

City of San Diego Official Website [SanDiego.gov]

Proposed Navigation and Information Architecture Strategy

May 14, 2015

Redacted version

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Design Recommendations

* Note, to identify the sources of insights and recommendations please review the associated research document: CoSD_InitialWebsiteAnalysisReport-050415.pdf

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Executive Summary

Research overview

Hopscotch Labs conducted research in all nine City council districts and surrounding communities. Outreach touched 40,000 people. 4,570 people responded to the survey in three languages, 32+ people were informally interviewed, and an additional ten were formally interviewed. The research focused on qualitative responses through multiple touchpoints with both quantitative and qualitative validation.

Further research was conducted on the existing SanDiego.gov website and similar city websites across the country. This developed a heuristic understanding of the existing site, and benchmarks for the future site.

Research findings

Research identified the spirit and values of the San Diego community. San Diegan’s value:

- * Singular Geography: centering their lives around the outdoors.
- * Togetherness: pride and commitment to their neighborhood, the military and industry.
- * Diversity: in activities, its geo climate, and its cultures.
- * Adventures: San Diego living and the communities that come with it.

WEBSITE FINDINGS

When participants turned to the City’s website they had two main drivers: personal task or a City task.

They also naturally orientated themselves within two behavior modes: tactical and exploratory.

Research participants feel that **San Diego’s website should be a tool to draw businesses and tourists, and a resource tool for their needs**. Their primary goals were to use the site as a:

- * Tool to create interest in the City; as a
- * Tool to accomplish City-based or owned tasks; and as a
- * Source for neighborhood information.

Major Barriers and Pain Points

Research identified areas where civic engagement was hampered by the current website. Participants were turned off by lack of understanding (language or jargon) and excessive unorganized content—often procrastinating or calling to get their questions answered and tasks completed.

Departments use the website for document storage, an occasional reference guide. Those departments that need more robust services hack together disparate third party apps to manage their day to day public services.

Website visitors rely on outside tools to support content and task completion.

- * On-site search does not return usable information.
- * Legal notifications are unnecessary obstacles to task completion.
- * Exploration is not welcome.
- * Clutter obscures content.
- * Disparate and non-calendared of events.
- * Lack of central organization around common user tasks.

The website does not reflect San Diego values, lifestyle or people. The content, design and tone of the website are a poor reflection of what San Diegans value and expect of the City.

The website’s format limits the size and value that images can provide to the City and its messaging. It also limits the ability to showcase planning initiatives, and special features and attractions around the City.

Participants also learned to **not** use the website. Younger participants expected to find events and neighborhood information, turning to SanDiego.gov for what they perceived was a natural source of City information but couldn’t find it. Older participants (over 35) turned to other resources and tools for San Diego-based information.

This behavior became more pronounced when those individuals had attempted to use the site in the past and were unsuccessful. The lack of content organization creates dissonance between user and department goals. Providing content without regard to user intent causes unintentional barriers to the content’s use.

- * No translation results in unavailable content.
- * Providing content without regard to user intent causes unintentional barriers to the content’s use.
- * Participants avoid mobile use—it just doesn’t work.
- * The website gives them no reason to stay.

Recommendation:
Website Approach

Citizens need SanDiego.gov to be a resource tool.
A tool that both supports and empowers citizens, while drawing opportunities to San Diego.

Recommendation:
Website Approach

The SanDiego.gov website is a supporting tool to all that the City of San Diego has to offer.

Citizens need SanDiego.gov to be a resource tool.
A tool that both supports and empowers citizens, while drawing opportunities to San Diego.

SUPPORT TWO MODES:

A. Tactical

Support immediate action and long-term planning.

B. Exploration

Support learning and active engagement with the City and its amenities such as the library, parks and beaches.

REMOVE OR ELIMINATES
BARRIERS TO USE

Increase civic engagement by eliminating barriers that stop Citizens from engaging with the website.

- * Pop-up legal notices
- * Non-functional search results
- * Content disorganization
- * Lack of translation and minimal ADA support
- * Department-siloed tasks and content
- * Forced signin to participate

DRIVE AWARENESS BY
PRIORITIZING CITIZEN NEEDS:

Task completion

- * Help me track my issue.
- * Hear me/show me you're listening.
- * Help me stay on the site.

Event Awareness

- * Help me know and be part of what's going on in San Diego (showcases initiatives and engagement).
- * Help me plan.
- * Help me know San Diego.

San Diego Safety

- * Help me protect my home, protect my family.
- * Help me know what to do in an emergency.
- * Alert me to major accidents or traffic jams that impede my travel.

LAYER INFORMATION FOR
TARGETING

Allow users to peel back the layers to dig as little or as much as they want. Enable content and search that allows multiple entry points and engagement modes.

Time

Today > This Month > This Year

Information

Chunked Topical > Process Steps > Deep Dive

User Permissions

Continuous Use > Irregular Use > Single Use.

SUPPORT CITIZEN TASK AND TIME
MANAGEMENT

- A. Add continuity to discrete tasks.
- B. Maximize focus during task engagement.
- C. Provide feedback on task, time and progress.
- D. Provide flexible task management over time.
- E. Help articulate and organize goals.
- F. Help clarify, manage and track processes.
- G. Visualize task management.

FOCUS ON COMPREHENSION

- H. Use natural language.
- I. Cluster and chunk information around user goals and tasks.
- J. Support primary task completion with clear process steps.
- K. Provide accurate, single source information.
- L. Visualize information and conversation with illustrations and forums.
- M. Increase user trust through a single design language and navigation treatment.

Priorities for the redesign:

Prioritize:

- 1. Citizens over tourists, business or departments
- 2. Citizen engagement with content
- 3. Content for mobile use cases
- 4. Online over inperson or paper
- 5. Reducing content
- 6. Removing barriers to use
- 7. Multiple ways to engage content

Immediate Wins:

- A. Organize the website content towards tasks and immediate action.
 - * Forms and reporting
 - * Contact information
 - * Process
- B. Develop user engagement tools:
 - * Joint calendar
 - * Forum
 - * Task completion from home page
- C. Replace pop-up barrier (3rd party app legal notice pop-up) with single notification at log-on.
- D. Develop login protocols based on a privacy hierarchy:
 - * What information needs a privacy firewall?
 - * When should reporting be login-free?
- E. Develop department and facility online calendaring and rental system.

Fun Opportunities:

- A. Show off San Diego:
 - * Bring delight through purposeful, beautiful images.
 - * Help tourists make the leap by highlighting San Diego's temperature year round.
- B. Highlight the neighborhoods and main San Diegan events.
 - * Help San Diegans connect with their neighborhood and community: City-wide national holiday activities; local festivals.
 - * Help businesses learn more about San Diego and value its diversity.

Design Tools

Mental Model

Research identified common patterns across participants and research type. This chart depicts the way in which participants think of events or activities compared to tasks and news. These are models that can be used when developing page content or functions that support engagement with the City.

	Events / Activities / Features	Task / Information	News / Conversations
for my family	Long-term research and planning: <ul style="list-style-type: none">* Date lookup* Information lookup, track* Event and activity planning, needs assessment Immediate Planning: <ul style="list-style-type: none">* Event identification, schedule	On the go: <ul style="list-style-type: none">* Information lookup, use* Task logging and tracking For a project: <ul style="list-style-type: none">* Process identification, follow, feedback	Learn the affect: <ul style="list-style-type: none">* Initiative lookup, track* Gauge information importance and phase, respond/influence Be heard: <ul style="list-style-type: none">* Join conversation* Feedback on participation
for my home			
for my vacation			
for my business			
in my Neighborhood			
in the City			
as a Citizen			

Use Cases


These use cases (workplace; on the go; home) capture typical behaviors, motivations and demographics of the people in these situations. These cases were developed from research data that identified SanDiego.gov user demographics and platforms, and further detailed from the surveys and in-person interviews.

When developing the mobile experience it is important to have a ‘responsive’ frame, and equally as important an engine that prioritizes tactical content over general content.

	Workplace	On the Go	Home
Primary Platform	* Desktop	* Mobile	* Tablet * Desktop
Drivers	* Timely information * Process understanding * Active task planning * Task completion * Task tracking	* Immediacy * Mapping * Informational * Active implementation * Payments	* Learning * Engagement * Task tracking * Payments * Planning
Demographics	* 35 -65	* 18 - 45	* 45 +
Example Use	* Process information * Permits * Detailed information	* Hours or contact information for the library * Directions to a calendar event or building * Water Bill Payment and Transactions * Pothole Reporting * Event details, such as location, time, date	* Event information * Initiatives and news * Forums * Process information

Personas

Population segmentations based on human-centered research.

Non-Use of SanDiego.gov			
			
Local Retiree	Immigrant	Tourist Weekender	Local Staycation
I worked on the computer for 20 years. I shut it off the day I retired and refuse to open it. Don't email me, pick up the phone and CALL!	I don't feel comfortable online. When I get a ticket, I give my son my credit card and he pays it for me.	I'm here for the weekend. I choose Pacific Beach randomly—I wanted a beach that I could take my kids to. I try Yelp and Google but don't know what to look for. I've been relying on the hotel to direct me, they have good pamphlets and the concierge is pretty helpful. Before I came I searched for the things to do. I couldn't find them. At least in LA you've got the Hollywood sign and the Stars—these places are famous, people remember them. What are the memorable places in San Diego? What must I see?	We live in Ramona. Today's the first day of Spring Break. We're out here trying new kites. I love Seaport Village—it's easy and there's enough around here to entertain my son. While I live right next door, I don't really know the neighborhoods and if there's anything that would be fun to do with my son. My son gets here more often with school on field trips. Once he's grown I'd like to move downtown San Diego and experience that life.
Initial Opportunities <ul style="list-style-type: none">* Allow for quick simple transactions.	Initial Opportunities <ul style="list-style-type: none">* Allow for quick simple transactions.	Needs <ul style="list-style-type: none">* Show me the top ten things.* Give me a place to hang outside and soak up the vitamin D.* Show me the beaches.* What are the locals doing? Initial Opportunities <ul style="list-style-type: none">* Have a top 10 list of San Diego attractions.* Introduce people to the San Diego communities through highlighting local festivals and events.	Needs <ul style="list-style-type: none">* Help me connect to others in the City.* Help me get to know the City.* Help me spend my time. Initial Opportunities <ul style="list-style-type: none">* Have a top 10 list of San Diego attractions.* Introduce people to the San Diego communities through highlighting local festivals and events.

Use SanDiego.gov



Personas

Population segmentations based on human-centered research.

Hyper Local		Transplant	
Retiree	Self-Employed	Spouse	Employed
<p>I use the library system all the time—reserving books; checking if they came in.</p> <p>Last year when my street light went out I logged it on the City’s website. After 3 months I logged it again, and then again. I couldn’t tell what was happening, if anything was happening. Finally, I wrote the mayor and within a week it was fixed.</p>	<p>I used the City’s website to find out how to start a business. I decided to be an LLC, got my business license with the County and paid my City tax, only to find out I can’t be an LLC—I misread the instructions!</p> <p>Who do I turn to for help? The City or the County? It’s so confusing.</p>	<p>I moved here with my husband. He’s working all the time so I search for things to do.</p> <p>It’s lonely here, I miss my home town—I knew where to turn to find out what was happening in town. Here, I don’t know where to find out information for the simplest things—where are the fireworks? What is going on in Balboa Park? I heard there’s a Japanese Garden, but where is it? The Park is really confusing.</p>	<p>I moved here for college and have ping ponged between here and San Francisco. I keep coming back because I just love it here. I walk out my door and I have the choice of beach, canyon hiking, surfing, biking. I ran the Hot Chocolate Marathon this year.</p> <p>I use Meetup and Instagram to find new places to go and people to meet. When it comes to holidays and local festivals I rely on the San Diego Reader.</p>
<p>Stories</p> <ul style="list-style-type: none">* We’re out of touch with what’s going on in other neighborhoods. I haven’t been there in 20 years. <p>Expectations</p> <ul style="list-style-type: none">* I am jaded by previous experiences with the City. <p>Needs</p> <ul style="list-style-type: none">* Give me specificity.* Give me results.* Make it easy to manage my home and relationship with the City. <p>Initial Opportunities</p> <ul style="list-style-type: none">* A citizen dashboard to simplify interaction, provide feedback on transactions and track logged issues.* Feedback on user actions.	<p>Stories</p> <ul style="list-style-type: none">* This is my neighborhood. I never leave it.* I’ve explored San Diego <p>Needs</p> <ul style="list-style-type: none">* Help me find the local gems.* Help me find events.* Help me know what happens on national holidays.* I don’t use the City website unless I’m trying to start a business. <p>Initial Opportunities</p> <ul style="list-style-type: none">* Clear steps and links to information that support proper process and feedback on user actions.	<p>Expectations</p> <ul style="list-style-type: none">* I base my expectations on experiences with other cities. <p>Initial Opportunities</p> <ul style="list-style-type: none">* Provide important information on holidays such as events and school closings.* Support community building to strengthen ties to San Diego.* Map and highlight Park and Rec opportunities.	<p>Stories</p> <ul style="list-style-type: none">* I love the weather, I’m out running, biking, picked up surfing and tried paddle boarding. I can be competitive.* Transplants that move to San Diego after high school or college either stay or ping pong between San Diego and other cities—caught between their love of San Diego and jobs that take them away. <p>Initial Opportunities</p> <ul style="list-style-type: none">* Provide important information on holidays such as events and school closings.* Support community building to strengthen ties to San Diego.

Use SanDiego.gov



Personas

Population segmentations based on human-centered research.

Tourist	Semi-Tourist
One Day	
I googled San Diego before I came. I got some ideas of what to do.	I used to live here, now my son goes to college here—UCSD. When he was deciding on schools it was the beach that won him over—me too! I went to school here too.
Did you know this is a foody town? I use my phone for everything. After my meeting I had my first fish taco—it was delicious. Tonight I want to try one of San Diego's breweries that I found on Yelp. I head back to the cold tomorrow morning, at least I've been able to soak up the sun.	The first thing I do when I come down is go to the beach—I need that sun and I love the salty breeze. We also always go to Phil's Barbecue for brisket.
	I don't really go anywhere new. It doesn't feel like we have time.
Initial Opportunities	Initial Opportunities
* Help people take advantage of everything San Diego has to offer.	* Help people take advantage of everything San Diego has to offer.

Content Strategy



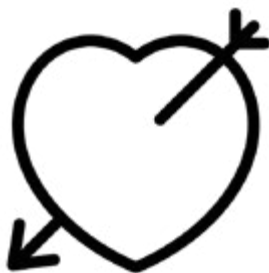
Separate City business from City leadership.

