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Website Redesign Site Proposal

www.tadoussac.com



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Executive Summary

We at Team Tadoussac prepared this proposal for your review and approval.

Based on our conversations with you, we distilled your primary objectives for your redesigned website, largely centred around your identified user groups, and developed strategies to fulfill them by priority level.

Our user research comprises personas to understand each user group as well as scenarios to follow them throughout their visit to your website.

Our comprehensive information architecture development process includes user tasks, task analysis, primary noun architecture, labelling and card sorting, according to key user experience design principles. All this ensures that your website's navigation system is as intuitive, useful and usable as possible.

To develop the look of your website, no idea was considered too outlandish. Ultimately we settled on a classic design that users will find familiar, comfortable, attractive and pleasant to search or browse.

From there we materialized your website's navigation design. To visualize its structure, we prepared a detailed site structure. To visualize its content, we prepared a wireframe of the homepage and a sample inside page. To bring this visualization to life, we prepared a prototype of your website's homepage.

We know all this is just the beginning of the work for you. We also prepared an operational plan to show at a glance everything it will take to keep your website looking and behaving like new.

We're also aware that you'll be eager to know whether your investment in this redesign is paying off. We've proposed a full plan with specific actions you can take to be sure that your site is achieving the desired impact and traffic.

We would like to thank you for your time in providing the input that forms the backbone of this proposal, and we look forward to working with you further to bring this proposal from idea to reality.

Strategies and Objectives

The municipality of Tadoussac seeks to achieve the following objectives with its redesigned website:

- Promote tourism and attract tourists, as the town's economic engine is its tourism industry (Statista, 2018)
- Minimize repetitive tasks for municipal staff by providing residents with an easy-to-navigate, up-to-date source of municipal information
- Promote Tadoussac's potential for economic development in tourism and attract entrepreneurs and workers, in particular young couples/families

To these ends, the redesigned website shall:

- Present content of interest to tourists (e.g. whale watching packages) that is generally pervasive and highly findable and navigable with high prominence
- Present content of specific interest to current residents that is clustered together and highly findable and navigable with moderate prominence
- Optimize navigation of content of specific interest to current residents for senior citizens, as more than 60% of Tadoussac's population is over 50 (Municipalité de Tadoussac, 2014)
- Present content of interest to potential entrepreneurs and workers that is clustered together and highly findable and navigable with low to moderate prominence
- Feature photos of young couples/families with low to moderate prominence
- Present content of interest to potential residents (e.g. schools) that is clustered together and highly findable and navigable with low to moderate prominence
- Exhibit an overall clean, polished, up-to-date look and feel to support the notion that Tadoussac is developing economically

1. Personas

We created personas, as a part of the initial project brief, based upon our research of targeted user groups of our website. These personas helped us to understand our users' needs, experience, behaviors and goals in terms of using the Tadoussac website. (See Appendices A, B, C)

2. Scenarios

We then prepared several scenarios describing representatives of our target user groups in context of how the Tadoussac website would satisfy their needs. (See Appendices D, E, F, G)

1. User Tasks

From our scenarios we extracted the tasks that each target user group would perform.

2. Task Analysis

We broke down the tasks identified into smaller sub-tasks and rewrote them so that they were as concise as possible and followed a consistent “[verb] [noun]” format. (See Appendices D, E, F, G)

3. Primary Noun Architecture

From the task analysis, we created a table with two columns: one for verbs, and one for nouns. The nouns in the noun column represented our primary nouns to be used as navigation items. (See Appendix H)

4. Labelling

We altered the names of some of the nouns to make it more meaningful and to better represent its corresponding content for the users.

