

Government Agency Responsive UI Web Design Case Study

# City of Livermore

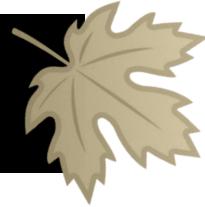
MOONMITA GHOSH

MY ROLE: UX/UI Designer, Visual Designer

TOOLS: Adobe Illustrator, Photoshop, Adobe XD, Invision studio, Miro  
Realboard, Trello

User Research

# Project Overview



Livermore City Govt. website link: [www.cityoflivermore.net](http://www.cityoflivermore.net)

- **Not Organized:**

This website contains a lot of information with lot of pages like typical government websites. It is overwhelming with long scrolling menus, too many submenus. But, the main services of the city are not organized properly. It is really a big challenge to find even a very common city service in the site.

- **Inconsistent Aged Design:**

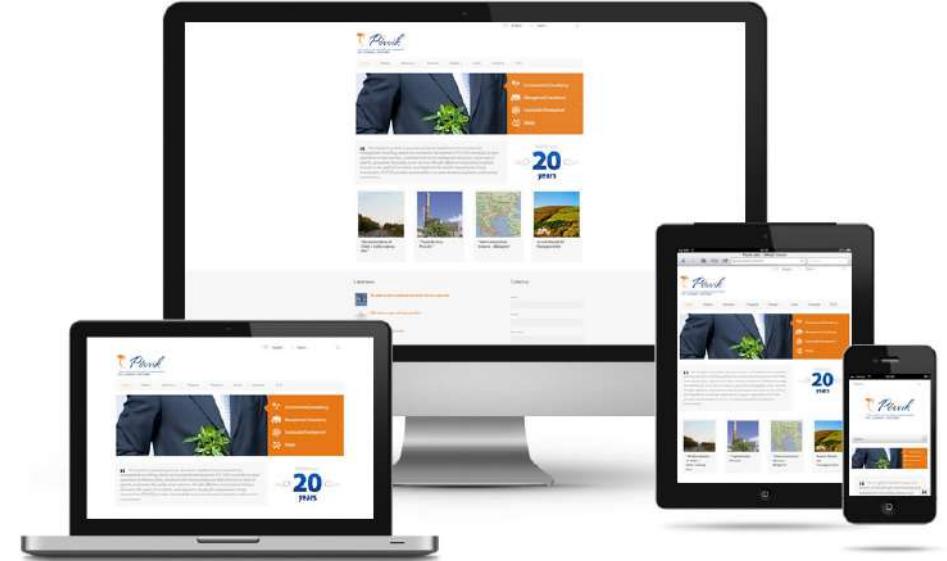
The design is aged, inconsistent and most importantly there are pages which are totally different in design than the rest of the website. There are lot of blind spots in the design.

- **Navigation Error ( Broken links/ Dead Ends):**

The primary and the secondary navigation does not have the key purpose of the website. There are lot of broken links and dead ends. Navigating through the website is hard for users as they will get confused because of all the duplicate links, improper names of tabs and inconsistent menu design.

## Solution:

I thought it would be a great idea to revive this website by organizing the site navigation system, organizing the services according to user's mostly needed areas and fix all the UI design issues to make it consistent and easy to use.



# Research Methods



Three core research questions which I need to learn about:

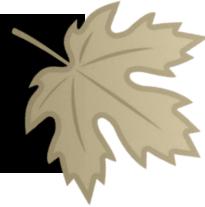
1. What do people mainly use this website for? Is this website prioritizing public users over government? Is this website providing all the services properly?
2.
  - a) What would make the website more usable? should it be split up by audience type (residents, tourists, businesses etc.) or by task (such as pay bills, utility, report problems, get permit, find a job, or get information on current events)?
  - b) Is it easy for the new users to navigate through the website?
3. Does the design work well on all devices (desktop/tablet/phone)?

**Research Methodology:**

I would like to use 3 methods of user research to get the answers of the core questions.

1. User Interview with the target audience ( Residents, Professionals and business owners)
2. Moderated Usability Testing
3. Closed Card Sorting

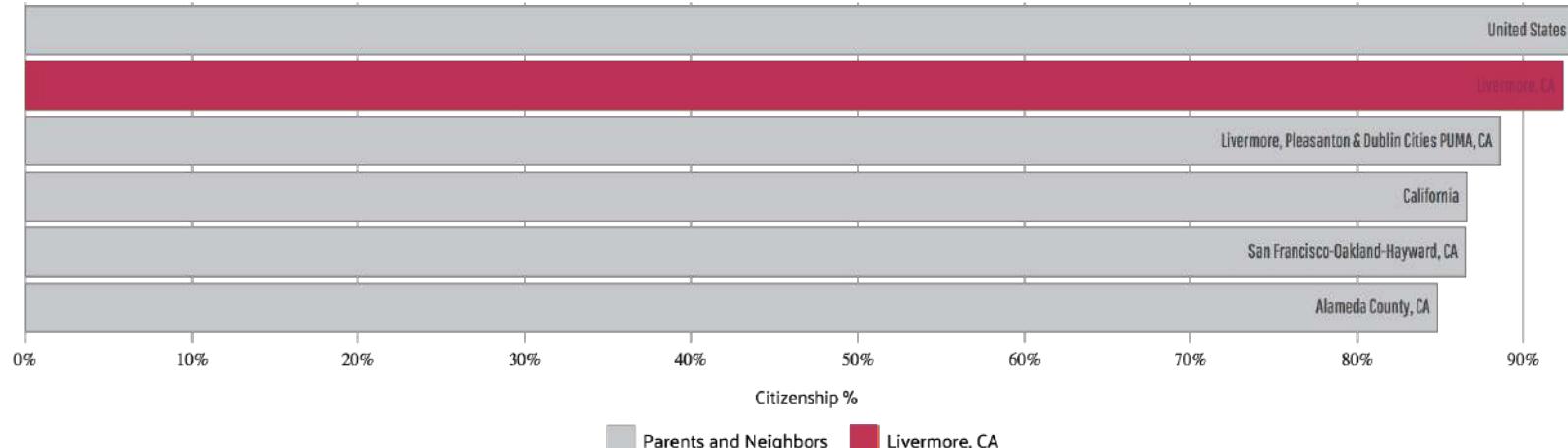
# City Data Research



To get an idea of who the target audience of this website are, I did some research about the city.

In Livermore City there are Residents, Business owners, Government Employees and Visitors (domestic and foreign).

As per the record of **2019 the Livermore City serves 92.3% Citizen**. Therefore it can be assumed that a large amount of citizens using the Livermore city website for different purpose.



# Target Audience



**Current Residents** visit the website to accomplish day-to-day tasks such as getting a library card or figuring out the trash pickup schedule.

**Current Business Owners** might visit the website to get a construction permit or see if your budget is going to include building more parking near their location.

Some of the residents are working as **Government Employees**.

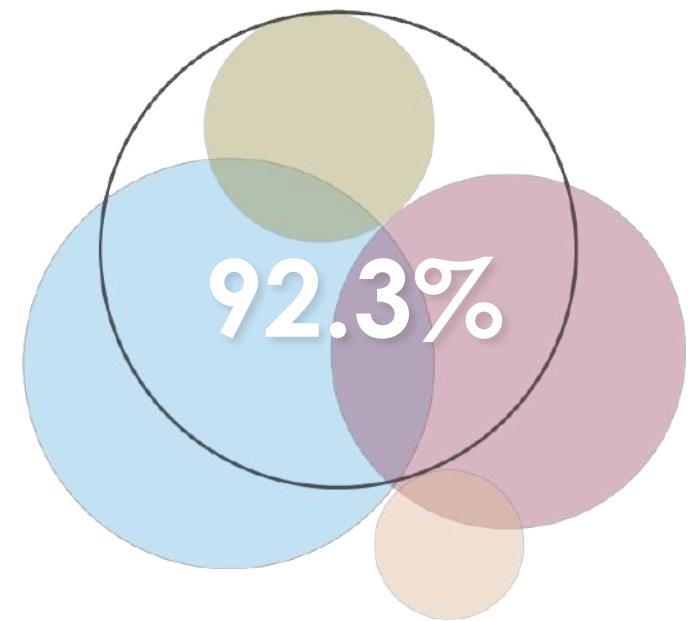
**Foreign Tourists/ Overseas Businesses** also looking to relocate in the U.S. or to plan their next vacation. They have to complete tasks on the website just like a citizen might.

**Citizens** are the majority of the site visitors **and many of the website tasks are only available to citizens**.

## Conclusion:

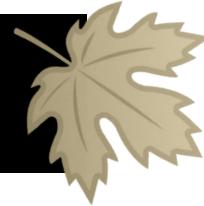
Based on this research data the user persona has been created.

## Depicting The Target Audience



- █ Current Residents
- █ Current Business Owners
- █ Green Card Holders
- █ Foreign Tourists
- █ US Citizens

# Research Questions



## **Core research questions, which I need to learn about before redesigning the website:**

1. What do people mainly use this website for? Is this website prioritizing public users over government? Is this website providing all the services properly?
  
2. a) What would make the website more usable? should it be split up by audience type (residents, tourists, businesses etc.) or by task (such as pay bills, utility, report problems, get permit, find a job, or get information on current events) ?  
b) Is it easy for the new users to navigate through the website?
  
3. Does the design work well on all devices (desktop/tablet/phone)?

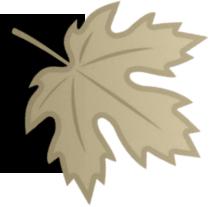
# Heuristic Evaluation



Heuristic Evaluation Checklist : [https://drive.google.com/open?id=1I4\\_0licl0yex7UbBgLOJoZDDqSaUCm\\_g](https://drive.google.com/open?id=1I4_0licl0yex7UbBgLOJoZDDqSaUCm_g)

1	Website Name: City of Livermore Official Govt. Website			
2	URL: <a href="http://www.cityoflivermore.net/">http://www.cityoflivermore.net/</a>			
3	Heuristic	Rating	Comments	
4	Appearance / aesthetics - first impressions are important - it can make the difference between users staying or leaving your site			
5	Example	3	2	1
6	Primary goal or purpose is clear		2	Main purpose of using the website is finding government services like paying bills, apply for permits, creating account for library/city hall etc., gathering information about the city and to find local events / news. But it's hard to find a particular service in the long list of dropdown menu.
7	Clean, simple design		1	aged clumsy design, very inconsistent style. Different logo in different pages
8	Pleasing color scheme		1	color scheme is aged. Boring and old style of putting drop shadow every element. Few content are not readable enough.
9	Appropriate use of white space		2	
10	Consistent design		1	No.. The design is not consistent in every page.
11	Text and colors are consistent		2	The fonts are consistent and readable in most places. But not going with the logo or feature images.
12	Icons are universally understood		1	top icons are too small and hard to click. Inconsistent icon styles
13	Images are meaningful and serve a purpose			Images are meaningful but not high resolution images. Use of images don't really enhancing the look or functionality of the website
14	Content - users are at your site for the content - make it easy for them to find and user your site			
15	Major headings are easy to understand	3		headings are readable and well placed
16	Easy to scan		1	Not at all easy to scan the website
17	Minimal text/information presented		1	Overcrowded with too much of detailed info. Too much content to handle
18	Clear terminology, no jargon	3		Though it is a content heavy one, still there is clear terminology throughout the website.
19	Links are clear and follow conventions		2	Links are clear but only if you can find it. It's really hard to find a particular link on a particular subject. The same link is available in different location. User may get confused about which one will lead to the correct page
20	Help is available on every page		2	yes but in different names in different location. Like "How Do I" & "FAQ" leads to the same page.
21	Important content is above the fold		2	yes
22	Search box is easy to identify and easy to use	3		yes
23	Navigation - makes getting around your site easy and eliminates the user's guess work			
24	Consistent Navigation		1	Long lists of dropdown menu, sub menu, sub-sub menu for each main navigation
25	Easy to identify your location on the site (breadcrumbs, headers, colors)		2	
26	Consistent way to return home		1	There are few pages which are leading to a different website and few pages are like new website inside the main one with NO Navigation bar at all. Example: Water/Sewer Bill pay. There is no way to return back to the previous page or to the main website from those pages. They are Dead ends and very inconvenient for users.
27	Limited number of buttons & links		1	Overwhelming amount of clickable objects, text links, buttons and menus make the site very confusing. User may get totally lost because there is not a consistent design to denote which one is a link and which one is not
28	Organization of information makes sense		2	content heavy website. Meaningful info but not organized in a proper manner. Way too much of anything makes everything unusable. specially few pages are Not very well organized
29	Efficiency / Functionality - following basic rules will keep user frustration to a minimum.			
30	Website loads quickly	3		loads quickly
31	Custom 404 errors		2	few links are giving 404 errors and few pages are missing. And links with dead end
32	Error messages are meaningful		2	yes
33	Login is in upper right corner of page		1	No, it not there. It's not even in the home page. New users need to figure out that the log in and sign up options are under My Interest page
34	Proper etiquette for links off site		2	Broken links are present. For some text links it's confusing and hard to understand if it's clickable or not.
35	Contact information is easy to find	3		
36	Login is easy to find		1	No
37	Hours are easy to find		2	
38	No broken links		1	There are few broken links
39	User know the status of searches		2	
40	User knows if they are logged in/out	3		Yes
41	System supposed undo and redo		1	No, this feature is not there
42	Forms autofill and calculate when practical		1	No
43				

# Heuristic Analysis



## Screenshot 5 pages and Annotate Issues

- usability issues.
- Accessibility issues.
- UI elements and content usage.
- Errors and pain points.

