



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

Three Phase Project Roadmap



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



Goal 1: Easing navigation to desired services and information

Participate in Advisory Committees Page (Get Involved Section)

City and County of SAN FRANCISCO

Department of Elections

Registration Voting Campaign Services Get Involved Results Data Maps About Us

Home > Participate in Advisory Committees

Participate in Advisory Committees

English 中文 Español Filipino

San Francisco is a dynamic city made up of a diverse array of people and communities, each with unique needs. To better understand and meet these needs, the Department of Elections strives to engage with San Francisco voters and involve community members in the design, delivery, and evaluation of our services. As part of this effort, we facilitate several advisory committees to support civic engagement and participation. By collaborating with community members and organizations, the Department is able to build a strong community network and improve our service to all San Francisco voters.

The Department is always looking to strengthen connections within the community. If you are interested in joining one of the existing committees or exploring new ways to collaborate with us, please contact us through our [contact form](#) or call us at (415) 554-4375.

- > Voter Information Network
- > Voting Accessibility Advisory Committee
- > Language Accessibility Advisory Committee

In Fall 2017, the Department will create a Language Accessibility Advisory Committee (LAAC). The purpose of the LAAC is to provide recommendations for improving access to voting and election materials for members of language minorities and increasing outreach to communities where English is a second language. The LAAC will provide input on the Department's services and programs in languages other than English and assist with developing targeted marketing messages and materials to increase education and engagement opportunities for minority-language communities throughout San Francisco. LAAC members will also serve as liaisons between the Department and these communities.

If you would like to join the LAAC, please complete the application below. A member of the Department's Community Engagement Team will contact you with more information.

[Language Accessibility Advisory Committee Application](#)

- > Poll Worker Advisory Network

Department of Elections City Hall 1 Dr. Carlton B. Goodlett Place, Room 48 San Francisco, CA 94102 415-554-4375 [Contact Us](#) Service 24x7

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

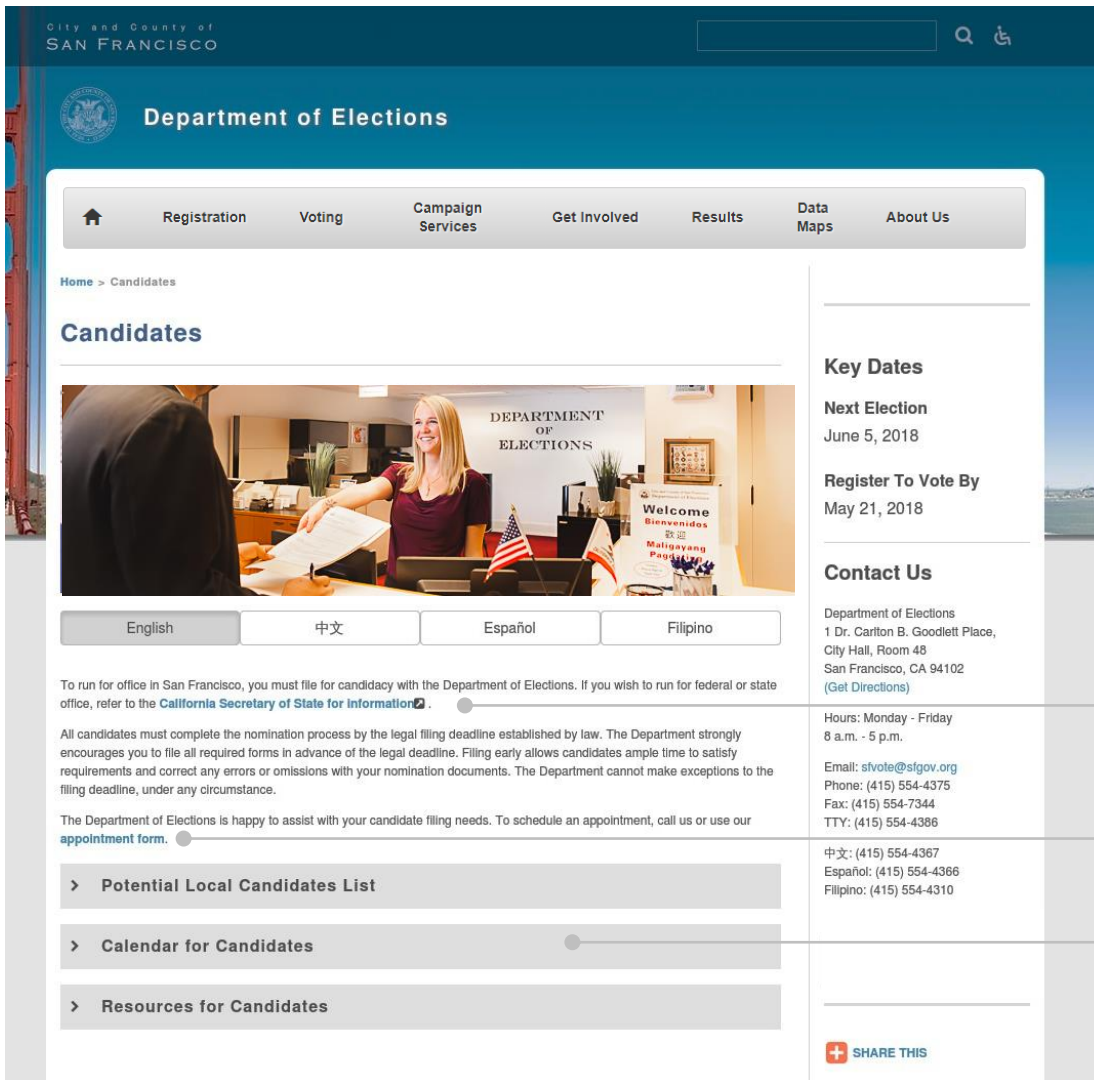
Duplicative content removed to provide easier access to desired services