City leadership should inspire, guide and develop new ideas to foster growth and opportunity; City business should provide governance and directives.



News format.

The website should be timely, informative, task driven; content separated by themes and purpose.



Obvious + Delightful.

Use the website to inspire positive associations with San Diego. Providing delightful interactions with the City features that San Diegans value reinforces the benefits of living in, working in and visiting San Diego.

Content Management Structures



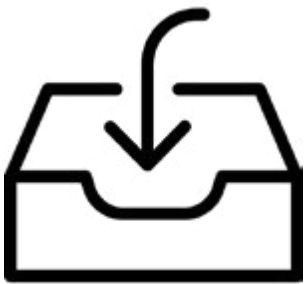
Chapters + Subjects

A Page (Bucket) that contains similar Content from across departments

These are at the top of a hierarchy, acting as a frame for content related to subjects. A real life example would be a bulletin board or newspaper section where content is organized by a theme or topic with typical items universal across all newspaper sections.

Examples:

- * Health
- * Education



Capture Tools

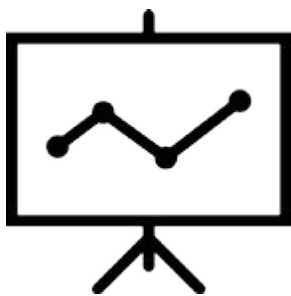
Tools or Objects that capture data and report

These 'tools' capture department data and reports it back out as one holistic piece of content, much like a newspaper or magazine is a mechanism for organizing disparate articles into one cohesive unit.

Examples:

- * Event calendars
- * Logged items

This 'tool' is not seen by the end user. It is a back-end system.



Presentation Tools

Pages and objects that re-present information in a controlled manner

This 'tool' acts as a Page or display module (object). It restates information in a supportive manner that enables clear understanding of what's going on.

Examples:

- * Dashboard



Multi-Modal Content Navigation Tools

Bi-modal Site navigation + Multi-modal content navigation

Site navigation that includes action and category on buttons.

Example:

- * See + Do: Places to eat and shop

Content objects and text with duplicate functions to allow site visitors the ability to enter through the link that best suits their navigation style.

Examples:

- * Links to North Park neighborhood via illustrated map + place name text + photo
- * Initiative report engagement via link on report cover image + report title text; + via illustrated report material on the website + citizen forum.

Navigation approach

SanDiego.gov is a resource tool that both supports and empowers citizens, while drawing opportunities to San Diego. Citizens use it to explore opportunities and get things done.



Explore:
Do Things in General

GUIDANCE + SUPPORT

- * To understand subjects and specific topics
- * To get guidance and information on emergency
- * To get an issue fixed
- * To get informed
- * Log/File/Report
- * To track issues

LEARN + PARTICIPATE

- * To learn about San Diego
- * To learn about policy + initiatives
- * 'How to' steps

PROCESS ORIENTATION

- * To comment
- * To discover
- * To get ideas

PLAN

- * Contact Information
- * Current activities
- * Future activities
- * Plan an outing



Tactical:
Get Things Done

MANAGE STUFF

- * Manage accounts
- * Visualize my usage
- * Tasks, tickets, books
- * My events, classes, activities, reservations
- * Track/manage Payments; tasks; events; issues

PLAN

- * Browse events
- * Plan payments
- * Plan next steps
- * Book a park structure
- * Schedule services
- * Signup for classes

Proposed Navigation Schema:

Note, these are recommended groupings of pages, content and subject matter. The titles and subtitles may change based on writing style. We recommend that the contents and intent remain the same.

Explore	Tactical
1. Leisure: Explore, Play + Events Beaches, Parks, Recreation, Neighborhoods	5. Fix, Plan + Build Utilities, Business, Reporting and Permits
2. Governing, News + Initiatives Mayor, Community Board, Planning Initiatives	6. Resident Resources, Topics + Tasks Topics, Parking, Pay, Log, Home Ownership, Find
3. Learn, Connect + Grow Community Forums, Business Development	7. Public Safety Police, Fire, Lifeguards
4. Library	

NOTE ON SCHEMA:

Title:

Human Centered Language

Subtitle:

Topic or Category of Content

Example:

SEE & DO

Attractions, inspiration, activities & events

EAT & DRINK

Restaurants, nightlife, coffee shops, sweet tooth

www.visitcopenhagen.com

Navigation

Proposed Navigation

SITE NAVIGATION

Logo / Main Navigation / Sub-navigation / Search

Leisure: Explore, Play + Events

Beaches, Parks, Neighborhood

Governing, News + Initiatives

Mayor, Planning Initiatives

Learn, Connect + Grow

Forums, Business Development

Library

Fix, Plan + Build

Utilities, Business, Permits

Resident Resources, Topics + Tasks

Parking, Pay Now, Help, Home

Public Safety

Police, Fire, Lifeguards

EXPLORE AND LEARN: BUILD AWARENESS + ENGAGEMENT

Impact Image

Awareness + Planning Content

At-a-Glance/Impact Tools:

TACTICAL: GET THINGS DONE

High Use Content

Subject Resource Content

Do Immediately / Take Action Tools:

Navigation | Last Modified: May 20, 2015 11:29 AM

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Navigation Comparison

PROPOSED NAVIGATION

San Diego	Leisure: Explore, Play + Events <small>Beaches, Parks, Neighborhood</small>	Governing, News + Initiatives <small>Mayor, Planning Initiatives</small>	Learn, Connect + Grow <small>Forums, Business Development</small>	Library	Fix, Plan + Build <small>Utilities, Business, Permits</small>	Resident Resources, Topics + Tasks <small>Parking, Pay Now, Help, Home</small>	Public Safety <small>Police, Fire, Lifeguards</small>
Examples:	* Beaches * Parks * Recreation * Neighborhoods * Events	* Mayor * Community Board * News * Initiatives	* Community Forums * Business Development		* Utilities * Business * Reporting * Permits	* Parking * Account * Topics * Payments * Home Ownership * Report/Log * Book + Reserve * Directory	* Police * Fire * Lifeguards

EXISTING NAVIGATION

San Diego	Home	Business	City Hall	Community	Information	Leisure	Services A-Z	Visiting
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EXAMPLE OF BEST PRACTICE

	Report It	Map It	Pay It	Request City Service	Find Public Records
Phoenix	Living in Phoenix	Doing Business in Phoenix	Visiting Phoenix		

Key

City

Main navigation

Universal navigation
(generally at very top of site)

Proposed Sub-Navigation

SITE NAVIGATION

Logo / Main Navigation / Sub-navigation / Search

Leisure: Explore, Play + Events
Beaches, Parks, Neighborhood

Governing, News + Initiatives
Mayor, Planning Initiatives

Learn, Connect + Grow
Forums, Business Development

Library

Fix, Plan + Build
Utilities, Business, Permits

Resident Resources, Topics + Tasks
Parking, Pay Now, Help, Home

Public Safety
Police, Fire, Lifeguards


Public Safety

Police
Subsection
Another Sub Section
Subsection


Fire
Subsection
Another Sub Section
Subsection

Lifeguards
Subsection
Another Sub Section


Descrpition of section contents Aenean lacinia bibendum nulla sed consectetur. Cun sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



Does your dog have what it takes to be a K9 officer? Curabitur blandit tempus porttitor.



Bring the kids out for our workshop "Fire Safety for Kids" Maecenas sed diam eget risus varius blandit sit amet non magna. .



So you want to be a lifeguard? Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

FACTORY GET THINGS DONE

High Use Content

Subject Resource Content

Do Immediately / Take Action Tools:

Navigation | Last Modified: May 20, 2015 11:29 AM

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San Diego	Leisure: Explore, Play + Events	Governing, News + Initiatives	Learn, Connect + Grow	Library	Fix, Plan + Build	Resident Resources, Topics + Tasks	Public Safety
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Leisure: Explore, Play + Events

Beaches, Parks, Recreation, Neighborhoods

This section includes:

1. City amenities such as our:
 - * Beaches
 - * Parks (City, State and National)
 - * Sport venues
2. Best of features (and top 10):
 - * Balboa Park
 - * Downtown
 - * Mission Bay
3. Community lifestyle:
 - * Neighborhood Experience
 - * Events (hyper local to national holidays)
 - * Group sports/activities

Support community through centralized lifestyle activities and needs.

Leisure: Explore, Play + Events supports citizen, visitor and business needs to discover San Diego. This section provides critical community engagement opportunities to increase awareness of local cultural events, local features and news that affects the neighborhoods.

CONTENT MUST SUPPORT:

Guidance and awareness that support neighborhood improvement or decision making

- * Highlights neighborhood details: news; cost of living; crime; initiatives
- * Visualizes activities, behaviors

Instant discovery that leads to action

- * Visualizes San Diego specifics: surf, tides, traffic, weather
- * Highlights features of San Diego and its neighborhoods

Search that leads to immediate action

- * Recreation infrastructure: bicycle and exercise routes

Supports real-time live navigating

- * Bicycle routes, MTS schedule
- * Finding hours and location

Process completion

- * Signing up for classes; reserving park facilities
- * Informative information

Mapped Events

- * Local events: air carrier schedule; group classes/sports calendar; City department calendars
- * National holiday observances and local activities

Passive and active learning

- * What is the issue: drought
- * Wiki facts: history of San Diego
- * Community education
- * San Diego features

TOOLS MUST SUPPORT:

Manage my stuff

- * My events, classes, activities, reservations
- * My tasks: ticket payments, book holds

Manage accounts

- * Manage children's library accounts
- * Check the status of a permit

Ongoing (saved) planning and immediate tasks that relate to City departments

- * Booking, scheduling, sign-ups, reservations and requests for classes, tee times, buildings, parks, waste disposal, etc.
- * Get a permit: park building; events
- * Past reservations and activities

Learn, follow and participate

- * Learn about parks, processes, events
- * Discuss and make recommendations for best of features.
- * Community forums and discussions

San Diego	Leisure: Explore, Play + Events	Governing, News + Initiatives	Learn, Connect + Grow	Library	Fix, Plan + Build	Resident Resources, Topics + Tasks	Public Safety
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Governing, News + Initiatives

Mayor, Community Board, Planning Initiatives

- This section includes:**
- * Mayor
 - * Community Board
 - * Employment
 - * Cost of Living
 - * Long-Term Planning
 - * Planning Initiatives

Centralize news, initiatives and the offices that lead San Diego.

Governing, News + Initiatives is the heart of SanDiego.gov providing citizens a central location to view and learn about what’s going on in the City. This supports citizen’s needs for simple navigation and discovery; and citizen safety and security needs for civic management.

- Simple navigation needs:**
- * Organized, and structured information
 - * Ease of identifying support structures

- Discovery needs:**
- * Single source for news and critical issues related to San Diego

Safety and Security needs:
Providing a single entry point to critical issues alleviates anxiety and stress; while also minimizing the time required to search out the information across disparate pages across the website.

CONTENT MUST SUPPORT:

- Attract business and tourists**
- * Through guidance of process and place
 - * Through awareness of features and community
- Discovery that leads to impact**
- * Cost of living, safety, industry, community
- Passive and active learning**
- * What are the community issues (drought)
 - * News about San Diego
 - * Military
 - * Business in San Diego
 - * Mayor initiatives
 - * Mayor’s news

- Active communication**
- * Forums
 - * Discussions
 - * Online ‘town halls’

- Mapped features and opportunities**
- * Visualize initiatives, topic focuses, critical San Diego issues
 - * Local and government events calendar

TOOLS MUST SUPPORT:

- Town hall participation**
- * Topic education
 - * Community forums and discussions
- Track/manage**
- * Events
 - * Issues
- Search**
- * Jobs
 - * Topics
 - * News

San Diego	Leisure: Explore, Play + Events	Governing, News + Initiatives	Learn, Connect + Grow	Library	Fix, Plan + Build	Resident Resources, Topics + Tasks	Public Safety
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Learn, Connect + Grow
Community Forums,
Business Development

Section Includes:

- * Forums
- * Neighborhoods and council districts
- * Initiatives

Enable citizen participation and ownership of their communities. Increase awareness of community characteristics.

Learn, Connect + Grow help citizens connect with their community; engaging with the initiatives, festivals and businesses. It supports citizen needs to connect, participate, orientate and utilize the city. It connects businesses to a perspective of San Diego that is not top down, but grown from within.

CONTENT MUST SUPPORT:

Attract business and tourists

- * Through guidance of process and place
- * Through awareness of features and community

Discovery that leads to impact

- * Surf, tides, traffic, weather, cost of living, safety, industry, community
- * Top 10 features of San Diego
- * Neighborhoods
- * How to get around—mass transit maps, schedule; major highways; directions

Passive and active learning

- * What are the community issues (drought)
- * Wiki facts: history of San Diego
- * News about San Diego
- * Mayor initiatives
- * Mayor’s news

Mapped features and opportunities

- * Visualize feature locations: neighborhoods and attractions
- * Local events: air carrier schedule; calendar

TOOLS MUST SUPPORT:

Follow/participate

- * Events
- * Forums
- * Sharing
- * Photos

Book/request/reserve/sign-up

- * Sign-up for a class
- * Reserve a spot
- * Get a permit: park building; events

Track/manage

- * Payments; tasks; events; issues
- * Check a permit

Search

- * Job search
- * Social media
- * Photos
- * Events

San Diego	Leisure: Explore, Play + Events	Governing, News + Initiatives	Learn, Connect + Grow	Library	Fix, Plan + Build	Resident Resources, Topics + Tasks	Public Safety
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Library

Provide top level navigation to a citizen favorite.

*Note, Each department and subject matter should be studied in detail.

The library has similar functions and content management issues as other departments, and to the site in general. However, the library is very outward facing with multiple repositories that require excellent user experiences that support explicit tasks.

Fix, Plan + Build

Utilities, Business, Reporting and Permits

This section includes:

1. City infrastructure and utilities
 - * Departments
 - * Indexes
2. Home ownership
 - * Property taxes
 - * Utilities
3. Business
 - * Construction
 - * New business
 - * Doing business with the City
 - * Planning
 - * Taxes
4. Support
5. Information

Centralize ongoing relationships with the City.

Fix, Plan + Build supports ongoing relationships with the City. This section centralizes processes, detailed information, department pages and ‘purchases’ (such as permits).

