… for the journey
Uttlesford District Council

UDC WEBSITE

Main Reasons for redevelopment:

- Accessibility
- Navigation
- Design methods
- Functions (Transactions)
- SOCITM Rating

… the journey starts …

WHERE WE WERE

www.socitmconsulting.co.uk

socitm consulting

What makes a good website?

Socitm tests website for:

- USEFULNESS
- USABILITY
- USAGE

Uttlesford District Council
Website review
Overview report and recommendations

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THE VERDICT

RECOMMENDATIONS

Off to the website gym …

Doug Maclean suggested a strict regime of slimming down and toning up.

General recommendation

More focused content
Top tasks
Integrate social networking
Be consistent – ensure that all page have the same look and feel
Improve the content
Get a new search engine

TRANSACTIONAL

The aim of the Web development project has been to create a fully transactional website.

Definition of Transactional

Essential content and self-service values drive the whole such sites and combine to offer a compelling user experience.

Examples of transactions
Online payments
Applications
Consultation
Bookings
Life Events
Location (maps, postcode)

RELEVANT TO USERS

…and to create a site that is relevant to our users

User testing

Support 4 Sight – visually impaired charity

Users with learning difficulties

Groups for whom English is not the first language
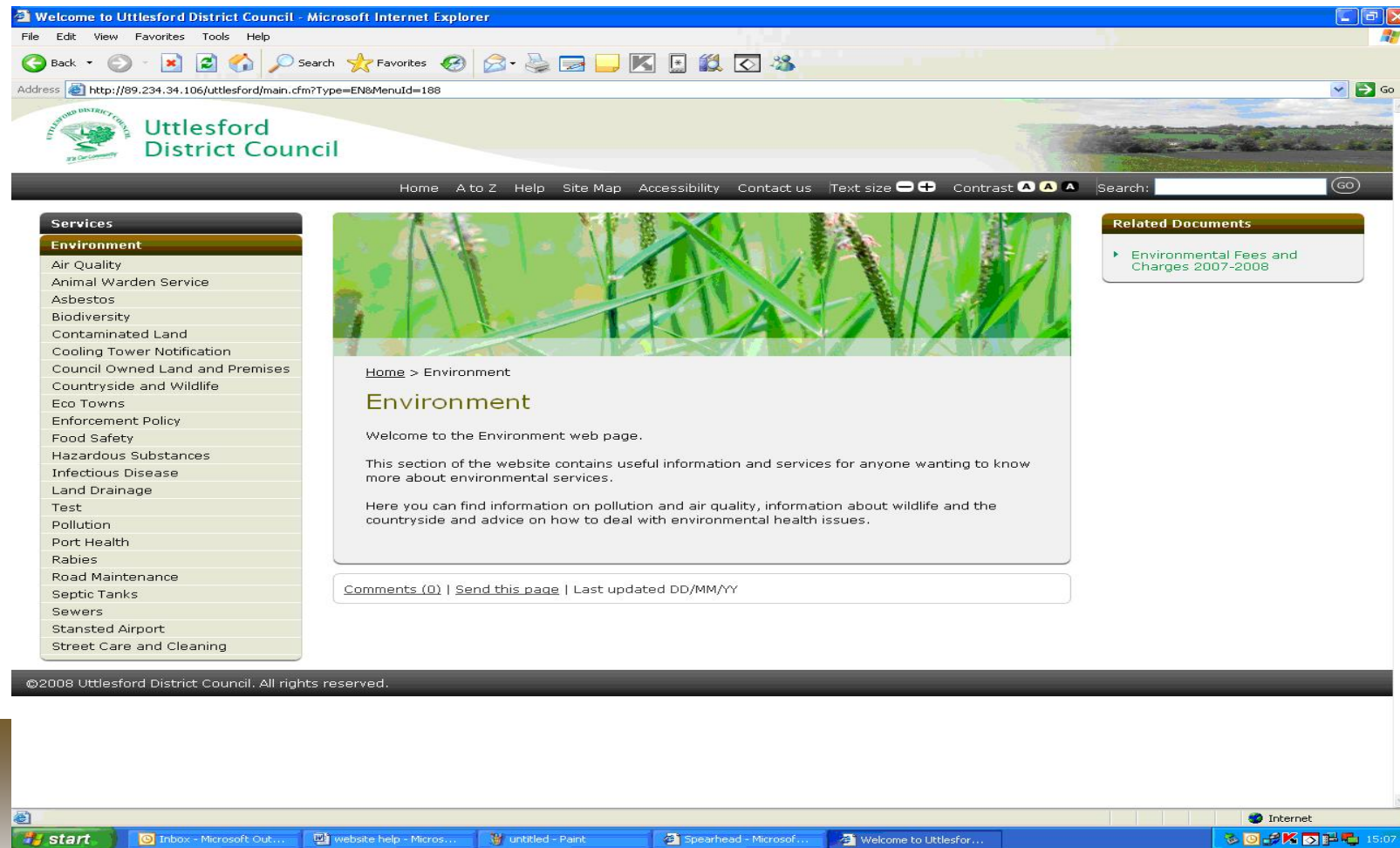
Citizens panel