5. Card Sorting

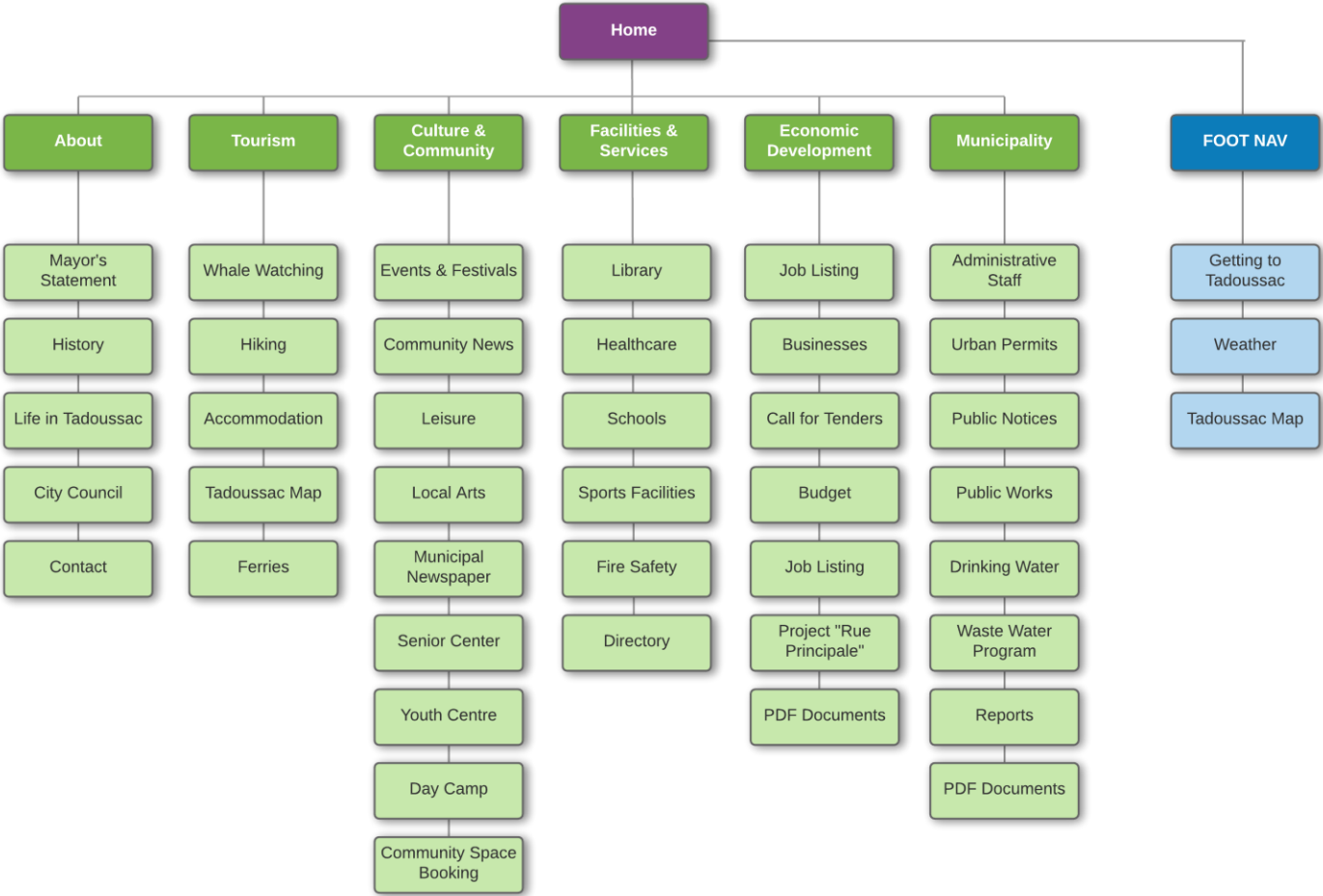
First, we amassed all the nouns (for the potential sub-categories) for the new Tadoussac website. Next, each of us performed an individual open card sorting (without predetermined category names) on these sub-categories in Trello. We compared our results, then performed a group card sorting iteratively until we arrived at 5-9 categories with 5-9 sub-headings each (considering George Miller’s rule and chunking). Finally, we came to a consensus on the category names. (See Appendix I)