**Page 1: Home Page**

- The color of the WELCOME message is not readable on the background color. The logo is not standing out on the background color.
- Placing the "Different from the selected item" is floating on the top navigation bar page. Not a good idea.
- Also selection of language is in the footer. There are no links to change the language in the site. It is very important for users that a government website is very important for them.
- Digitize issue.
- The City of Livermore Services can be seen in the home page. Not all services are categorized. Users need to find out by clicking each one of the categories are able to get more detailed about the service.
- Most importantly there are few links which don't even have a service category. Downtown, City agenda, Employment should be in services category. They should be.
- The link spacing is too small. Different font sizes are used for different element.
- Not sure if this is a link or just one line of text.

**Page 2: My Interests**

- Top Navigation bar has a color contrast issue.
- The color of the "Check your account is inside My Interest. Want to find specially for new users" message has been highlighted.
- Aligning and spacing issues. Headers are not aligned properly. Also spacing are not same everywhere.
- If you don't have an account click here to sign up.
- Different weight and color and font are mixed. Some are done purposefully, visually not working well though.
- Persons under 18 must have the approval of their parent/legal guardian to create an account.
- The footer navigation is not organized well. It seems scattered randomly. Different font, font weights, text colors mixed all in one. Can be more organized and easy to understand.

**Page 3: Pay...**

- Repetition of the home icon and home text links side by side. One was enough for the header. The other one in the footer.
- Color and icon. The icon is not consistent. Home icon is smaller than other icons in the page.
- Repetition of the same header Twice in the page.
- Like the nature of the services provided is to tally different website, but no introduction for users about that. Some users may get confused.
- There is no way to understand that these services are linked. These links are not highlighted as a main service.
- Regular users will get here after 4 clicks. Regular users might have to find. Not a good user flow.
- Paying Water/Sewer bills is a big purpose of using the City Govt website. Therefore this should be highlighted as a main service.
- Regular users will get here after 4 clicks. Regular users might have to find. Not a good user flow.

**Page 4: How Do I**

- Repetition of the same header Twice in the page.
- Like the nature of the services provided is to tally different website, but no introduction for users about that. Some users may get confused.
- There is no way to understand that these services are linked. These links are not highlighted as a main service.
- Regular users will get here after 4 clicks. Regular users might have to find. Not a good user flow.
- These are the most common questions we receive.
- This section contains information about services provided by the City of Livermore and other government agencies. Please follow the links to the left for further information. If you are looking for information and it is not specifically addressed in this section, you may want to search for other sections or services listed below. This information is placed according to the general needs of the group or according to the organizational structure. Also, please use the Email Us link above for any questions, comments or suggestions on how we can improve this site.
- You may also want to visit:
- Residents - Information organized according to the general needs and requests of City residents.
- Businesses - Information organized according to the general needs and requests of current and potential City businesses.
- Visitors - Information organized to show visitors the recreational resources the City has to offer.
- City Government - Information organized according the Departments within the City.
- Apply for... Request... Pay... Register... View... Report...

**Page 5: Choose the way to view and pay your City of Livermore Bill**

- Logo is not hyperlinked to the Home page like the other pages. That means user can't go back to the Home page even.
- Side menu color, font and design are truly different from rest of the website. Very inconsistent design.
- No Secondary Side Navigation is there to go back to the previous "Pay" page.
- Font style, color and size of the headers, body content are different from rest of the website. Total inconsistent design.
- Security Notice: By continuing to use this website, you are agreeing to our terms of use. If you do not agree to our terms of use, please contact Customer Service at (925) 462-4200.
- NO FOOTER.: The page doesn't look like a part of the city website. It looks like a trial new website, which is not the case.

1 The color of the WELCOME message is not readable

2 The logo is not standing out on the background color

3 Placing of the "Different font size selection" is floating in the middle of the page. Not a good idea.

4 Also selection of language is in the footer. There are different language speaking users in the city.  
So, being able to translate a government website is very important for users.

5 Low Graphics    A A A

6 Calendar    Sitemap    Newsletter

7 Search... go

8 Thursday, June 13, 2019 Temp: 49°F

9 Top Navigation text hard to read.  
Color Contrast issue

10 The log In and Create account is inside My Interest. Hard to find specially for new users

11 Like how the different user Types category has been highlighted

12 Alignment and spacing issue :  
Images are not aligned properly.  
Also spacing are not same everywhere



Original File Link: [https://drive.google.com/open?id=1EZw6r5a\\_4ssA\\_EzqbwwiVn9fiGgnecee](https://drive.google.com/open?id=1EZw6r5a_4ssA_EzqbwwiVn9fiGgnecee)

A government website is very important for users.

3

Organize Issue:  
The Government Services can be seen in the home page but they are not categorized. Users need to find out by clicking each tab and also the names of the categories are also not explaining well about the service.

Most importantly there are few links which don't even fall in a service category.

Example:  
Downtown, City agenda, Employment shouldn't be in services category.  
They should be

Services      1 of 4

	
Downtown	Employment
	
Homelessness	Police
	
Business License Renewal	City Council Agendas
	
Projects for Bid	Americans with Disabilities Act

More

Latest News

## Heat Emergency Resources 2019

Alameda County's heat emergency resources and updated list of cooling centers to beat the heat this summer.

## Mayor Marchand's 2019 Livermore State of the City Address

Watch Mayor John Marchand's Livermore State of the City Address presented on May 23, 2019.

## Share Your Talents - Volunteer

Apply for a volunteer opportunity on one of the City's advisory bodies.

## 2019 Beautification Awards

Apply by August 14, 2019.

## 2019 Livermore Citywide Garage Sale

The annual Livermore Citywide Garage Sale is Saturday, June 15, 2019, from 8:00 a.m. to 12:00 p.m.

Events Calendar

June 13, 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Thursday, June 13, 2019 (TODAY)

11:00 AM - 12:30 PM

English Conversation Group @ CC

Friday, June 14, 2019

10:15 AM

Family Storytime @ RN

10:15 AM

Family Yoga @ CC

11:00 AM - 12:00 PM

English Conversation Group @ CC

Alignment and spacing issue :  
Images are not aligned properly.  
Also spacing are not same everywhere

Like this feature of Event Calendar.  
Easy to find the local event date wise

Different weight and color and fonts are mixed.  
even if it has been done purposefully, visually not working well though.



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Americans with Disabilities Act

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More

Friday, June 14, 2019

10:15 AM

### Family Storytime @ RN

10:15 AM

### Family Yoga @ CC

11:00 AM - 12:00 PM

### English Conversation Group @ CC

[View Full Calendar](#)

and fonts are mixed, even if it has been done purposefully, visually not working well though.

LIVERMORE

City Hall  
1052 S. Livermore Ave.  
Livermore, CA 94550  
925-960-4000

About The City  
City Government  
Things To Do

My Interests  
Contact Us

Select Language ▾

We're Social:



Powered by

CIVICA  
GRANICUS COMPANY

[Web Use Policy](#)

Download Our App ➔ 🍏

4  
The Line spacing is too small. Different line spacing has been used for different element.

Not sure which one is a link and which one is not

5  
The footer navigations are not organized well. It seems scattered randomly. different fonts, font weights, font colors mixed all in one. Can be more organized and easy to understand



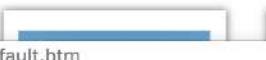
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[About the City](#)[City Government](#)[How Do I](#)[Things to Do](#)[My Interests](#)[Contact Us](#)

California's Old

[Services](#)

Downtown



Employment

resource center

Mayor  
State

- [City Council](#)
- [Administrative Services](#)
- [City Calendar](#)
- [City Attorney](#)
- [City Clerk](#)
- [City Manager](#)
- [Community Development](#)
- [Office of Innovation & Economic Development](#)
- [Finance](#)
- [Horizons](#)
- [Human Resources](#)

- [Library](#)
- [Livermore Successor Agency](#)
- [LPFD Home](#)
- [Municipal Code](#)
- [Police](#)
- [Public Works](#)
- [Contact Us](#)

- [About the Library](#)
- [Events & Services](#)
- [How Do I...](#)
- [Library Cards](#)
- [My Account](#)
- [Contact Us](#)
- [Quick Links](#)

- [Locations, Hours, Holidays](#)
- [Latest News](#)
- [Library Accomplishments](#)
- [Library Board](#)
- [Library Catalog](#)
- [Meeting Rooms & Exhibit Space](#)
- [Mobile Services](#)

- [Readers' Room](#)
- [Kids' Place](#)
- [Teen Space](#)

- [Policies](#)
- [Strategic Services Plan](#)
- [Digital Library](#)



Residents



Business



Visitors

11, 2019

»

Wed Thu Fri Sat

1

5 6 7 8

12 13 14 15

1  
No Visual Difference  
between the  
Main drop down menu  
and the Sub-menus.  
Some hover effect should  
be there in the selected item  
in the drop down menu

[www.cityoflivermore.net/citygov/lib/about/hours/default.htm](http://www.cityoflivermore.net/citygov/lib/about/hours/default.htm)


Original File Link: [https://drive.google.com/open?id=1EZw6r5a\\_4ssAEzqbwwiVn9fiGgnecee](https://drive.google.com/open?id=1EZw6r5a_4ssAEzqbwwiVn9fiGgnecee)

Users need to search the whole home page and probably all the tabs to figure out that, the Log In and Sign Up options are inside the My Interest Tab

Thursday, June 20, 2019

Temp: 49°F

About the City

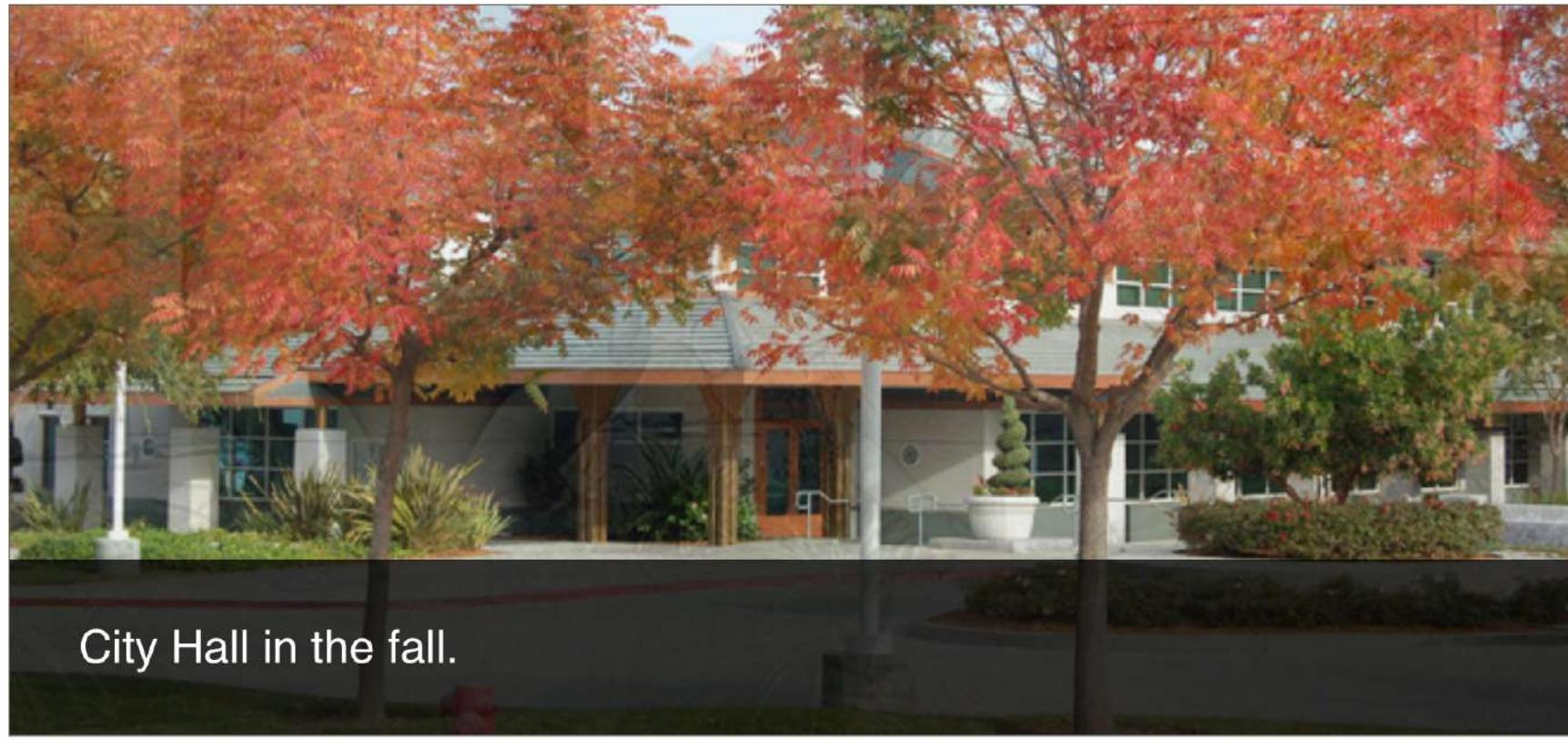
City Government

How Do I

Things to Do

My Interests

Contact Us



City Hall in the fall.