Resources

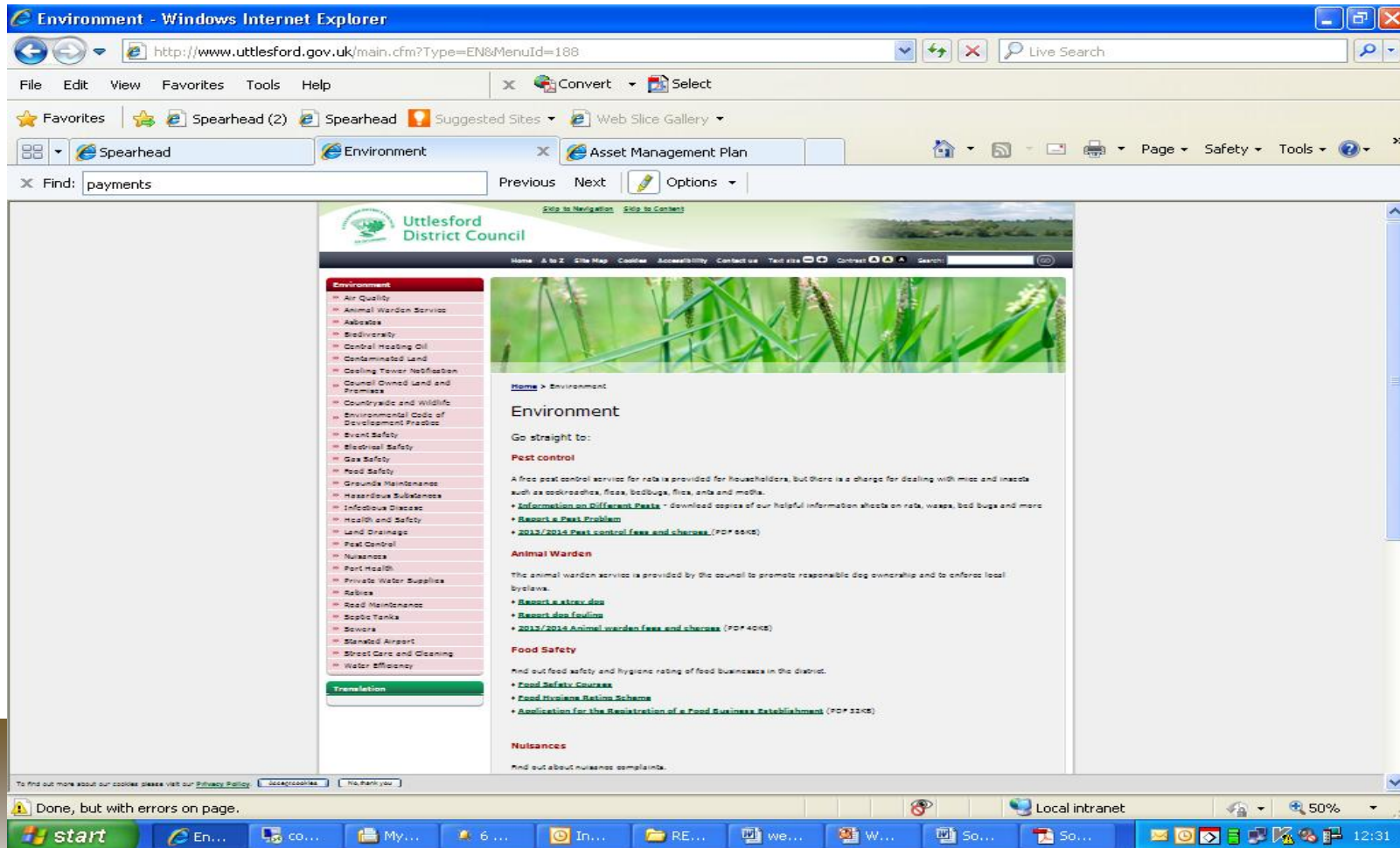All within a tight budget

But find someone else who has done it before