CONTENT MUST SUPPORT:

Guidance that leads to impact

- * Awareness of City initiatives, bids, doing business
- * Visualize usage: water, permits, payments, activities
- * Visualize where someone is in a process

Search that leads to immediate action

- * Detailed, complete information: MTS schedule; contact and location information
- * How to processes: make a payment (and why); set up my home for drought readiness; sign up for classes; start a business

Mapping infrastructure

- * Locations of public buildings; infrastructure; construction

Mapped impact

- * Visualize construction impact and activities

Observing and tracking engagements

TOOLS MUST SUPPORT:

Business management

- * Business permits, planning, taxes
- * Utilities, library, water, services
- * Manage employee/firm accounts
- * Taxes, city requirements

Awareness and tracking

- * Community forum discussions
- * Community initiatives
- * RFPs and Bids
- * City Accounts
- * Track permit status
- * Compliance requirements

File/submit/report

- * File report
- * Report an issue: pothole; ADA compliance
- * Send a photo

Payment

- * Pay fees

Request

- * Request landscaping
- * Get a permit: park, building; events

Search

- * Job search
- * Contact information
- * Directions
- * Locations

San Diego	Leisure: Explore, Play + Events	Governing, News + Initiatives	Learn, Connect + Grow	Library	Fix, Plan + Build	Resident Resources, Topics + Tasks	Public Safety
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Resident Resources, Topics + Tasks

Topics, Parking, Pay, Log, Home Ownership, Find

Section Includes:

- * Website Tools
- * Indexes
- * Account management

Increase citizen management and ownership of their relationship with the City.

Resident Resources, Topics + Tasks supports citizen orientation for immediate and ongoing task needs. Centralize task completion to eliminate redundant tasks and pay centers. Provide a triage ‘dashboard’ to enable quick orientation around disparate topics.

Orientation Needs:

- * Identifying departments and task ownership
- * Answer questions quickly
- * Find a human to answer questions, solve a problem

Immediate Task Needs:

- * Payment
- * Report issues (repeated from Public Safety)
- * Solve a problem
- * Instructions
- * Find specific content
- * Order utility and service products (garbage cans)

Ongoing Task Management Needs:

- * Manage utilities and household accounts

CONTENT MUST SUPPORT:

Guidance that leads to impact and awareness

- * Awareness of City initiatives
- * Visualize my usage: water, library (books, holds, out/in)
- * Visualize my safety
- * Observing and tracking engagements
- * Emergency alerts

Maps personal to civic

- * Visualize neighborhood/home impacts:
 - * Construction impact and activities
 - * City Initiatives
 - * Council members
 - * Mapped issues with repair dates for known potholes and logged problems
- * Local MTS schedule; contact and location information

Supports navigating

- * Bicycle routes, MTS schedule
- * Finding hours and location
- * Finding Council Members
- * Personal hyperlinks to infrastructure web
- * Find my car; precinct location; phone, hours and locations; crime stats and perpetrators
- * Instructions for emergency or proactive activities for drought, fire, safety

Active process completion

- * Signing up for classes; reserving park facilities
- * Payments
- * Issue logging
- * Search
- * Parking

TOOLS MUST SUPPORT:

Personal management

- * My events, classes, activities, reservations
- * My tasks: tickets, books, departments
- * My accounts: Utilities, library, water, services, home; children’s library accounts
- * Park and parking permits

Completing sign-ups and reservations

- * For class, tee time, building, park, waste disposal

Participating in or starting a discussions

- * Community forums
- * Logging an issue
- * Creating awareness of a need

Payments

- * Pay a fine, deposit

Searches

- * Job search

San Diego	Leisure: Explore, Play + Events	Governing, News + Initiatives	Learn, Connect + Grow	Library	Fix, Plan + Build	Resident Resources, Topics + Tasks	Public Safety
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Public Safety

Police, Fire, Lifeguards

Section Includes:

- * Fire
- * Police
- * Lifeguards and Services
- * City Streets (repair/upkeep)
- * Nuisance reporting
- * Quality of Life

Increase responsiveness from public officials and the community.

Public Safety supports public safety needs, awareness and ‘responsive’ activities. Provide the public with a central location to support immediate safety needs and long-term quality of life improvement needs.

Immediate Safety Needs:

- * Alerts
- * Crime, nuisance reporting
- * Instructions

Long-term Quality of Life Improvement Needs:

- * Tracking issues, crimes, neighborhood safety
- * Known risks and emergency readiness

CONTENT MUST SUPPORT:

Guidance and awareness on safety

- * Visualize ‘my’ safety
- * Visualize steps and processes for safety
- * At-a-glance illustrations and flat-mapping
- * Step by step processes

Discover or read up on important information for decision making, and ongoing sense of safety

- * Neighborhood safety and activities
- * Track logged issues

Find-ability

- * Find my car; precinct location; lifeguard locations; phone, hours and directions; crime stats and perpetrators; water safety
- * Instructions for emergency or proactive activities for drought, fire, safety, water

Mapping

- * Know your safety
- * Quality of life issues: mapped known potholes and logged problems, etc.
- * Find my car; precinct location; phone, hours and locations; crime stats and perpetrators

ACTIONS/TOOLS MUST SUPPORT:

Follow, participate and discuss

- * Community forums/discussions
- * Neighborhood safety
- * Community safety
- * Learn and read: reports, news

Track and manage

- * Logged issues
- * Alerts
- * Safety events and training

File, submit and report

- * File, log and report a complaint or issue: pothole, public safety, crime
- * Traffic issues; complaints; reports
- * Send a photo

Approach to Wireframes

Web Page Construction

1. Prioritize Use

SanDiego.gov must prioritize and support tactical activities and exploration of content.

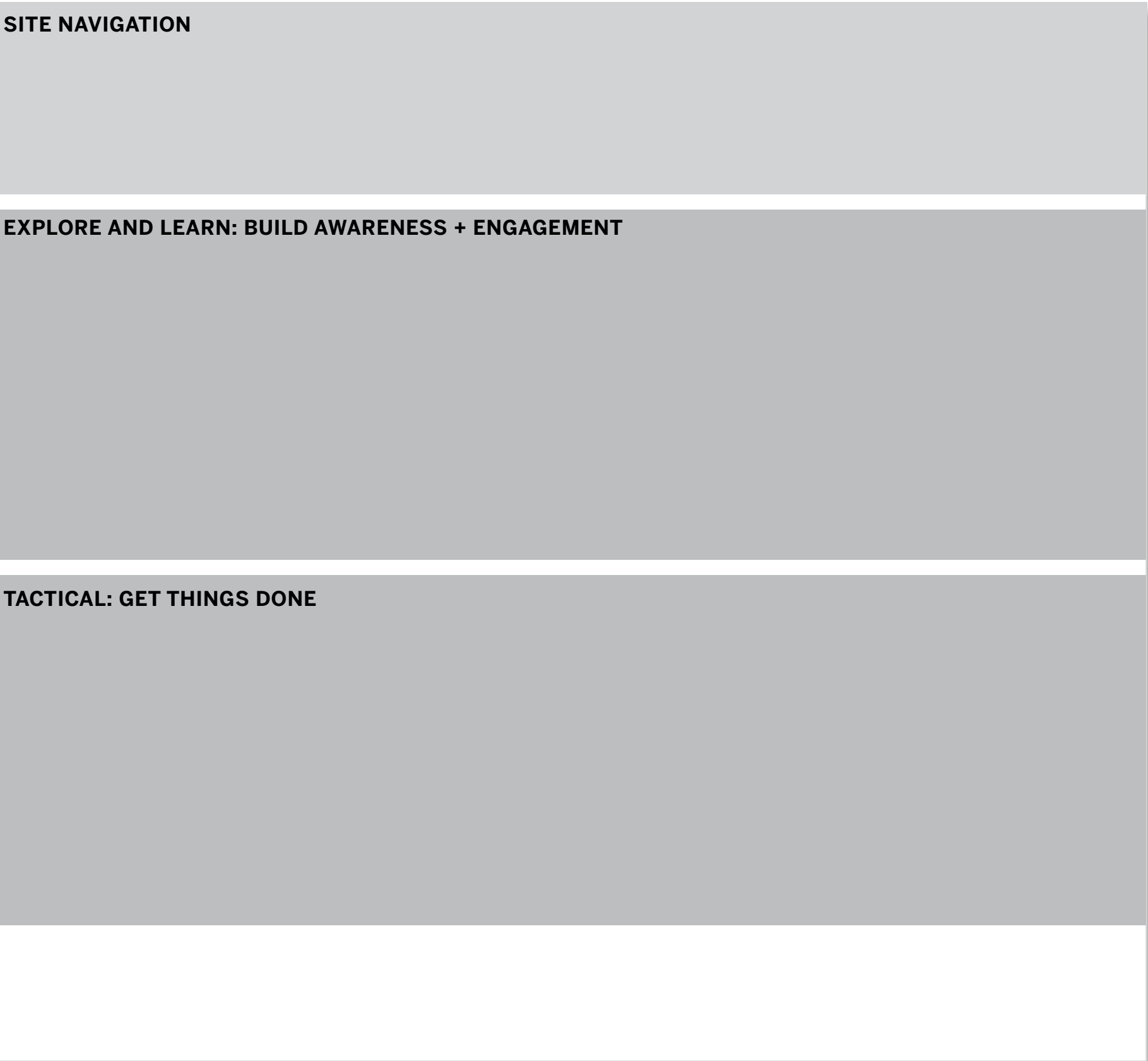
2. Make engagement easy

Text, forms/tools and visual content must support easy, quick engagement.

- * Natural, human-centered language
- * Visualizations for at-a-glance navigation
- * Existing best practices for tool processes, such as Google search; Amazon payment process

3. Formal Hierarchy

Content must take on a formal grid structure and hierarchy to support use and navigation.



Web Page Construction

4. Multi-model content engagement

Provide multiple ways to engage with content that supports both browsing and immediate task completion.

5. User centered navigation + site organization

Organize content around basic topics and subjects to enable locating content while removing topical jargon.

- * Human-centered language, user based organization

6. Enable task completion on each page

Enable immediate task completion, and provide entry into research resources and subject processes.

SITE NAVIGATION

Logo / Main Navigation / Sub-navigation / Search

EXPLORE AND LEARN: BUILD AWARENESS + ENGAGEMENT

Impact Image

- * Places

Awareness + Planning Content

- * News
- * Initiatives
- * Events
- * Projects

At-a-Glance/Impact Tools:

- * Need to know
- * Nice to know

TACTICAL: GET THINGS DONE

High Use Content

- * Library
- * Police

Subject Resource Content

- * Subject or topic pages
- * Departments Index
- * Processes

Do Immediately / Take Action Tools:

- * Payments
- * Log an issue
- * Employment

Home Page

Prominent discovery tools

- * Search must be prominent in both location and appearance.
- * “Quick Links” or “Most Requested Items” are top level.

Illustrative vs Encyclopedic

- * Awareness + Planning modules (e.g. weather, traffic conditions, emergency alerts) are high level and create understanding at-a-glance.
- * Overall, chunk information into groupings of related content.
- * The site must reflect San Diego's values, aesthetics and interests.
- * The path forward must be obvious, easy, and quick.

Navigation
Human-centered language, and user-based organization

Search
Search that is easy to find and returns organized content

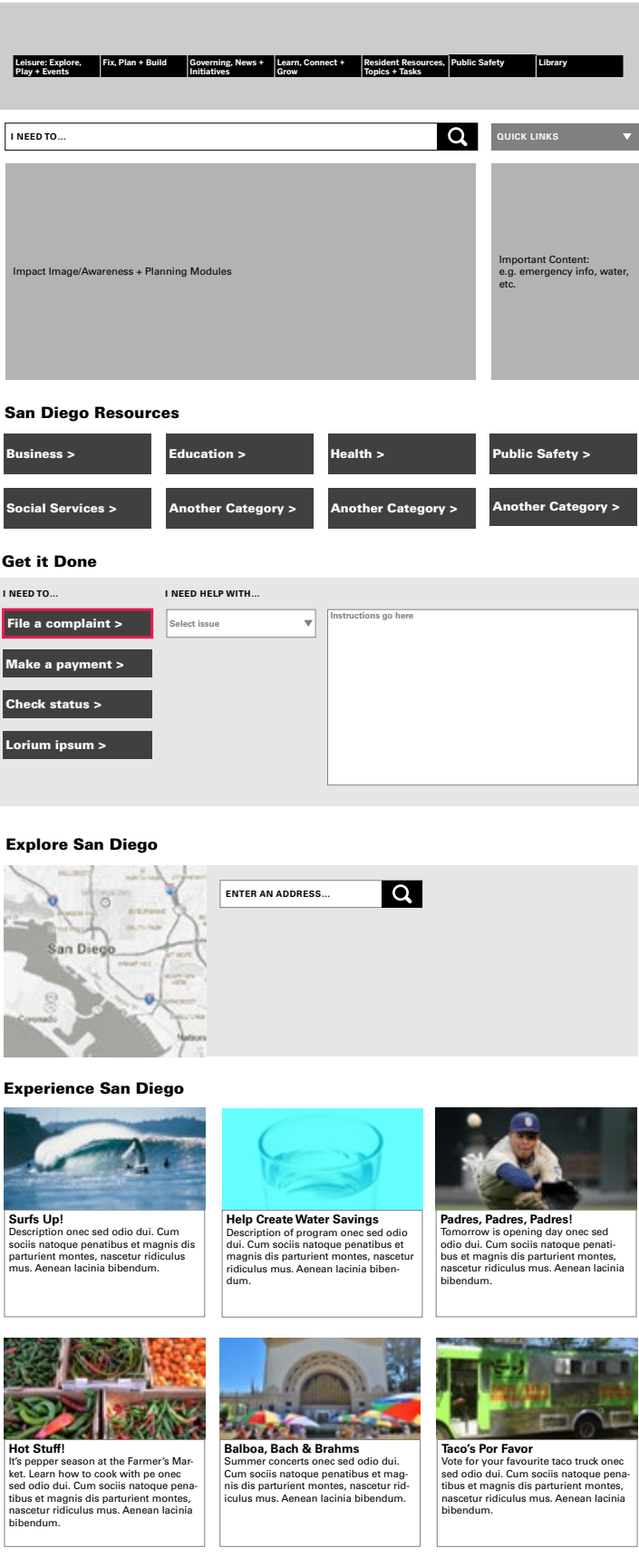
Impact Image
Engage and participate in San Diego culture

Resource module
Present content in familiar categories.

Task module
Empower users to tackle many tasks without leaving the home page.

Explore module
Allow people to navigate through multiple modes (image, text, search, etc); and at a depth that suits their need (micro to macro).

Experience module
Educate about activities, programs & initiatives



Quick Links
Allow find-ability of frequently used content

Alerts
Weather, traffic conditions, emergency alerts are high level.

Category Page
Construction

- 1. Visualize Processes
 - * Provide Clear Steps in a Process
 - * Provide checkoff lists to support proper procedures
- 2. Speed Navigation

SITE NAVIGATION

Logo / Main Navigation / Sub-navigation / Search

I NEED TO...