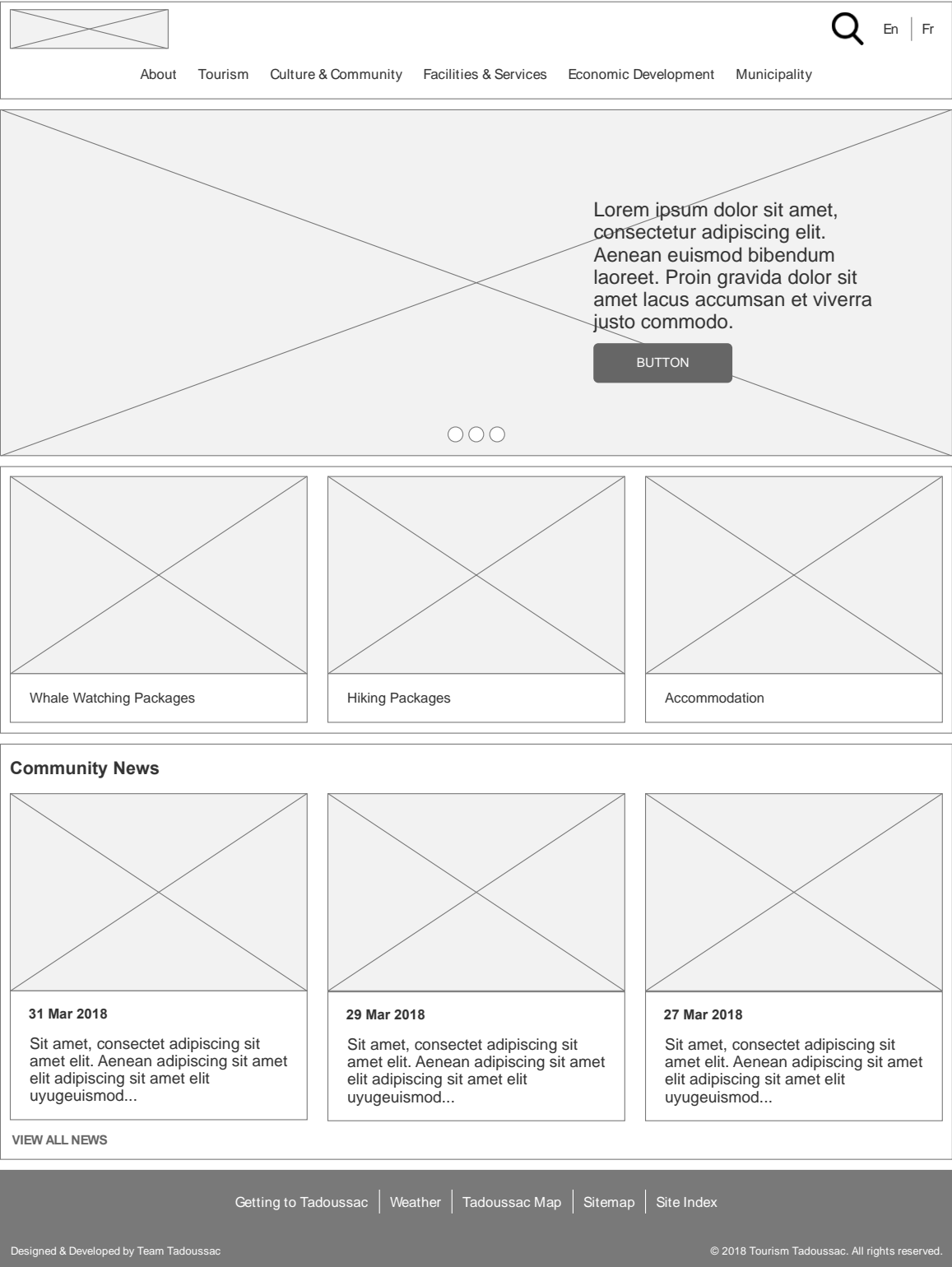
Brainstorming


We conducted a “Crazy Eights” exercise amongst all of us. In this exercise, all participants are encouraged to sketch up to 8 ideas including ‘crazy’ ideas in a short amount of time. The idea is to sketch without thinking too much.


We each sketched eight different home page design in 4 minutes. We then compared our results and settled upon a very classic navigation design given that most Tadoussac website users are likely to be senior citizens (Municipalité de Tadoussac, 2014).