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# My Interests

## Login To - My Interests

If you don't have an account [click here](#) to sign up.

Email:

Password:

Log In

[Forgot your password?](#)

*Persons under 18 must have the approval of their parent/legal guardian to create an account.*



Original File Link: [https://drive.google.com/open?id=1EZw6r5a\\_4ssA\\_EzqbwwiVn9fiGgnecee](https://drive.google.com/open?id=1EZw6r5a_4ssA_EzqbwwiVn9fiGgnecee)

[Apply for...](#)

- [Affordable Housing](#)
- [Banner Permit](#)
- [Building Permit](#)
- [Business License](#)
- [City Commission or Boards](#)
- [Dog License](#)
- [Employment](#)
- [Financial Services](#)
- [Graffiti Fighter](#)
- [Home Occupation Permit](#)
- [Library Card](#)
- [Mortgage Assistance](#)
- [Passport](#)
- [Permit Applications](#)
- [Recycling Grants](#)
- [Renew Business License](#)
- [Special Event Permit](#)
- [Toilet Rebate](#)
- [Tree Permit Application](#)
- [Volunteer](#)

[Request...](#)

- [Birth or Death Certificate](#)
- [Building Inspection](#)
- [Bus Pass Information](#)
- [City Report](#)
- [Copy of Building Plans](#)
- [Flood Zone Information](#)
- [Garbage & Recycling Services](#)
- [Marriage License](#)
- [Police Report Copy](#)
- [Restraining Order](#)
- [Traffic Count](#)
- [Zoning Information](#)

[Pay...](#)

- [Building Permit](#)
- [Business License](#)
- [Library Fines and Fees](#)
- [Parking Ticket](#)
- [Property Taxes](#)
- [Tourism Assessment](#)
- [Transient Occupancy tax](#)
- [Water/Sewer Bill](#)

[Register...](#)

- [Automatic Water Bill Payment](#)
- [City Bidders List](#)
- [City Email Updates](#)
- [Graffiti Fighter](#)
- [Library Card](#)
- [Vendor Registration](#)
- [Vote](#)

[View...](#)

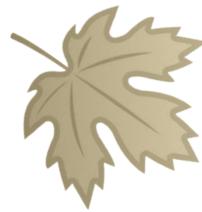
- [Bid Results](#)
- [Bike and Trails Map](#)
- [Budget Documents](#)
- [City Calendar](#)
- [City Municipal Code](#)
- [City Newsletter](#)
- [City Ordinances](#)
- [City Zoning](#)
- [Council Meetings Online](#)
- [Development Code](#)
- [Disaster Preparedness](#)
- [Downtown](#)
- [Downtown Specific Plan](#)
- [Environmental Resources](#)
- [General Plan](#)
- [Major Development Projects](#)
- [New Business Report](#)
- [Online Forms](#)
- [Projects Out to Bid](#)
- [Recreation & Park Info](#)

[Report...](#)

- [A Crime](#)
- [A Litterbug 371-4766](#)
- [Abandoned Shopping Carts](#)
- [Abandoned Vehicle](#)
- [Airport Noise](#)
- [Animal Problem](#)
- [Claim Against the City](#)
- [Construction Site Problems](#)
- [Graffiti](#)
- [Homeless Activity](#)
- [Illegal Dumping](#)
- [Landscape Maintenance](#)
- [Neighborhood Nuisance](#)
- [Pothole or Sinkhole](#)
- [Sewer, Flood, Water Issue 960-8100](#)
- [Spill or Illicit Discharge 960-8100](#)
- [Streetlight Outage or Issue](#)
- [Traffic Signal Issue](#)
- [Wheezie Problem](#)

The menu Is not organized properly. There are same type of Items listed in different categories. Request or apply for permit and pay permit fees can be inside Permit Services. That way user can find everything related to PERMIT easily.

View category is not a part of Services. So It is wrong place to have the View here in How Do I Menu.



WELCOME TO THE OFFICIAL CITY WEBSITE

**LIVERMORE**  
CALIFORNIA

Low Graphics    A A A

Calendar   Sitemap   Newsletter

Search... go

Saturday, June 15, 2019 Temp: 49°

About the City   City Government   How Do I   Things to Do   My Interests   Contact Us

Email   Print

Repetition of the home icon and home text link side by side. One was enough to show the location of the user.

Size and color of the icon is not consistent. Home icon is smaller than other icons in the page.

Repetition of the same header thrice too close. The name should be SERVICES instead of How Do I. That would be easier for users to find what they need.

1

How Do I

NAVIGATION

How Do I Home

- Apply for...
- Request...
- Pay...
- Register...
- View...
- Report...

Residents

Business

Visitors

2

3

4

5

Repetition of the same links twice too close. They are not even that important for this How Do I page.

The City of Livermore's How Do I... feature is designed to help our website visitors find information quickly in a standard question format and according to the most common questions we receive.

This section contains information about services provided by the City of Livermore and other government agencies. Please follow the links to the left for further information. If you are looking for information and it is not specifically addressed in this section, you may want to visit one of our other service centers listed below. This information is grouped according to the general needs of the group or according the organizational structure. Also, please use the Email Us link above for any questions, comments or suggestions on how we can improve this list.

You may also want to visit:

- Residents - information organized according to the general needs and requests of City residents.
- Businesses - information organized according to the general needs and requests of current and potential City businesses.
- Visitors - information organized to show visitors the recreational resources the City has to offer.
- City Government - information organized according the Departments within the City.
- Apply for...
- Request...
- Pay...
- Register...
- View...
- Report...

WELCOME TO THE OFFICIAL CITY WEBSITE

**LIVERMORE**  
CALIFORNIA

Low Graphics    A A A

Calendar   Sitemap   Newsletter

Search... go

Sunday, June 16, 2019 Temp: 49°

About the City   City Government   How Do I   Things to Do   My Interests   Contact Us

Email   Print

1

Home » How Do I » Pay...

Pay...

NAVIGATION

How Do I Home

- Apply for...
- Request...
- Pay...
- Register...
- View...
- Report...

Building Permit

Business License

Library Fines and Fees

Parking Ticket

Property Taxes

Tourism Assessment

Transient Occupancy tax

Water/Sewer Bill

2

There is no way to understand that these are all clickable links. More over this link leads to a totally different website, but here is no instruction for the users about that. Some users may get confused.

3

Alignment and spacing issue. The columns are not aligned properly. Height and width of different sections are different which leaves a lot of empty space. Its not visually pleasing.

4

5

Paying Water/ Sewer bills is a key purpose of using the City Govt. website. Therefore this should be highlighted as a main service. Regular users will get here after 4 clicks. New users might have to find more. Not a good user flow.



Original File Link: [https://drive.google.com/open?id=1EZw6r5a\\_4ssA\\_EzqbwwiVn9fiGgnecee](https://drive.google.com/open?id=1EZw6r5a_4ssA_EzqbwwiVn9fiGgnecee)

# Color Accessibility Test



## Current Color Palette:

1. Background color #AC9F7D
2. Logo Color #2D3E48
3. Text Color #D3CFAE & #2D3E48

The screenshot shows the official website of the City of Livermore, California. The header features the city's name in blue serif font with "CALIFORNIA" underneath. Navigation links include "About the City", "City Government", "How Do I", "Things to Do", "My Interests", and "Contact Us". A search bar and weather information ("Temp: 49°F") are also present. The main content area displays a large image of City Hall during autumn, with a caption below it. Below the image are sections for "Services" (DownTown, Employment), "Latest News" (Mayor Marchand's 2019 Livermore State of the City Address), and an "Events Calendar" for June 2019. The calendar highlights June 8, 2019, and shows dates from 1 to 22. A "Share Your Talents + Volunteer" link is at the bottom.

Dark Salmon #E4B26D	Sienna #8B4325	Rosy Brown #AC9F7D	Dark Slate Gray #2D3E48	Light Steel Blue #F0F3F5

# Color Accessibility Test



**Result: Fails AA**

## Issues of Color Palette:

1. Background, Logo & Text Color is not AA Compliant
2. Contrast Ratio is 4.23
3. There is Accessibility issues in Logo and Top Navigation

## ACCESSIBLE COLORS



My text color is **#2D3E48** at **18 px** and **regular** weight

My background color is **#AC9F7D**

My design must be **AA** compliant

### Fails AA

Required contrast ratio: 4.5

Your contrast ratio: 4.23

Lore ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do...

### Passes AA

if you change background  
color to #B1A585

New contrast ratio: 4.53

Lore ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do...

### Passes AA

if you change text color to  
#2A3943

New contrast ratio: 4.54

Lore ipsum dolor sit  
amet, consectetur  
adipiscing elit, sed do...

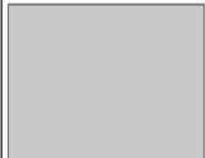
# Color Accessibility Test



Result: Fails AA

Issues found in color palette of different elements

1. Background & Text Color is not AA Compliant
2. Too many different font are mixed in one page
3. Contrast Ratio failure

Item	Background Color	Text Color	Font	Content	Ratio Failure
1	 HEX: #807d56 rgb(128,125,86)	 HEX: #cccccc rgb(204,204,204)	<b>Family:</b> "Palatino Linotype, Garamond, serif" <b>Size:</b> 16.77px (12.58pt) <b>Style:</b> normal <b>Weight:</b> 400 <b>Line-Height:</b> 26.83px (20.12pt)	<a href="#">Calendar</a>  <a href="#">Code Snippet 1</a> 	<b>Required ratio:</b> 4.5:1 <b>Current ratio:</b> 2.62:1  Increase contrast by at least 71.76% to pass. <a href="#">Test Colors 1</a> 
2	 HEX: #d7d4b1 rgb(215,212,177)	 HEX: #ffffff rgb(255,255,255)	<b>Family:</b> Helvetica, Arial, sans-serif <b>Size:</b> 17.82px (13.36pt) <b>Style:</b> normal <b>Weight:</b> 400 <b>Line-Height:</b> 20px (15pt)	<a href="#">Building Networks that foster Innovation</a>  <a href="#">Code Snippet 2</a> 	<b>Required ratio:</b> 4.5:1 <b>Current ratio:</b> 1.5:1  Increase contrast by at least 200% to pass. <a href="#">Test Colors 2</a> 
3	 HEX: #d7d4b1 rgb(215,212,177)	 HEX: #0066cc rgb(0,102,204)	<b>Family:</b> Tahoma, sans-serif <b>Size:</b> 14.67px (11pt) <b>Style:</b> normal <b>Weight:</b> 400 <b>Line-Height:</b> 14.67px (11pt)	<a href="#">Prev</a>  <a href="#">Code Snippet 3</a> 	<b>Required ratio:</b> 4.5:1 <b>Current ratio:</b> 3.69:1  Increase contrast by at least 21.95% to pass. <a href="#">Test Colors 3</a> 

# Color Accessibility Test



How the page would look to the users with Color Blindness

1. Blue-Blind / Tritanopia
2. Green-Blind / Deutanopia
3. Red-Blind / Protanopia

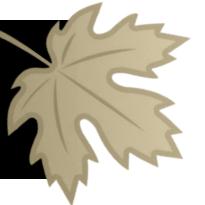
The Livermore website features a dark purple header with the city's name in white. Below the header, there's a large image of two teal-colored statues. To the right of the image are four small boxes labeled "Residents", "Business", and "Visitors". The main content area has a dark purple background. It includes a "Services" section with icons for Downtown, Employment, Homelessness, Police, Business License Renewal, City Council Agenda, Projects for Bid, and Americans with Disabilities Act. A "Latest News" section highlights "City Council Agenda Highlights - 6/24/2019" and "Livermore Announces New Public Works Director". A "Events Calendar" shows dates from June 16 to 29, 2019. At the bottom, there's a "About the City" section with links to City Hall, City Government, Things To Do, My Interests, Contact Us, and a "Web Use Policy". A "Powered by CIVICA" logo is at the very bottom.

This screenshot is identical to the first one, showing the Livermore website with a dark purple background. The layout, content, and color scheme remain the same, making it difficult for someone with green-blindness to distinguish between the text and the background.