Q

QUICK LINKS

Category Title: Public Safety

EXPLORE AND LEARN: BUILD AWARENESS + ENGAGEMENT

IMPACT IMAGE / NEWS

AWARENESS + PLANNING

- 1. Visualizations, examples:
 - * Emergency notification system
 - * Crime statistics and maps/alerts
 - * Clery Act Campus Reports

EXPLORE SUB-NAVIGATION

- 1. Top Requests
- 2. Impact tools:
 - * Need to know: Citizen Awareness
 - * Nice to know: Events; Schedules

TACTICAL: GET THINGS DONE

RESOURCE INFORMATION

- * Services
- * How to/Requirements
- * Frequently asked questions
- * About us

TACTICAL TOOLS

- 1. Do immediately/take action, examples:
 - * Contact SDFD
 - * Find SDPD Units
 - * Find Neighborhood Police Divisions
 - * Find Fire Stations

Category Landing Page Example

Leisure: Explore, Play + Events

Fix, Plan + Build

Governing, News + Initiatives

Learn, Connect + Grow

Resident Resources, Topics + Tasks

Public Safety

Library

I NEED TO...


Q

QUICK LINKS

▼

Public Safety

How to protect you home from wildfires



WILDFIRE THREAT

High

POINT LOMA BEACHES

Closed due to high tide

STREET CLOSINGS

Sunday, May 16

Street closings due to Tour de San Diego

DROUGHT

High

Get it Done

I NEED TO...

I NEED HELP WITH...

File a complaint >

Make a payment >

Check status >


Something else >

Select issue

▼

Instructions go here

Find Fire and Police Stations



ENTER AN ADDRESS...

Q

Contacts

• Police Department

• Fire Department

• Another Department

• Another Department


Related Resources

• Category

• Category


• Category

Events, Programs & Initiatives




Fire Safety for Kids

Join us on Sunday May 16 for scription onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.




Register you Bike

Description of program onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.




Learn what it takes to be a K9 Officer

Tomorrow is opening day onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.




So you want to be a firefighter?

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.



Meet the Commissioner

Onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.



Fire Saftey in the Home

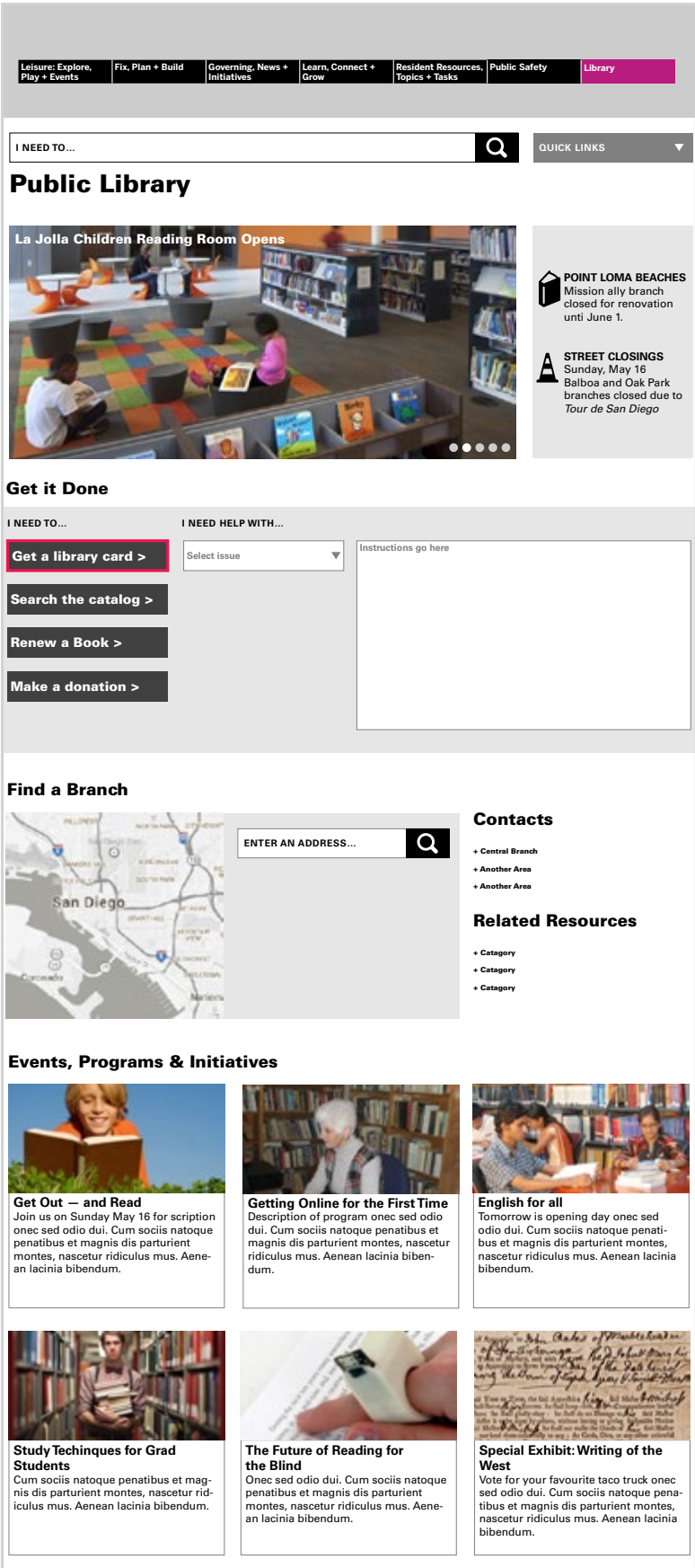
Vote for your favourite taco truck onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.

Wireframes | Last Modified: May 20, 2015 11:29 AM

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Department Landing Page Example

- * Use large bold images.
- * Top requests include links to pages outside of sandiego.gov if these follow users mental model of what should appear on this page, e.g. Port of San Diego parks.



Approach to Tools and Modules

Module and Tool Construction

1. Prioritize Use

SanDiego.gov must prioritize and support tactical activities and exploration of content. Modules and tools should be developed to primarily one mode: tactical or exploration.

- * Provide feedback on progress.
- * Eliminate click-through experiences by putting everything on one page.

2. Make engagement easy

Text, forms/tools and visual content must support easy, quick engagement.

- * Natural, human-centered language.
- * Visualizations for at-a-glance navigation.
- * Existing best practices for tool processes, such as Google search; Amazon payment process.

3. Formal Hierarchy

Content must take on a formal grid structure and hierarchy to support use and navigation.

4. Don't crowd the content



Search Page Construction

1. Make search effective, easy, as expected

- * Enable immediate discovery.
- * Search must be easy to find and use.
- * Organize results into type focusing on newest first.
- * Provide similar search query words, and results.
- * Allow people to take immediate action.

2. Focus search returns

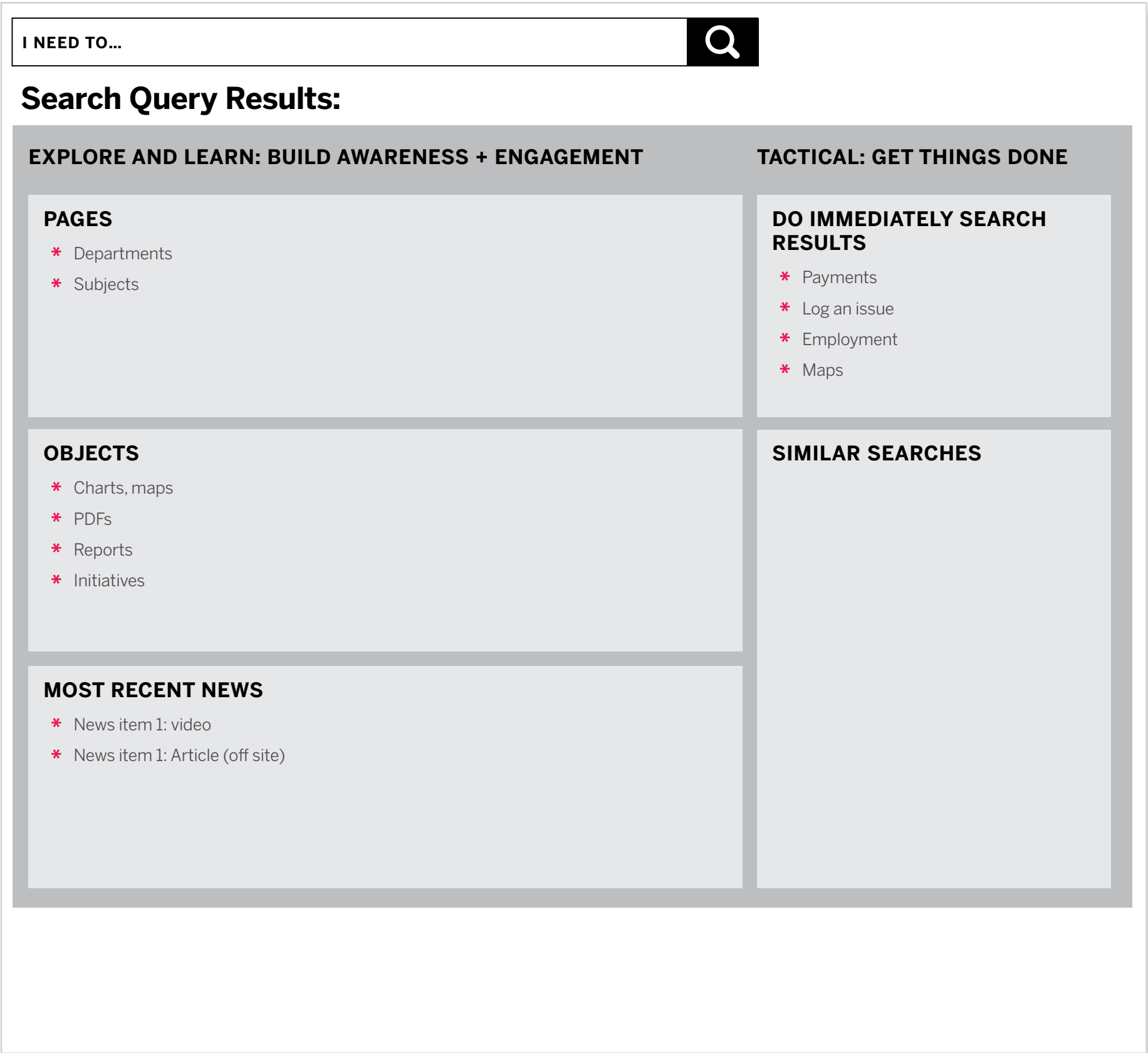
- * Search must return the most recent, reliable results.
- * Search should return content in an organized manner.

3. Search function must work in a familiar known way.

4. Search must be prominent, in both location and appearance.

“I would go back out cause I trust Google more.” —Evan

“That Search bar I didn’t even see. The Search bar needs to be bolder and a little bit bigger. My eye was drawn to the darker blue color over here and the linked buttons.” —Stephanie



Search Results Tool

MORENA MTS STATION

Q

Morena MTS Station


PAGES

Planning Department >

SDMTS.org >


Mass Transit >

OBJECTS




Feasibility Report

Description onec sed odio dui.



Safety

Description onec sed odio dui. Cum sociis natoque penatibus.



Small Business

New business onec sed odio dui.

MOST RECENT NEWS

News item 1: video >

News item 1: Article (off site) >

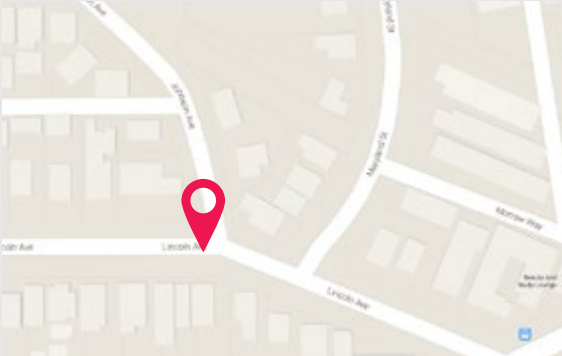
DO IMMEDIATELY SEARCH RESULTS

Buy transit tickets (fare) >

Visit Morena MTS Station Forum >

Employment >

Map Morena MTS Station >



SIMILAR SEARCHES

Bay Park Council Member >

MTS Holiday schedule >

Tool Wireframes | Last Modified: May 20, 2015 11:29 AM

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Forum Tool

DIALOGUE IMPROVES THE CITY

Community spaces allow people to interact in positive ways. Moderate important discussions online.

- * Help me connect with and commit to my community.
- * I want the city to know what I have to say.

1. Show the dialogue

- * Visualize the feedback loop, showing who's talking and what's been said
- * Capture and categorize facts and opinions
- * Show that the City is listening

2. Enable participation without login

- * Let people comment without login authentication
- * Give tactical information to allow for immediate action and participation

3. Put everything in one place

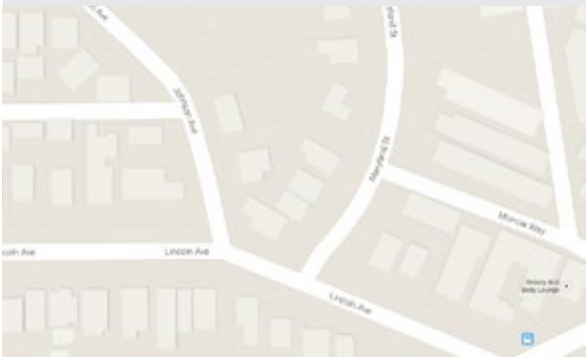
- * Individuals and officials who can help
- * Reports, facts, trusted opinions, and community comments

4. Enable immediate action

“The city is neglecting my neighborhood’s streets, yet they’re paying a commission \$500,000 to figure out if the stadium is a good idea.”
—YMCA member

I want “more of an open dialogue on how to improve San Diego in general.” —USO volunteer

Forum



MORENA MTS STATION



Morena MTS Station

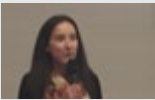
[<Get the Facts>](#)
[<Read the reports>](#)
[<Read the opinions>](#): 0136
[<Make a comment>](#)

Introduction
Morena MTS Station will ...

Latest Updates
June 12 • Update



District 9
Council Member: Jane Doesky
Janedoesky@sandiego.gov
555 555-1237



Next Door
Block Leader: Joe Bishop
Joe@nextdoorsd.org

0 SHARES

136 comments

SHARE YOUR THOUGHTS

ALL (136)
David, North Park, San Diego • 12 minutes ago
“I guess the one thing I’ve learned...”
REPLY • RECOMMEND

CHill, CA • 14 minutes ago
“Don’t change the view.”
REPLY • RECOMMEND

134 more

Conversation



Other Conversations



Food Trucks
Food trucks, taco truck onec sed odio dui.



