
Homepage – Screenshot of "Registration" Navigation

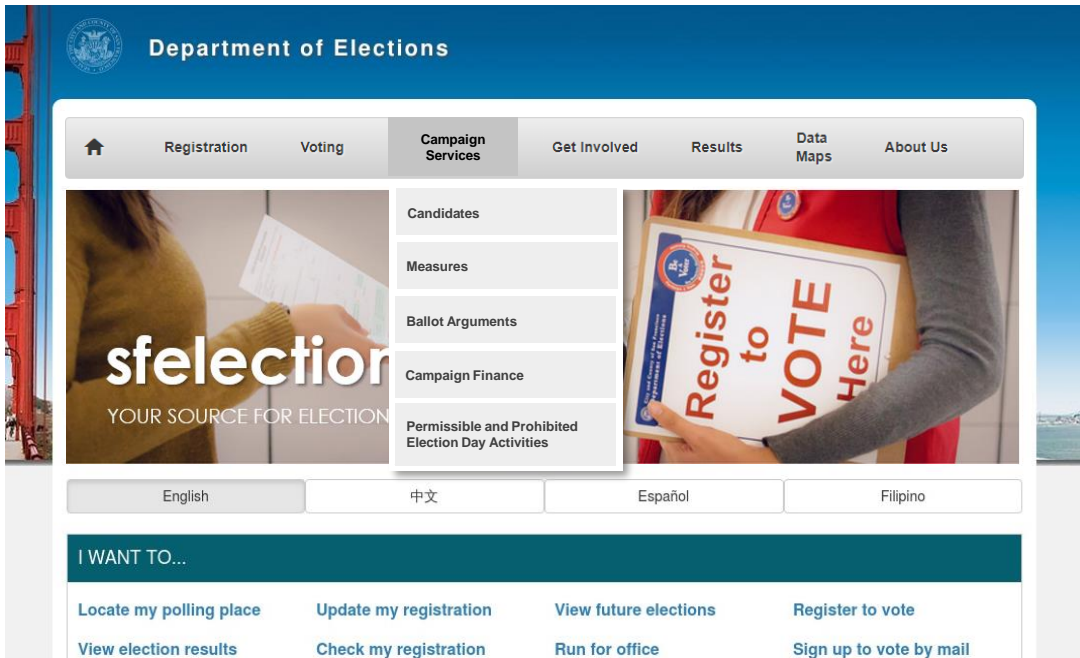## Homepage – Screenshot of "Voting" Navigation

Highlight of Achievements

Homepage – Screenshot of "Campaign Services" Navigation

Homepage – Screenshot of "Get Involved" Navigation

Highlight of Achievements

Homepage – Screenshot of "Results" Navigation

Homepage – Screenshot of "Data and Maps" Navigation

Highlight of Achievements

Homepage – Screenshot of "About Us" Navigation