Site Structure







 En | Fr

About

Tourism

Culture & Community

Facilities & Services

Economic Development

Municipality

Events & Festivals

Community News

Sports & Leisure

Local Arts

Municipal Newspaper

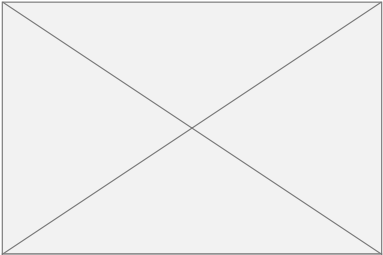
Senior Centre

Youth Centre

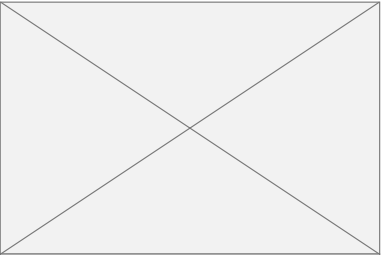
Day Camp

Community Space Booking

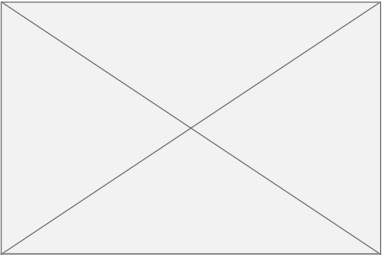
Events & Festivals



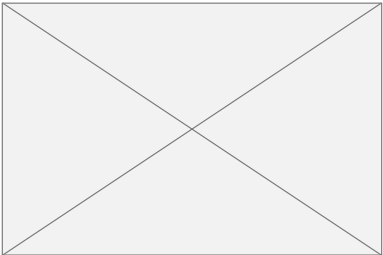
Le Petit Marché



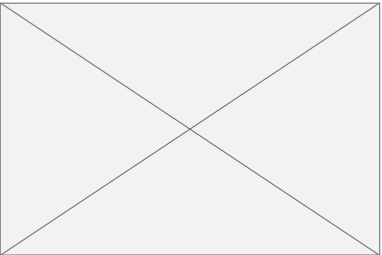
Snow Crab Benefit Supper



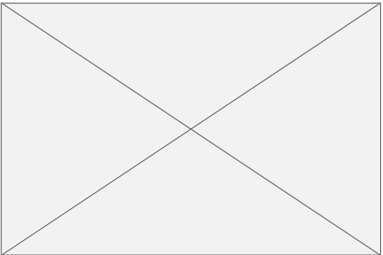
Fête de la Saint Jean



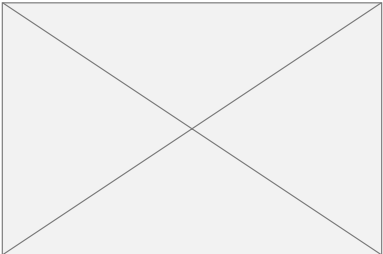
La Fête des Saveurs



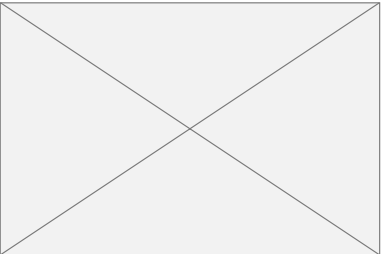
Le festival de la chanson de Tadoussac



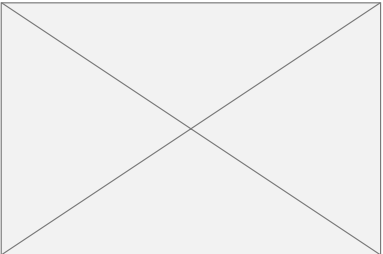
Cabaret Evening



Les Filles du Roy



Festival des migrants



La fête hivernale

Getting to Tadoussac | Weather | Tadoussac Map | Sitemap | Site Index

Designed & Developed by Team Tadoussac

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Operational Plan

There are several key responsibilities to operate your website including network operations, network installations, server and system administrations, and distributed IT support of desktops and servers. Since yours is a municipal website, we hope the Tadoussac government will distribute funding, personnel and resources to operate it.