Water Safety
Description onec sed odio dui. Cum sociis natoque penatibus.

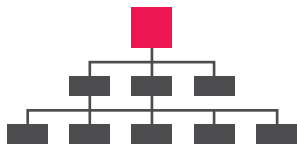


Small Business
New business onec sed odio dui.

Index Tools:

Topics and resources on home page

- * Provide content via a list of topics understandable to users e.g. Business, Education, Health, etc.
- * Content can be accessed from the resources module or top level navigation.



Topics + Resources

TACTICAL NAVIGATION

Navigate Index

CATEGORIES >

DEPARTMENTS >

PROGRAMS >

INDEX >

Top Resources

News

Do Now
Navigation

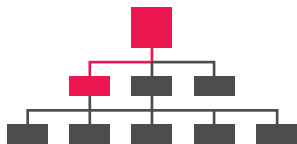
EXPLORE AND LEARN BROWSE

Secondary Content

Index Tools:

Topics and resource category listing page

- * User can navigate by Categories, Services or Programs.
- * Categories and subcategories are listed on page.
- * Under category e.g. "Business" topics with descriptions are listed in alphabetical order.
- * Hovering over a Category will bring up subcontent
- * Top Requests are called out in a sidebar.



Topics + Resources

CATEGORIES >

DEPARTMENTS >

PROGRAMS >

INDEX >

Resources by Category Index

List of resources by category or subject

Business >

Risus
Egestas Elit
Purus Tellus
Ornare Ultricies Sit
Tristique Ullamcorper

Health >

Risus
Egestas
Purus Tellus
Ornare Ultricies Sit
Tristique Ullamcorper

First Topic >

First subtopic ipsum pellentesque
Second subtopic aenean eu
Third subtopic leo quam
Fourth subtopic ellentesque ornare

Second Topic >

First subtopic ipsum pellentesque
Second subtopic aenean eu
Third subtopic leo quam
Fourth subtopic ellentesque ornare
Fifth subtopic quam

Third Topic >

TOP REQUESTS

Adipiscing Fringilla
Mollis Tristique
Euismod
Ornare
Sem Sollicitudin

Index Tools:

Topics and resource topic page

- * Topic pages give clear step by step information.
- * Include ability to save, print and share.
- * Provide mulitple ways to enter into the data.
- * Provide Clear Steps in a Process
- * Provide checkoff lists to support proper procedures



Health

Vaccinate your child

ILLUSTRATION OF THE PROCESS

- Save
- Print
- Share

What vaccines are required for preschool?

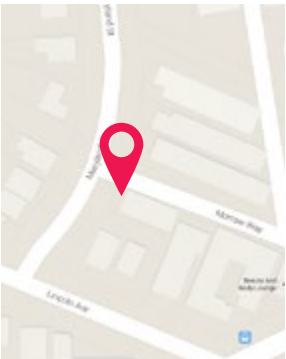
✓ Vaccine 1

Aenean lacinia bibendum nulla sed consectetur. Vestibulum id ligula porta felis euismod semper.

✓ Vaccine 2

Sed posuere consectetur est at lobortis. Donec id elit non mi porta gravida at eget metus.

✓ Vaccine 3



Locate a Clinic
Age requirements
Vaccines

Index Tools:

Topics and resource department listing

- * User can scroll down entire list or jump to a specific letter of the alphabet.
- * User can filter by category e.g. “health” and see only departments that fall under that category.
- * On hover a description of the department appears, user can then navigate to department page.

Topics + Resources

CATEGORIES >

DEPARTMENTS >

PROGRAMS >

INDEX >

Resources

List of Departments

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FILTER BY CATEGORY

- ☐ Business
- ☐ Cenean
- ☐ Duam
- ☐ Eharetra
- ☐ Fultricies
- ☐ Gras
- ☐ Huismod
- ☐ Ipsum

A

Aisus

Aegestas Elit

Apurus Tellus

Nullam quis eros eget urna mollis ornare vel eu leo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

VISIT SITE >

Arnare Ultricies Sit

Atristique Ullamcorper

B

Baisus

Begestas Elit

Burus Tellus

Burnare Ultricies Sit

Byristique Ullamcorper

Index Tools:

Topics and resource program listing

- * Programs are displayed in a highly visual, attractive manner.
- * User can filter by category e.g. “health” and see only programs that fall under that category.

Topics + Resources

CATEGORIES >

DEPARTMENTS >

PROGRAMS >

INDEX >

Resources

List of Programs & Initiatives

FILTER BY CATEGORY

- ☐ Business
- ☐ Cenean
- ☐ Duam
- ☐ Eharetra
- ☐ Fultricies
- ☐ Gras
- ☐ Huismod
- ☐ Ipsum

Program Name >

Description of program onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.

Program Name >

Description of program onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.

Program Name >

Description of program onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.

Program Name >

Description of program onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.

Program Name >

Description of program onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.

Program Name >

Description of program onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.

Task Tool

Tools should function similarly across the site. Task tools should enable immediate, limited click-through to accomplish tasks such as payments, and filing and logging issues.

- * Task tool appears on home page.
- * The tool allows users to tackle most tasks without leaving the home page.

1. Tag and submit

- * Provide citizens with the option to attach files on applicable forms and in communication.
- * Integrate file submission into the processes of the relevant department (such as submitting a graffiti photo as part of reporting to the Police Department).
- * Support immediate tag and upload from mobile devices.

2. Obvious paths forward

- * Actions, paths, and processes must be clear, reliable and relevant. Allow users to find and understand what is possible; and to accomplish their purposes quickly.
- * All choices and information must be in everyday, human language—straight-forward and easy-to-understand.
- * The text on navigation and buttons, and in drop-down menus should be based on the way people communicate.

3. Use action-based navigation for frequent tasks, such as: Pay a Parking Ticket, Appeal a Parking Ticket, Pay Water Bill, Report Graffiti, Submit a Noise Complaint, Get a Park Permit, Contact Your Council Member.
- * Drop down menus that say “I want to...” or “I need help with...”
4. Avoid department names as the primary or top level category to tag information.

Tactical: Get it Done

I NEED TO...

- File a complaint >
- Make a payment >
- Check status >
- Lorium ipsum >

Choose the department:

Select Department ▼

Instructions go here

I NEED HELP WITH...

I need help with ▼

Explore Tool

Allow people to navigate through multiple modes (image, text, search, etc); and at a depth that suits their need (micro to macro).

Explore by:

- * Address
 - * Neighborhood
 - * Keywords or topics
-
- * Maps should have features that communicate the most sought after information.
 - * Maps should have the appropriate abstraction for the information sought, from general to specific.

Explore San Diego



ENTER AN ADDRESS...

Q

Explore via Map >

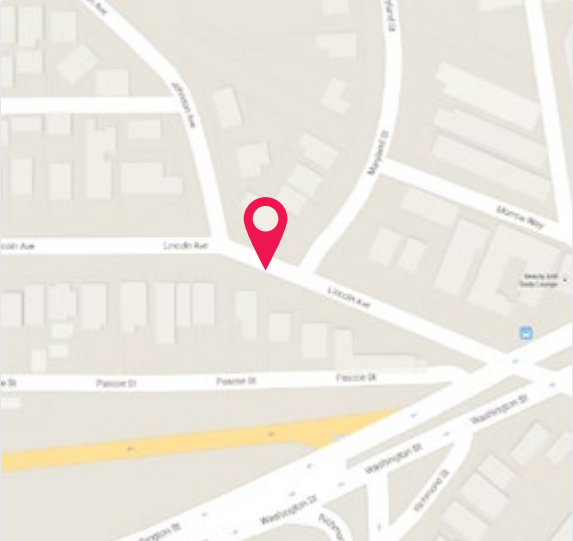
Explore by Topic >

Explore Tool

- * Map centers on address.
- * Relevant information such as police precinct, school district, council representative is displayed.
- * Feature nearby events, and attractions.
- * Highlight initiatives through data visualizations. Here the water usage for the neighborhood is compared to city-wide average, city-wide goal and neighborhood with lowest usage.

‘Things to do in San Diego’ Google search. “I failed to find theatre shows and sporting events on correct dates. I was hoping to find things to do in the vicinity of the convention center, parks, cool restaurants like Top of the Hyatt, events, etc.” —Mission Bay Tourist

Explore San Diego



1281 LINCOLN AVENUE



1281 Lincoln Avenue

Police precinct: Precinct 007
School District: 01
Trash pick-up: Tuesday, Thursday, Saturday

Get information on street cleaning enforcement

Get information on reducing water usage



District 9
Council Member: Jane Doesky
Janedoesky@sandiego.gov
555 555-1237

Events Nearby
Curabitur blandit tempus porttitor.

Maecenas sed diam eget

Rsus varius blandit sit

Attractions Nearby
Curabitur blandit tempus porttitor.

Maecenas sed diam eget

Rsus varius blandit sit

Restaurants Nearby
Curabitur blandit tempus porttitor.

Maecenas sed diam eget

Rsus varius blandit sit

Water Usage



Experience Tool

- * Combination of recreational, cultural and civic activities.
- * Strong visuals reinforce City as a brand.

Experience San Diego



Surfs Up!
Description onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.



Tacos Por Favor
Vote for your favourite taco truck onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.



Padres, Padres, Padres!
Tomorrow is opening day onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.



Hot Stuff!
It's pepper season at the Farmer's Market. Learn how to cook with pe onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.



Balboa, Bach & Brahms
Summer concerts onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.



Help Create Water Savings
Description of program onec sed odio dui. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum.

Design Recommendations

*Note, screengrabs, images and websites noted herein are referenced in the Discovery Research document.

1. Use natural, human language.

These recommendations are based on our user research and sector best practices.

Natural Language Navigation

SEE & DO
Attractions, inspiration,
activities & events

EAT & DRINK
Restaurants, nightlife,
coffee shops, sweet tooth

SHOPPING
Danish fashion, vintage,
design & accessories

PLAN YOUR STAY
Budget accommodation,
FAQ & how to get around

CITY AREAS
In & around Copenhagen
& North Sealand

Make a Complaint ▶

Check Status ▶

Make a Payment ▶

My Neighborhood ▶

I want to...

Apply for a parking permit

Pay or renew a parking permit

Pay a parking fine

Search for a career

For Residents ▶

For My Business

For Visitors

Simple Topic and Subject Navigation

Business ▶

Civic Services ▶

Culture & Recreation ▶

Education ▶

Environment ▶

Health ▶

Housing & Development ▶

Public Safety ▶

Social Services ▶

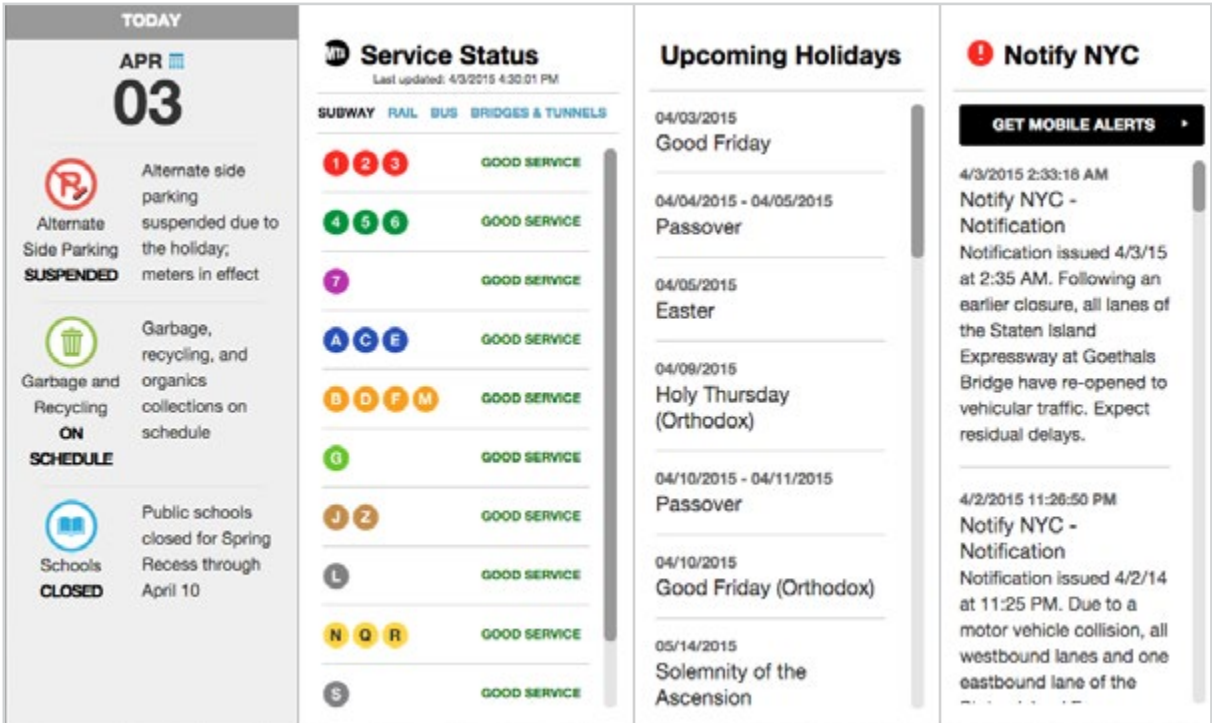
Transportation ▶

2. Graphic Hierarchies

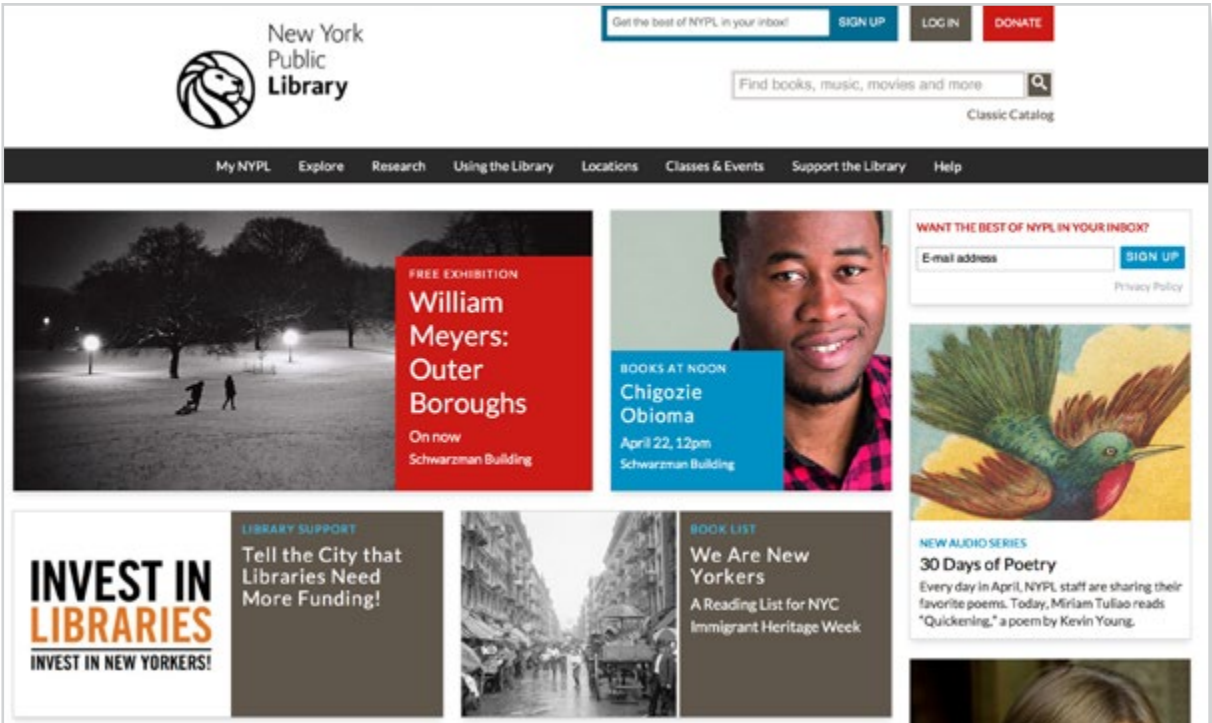
Use hierarchies in typography, color and placement to organize content for easier navigation.