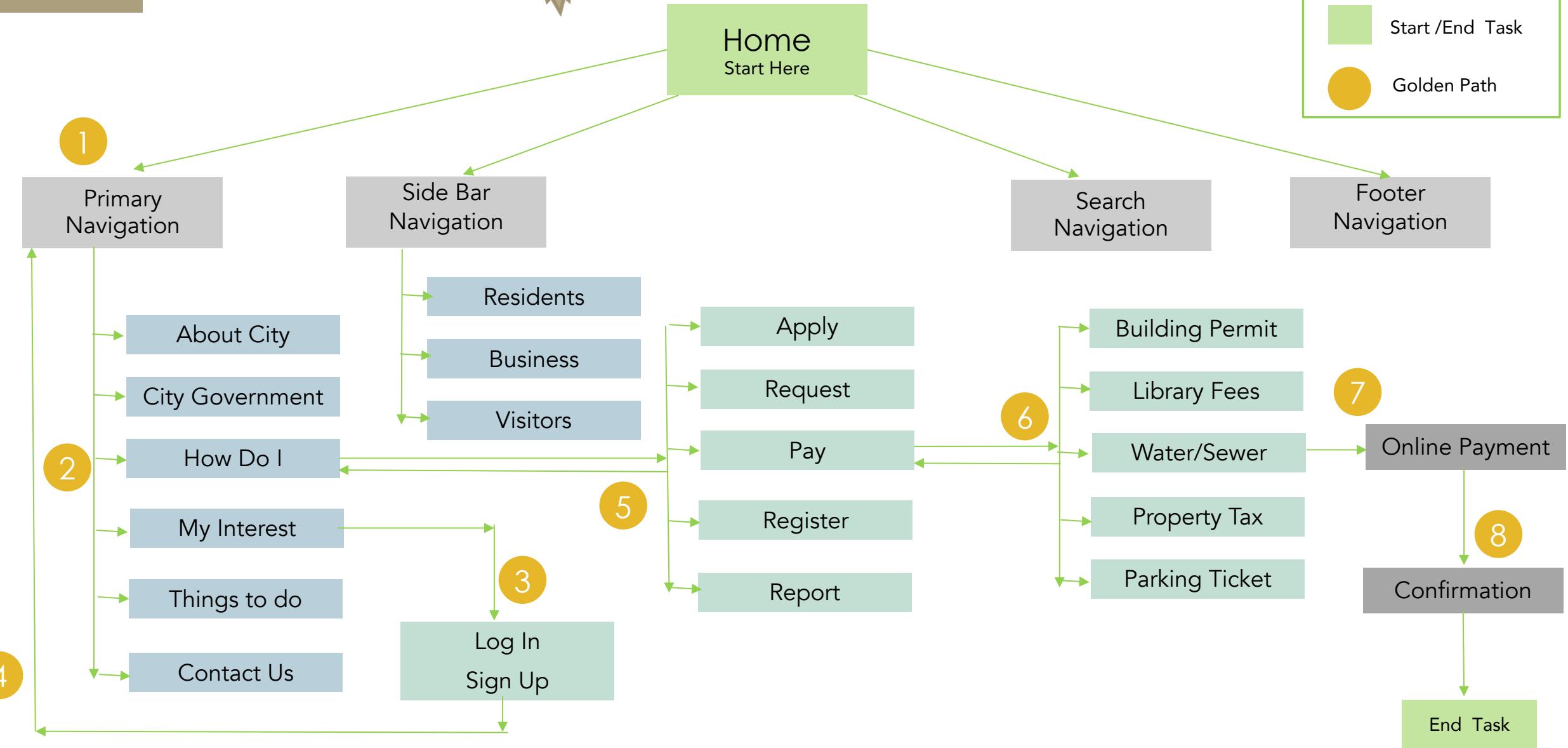
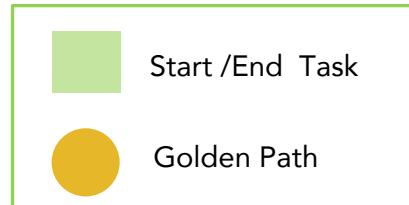
This screenshot is identical to the first one, showing the Livermore website with a dark purple background. The layout, content, and color scheme remain the same, making it difficult for someone with red-blindness to distinguish between the text and the background.

Original File Link: [https://drive.google.com/open?id=1EZw6r5a\\_4ssA\\_EzqbwwiVn9fiGgnecee](https://drive.google.com/open?id=1EZw6r5a_4ssA_EzqbwwiVn9fiGgnecee)

# User Flow current web



## Task Bill Payment



# Knowing The Competitors



City of Livermore

## Direct Competitors

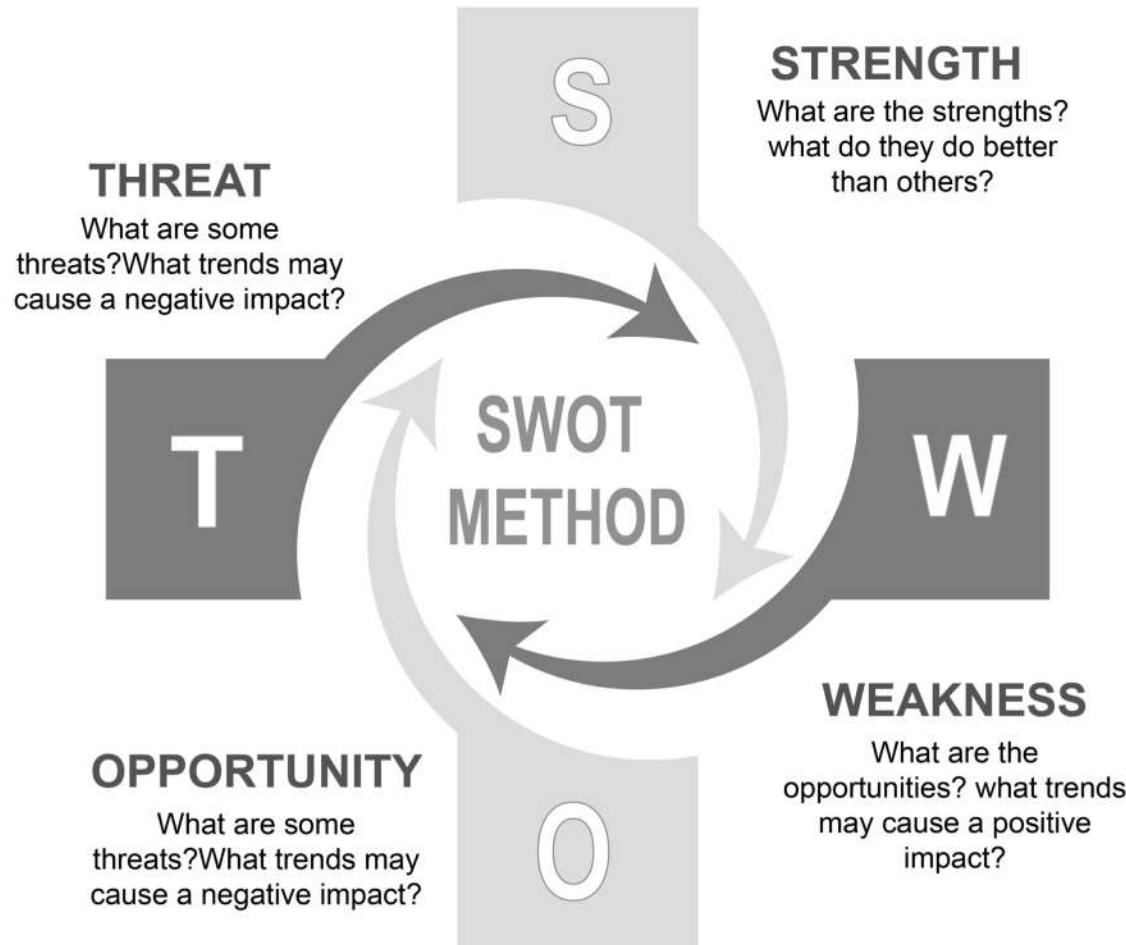
- 1 [citytowninfo.com/places/california/livermore](http://citytowninfo.com/places/california/livermore)
- 2 [acgov.org](http://acgov.org)
- 3 [livermorechamber.org](http://livermorechamber.org)

## Indirect Competitors

- 4 [www.ci.dublin.ca.us](http://www.ci.dublin.ca.us)
- 5 [napavalley.org](http://napavalley.org)

These websites are searched with same keywords as the [www.cityoflivermore.net](http://www.cityoflivermore.net).  
The green bars are showing the amount of visitors of a website for similar services in a year.

# Competitor Analysis



# Competitor Analysis



## Analysis SWOT Method

( Click the link below to view the original analysis )

Competitor Logo	Competitor Name	Direct or Indirect	Strengths	Weaknesses	Opportunities	Threats
	<b>City Town Info</b>	Direct competition	This website is a one stop resource for all the major and small cities of USA. Great content, organized and clean	There is no option for city services or paying bills. Only good for getting updated economical, demographical information.	This website has 480 keywords which makes the site SEO pretty strong and easy to search. In the booming Market of Livermore area; in real estate and business the buyers will be interested to know proper city charts and info from here	It is a bit time consuming to search information from thousands of cities of whole country. Users need to know which region and state to search for the city
	<b>Alameda County Government</b>	Direct competition	Very good source of real information of the county and individual cities under this county	Searching services are not very convenient . Because all the services are alphabetically sorted. Which is not very convinient	The services are organized. So even if it's time consuming to search a particular service but still it is usable	limitations of searching and use of filter makes it hard for the users to manage the search process. It might cause annoying situation for many users.
	<b>Livermore Chamber of Commerce</b>	Direct competition	Lot of useful information specifically for livermore city financial, economical, business and much more. Very user friendly clean design. Highlighting the services properly	Only commercial information can be accessed. Not usable for other city services like reporting an issue or schedule garbage pick up etc.	Great website for new business owners and interested business persons. Informative website	Maintenance it's not scheduled, not notified to users, so users just end up not being able to access the services and may fail to pay bills on time
	<b>Dublin City (nearest city)</b>	Indirect competition	Design is consistent throughout the whole website	No option for pay city services bill online from here.	city agenda and minutes are very well organized. Paying bills very easy. Much more usable website. Great residents services offered	City government website should have option for paying bills online. This is not a great idea to skip that important service
	<b>Napa County (famous for winery)</b>	Indirect competition	very nice organized clean line design through the website. Popular services are highlighted so, user can get to the relevant page right away and complete the task with in 3 to 4 clicks. Paying bills are really easy.	No reservation can be made in this app	This is not only a county website. It is featuring the the great napa valley wineries. Which may attract lot of tourists and the website can get	Due to lack of information user has to search on internet for other information about the city a lot of hidden cost while on the trip.

Original File Link: <https://drive.google.com/open?id=1wcl9u97SOwzhKRkfobXk5mU48T6gX2J0>

# Usability Testing



To find out the answers of the 3 core questions, Moderated Usability testing of the existing website was important. Therefore, testing has been done by two users. They were given two tasks to complete. User's thought and comments about their pain points are given below

User 1

**Erin Kim**

## **Task 1: Creating new account / log in**

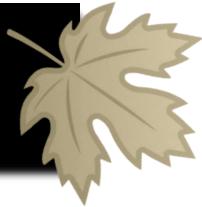
I couldn't find anywhere in the main page that says "Sign In", so I had to look around a bit. "My Interest" page was pretty clear on where I need to click to sign up. The whole sign up process was pretty straightforward. However, the sign up confirmation email title was "My eNewsletters Account Needs Confirmation," which doesn't make sense. It should say City of Livermore or something that indicates that.

## **Task 2: Pay the Water/Sewer Bill**

Getting to the online bill page from "How Do I" tab on the main page wasn't so hard. Pretty easy.

However, the bill page was very confusing. Why the sign up page again when I just signed up and even confirmed my account? Also there is no indication that City of Livermore main website and City of Livermore online BillPay requires separate accounts. I even logged in with my previous login information to find out.. And there are no options to go back to the main website unless you click the back button. It should provide a way that users can always go back to the homepage.

Video Link : <https://drive.google.com/open?id=1wcl9u97SOwzhKRkfobXk5mU48T6gX2J0>



User 2

Rosy G

## Task 1: Creating new account / log in

First to sign up I was looking for a create account button on the top corner of the home page. But I could not find anything there. Then I searched Log In , but the website sent me on a weird page with different links. Then I go back to home page. Looked every where and then found the log in and sign up inside the "My Interest" page. It was not clear on where I need to click to sign up. The task of creating account was easy though. However, the sign up confirmation email title was "My eNewsletters Account Needs Confirmation," which doesn't make sense. It should say City of Livermore or something that indicates that.

## Task 2: Pay the Library Fines and Fees

Getting to the online bill page from "How Do I" tab on the main page wasn't so hard. Pretty easy.

However, the bill page was very confusing. Why the sign up page again when I just signed up and even confirmed my account? Also there is no indication that City of Livermore main website and City of Livermore online BillPay requires separate accounts. I even logged in with my previous login information to find out.. And there are no options to go back to the main website unless you click the back button. It should provide a way that users can always go back to the homepage.

Video Link : <https://drive.google.com/open?id=1wcl9u97SOwzhKRkfobXk5mU48T6gX2J0>

# Usability Testing Report



From the User's thought and comments about their pain points, I could prepare the report which is given below.

## Task 1: Creating new account / log in

### **Observation:**

- The user could not find the log in / create account option on home page.
- The search option also didn't show where it is
- Finally after clicking different links user could find the log in option inside "My Interest" Page
- Creating account was straightforward. Users felt it was easy and simple.

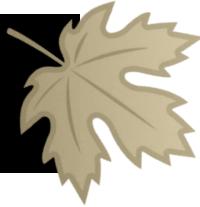
## Task 2: Online Bill Payment ( Water/Sewer Bill / Tickets / Library Fine / Building permit Fees )

### **Observation:**

- The user could not find the Pay Bill option in the main services panel slider.
- There was no frequently used or most popular services highlighted
- Finally after clicking few tabs of the navigation user could find the "Pay" option inside "How Do I" tab
- Inside "Pay" page there was Water/Sewer Bill. Clicking on that it sent the user in a totally different page which was not looking like a part of the main website. The look, navigation everything was different.
- There was no navigation at all to go back to the main website.
- Payment process was easy but it threw the user out from the website. So If users need to go back to the main website, they can't do that. Also in case of any error there is no option to go back
- Most of the Payment options like Parking Tickets/Library Fine/Building permit Fees etc. is sending the users in different websites without any notification.