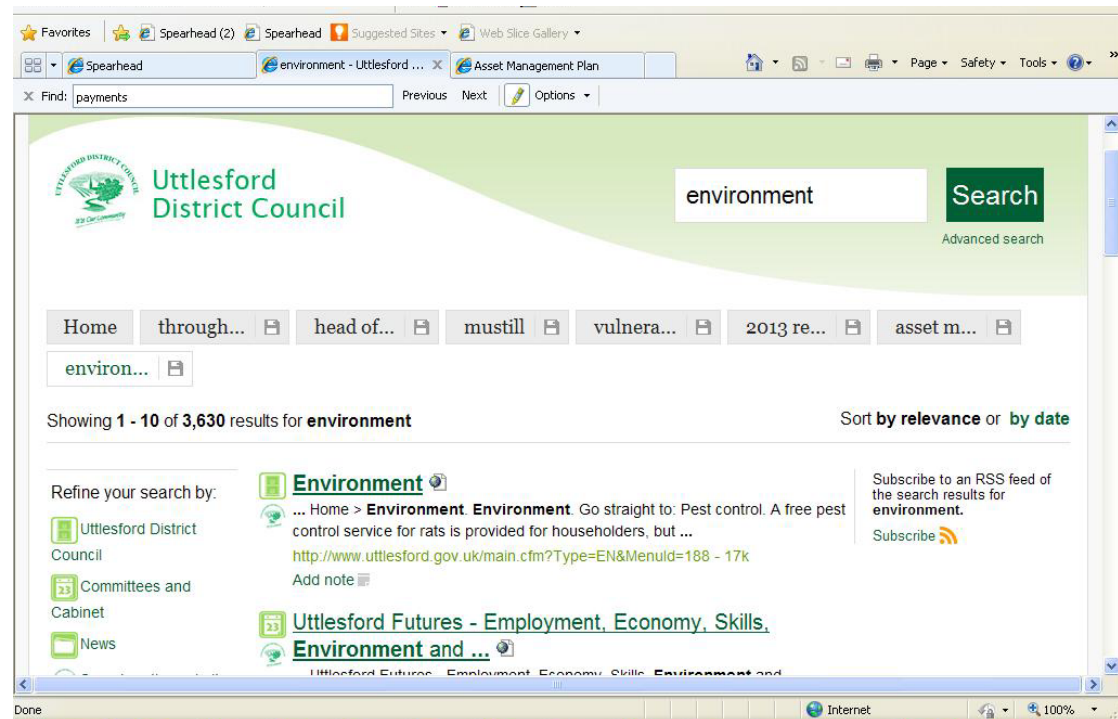
EXAMPLES - before

Before

... and after

After

ADDED VALUE

What users wanted to see on the revised site?

