

DIGITAL INCLUSION WORK WITH THE CITY OF CHARLOTTE

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PROJECT 1: TOOL INVENTORY AND RESEARCH

- Context: I explored the entirety of the city's website and saw some patterns, lack of process clarity and engagement, silos of program information, city staff approach
- Led to a deeper understanding of impact of the “time tax”
- Crucial work that informed every other project
- Prioritizing the end users and incorporating accessibility
- Having to navigate through the site as a community member

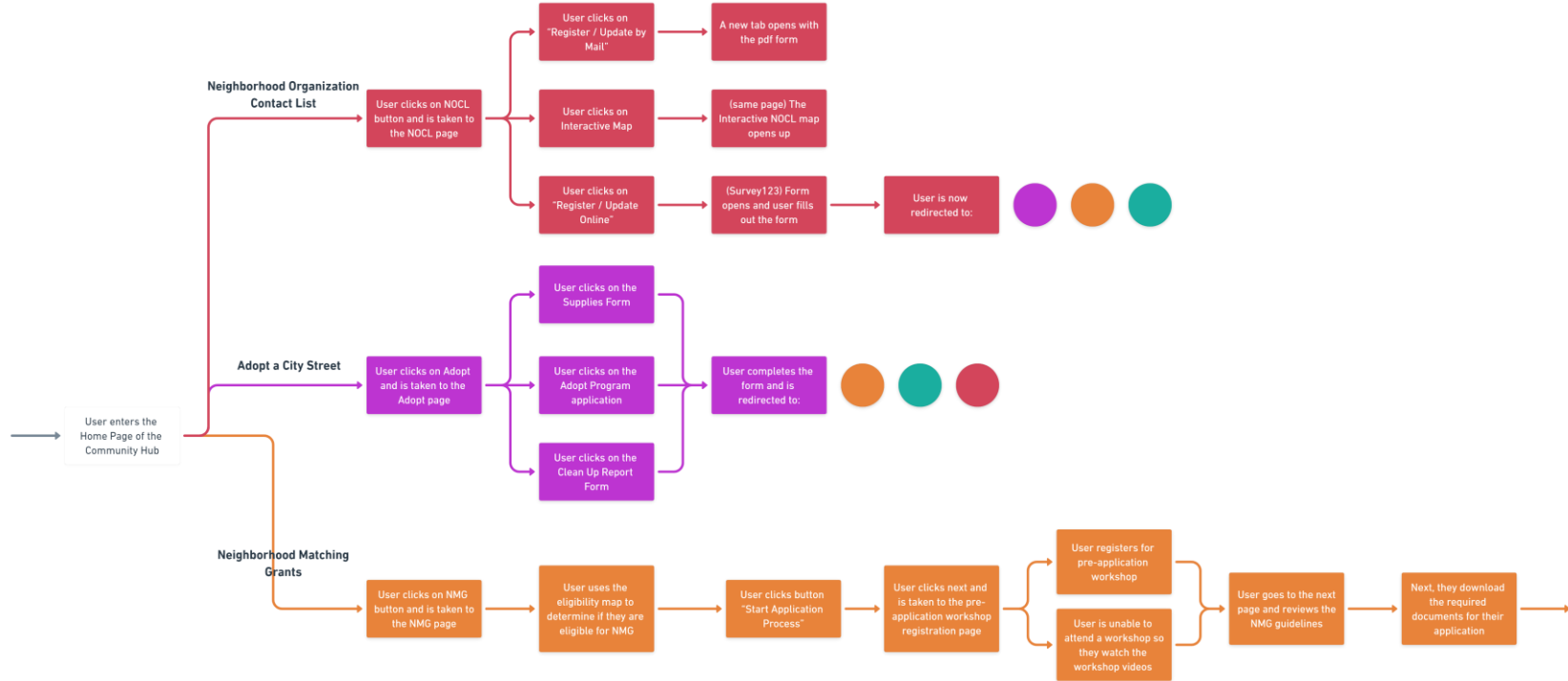


PROJECT 2: HNS COMMUNITY HUB



Process clarity and organization!
(Wireframes for HNS Community Hub 1.0)

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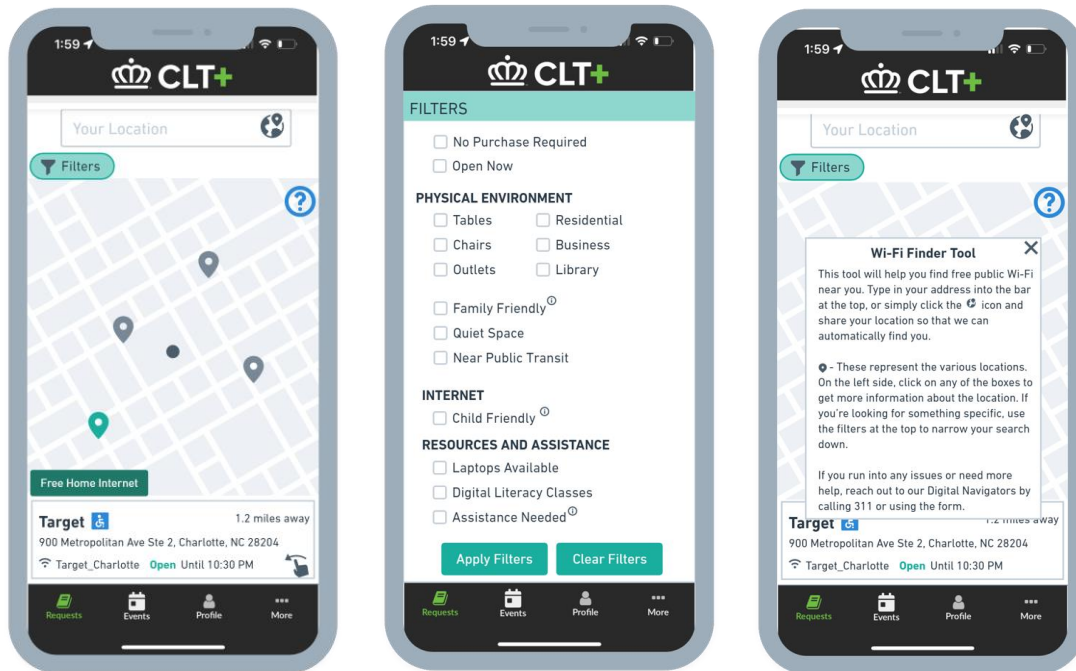


Engagement, engagement, engagement!
(User Journeys for HNS Community Hub 1.0)

PROJECT 3: ECONOMIC DEVELOPMENT UPDATES

- Context: Community members (small business owners) were not able to find information they needed and it was hard to navigate through the web pages.
- Clear understanding of the problems – thanks Erin and Christi!
- Built upon HNS strategy
- Learned about search engine optimization
- Recommendations and research led to increased awareness among staff members

PROJECT 4: WI-FI FINDER



These are a few of the wireframes I developed after numerous conversations with members of the Center for Digital Equity.

WHAT I'VE LEARNED AND WHAT I'M TAKING AWAY

- City government is where you'll find the most passionate people
- Knowing where you need help will get you places
- How to create buy-in within your team and beyond
- Finding a sense of fulfillment in building for a community

THANK YOU!