Report Link : <https://drive.google.com/open?id=1wcl9u97SOwzhKRkfobXk5mU48T6gX2J0>

# User Interview Questions



1. Are you a resident / business owner / visitor of Livermore ?
2. What is your age?
3. What is your Occupation?
4. What is your household income per annum ? [ Approximate value is Okay.. We are going to use it for research purpose only and all info be kept confidential ]
5. Do you use City Of Livermore Govt. Website?
6. Why do you use this website for?
7. Do you think that this website prioritizing public users over government?
8. Do you think the website layout is easy to navigate and you can find the service you want very easily and quickly?
9. What is the primary task you do here? How much time it takes to complete the task?
10. Where do you find the log in info?
11. Would you prefer to see the services as a main feature of the site?
12. Do you think the categories are well sorted and easy to use?
13. Do you think there are enough information about the
14. Does the design work well on all the devices you use (desktop/tablet/phone)?



IA, Sitemap & Navigation

Definition Phase

WELCOME TO THE OFFICIAL CITY WEBSITE

**LIVERMORE**  
CALIFORNIA

Low Graphics    A A A

Calendar   Sitemap   Newsletter

Search... go

Saturday, June 15, 2019 Temp: 49°

About the City   City Government   How Do I   Things to Do   My Interests   Contact Us

Email   Print

Repetition of the home icon and home text link side by side. One was enough to show the location of the user.

Size and color of the icon is not consistent. Home icon is smaller than other icons in the page.

Repetition of the same header thrice too close. The name should be SERVICES instead of How Do I. That would be easier for users to find what they need.

1

How Do I

NAVIGATION

How Do I Home

- Apply for...
- Request...
- Pay...
- Register...
- View...
- Report...

Residents

Business

Visitors

2

3

4

5

Repetition of the same links twice too close. They are not even that important for this How Do I page.

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You may also want to visit:

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- Businesses - information organized according to the general needs and requests of current and potential City businesses.
- Visitors - information organized to show visitors the recreational resources the City has to offer.
- City Government - information organized according the Departments within the City.
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- Pay...
- Register...
- View...
- Report...

WELCOME TO THE OFFICIAL CITY WEBSITE

**LIVERMORE**  
CALIFORNIA

Low Graphics    A A A

Calendar   Sitemap   Newsletter

Search... go

Sunday, June 16, 2019 Temp: 49°

About the City   City Government   How Do I   Things to Do   My Interests   Contact Us

Email   Print

1

Home » How Do I » Pay...

Pay...

NAVIGATION

How Do I Home

- Apply for...
- Request...
- Pay...
- Register...
- View...
- Report...

Building Permit

Business License

Library Fines and Fees

Parking Ticket

Property Taxes

Tourism Assessment

Transient Occupancy tax

Water/Sewer Bill

2

There is no way to understand that these are all clickable links. More over this link leads to a totally different website, but here is no instruction for the users about that. Some users may get confused.

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Alignment and spacing issue. The columns are not aligned properly. Height and width of different sections are different which leaves a lot of empty space. Its not visually pleasing.

4

5

Paying Water/ Sewer bills is a key purpose of using the City Govt. website. Therefore this should be highlighted as a main service. Regular users will get here after 4 clicks. New users might have to find more. Not a good user flow.



Original File Link: [https://drive.google.com/open?id=1EZw6r5a\\_4ssA\\_EzqbwwiVn9fiGgnecee](https://drive.google.com/open?id=1EZw6r5a_4ssA_EzqbwwiVn9fiGgnecee)

# User Flow ( Existing Website)



# Task

## CREATE ACCOUNT / LOG IN

Home Page

LIVERMORE

Welcome to the Official City Website

LIVERMORE CALIFORNIA

About the City | City Government | How Do I | Things To Do | My Interests | Contact Us

Services

Agendas & Minutes

Events Calendar

Council Agenda Highlights - 6/23/19

Agendas may be open to members of the public.

Livermore Announces New Public Works Director

City Landmarks the new Public Works Director on July 8, 2019

Hazard Emergency Resources 2019

Marin's 2019 Livermore

City of the Year Address

City of the Year Awards Livermore

The City Address presented on May 21, 2019

Award

August 14, 2019

LIVERMORE

About The City | City Government | Things To Do | My Interests | Contact Us | Powered by CIVICA | Web Use Policy

Download Our App

My Interest Page / Sign Up

My Interests

Create A New Account

Email:

Password:

First Name:

Last Name:

Re-type Password:

Sign Up Cancel

Persons under 18 must have the approval of their parent/legal guardian to create an account.

LIVERMORE

About The City | My Interests | Select Language | We're Social: Powered by CIVICA | Web Use Policy

Log In

My Interests

Login To - My Interests

If you don't have an account [click here](#) to sign up.

Email:

Password:

Log In Forgot your password?

Persons under 18 must have the approval of their parent/legal guardian to create an account.

LIVERMORE

About The City | City Government | Things To Do | My Interests | Contact Us | Select Language | We're Social: Powered by CIVICA | Web Use Policy

Download Our App

New Account Created and Signed In

# User Flow ( Existing Website)



# Task ONLINE BILL PAYMENT

Home Page

The screenshot shows the City of Livermore website homepage. At the top, there's a banner with a large blue frog statue. Below it, the navigation bar includes links for 'About the City', 'City Government', 'How Do I', 'Things to Do', 'My Interests', and 'Contact Us'. A green arrow points from the 'How Do I' link to the 'How Do I' page. The main content area features a large image of a garden, a section for 'City Council Agenda Highlights', and a calendar for June 24, 2010.

How Do I Page

This screenshot shows the 'How Do I' page. It has a sidebar with links like 'How Do I Home', 'Apply for...', 'Report...', 'Pay...', 'Report...', 'View...', and 'Report...'. The main content area contains text about the 'How Do I' feature and a calendar for Monday, June 24, 2010.

Pay Page

This screenshot shows the 'Pay...' page. It lists various services under the 'Pay...' category, including 'Building Permit', 'Business License', 'Library Fines and Fees', 'Parking Ticket', 'Property Taxes', 'Tourism Assessment', 'Transient Occupancy Tax', and 'Water/Sewer Bill'. A green arrow points from the 'Pay...' link to the 'Online Quick Payment Page'.

Online Quick Payment Page

This screenshot shows the 'Online Quick Pay' page. It has a sidebar with 'Online BillPay Login', 'Bill Details', and 'Customer Service'. The main content area contains instructions for paying bills online and provides a form for existing customers to log in. A green arrow points from the 'Bill Details' link to the 'Payment 2nd Page'.

Payment 2<sup>nd</sup> Page

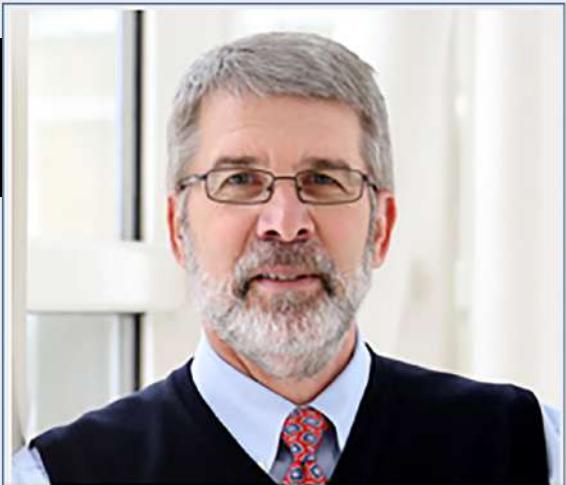
This screenshot shows the 'Customer Service' page. It has a sidebar with 'Online QuickPay Home' and 'Customer Service'. The main content area contains a form for customer service requests, including fields for 'Customer Name', 'Account Number', 'Service Address', 'Contact Preference' (with options for 'By Email' and 'By Phone'), 'Subject' (a dropdown menu), and a 'Message' text area. A green arrow points from the 'Customer Service' link to the 'Payment 3rd Page'.

Payment 3<sup>rd</sup> Page

This screenshot shows the 'Make A Payment' page. It has a sidebar with 'Online QuickPay Home' and 'Customer Service'. The main content area contains a form for making a payment, with fields for 'Account Number' and 'Service Address'. Below the form, there's a section for 'Terms Of Service' with a checkbox for agreeing to the terms. In the bottom right corner, there's a red arrow pointing from the 'I Agree' checkbox to the word 'EXIT'.

EXIT

# User Persona



*"Knowing I am helping to make a positive difference in the world is more important to me than professional recognition"*

**AGE** 51

**OCCUPATION** Professor

**STATUS** Married, 2 Kids

**LOCATION** Livermore, CA

**TIER** Senior Level

**ARCHETYPE** Professional

## MOTIVATIONS

Incentive

Achievement

Power

Responsible  
Honest  
Hardworking  
Busy  
Overwhelmed  
Perfectionist

## PERSONALITY



## GOALS

 (The objectives this person needs to achieve)

He likes to do a lot of thing in a short period of time. As he is very busy, he likes to manage time properly and being organized in everything.

As a good citizen he wants to pay his utility bills on time

## FRUSTRATIONS

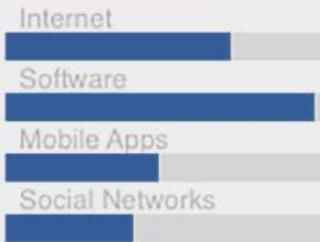
 (The painpoints which need to be avoided)

He doesn't like to waste time by searching for important services, Needs convenient way to do any personal or social job. Gets frustrated while dealing with anything disorganized and inefficient.

## BIO

He is a professor at Las Positas college, Livermore . 51 years old. Married with two kids. Lives in Livermore for the last 20 years. Owns a home. Very passionate teacher with moral values. Very busy. Highly professional and perfectionist. Responsible Citizen. Likes to attend local events.

## TECHNOLOGY



## DEVICES

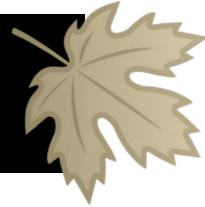


## BRANDS



# David Roberts

# User Research Synthesizing



After synthesizing all the data what was gathered during the user research, I found the pain points of an user of this website. The assumption what I had before the research has been validated.

Issues Found in **HOME** and **HOW DO I** pages:

**Observation:**

- The user could not find the log in / create account option on home page.
- The search option also didn't show where it is
- Finally after clicking different links user could find the log in option inside "My Interest" Page
- Creating account was straightforward. Users felt it was easy and simple.

Issues Found in **BILL PAYMENT** ( Water/Sewer Bill / Tickets / Library Fine / Building permit Fees ) Pages:

**Observation:**

- The user could not find the Pay Bill option in the main services panel slider.
- There was no frequently used or most popular services highlighted
- Finally after clicking few tabs of the navigation user could find the "Pay" option inside "How Do I" tab
- Inside "Pay" page there was Water/Sewer Bill. Clicking on that it sent the user in a totally different page which was not looking like a part of the main website. The look, navigation everything was different.
- There was no navigation at all to go back to the main website.
- Payment process was easy but it threw the user out from the website. So If users need to go back to the main website, they can't do that. Also in case of any error there is no option to go back
- Most of the Payment options like Parking Tickets/Library Fine/Building permit Fees etc. is sending the users in different websites without any notification.



Information Architecture

# Card Sorting



Executed a card sorting exercise to understand how users think about the content of the City of Livermore website. It helped to organize all the content so that it suits users' mental models. From this I got an idea about the primary and secondary pages of the website. Designing the information architecture of the website helps to organize the content properly. I worked with post-it notes and white board sketch to create the New Site Map and user flow.