Plain language used to convey information

New sections added to explain changes in legislation and resulting procedures



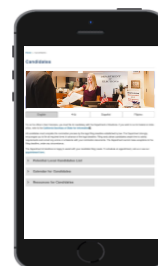
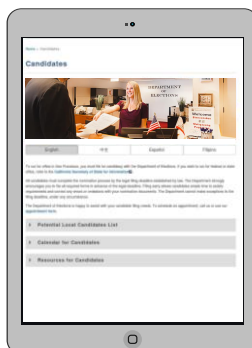
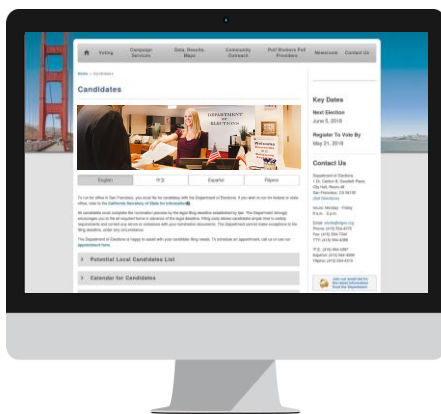
Goal 3: Improving usability for mobile and desktop users Candidates (Campaign Services Section)



External links open in new browser window

Online appointment scheduling now available

Visually distinct headers for improved readability

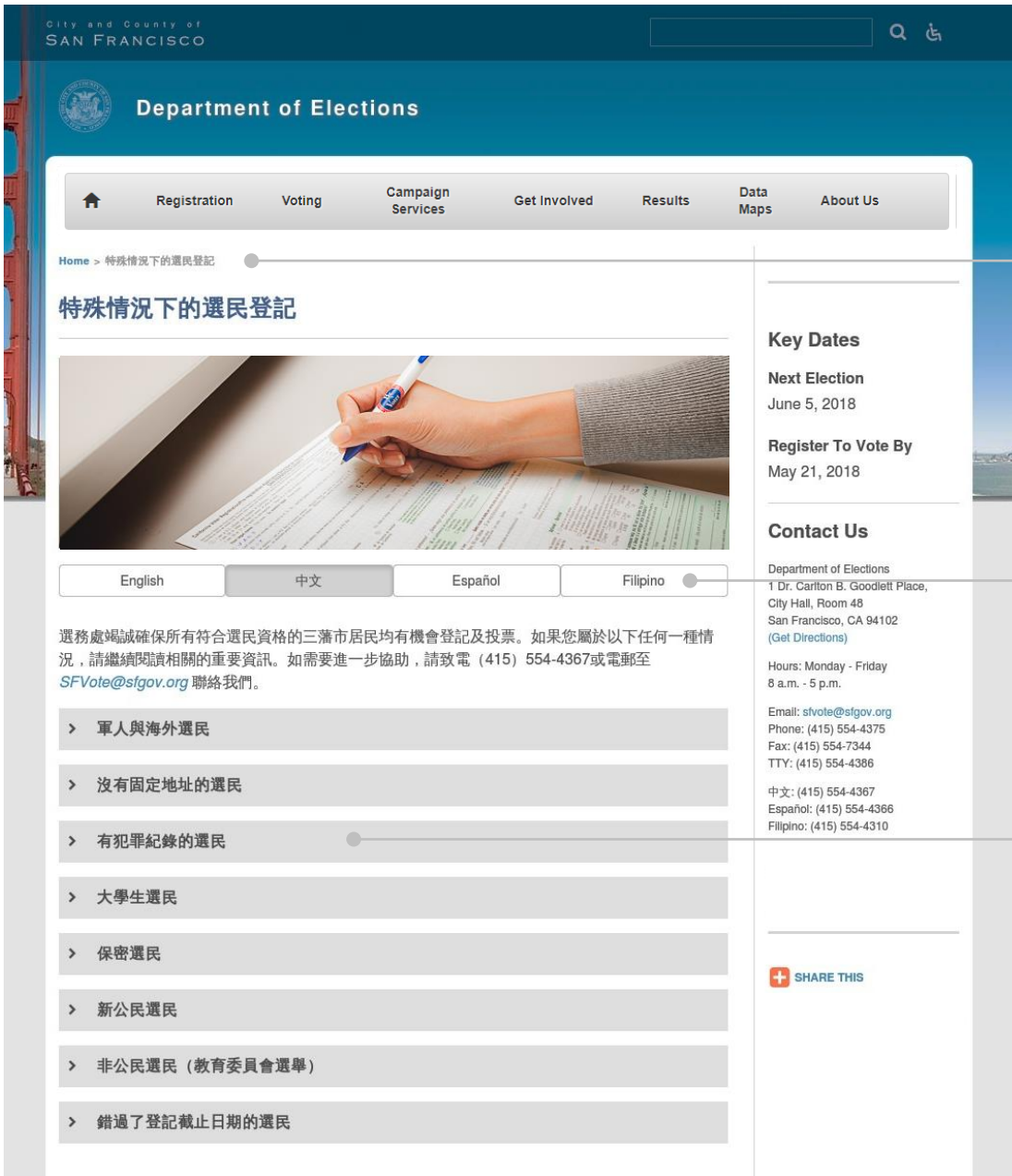


Improved usability across different devices, browsers, and operating systems



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

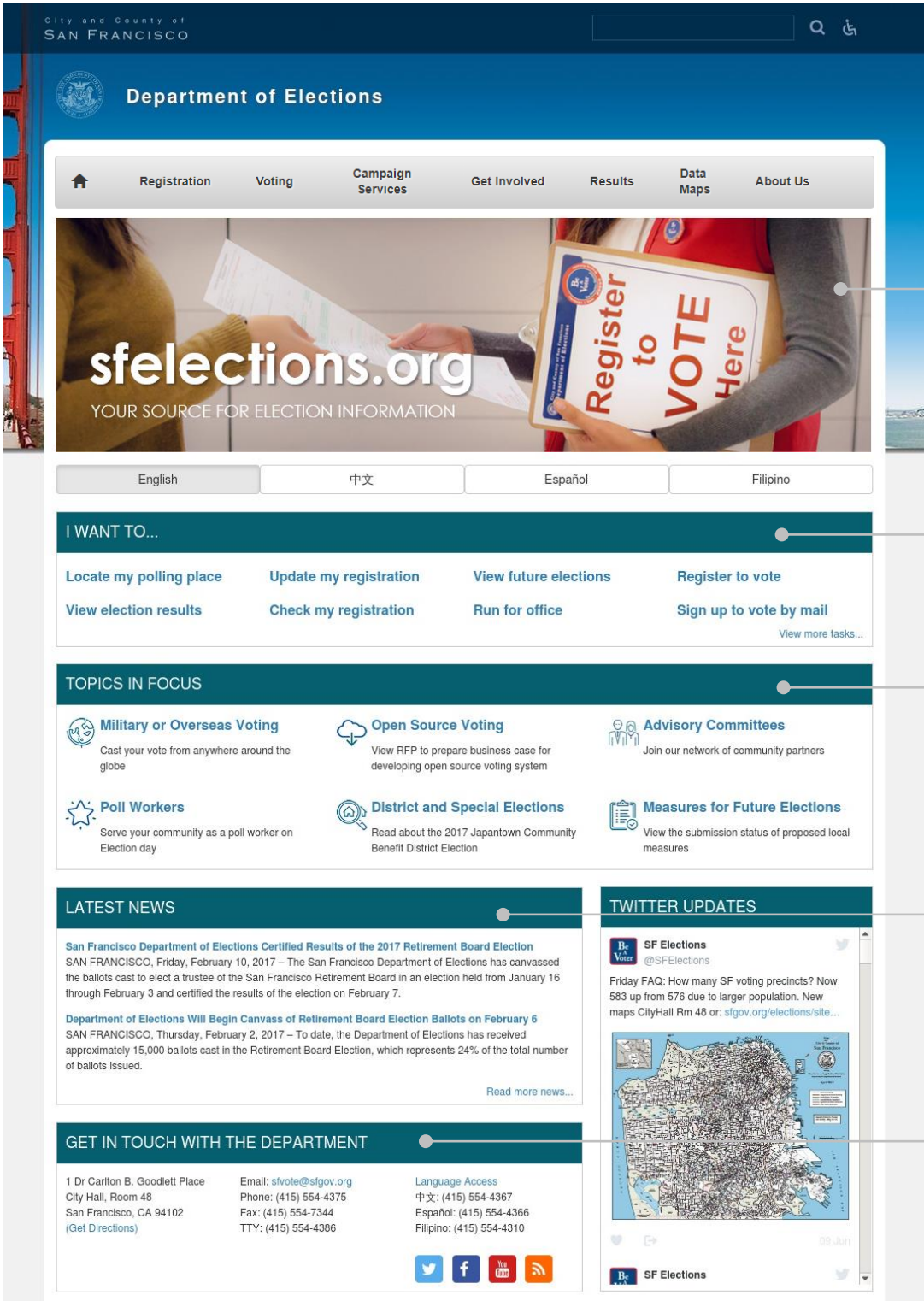
Language reviewed to ensure accuracy, consistency, and cultural sensitivity