We hope the designated personnel can achieve many of the following goals in operating this website:

- To maintain and operate Tadoussac's website and network infrastructure.
- To support the Tadoussac municipal government's compliance activities.
- To provide services that encourage a sustainable and efficient user environment.
- To monitor and meet users' needs from a long-term perspective.
- To perform content management and update the website's information accordingly.

*If the designated personnel do not have working proficiency in HTML, CSS and JavaScript, we suggest introducing a digital content management system such as WordPress to facilitate management of this website.

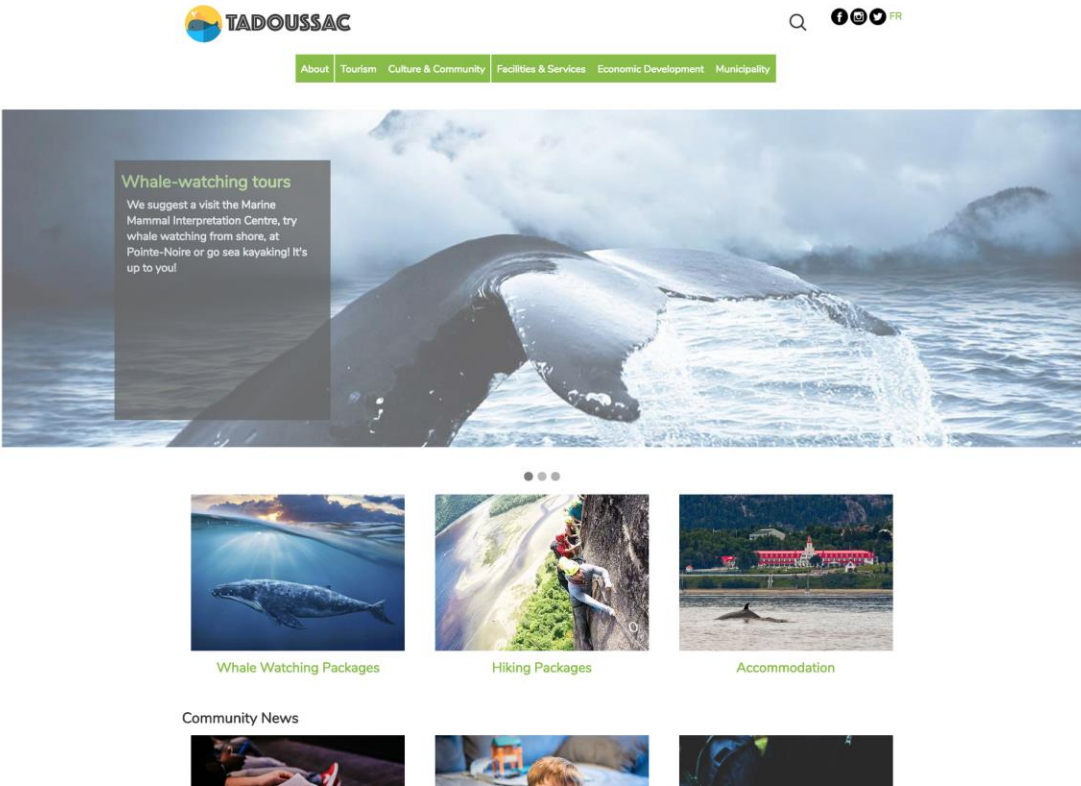
We will measure the performance of your new Tadoussac website, not only the success of it but also the failures we may have so that we could continually improve and work toward reaching your primary objectives.

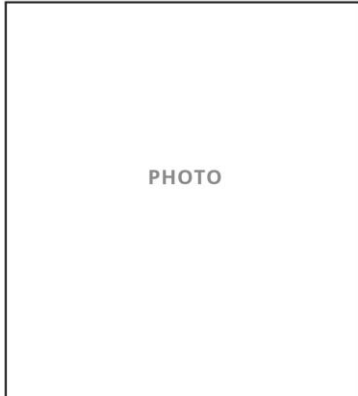
First, we need to be clear on what to measure. The measurables are website statistics as metrics or dimensions. The key performance indicators of Tadoussac website will be derived from your objectives and goals. You want to increase the exposure of Tadoussac as a tourist destination so it is necessary to know the number of visitors to the website and the time they spend on each page. You want website visitors to know more about Tadoussac and eventually come to Tadoussac for a visit, so we would want to measure the conversion rate and awareness level of this website to tourist. As for current and potential residents, we would also measure their conversion rate and awareness level of the municipal part of our website. Moreover, we want to measure their user satisfaction level after using this website.