These recommendations are based on our user research and sector best practices.

Content organization; Color and Placement Hierarchies



Color-based Navigation (card, and site navigation)



Frequency Hierarchies

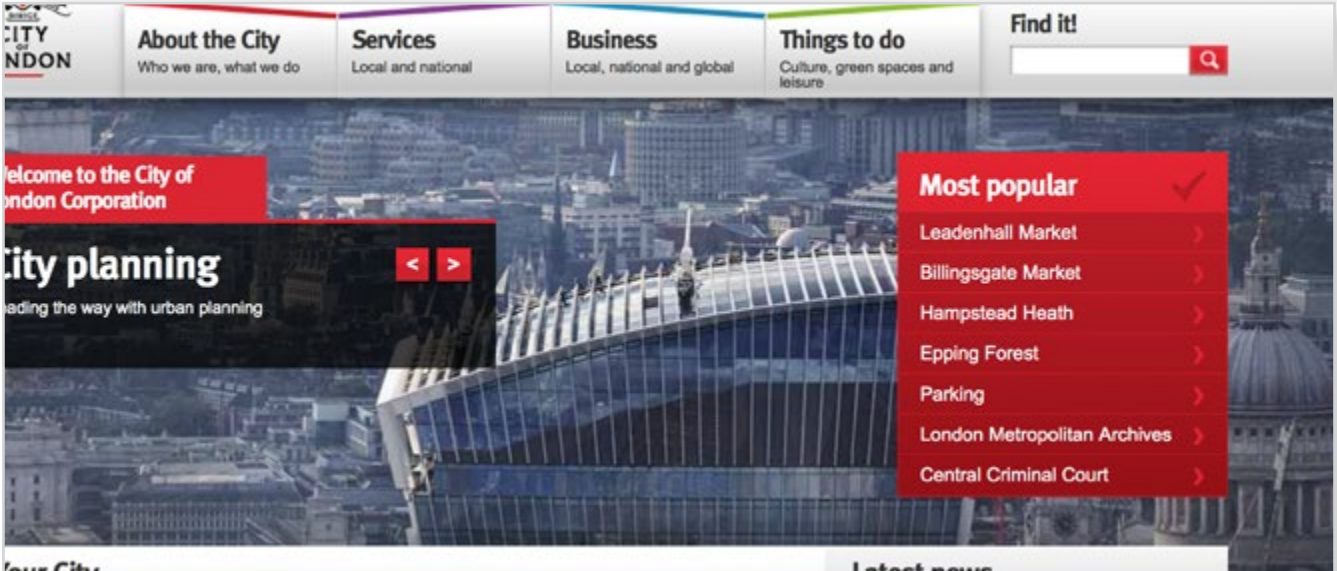
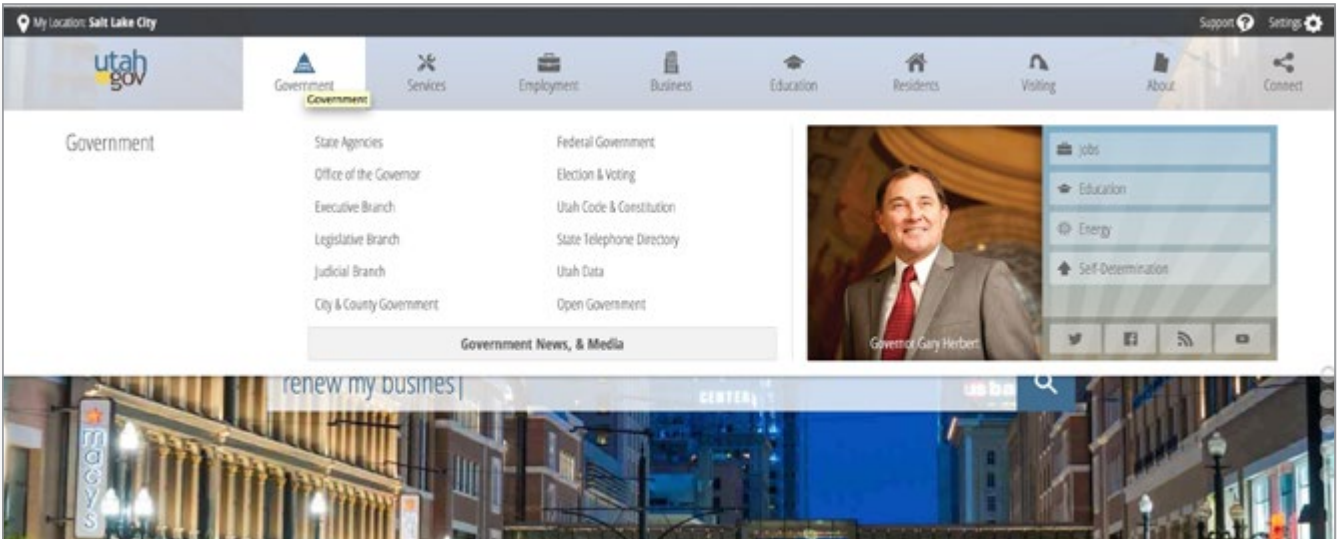
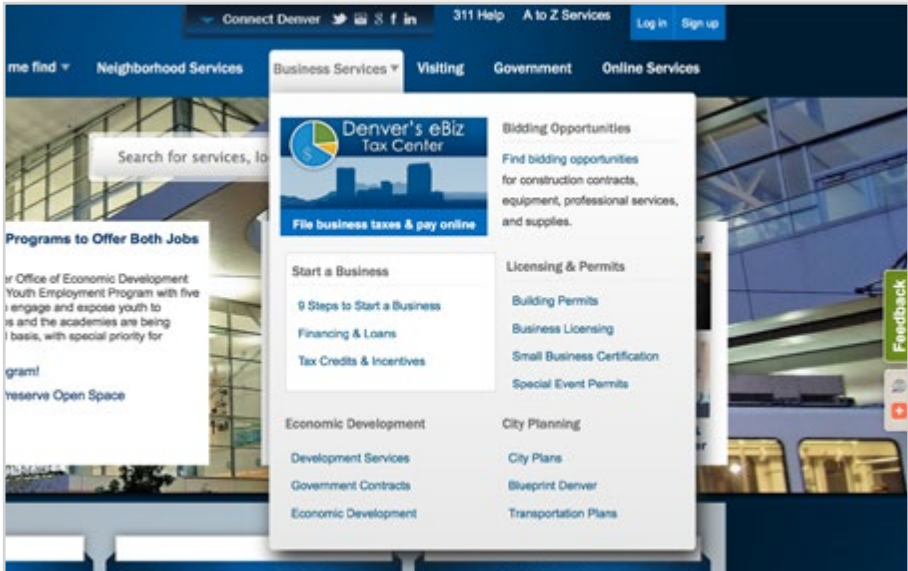


3. Navigation Hints

Provide users graphic hints for the content that lays beneath their cursor.

These recommendations are based on our user research and sector best practices.

Navigation menus with large drop down areas and cursor cues from hover state.



4. At-a-Glance
Readability

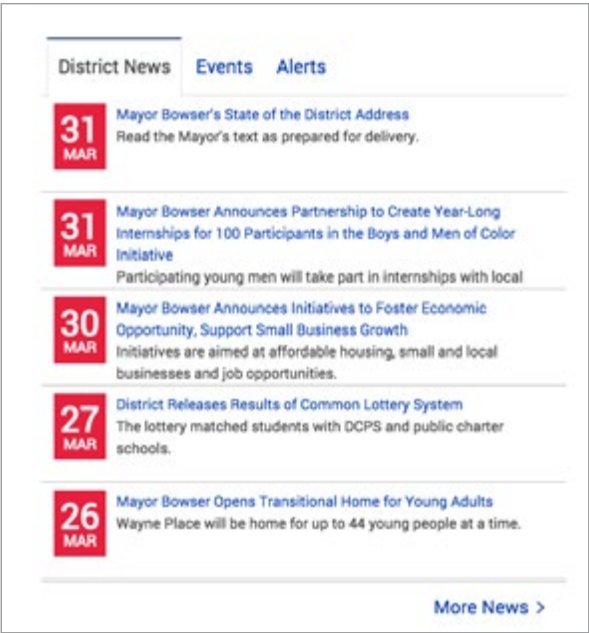
Use large identifiable icons and symbols to speed understanding of important and nice to know content.

These recommendations are based on our user research and sector best practices.

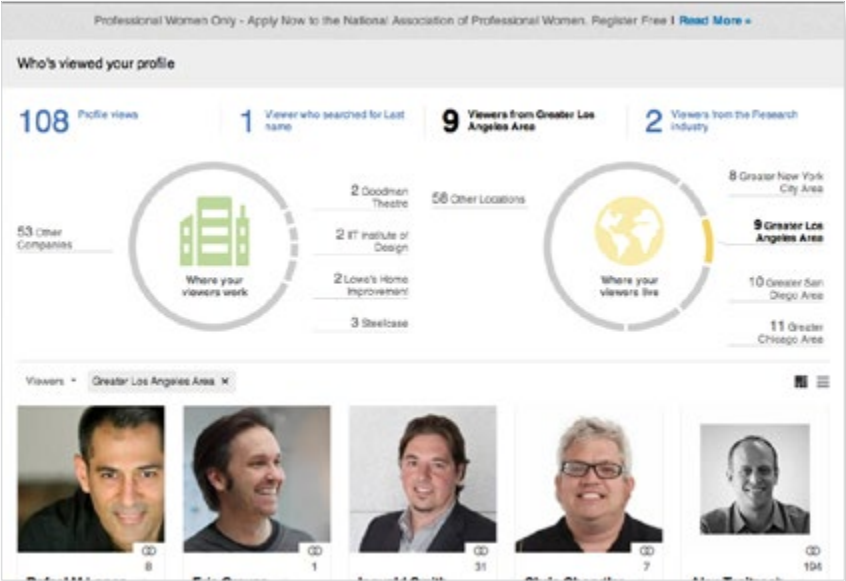
Critical need to know



Calendar Icons



Nice to know



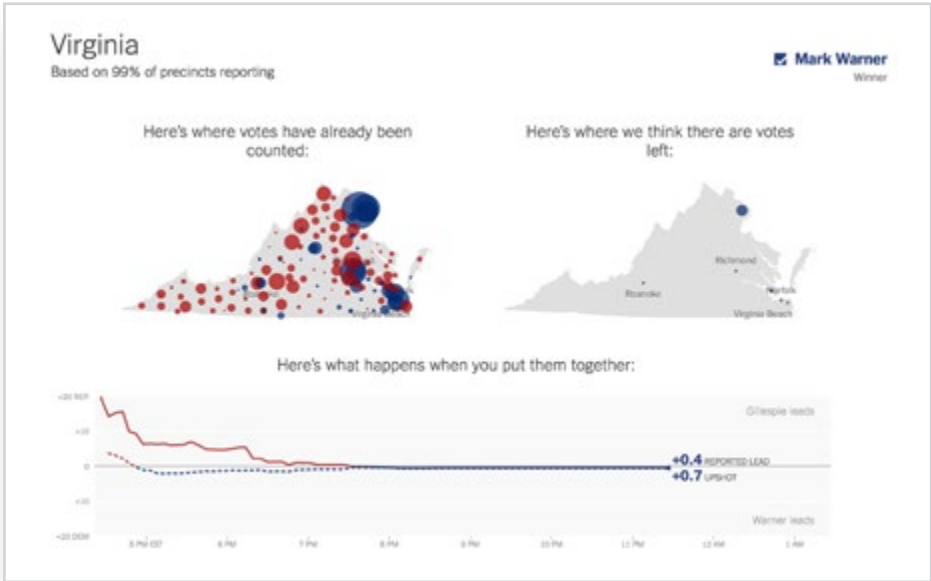
5. Purposeful Mapping

Use map abstraction to support understanding and engagement with materials.

- * Maps should have features that communicate the most sought after information.
- * Map abstraction should be appropriate for the information sought, from general to specific.
- * Transactions should be supported through checklists and mapping.
- * Use visual and text-based maps to navigate and explore neighborhoods.
- * Incorporate clean customized design to eliminate unnecessary elements.
- * Include icons for things that users need e.g. in parks show gazebos, toilets, playgrounds.

These recommendations are based on our user research and sector best practices.

Abstract maps for general navigation of neighborhoods such as exploring ideas by area.



Satellite maps to be explicit.



Amenities

Arbors	Exercise Stations	✓	Play Equipment
Bike Parking	Fine Rings		Public Art
✓ Bike Paths	Fishing Pier	✓	Restrooms
Boat Launch	Gazebos	✓	Sand Beach
Concessions	✓	Picnic Tables	Telephones

Satellite Map View

2000 Mullineux Dr
2000 Mullineux Dr, Coronado, CA 92118

View larger map

A satellite map view of 2000 Mullineux Dr, showing the surrounding area and a red pin marking the location.