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



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

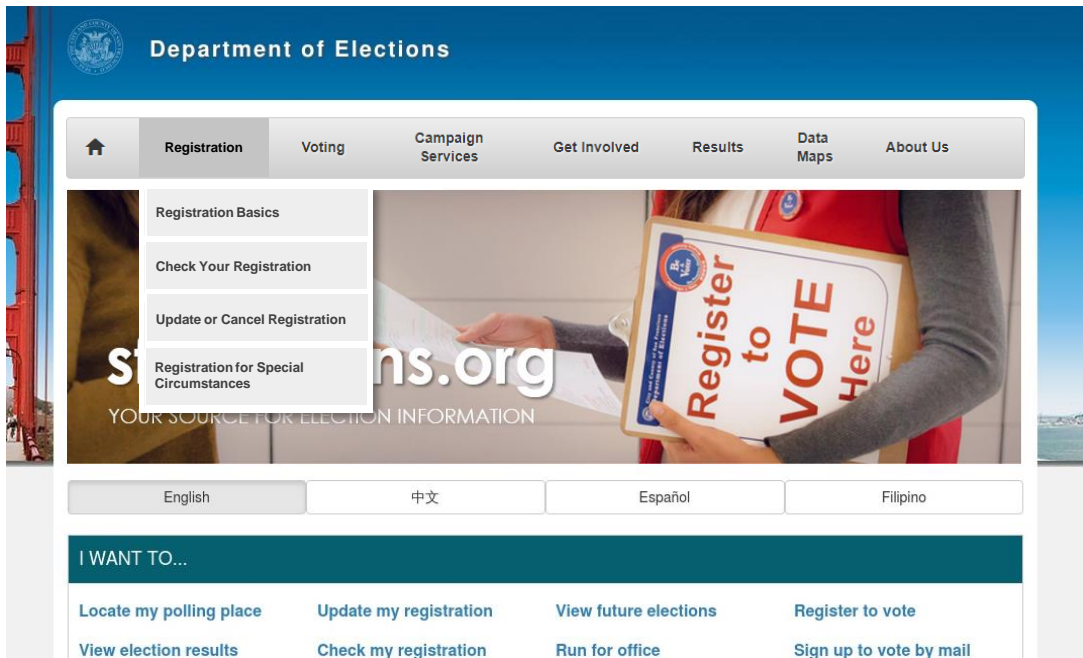
Easy to locate contact information and directions