There are several different tools we decided to use to measure your website's performance. For the conversion rate and the number of visitors, we would use Google Analytics to generate reports. For the awareness level and user satisfaction level, we will send out surveys to both online visitors by e-mails and current residents by mails. We hope to get feedbacks from your users and then analyze them so that you could continually improve this new Tadoussac website.

Home Page Prototype

Please refer to the attached folder containing HTML, CSS and JS files to view the full prototype.





Tourists

COMMON ACTIVITIES

- Whale watching
 - Hiking
-

GOALS

- To spend some quality time with friends and family
 - To be in contact with nature
 - To hunt and fish
 - To benefit from the local gastronomy
 - To benefit from local culture
-

MOTIVATORS

- Escape: I want to have freedom from work and other time obligations
 - Explore: I want to learn new things, explore new places and experience different cultures
-

HOW MIGHT WE MAKE THEM HAPPY

- By providing information on whale watching and hiking
- By providing hotel recommendations along with web links to hotel/booking sites
- By providing information on equipment rental services for outdoor activities
- By providing maps and guides of parks and attractions



Tadoussac Residents

COMMON ACTIVITIES

- Socializing with other residents in restaurants, bars and community centers
- Participating in local culture events and activities
- Spending leisure time in hiking, fishing and etc

GOALS

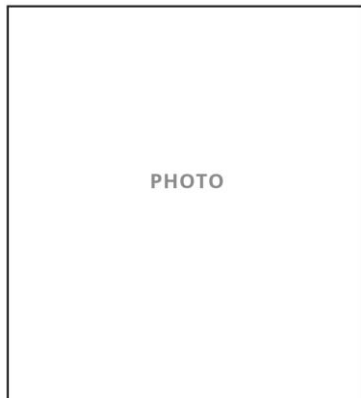
- To stay informed with Tadoussac local news
- To be involved with community events and activities
- To spend quality leisure time in town
- To explore local restaurants and bars
- To access municipal information and welfare system conveniently

MOTIVATORS

- Leisure: I want to have a good quality of life after retirement.
- Staying informed: I want to be informed quickly about what is happening in Tadoussac
- Welfare benefits: I want to be informed about social assistance and welfare benefits

HOW MIGHT WE MAKE THEM HAPPY

- By providing a regularly updated snapshot of what's happening at Tadoussac
- By providing information on local restaurants and bars including reviews and menus
- By providing information on local community events and activities
- By providing information on municipal contacts, healthcare system and social assistance



Potential Residents

COMMON ACTIVITIES

- Going on nature hikes with the family
 - Attending cultural events with the family
-

GOALS

- To raise a family in Tadoussac
 - To find jobs or start a business in Tadoussac
 - To find information on schools
 - To find information on community centres and activities
 - To find healthcare and other municipal information
-

MOTIVATORS

- Access to nature
 - Small town community life
 - Start a tourism business
-

HOW MIGHT WE MAKE THEM HAPPY

- By making the information easily accessible
- By providing updated job listing
- By providing information on schools and healthcare as a part of municipal information
- By enabling them to visualise themselves thriving in Tadoussac

Tourists

SCENARIO 1

Louise works as a nurse in Ste-Eustache Hospital. She is 48 years old, married with two kids. She lives in Rosemere. Louise took 1 week summer vacation and she is planning to visit her sister in Trois Riviere. She also have plans to do a whale watching tour more to the north, but she doesn't know how expensive it is or where would be the better place to go. Her sister mentioned Tadoussac but she was not sure about it. Louise wants to go to a place that also has other outdoor activities available to worth the long trip. She is also considering spending one night in a hotel or bed and breakfast if there is a charge station for her electric car.