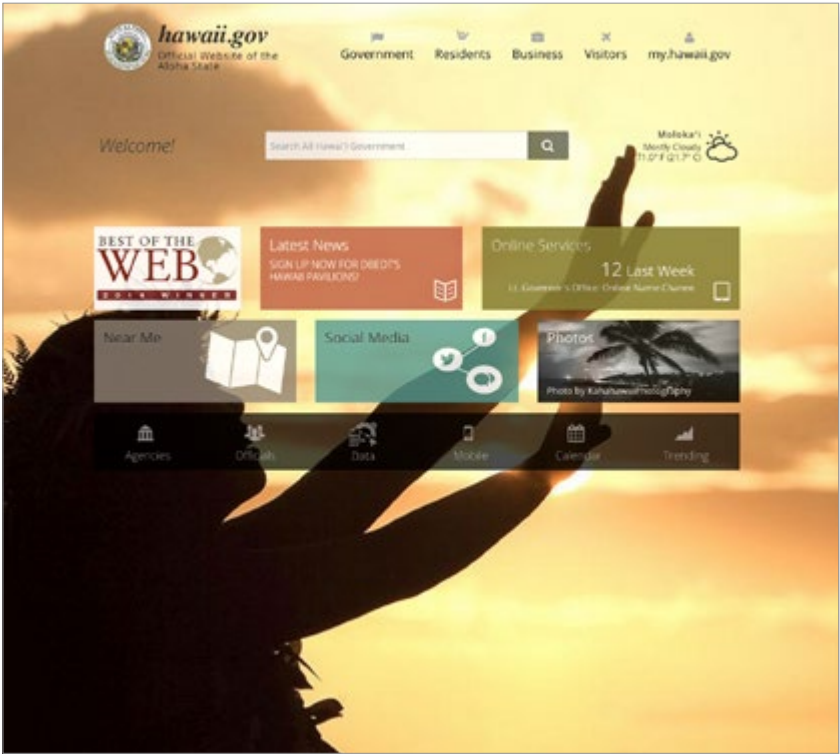
6. Show Off San Diego (visual PR)

Highlight the uniqueness of San Diego via large bold imagery featuring the people and places of the City.

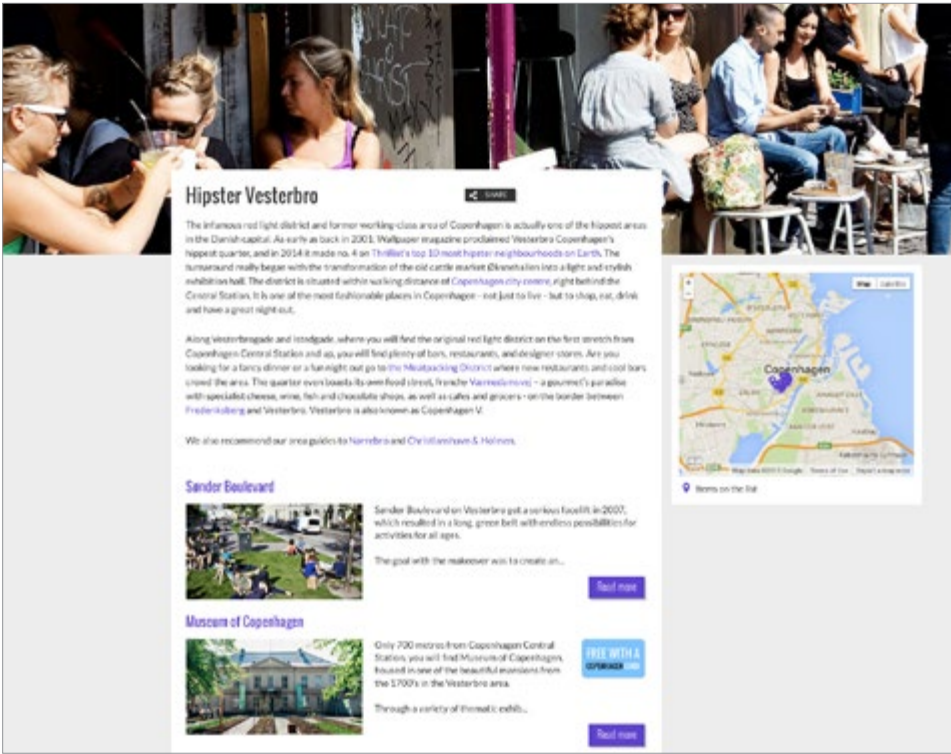
Opportunity to create engagement via social media and/or incorporation of photograph by citizens & visitors.

These recommendations are based on our user research and sector best practices.

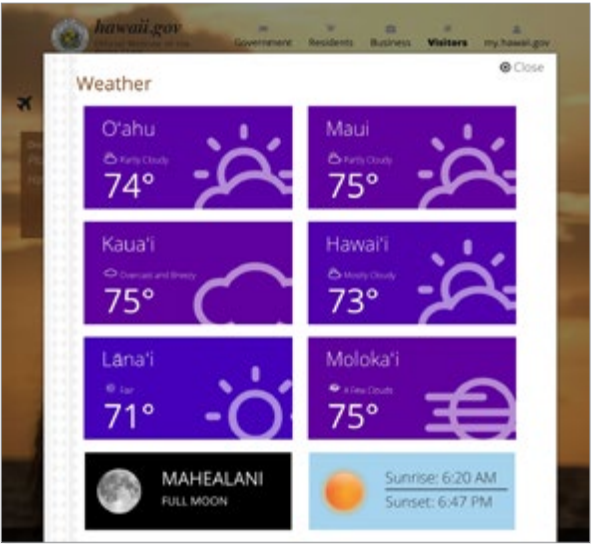
Bold place-making photography



Place-making neighborhood descriptions



Simple, effective communication tools



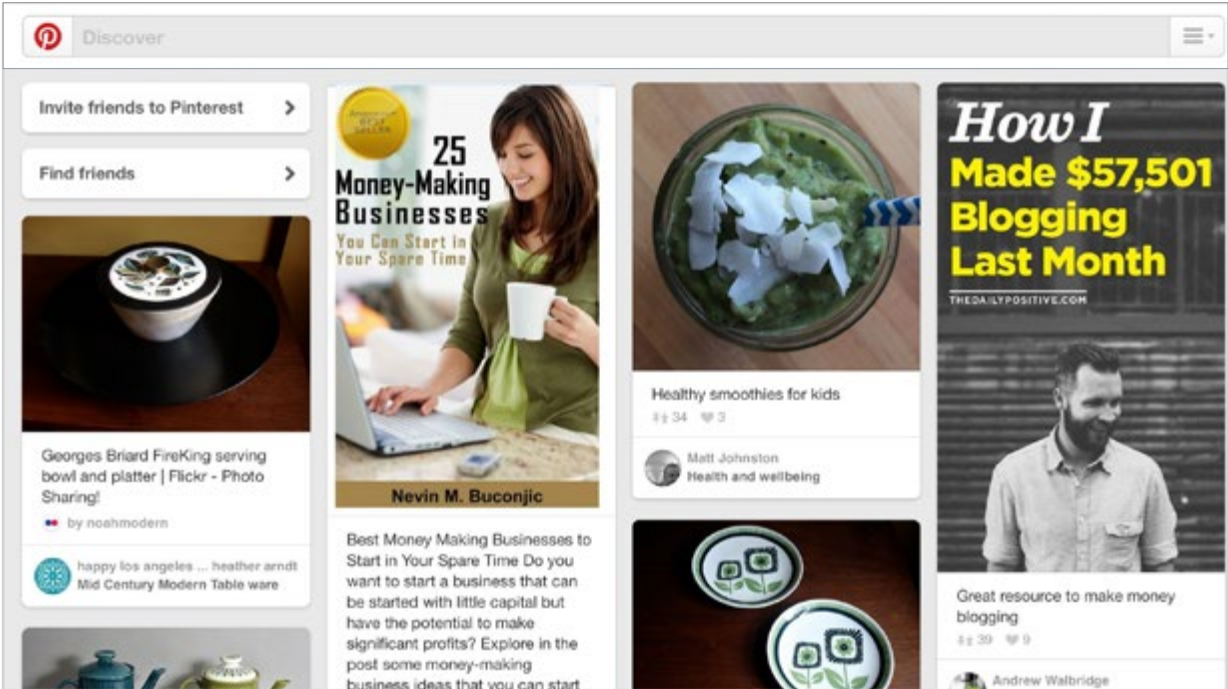
1. <https://portal.hawaii.gov/visitors/weather/>
2. <http://www.latimes.com/>
3. <http://www.miamigov.com/home/cityofficials.html>

7. Build from known tools.

Use known effective design, experience and input web tools to build a user experience that is both familiar and new.

These recommendations are based on our user research and sector best practices.

Pinterest tiles



Symbols, icons and design elements (specifically Alert/Awareness Icons)



8. Allow engagement at the user’s pace.

- * For forms or other content that requires a submission process provide a clear step-by-step completion mode.
- * Do NOT require account creation or log-in to engage with the City, unless protecting private information.
- * Provide a simple step-by-step process to obtain a permit, including all pertinent information for each park.
- * Provide as many steps of the park permit process online as possible.
- * Provide several calendar views that show the real-time availability for parks.
- * Images of a particular park should be included with related descriptions and information.

Navigation: progress feedback

Step 1: What

Step 2: Where

Step 3: Who

Step 4: Submit

Review your request and make any corrections before you click Submit.

Step 1: What | Edit

Topic: Street Sign - Damaged

Details: Other/Unknown

Additional Details: N/A

Description: Bear right sign is falling over

Date/Time Observed: 04/22/2015 03:24:02 PM

Step 2: Where | Edit

Location Type: Street

Borough: MANHATTAN

Street #1: Grand Street

Street #2: Madison Street

Additional Location Details: Not Provided

Step 3: Who | Edit

Email Address: stephanieaaron@mac.com

First Name: Stephanie

Last Name: Aaron

Daytime Phone #: (212) 414-1522

Borough: MANHATTAN

Building #: 573

Street Name: Grand Street

Apartment #: 1501

File Upload (Optional)

You can upload up to 3 files, but the total size of all files uploaded cannot exceed 5 MB.

Formats accepted:

- Video: .mov, .mpg, .mp4, .avi, .wmv, .3gp, .3g2, .3gpp2 or .rm
- Image: .jpg, .png, .gif, .bmp or .tif
- Audio: .mp3, .mp2, .wav, .wma, .aac or .ra

Home

Recreation

Apply for a Park Permit

Download Park Permit Fee sheet

Park Availability Request Form

The Park Availability form is to inquire about the availability of a specific park, and is not an actual permit application. A park permits agent will contact you regarding your request with information about fees and park availability within 3 business days. Park reservations are made on a first come, first served basis.

If you need assistance, please call our customer service center at (619) 686-6200.

NOTE:

- 1. Please check [permit fees](#) before filling out the Park Availability form.
- 2. Permit requests will not be accepted if received later than 30 days prior to your event date.
- 3. For moving events (walk, run, ride, races) please include in the notes all the locations on your proposed route.
- 4. Items marked with an asterisk * are required.

Date Requested: (mm/dd/yyyy)

Park Location: Select a Park below... (up to three choices)

Embarcadero Marina Park South is not available for permitted events from June 1st to November 30th.

Please do not submit multiple requests for availability for the same event as this may cause confusion and your permit may not be approved.

Cesar Chavez Park

Chula Vista Bayfront Park

Chula Vista Bayfront Park

Coronado Landing Park

Coronado Tidelands Park

Embarcadero Marina North

Embarcadero Marina South

Harbor Island

Lane Field Park

Marina View Park

Pepper Park

Reynolds Park

Shelter Island North

Shelter Island Central

Shelter Island South

Spanish Landing Park West

Spanish Landing Park East

Tuna Harbor

First Choice:

Second Choice:

Third Choice:

Reset Park Choices

The Port of San Diego does not issue permits for the following parks:

1. Dunes Park and Imperial Beach Pier, which are managed by the City of Imperial Beach. For information, please contact the City of Imperial Beach at (619) 423-8300.

2. San Diego Bayfront Park, managed by the Hilton San Diego Bayfront Hotel

3. Fifth Avenue Landing, managed by the San Diego Convention Center

4. Point Loma Promenade, which is managed by Point Loma Marina. For information, please call (619) 686-0217.

5. Grand Caribe Shoreline Park

Attendance:

Event Times: Start Finish

Event Type: Select an event type...

Contact Information

Full Name: (First & Last Name)

Email:

Phone:

Address:

Notes: Provide a brief description of nature or planned location.