Website Review and Redesign

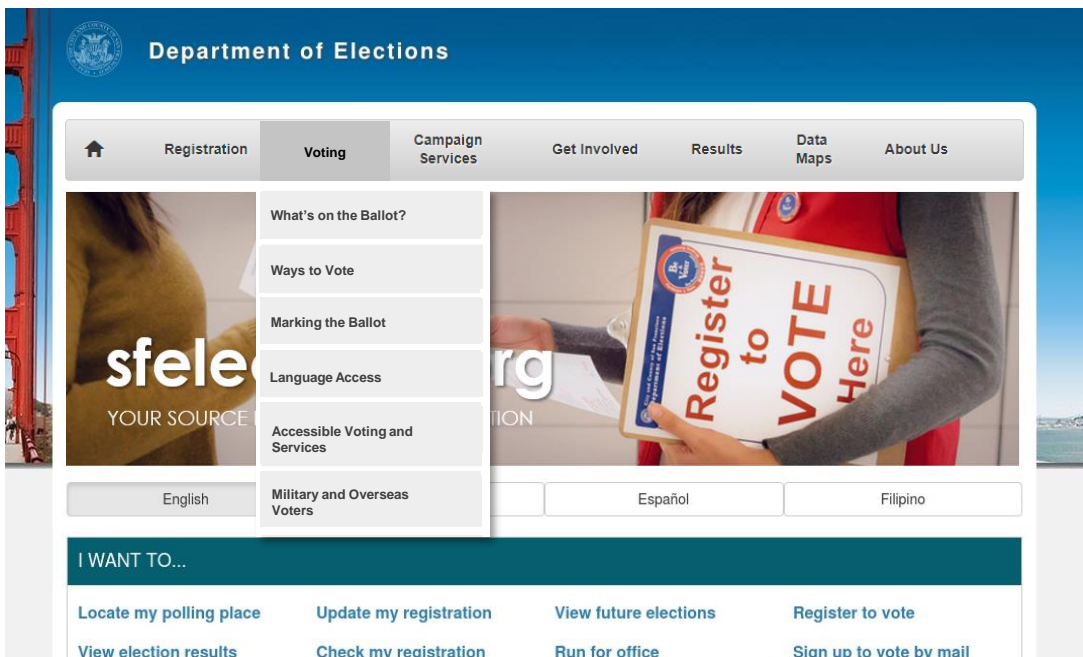
Highlight of Achievements



Homepage – Screenshot of “Registration” Navigation



Homepage – Screenshot of “Voting” Navigation

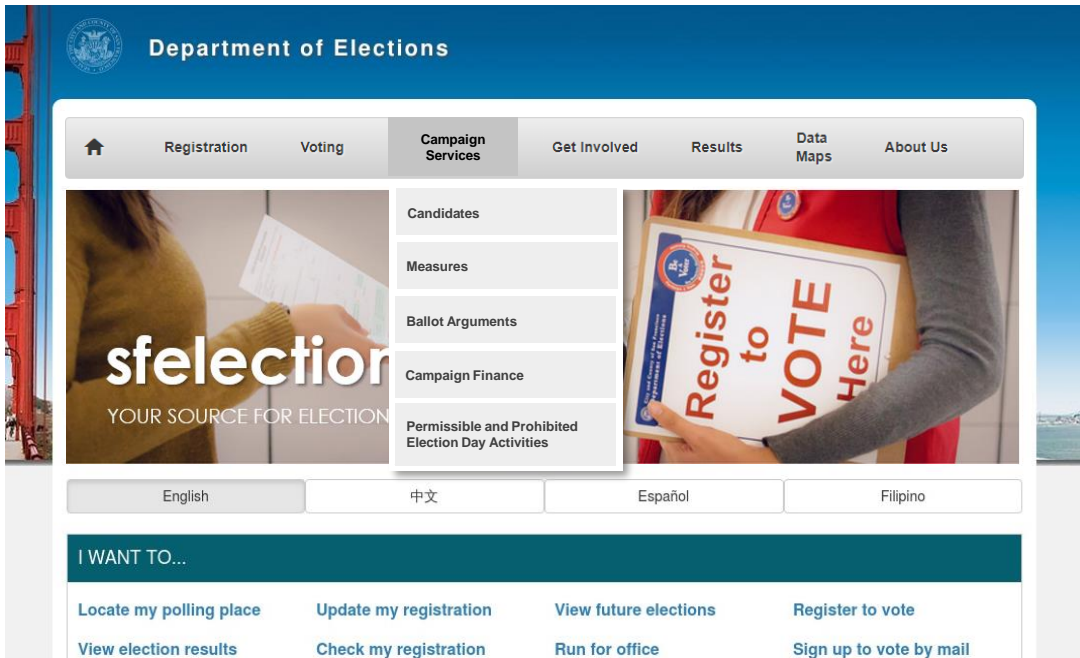


Website Review and Redesign

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