## Closed Categories (Main)

- 1 About City
- 2 City Govt
- 3 Information
- 4 Services
- 5 Jobs
- 6 Residents
- 7 Business
- 8 Visitors
- 9 City Maps
- 10 News

- ## Sub Categories (Service)
- 1 Pay Bills
  - 2 Apply For
  - 3 Permits
  - 4 Register
  - 5 Report Issue

garbage  
recycling  
service

volunteer

Birth/  
Death  
registration

Marriage  
license

graffiti  
lighter

special  
event  
permit

Dog license

Business  
license

Transit  
occupancy  
tax

Tree  
Permit

recycling  
grants

Building  
Permit

Parking  
Ticket

library  
fees/fines

Bridge  
license

Building Per  
mit

library  
card

Financial  
services

Permit  
Application

water/  
sewer  
bill

Transit  
occupancy  
tax

Permit  
License

Bus Pass

Library  
card

Banner  
Permit

graffiti  
Permit

Special  
event  
Permit

Affordable  
housing  
Application

library  
card

City email  
update

Vendor  
Registration

vote

Building  
Inspection

city  
Bidders  
list

City Comm  
Board

Graffiti  
lighter

Banner  
Permit

Copies of  
Building  
Plans

Passport  
Application

Water  
Service

water  
service

Automate  
water bill  
payment

Home  
Occupation  
Permit

Recycling  
grants

Building  
Inspection

Police  
Report  
copy

Property  
Tax

Graffiti  
lighter

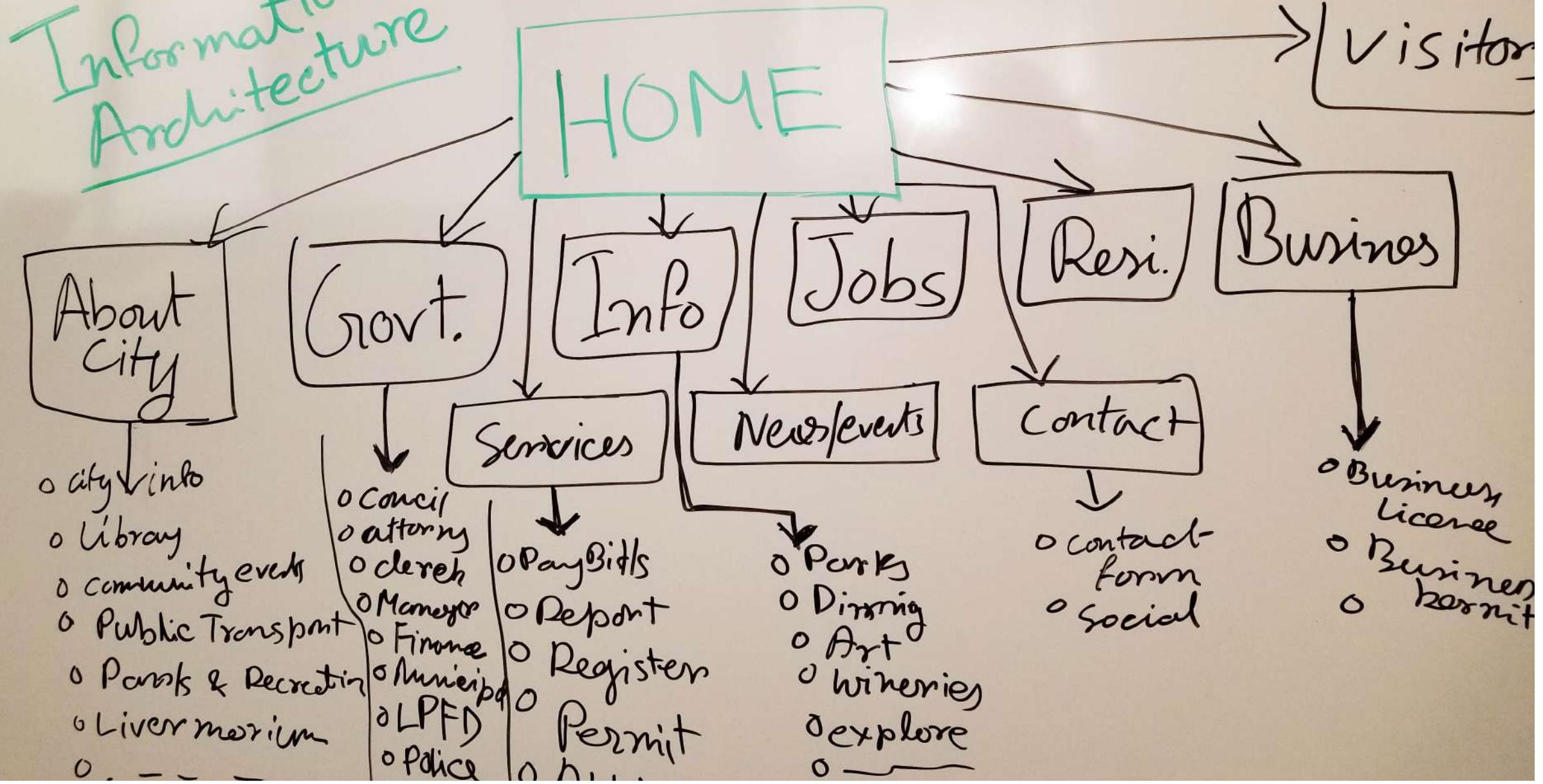
Graffiti  
lighter

Unsorted Cards

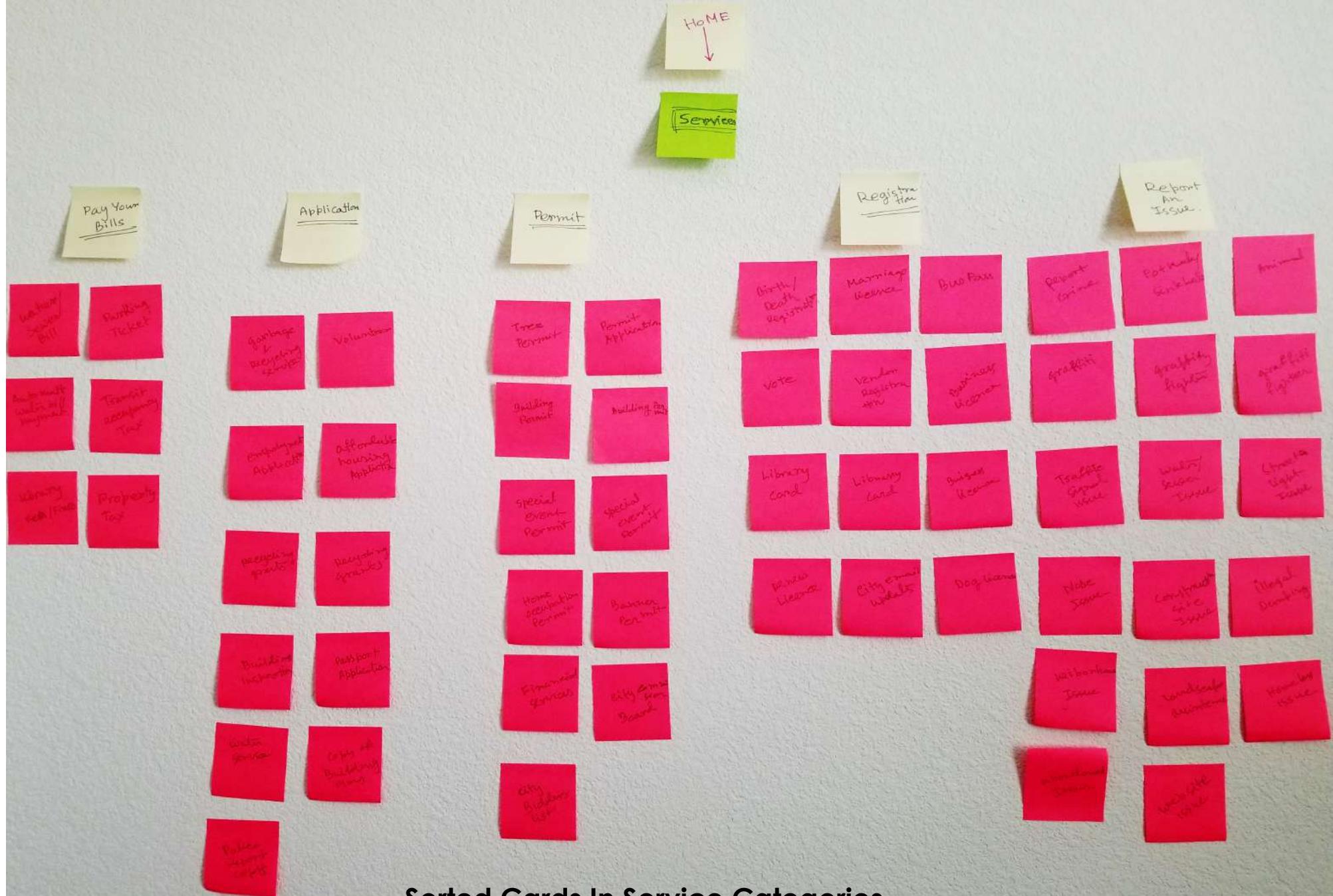


# Unsorted Cards

# Information Architecture



Sorted Cards In Main Categories



# Sorted Cards In Service Categories

Pay Your  
Bills

water  
sewer  
bill

Parking  
Ticket

Automatic  
water bill  
payment

Transit  
occupancy  
Tax

library  
fees/fines

Property  
Tax

**Pay Your Bills**

Application

garbage  
&  
recycling  
service

volunteer

employment  
Application

affordable  
housing  
Application

recycling  
grants

Recycling  
grants

Building  
Inspection

Passport  
Application

water  
service

Copies of  
Building  
Plans

Police  
Report  
Copies

**Application**

## Permit

- Tree Permit
- Permit Application
- Building Permit
- Building Permit
- special event permit
- Special event permit
- Home occupation permit
- Banner permit
- Financial services
- Elbow room board
- City Bylaws list

## Permits

## Report An Issue.

- Report crime
- Pothole sinkhole
- Animal
- Graffiti
- Graffiti lighter
- Graffiti lighter
- Traffic signal issue
- Water sewer issue
- Street light issue
- Note issue
- Construction site issue
- Illegal dumping
- Neighborhood issue
- Landscaping assistance
- Homeless issue
- Abandoned screen
- Wet/dry spot