One Page Discover and Submit Forms

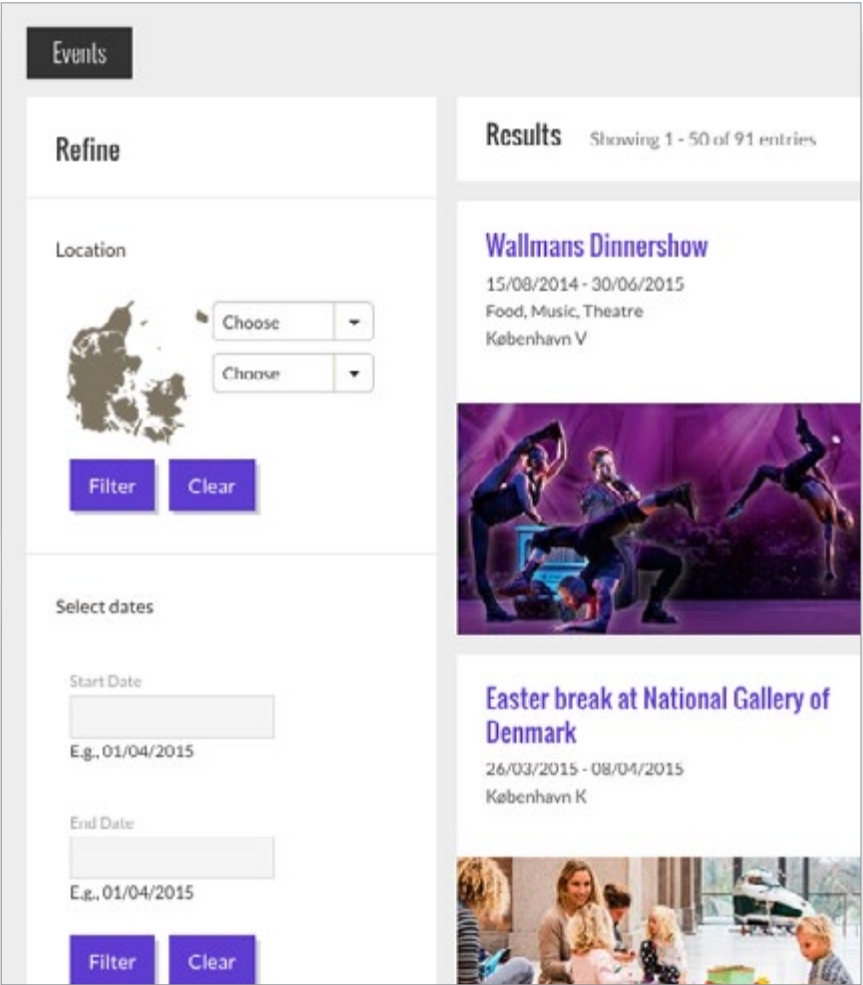
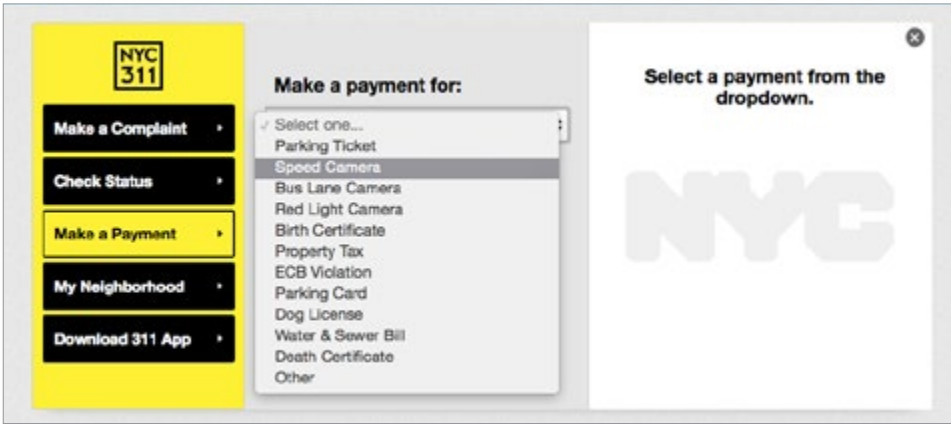
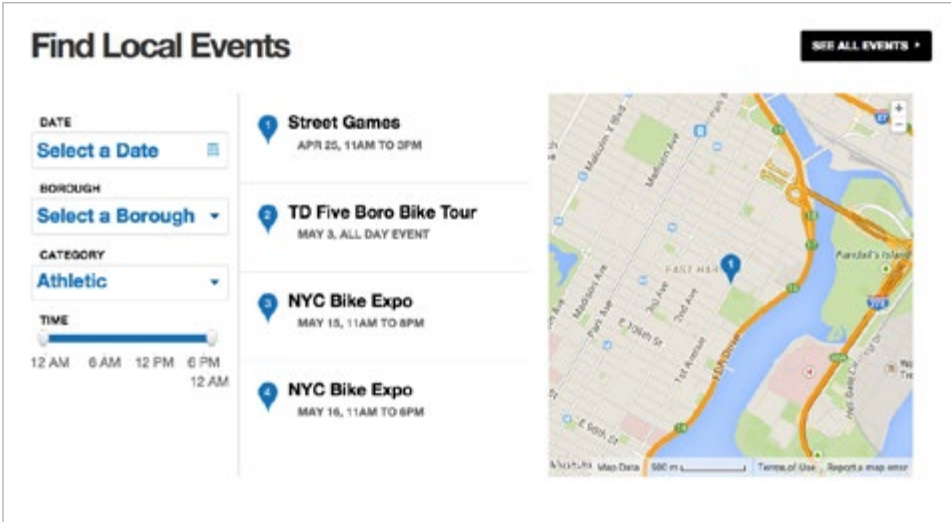
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9. Aid Find-ability

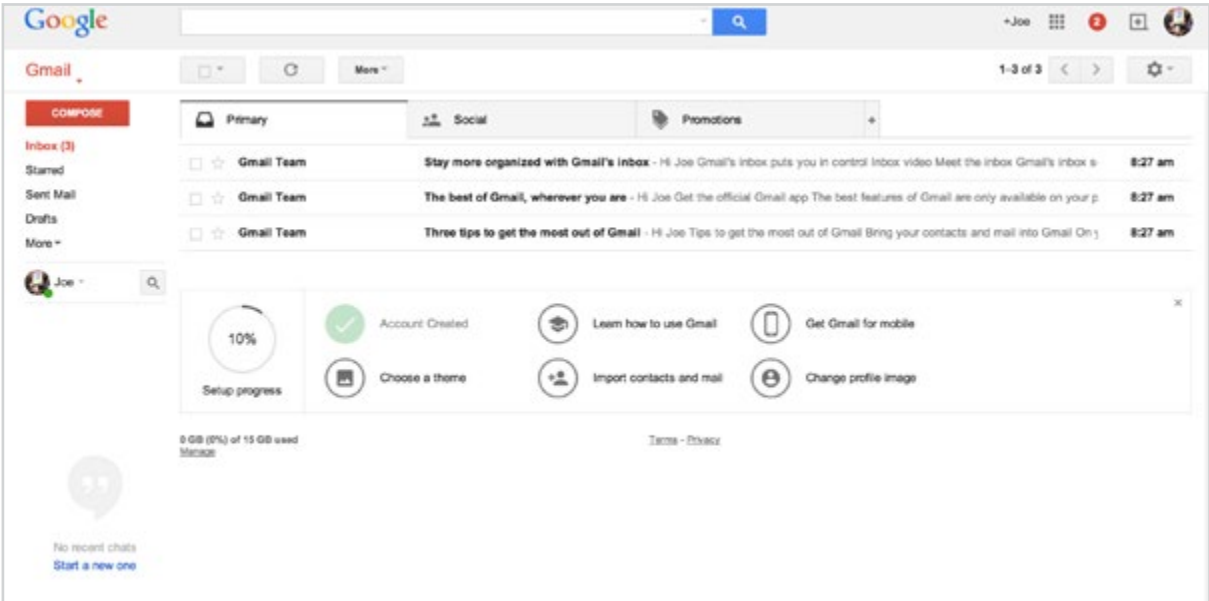
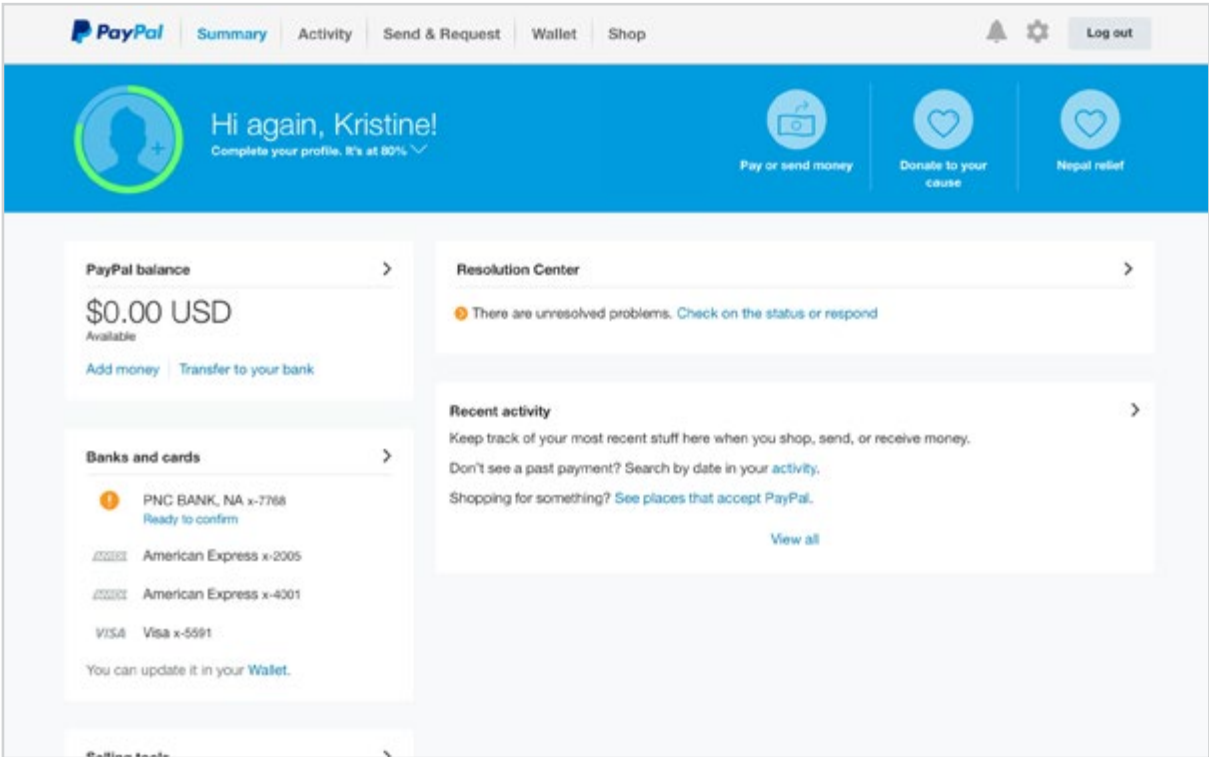
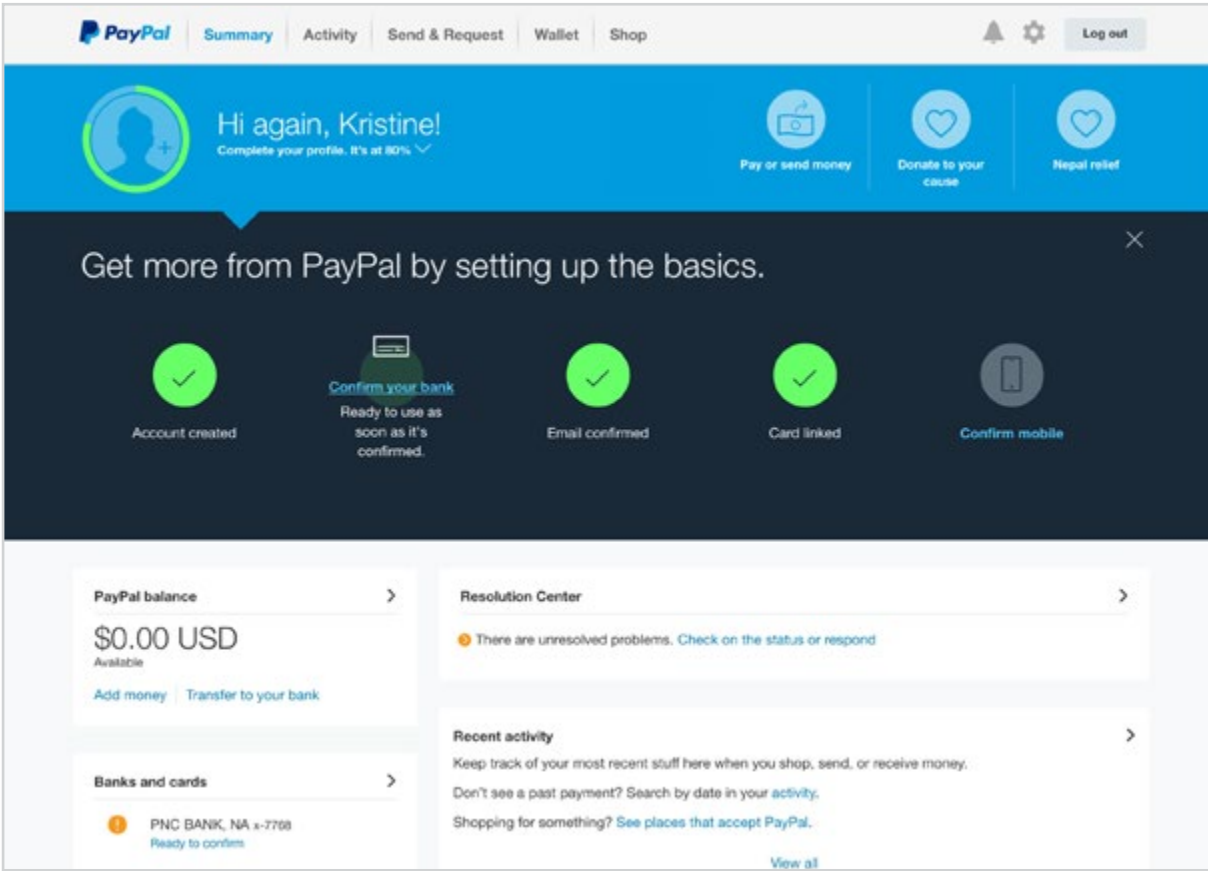
Aid find-ability through faceted search and visualizing search content through images, maps, and highlighted text.

These recommendations are based on our user research and sector best practices.



10. Show the Process

These recommendations are based on our user research and sector best practices.



11. Make Conversations Ownable and Transparent.

These recommendations are based on our user research and sector best practices.

Visible conversations

136 COMMENTS

Share your thoughts.

All 136 Readers' Picks 70 NYT Picks 4

david

bisbee, az • 12 minutes ago

"I guess one thing I've learned is once you've made a successful prediction, avoid making another one," Moore said. "I've avoided opportunities to predict the next 10 or 50 years."

Would that the pundits were so wise. They do it without benefit of being right in the first place. But the world would be a poorer place without entertaining punditry!

Reply • Recommend

CRPillai

Cleveland, Ohio • 12 minutes ago

Had the same level of growth occurred in material science in the past 50 years we may have found a way to turn lead into gold! But no one pays attention to other disciplines nor is there capital flow at the same rate. NSF too puts out research projects which NSF thinks is needed not what the scientists' conceive! NSF should let the science community come up with research projects.

Reply • Recommend

M. Aubry

Berwyn, IL • 25 minutes ago

Exponential growth has one glaring example in nature - cancer. There must be a parallel in there somewhere regarding technological development and its effects on society.

Reply • 1 Recommend

NKB

Albany • 29 minutes ago

The pitiable state of basic science funding in the US will probably hinder any such exponential growth curves in the near future in most scientific fields. When more than 60 people in the country have a personal worth greater than

Shareable

SHARELINES

In a push to make taxis work more like Uber, Long Beach will no longer impose a minimum fare

Taxis in Long Beach can now use coupon codes and discounted rides to make up for lost business

MOST EMAILED

1. Joey Alexander, an 11-Year-Old Jazz Sensation Who Hardly Clears the...

2. Well: Lawyers With Lowest Pay Report More Happiness

3. The Upshot: More Consensus on Coffee's Benefits Than You Might...

Relevant

Latest Updates

4m

Passengers' Views of the Chaos

48m

Seventh Fatality Is Reported

See All Updates

17m

An Italian nurse who returned tested positive for Ebola. He Rome on Wednesday. The New York Times

32m

A Dutch court cleared a man helping his mother, 99, take t euthanasia there is legal only The Associated Press ↗

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