TASK ANALYSIS

- Find a session with a summary of the area, with highlights of famous places and natural attractions
- Find a session with companies information that provides tours and prices
- Find average prices for food and hotels in the region with electric car charge station

Tourists

SCENARIO 2

Mr. Jean Cossette lives in Quebec City and is very fond of hiking and so is his wife. His wife, Nina Cossette has whale watching in her bucket list. They don't have much time on hands and want to visit a destination nearby. They think of Tadoussac as the perfect destination as it is well-known for its whale watching and hiking. The couple wants to find information on whale watching tours and the prices. They also want to find the information on hiking and download the maps for the same. Since, they don't own hiking equipment they need information on renting hiking equipment. They would also like to get some hotel recommendations to stay in Tadoussac.

TASK ANALYSIS

- Find whale watching tour information
- Find whale watching tour prices
- Find hiking information
- Download maps for hiking
- Find hiking equipment rental info
- Get hotel recommendations

Current Residents

SCENARIO

It's another sunny Sunday in Tadoussac. John was told that a new Korean restaurant was opened last week in town. After his retirement, trying new restaurants has become his no.1 hobby. He decides to try this new restaurant with his wife today at noon. He needs to check the exact address of this restaurant. In the afternoon, John feels really boring and he wants to check if there are some leisure and culture activities happening in his community center. During his trip to town community center, he hit a big pothole on the road and his front tire became flat. He thinks it's really dangerous and he wants to report the pothole to town administrative, he needs to find the contact information.

TASK ANALYSIS

- Find information on new restaurants
- Check information about community news and activities
- Find contact information of municipal administrative

Potential Residents

SCENARIO

Maryse has worked for several years for a tourism company in Montreal. She and her husband Gilles went to Tadoussac last year and are interested in moving there. Maryse would like to work for a local tour company, then start her own tourism company. Gilles works remotely and is able to move easily. Maryse needs to find job listings and gather information on potential competing tourism firms. Gilles wants to be sure that the Tadoussac area offers some year-round cultural opportunities. They are a young couple and would like to have children eventually, but don't know what sort of schools, healthcare facilities and community life they will find in Tadoussac.

TASK ANALYSIS

- Find job listings
- Gather information on existing tourism firms
- Learn about cultural opportunities
- Learn about schools
- Learn about healthcare facilities
- Learn about community activities

Primary Noun Architecture

VERBS	NOUNS
Find	whale watching tour
Find	whale watching tour prices
Find	hiking information
Download	hiking maps
Find	hiking equipment rental info
Get	hotel recommendations
Find	job listings
Gather	tourism firms
Learn	cultural opportunities
Learn	schools
Learn	healthcare facilities
Learn	community activities
Find	new restaurants
Check	community news
Find	municipal administrative contact information
Find	activities

Card Sorting

Footnote Navigation	About	Tourism	Culture & Community
weather	mayor's statement	whale watching tour info and prices	events and festivals
tadoussac map	history (with coat of arms)	hiking equipment rental info, hiking info, hiking maps, hiking tour info	community news
Add a card...	life in tadoussac	accommodation	sports and leisure
	city council	restaurants and bars	Local arts
	Contact Us	tadoussac map	municipal newspaper
	Add a card...	ferries	Senior center
		Add a card...	Youth centre
			Day camp
			community space booking
			Add a card...

Facilities & Services	Economic Development	Municipality
Library	job listing	administrative staff
healthcare facilities	businesses	public notices
schools	call for tenders	urban permits
sports facilities (infrastructure)	budget	public works
fire safety	"Rue Principale" project	drinking water
directory (committees)	port of call	Waste water Program
Add a card...	socio economic profile	Documentations (family policy PDF, 2014 survey PDF, meeting minutes PDF)
	documentation (housing incentive PDF)	Add a card...
	Add a card...	

References

Municipalité de Tadoussac. (2014). *Résumé du sondage sur la satisfaction du citoyen*. Retrieved from: <http://tadoussac.com/files/sondage-aveccommentaires-resume.pdf>

Statista. (2018). *Number of visitors to Saguenay-St. Lawrence Marine Park in Canada from 2011 to 2017*. Retrieved from: <https://www.statista.com/statistics/501578/visitors-to-saguenay-stlawrence-marine-park/>