## Report Issues

Registration

Birth/  
Death  
registration

Marriage  
licensure

Bus Pass

Vote

Vendor  
registration

Business  
licensure

Library  
card

Library  
card

Budget  
licensure

Renew  
license

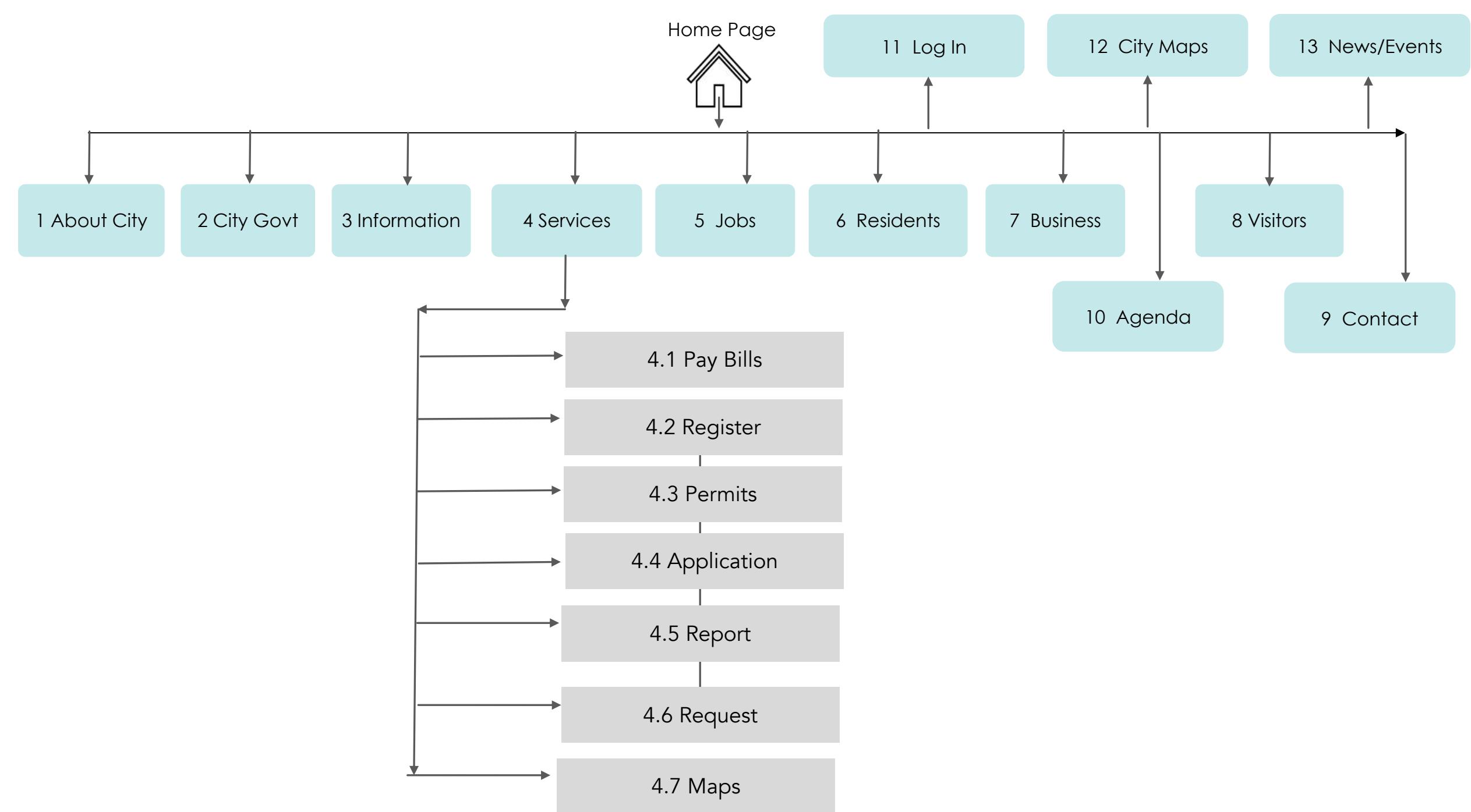
City email  
update

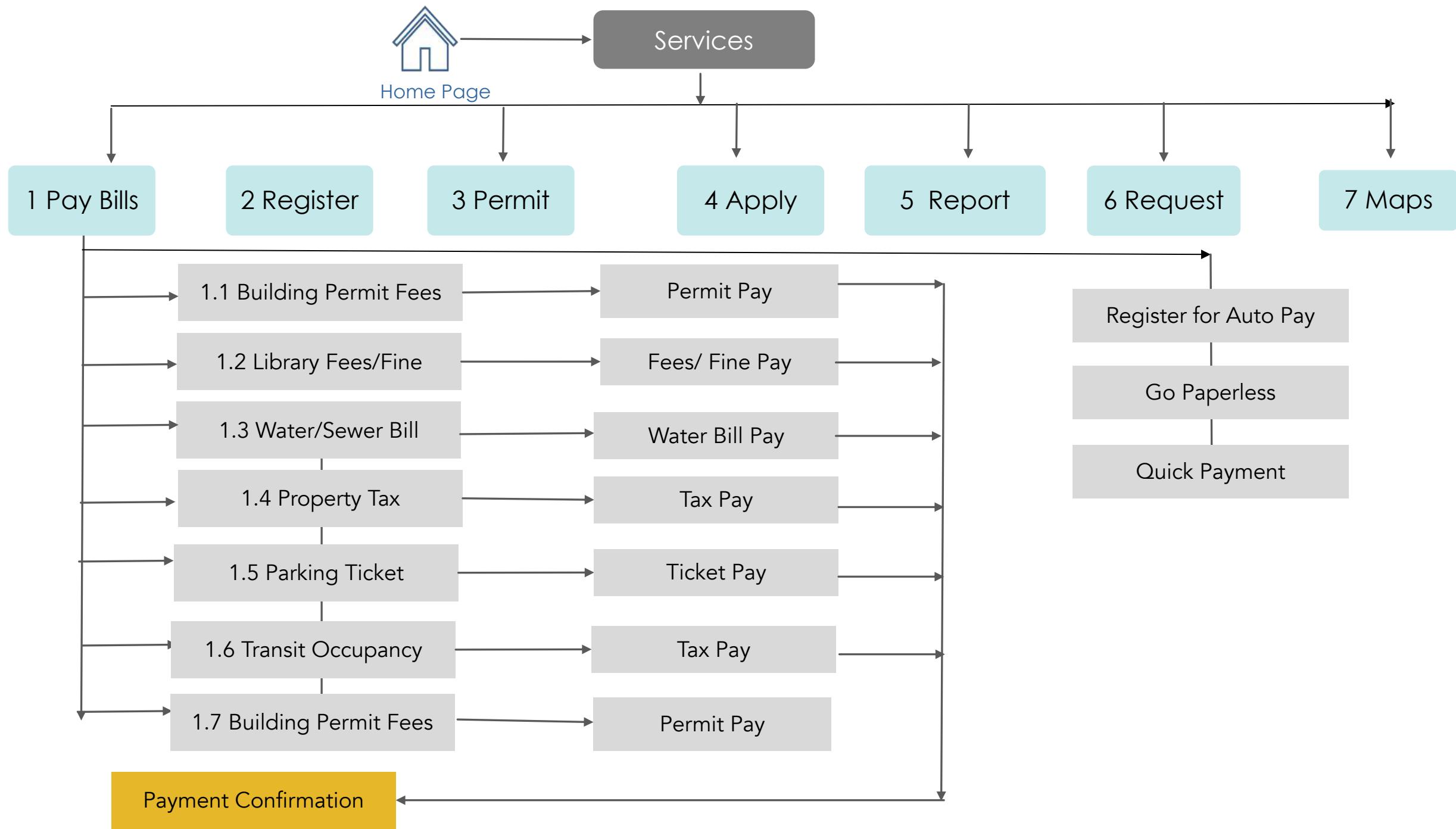
Dog license

**Registration**

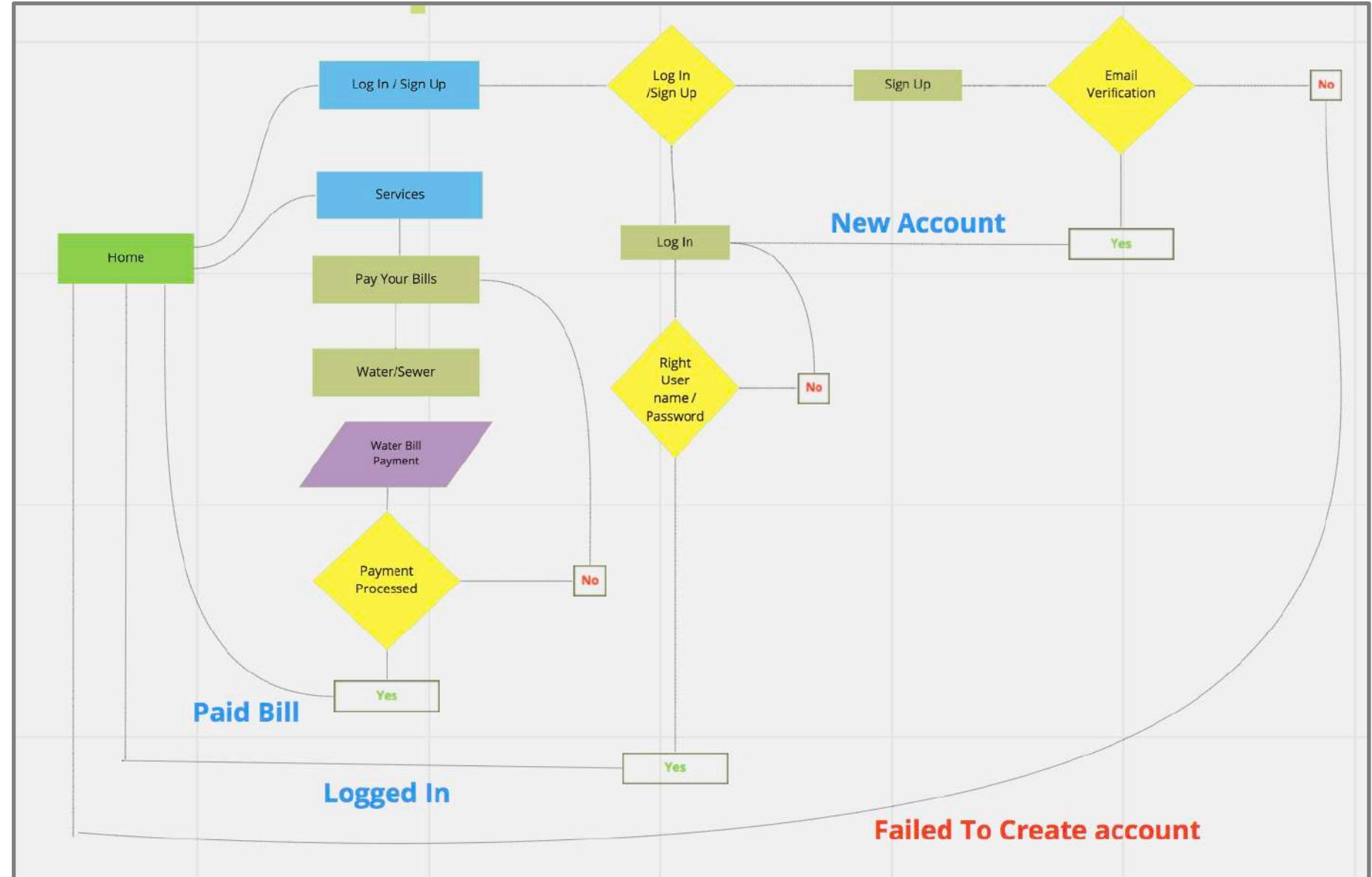


# Site Map Redesign





# New User Flow (Based On Redesigned Sitemap)



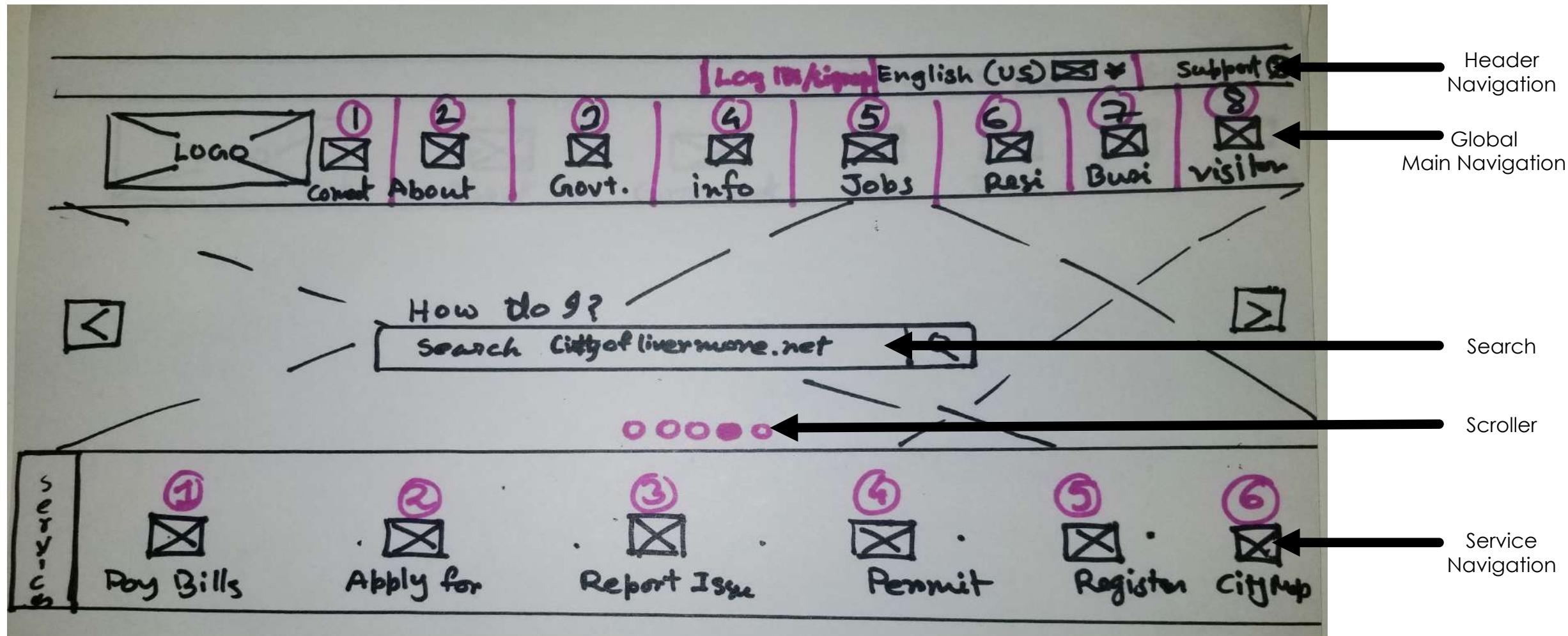


UI Design

# Low Fidelity Wireframes Sketch

Version 1

Global Navigation, service Navigation and Header Navigation



Version 2  
Global Navigation Dropdown Menu

"About"  
Selected

A hand-drawn wireframe of a global navigation dropdown menu. At the top, there's a horizontal bar with icons for a logo, comet, and various services like government, info, jobs, news, business, and visitor. Below this is a large red box containing a navigation menu. On the left, a section for "About Livermore" lists city profile, community events, library, public transport, and community reserve. To the right, sections for "Wineeries", "Dine / Things to do", and "QUICK FACTS" are shown, each with a large red X over it. At the bottom, there are links for Pay Bills, Apply for, Report Issue, Permit, Register, and City Map.