Examples of functions

- Popular pages

- Better search

- Maps

- Payments

- Quick links

- Find my bin day

CONTENT

Old content updated

Links to what people want

Live feeds

New forms added
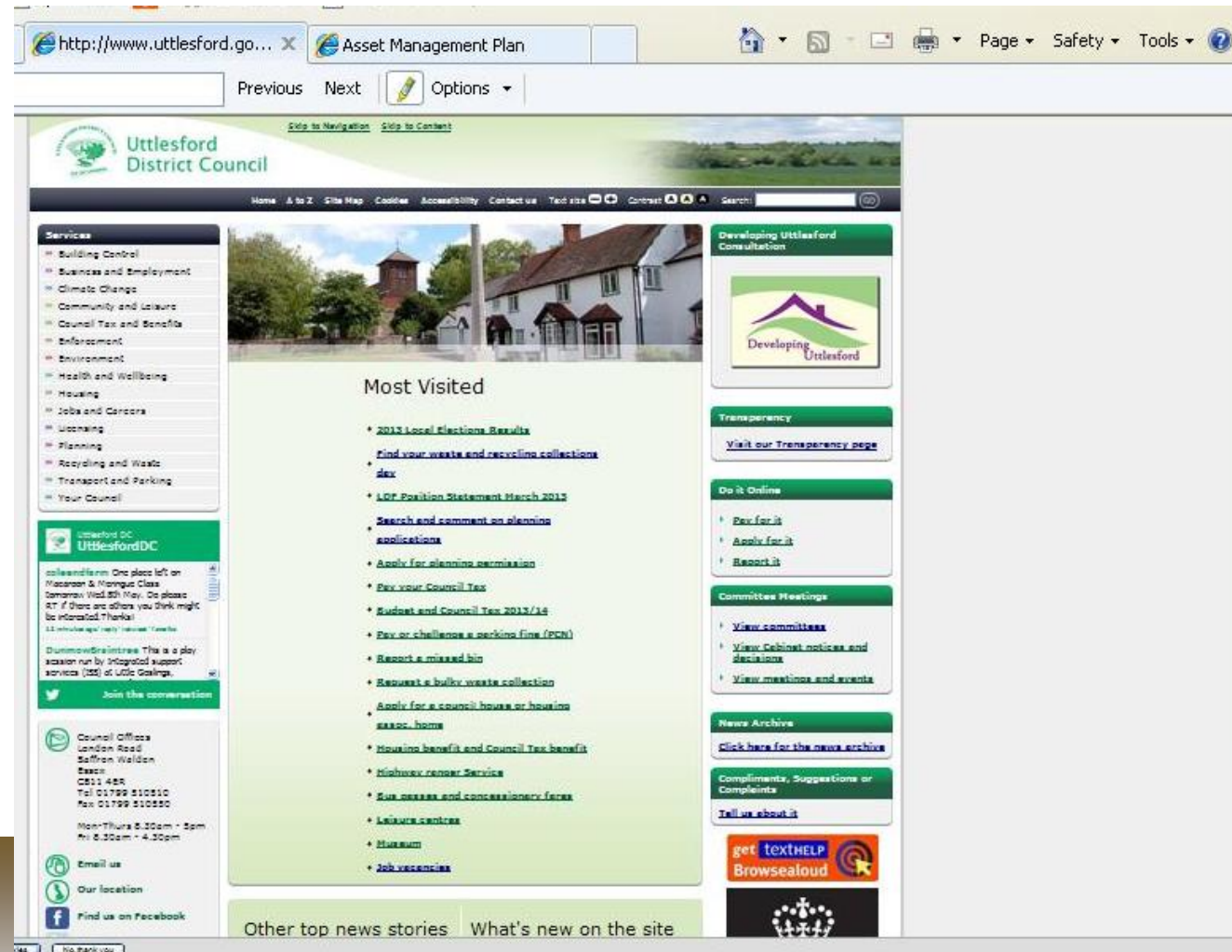
Contact details

Relevant documents

HOME

Top tasks

Social networking

Feeds to resources

Everything has to earn its keep

ARRIVAL?