Logo comet

About Livermore

Govt. info Jobs News Busi visitor

city profile

community events

library

public transport

community reserve

Recreation/Park

Wineeries

Dine / Things to do

QUICK FACTS

Pay Bills

Apply for

Report Issue

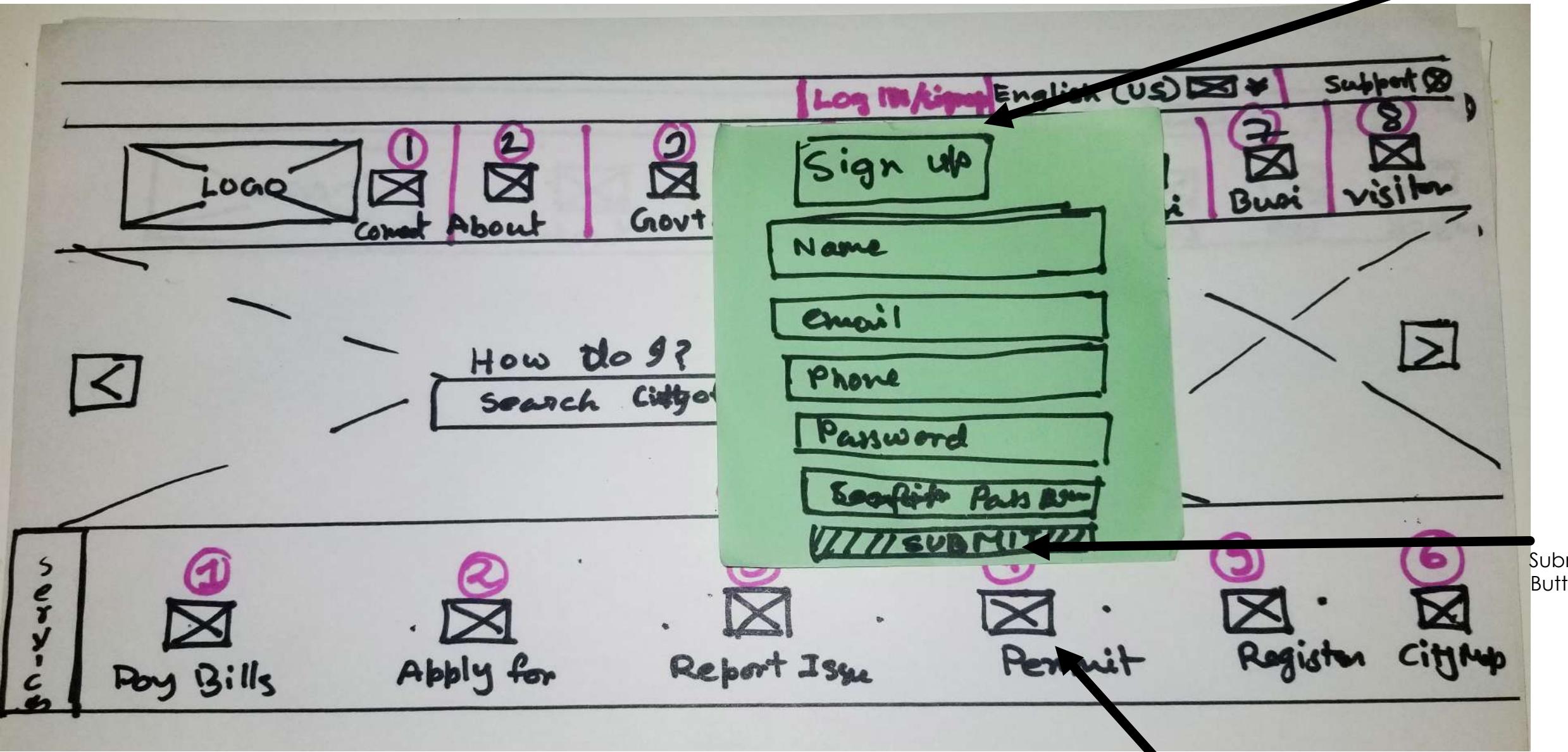
Permit

Register

City Map

Version 2  
Header Navigation Dropdown Menu

"Sign Up"  
Selected



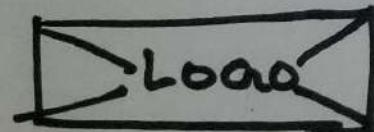
# Low Fidelity Wireframes Sketch

Version 3  
Footer Navigation

Social Media Links

Newsletter email sign up

Ph. Number \*\*\*<sup>2</sup>

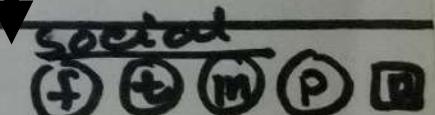


Address  
-----

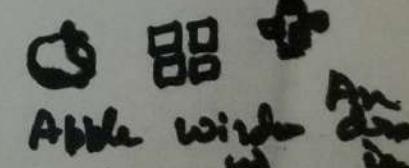
- Govt.
- o Accessibility
  - o Privacy Policy
  - o Terms & Conditions
  - o Agenda

Quick links

- o About
- o Services
- o Jobs
- o Voting
- o City Map
- o Things tools



Mobile



Logo Hyperlinked

Newsletter Sign Up

Quick Links

App Download Links

# Brand Voice Analysis

Brand Adjective	Description	Do	Don't
Professional	Professional means having the qualities of any skilled and educated person, such as effectiveness and seriousness of manner.	Use elements of formal style writing but with a more relaxed tone. Use to craft the perfect, serious content without being cold.	Loosen up language little bit than super formal style but do not make it sound sloppy.
Genuine	It is honest, truthful and sincere	Use content that is real and exactly what it appears to be. The information the users will get here will be authentic.	do not use disingenuous words or information that is not a complete truth.
Informative	Providing useful knowledge or ideas	Use content which will be useful for the users to make right decisions. Brief and to the point information.	Do not use overwhelming description.
Positive	happy or hopeful	Use constructive content with happy, optimistic and positive words	Do not use negative word or statement that expresses denial, disagreement, or refusal.

# Brand Positioning Statement

The product we produce helps CityofLivermore.net accomplish enhanced responsive design and efficiency in city services by providing well organized and simplified content that will make the Residents and Business owners of Livermore city feel effortless and confident so they can pay bills online and/or find important city services and information easily.

# Mood Board



Image resource:

- Page Mill Winery, Livermore
- Altamont Wind Mill
- Livermore Premier Outlet
- Livermore Valley Resort



# STYLE GUIDE

2019 | Moonmita Ghosh

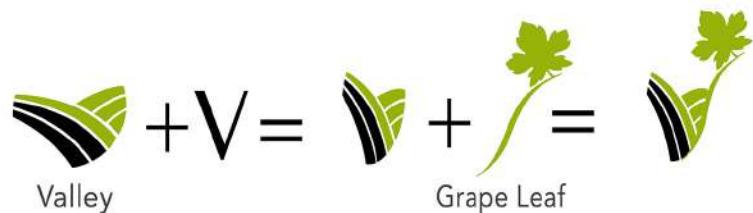
Link for Adobe XD Complete Style Guide  
<https://xd.adobe.com/view/24772241-2575-445f-6ead-cd2b92f41efb-5246/>

# Word Marking



# New Logo Concept

LIVERMORE Bangla MN Font with 75% Tracking  
*California* Dolce Medium Font with 25% Tracking



## CONSTRUCTION ( On Light Background )



Color

#98b20a

#849A09

#000000

## On Dark Background



White Logo



Black Logo

# VOICE & TONE

- \* Professional
- \* Genuine
- \* Informative
- \* Positive

We speak Professionally with clarity. We strive for understanding fully the needs of the primary users of the city services, such as the residents, the business owners and the visitors from all over the world. We try to deliver assurance by giving genuine information and direction. We try to create a Helpful and Friendly environment for the users, so they can find easily what they want to know or want to do in our website.

## City Of Livermore Government's tone

Our tone varies, based on the situation. We let empathy inform our tone. We want to inform rather than entertain. We don't use big, dictionary words, but still formal and easy to understand. Our tone is friendly and positive. We don't use any word that has negative vibe. We use active voice and avoid passive voice. We avoid slang and jargon.

# TYPOGRAPHY

COLORS

COMPONENTS

ICONS

GRIDS

IMAGES

# H1, BanglaMN 75px

Appears only once at the top of any given page

## H2, BanglaMN 52px

Used as a heading for a piece of content within a page

### H3, BanglaMN 46px

Used as a heading for a piece of content within panels

#### H4, BanglaMN 35px

Used as a subheading for a piece of content within page or panels

##### H5, BanglaMN 28px

Used as a supportive text for big icons and

## Lead, Avenir Book 36px

Appears after H1 as a brief overview of the page or section

Body, Avenir Book 25px.

Default Typeface. Used for any main content of the page.

### Body, Avenir Heavy 25px.

Used for strong emphasis.

#### Micro, Avenir Roman 21px

This is used within narrow columns, panels or as supportive text for buttons or other input fields. It should not be used for paragraphs of copy.

Hypelink [Avenir Book Oblique 18px](#)

## Accent Text, Dolce 50px

Used for highlighting any special occasion or special matter to make it stand out. Don't use as a heading or normal copy.

## Font Weight

Avenir Light

Avenir Medium

Avenir light

Avenir Medium

Avenir Book

Avenir Heavy

Avenir Book

Avenir Heavy

Avenir Roman

Avenir Black

Avenir Roman

Avenir Black

Body, Avenir Book 25px. Line Spacing 34. This is Default Typeface. Used for any main content of the page. Avenir is the preferred font for our body copy because it is made up of easy-to-read, straightforward lines, simple and modern.

# BRAND COLORS

TYPOGRAPHY

COMPONENTS

ICONS

GRIDS

IMAGES

Livermore is a city full of natural beauty. The hills, the blue sky, the gray rivers, the lush green vine yards and the rustic charm of the wineries makes great color palette itself. We have chosen a relatively small palette to tell the story of Livermore City. Because a smaller palette is easier to own and, therefore, can become a far more powerful component.

This color palette is made up of complementary colors—pairs of colors that, when placed next to each other, create the strongest contrast.

RGB and HSB values are calculated using the sRGB IEC61966-2.1 icc color profile. CMYK values are calculated using GRACoL2006\_Coated1v2 icc color profile.

## Primary Colors

1 Grapes

#98B20A

2 Stone

#000000

#6E7C21

#434343

#D9E5A7

#ABABAB

#CBCCC2

#FFFFFF

## Accent Colors

3 Clouds

#B3D3D2

#B1EBEA

#E7F4F3

4 Wine

#460000

#765757

#C4BDBD

## Gradients



# ICONS

COLORS

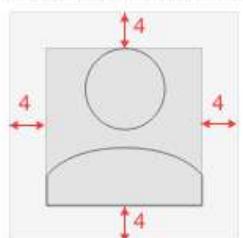
COMPONENTS

TYPOGRAPHY

GRIDS

IMAGES

UNIVERSAL DENSITY UNITS



WEB PX  
ANDROID DP  
IOS PT

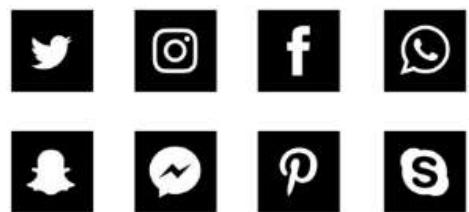
## Icons for Main Navigation



## Illustration for Service Navigation



## Icons for Social Media Navigation



# COMPONENTS 1

COLORS

TYPOGRAPHY

ICONS

GRIDS

IMAGES

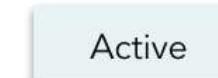
MAIN Button Style



Button Size



SMALL Buttons Style



Breadcrumb Nav Style



Text Links

Normal Hover Active Disabled

# COMPONENTS 2

COLORS

TYPOGRAPHY

ICONS

GRIDS

IMAGES

Form

Search Box



Input Box

Drop Down



Text Field

Check Box

Radio Button

Check Box

Radio Button

Check Box

Radio Button

Drop Down Menu (Desktop)



Option 1



Option 2



Option 3



Title

Link 1

Link 2

Link 3

Link 4

Link 5

Link 6

Sub Link 1

Sub Link 2

Sub Link 3

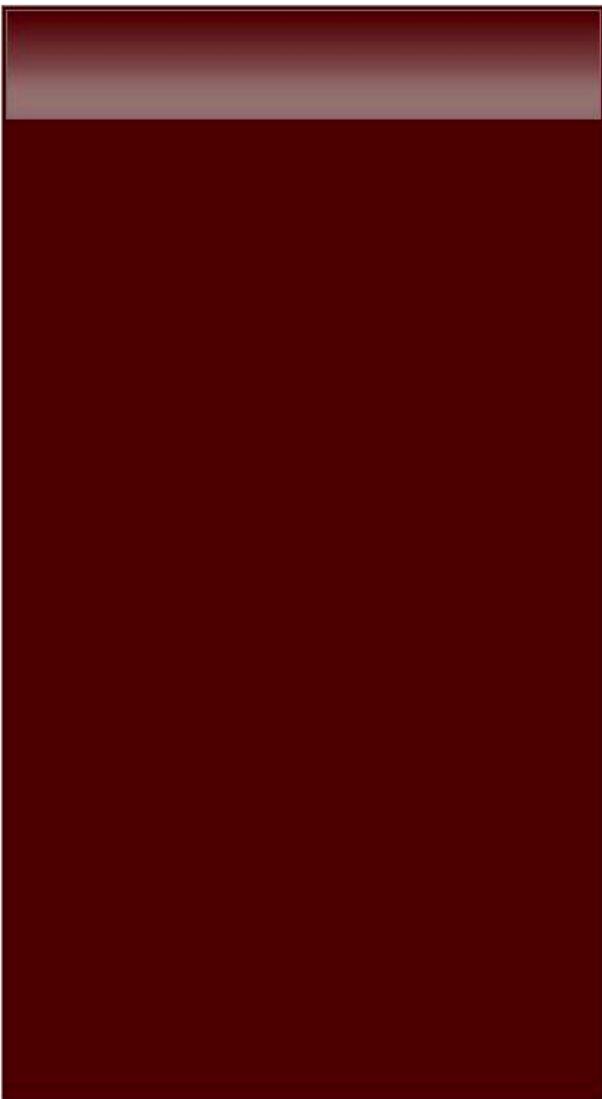
Sub Link 4

Sub Link 5



Quick Link

Carousel Panel (371 px X 720 px)



Calendar Date Picker Panel (371 px X 620 px)

# JULY 2019 ⏪ ⏹

SUN	MON	TUE	WED	THU	FRI	SAT
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Today's Events 07/02/2019  
Summer Summit  
Location: Las Positas Collage Hall  
Time: 12:30 PM - 5:00 PM

Tomorrow 07/03/2019  
Summer Summit  
Location: Las Positas Collage Hall  
Time: 12:30 PM - 5:00 PM

Hamburger Menu (Mobile)

The image displays two mobile hamburger menu panels side-by-side, illustrating a collapsed state on the left and an expanded state on the right.

**Collapsed State (Left):**

- About** (Expanded)
- Government
- Information
- Jobs
- Residents
- Business
- Visitors
- Agenda
- Contact

**Expanded State (Right):**

- About** (Expanded)
  - Advisory Bodies
  - Airport
  - Citizen Survey Results
  - City Profile
  - City Holiday Closures
  - Community Events
  - Community Resources
  - East Bay Regional Park
  - Las Positas Golf Course
  - Las Positas College
  - Library
  - Recreation and Park District
  - Joint Unified School District
  - Livermorium
  - Public Transportation
  - Sister Cities
  - Awards and Recognitions
- Government
- Information
- Jobs
- Residents
- Business
- Visitors
- Agenda
- Contact

# RESPONSIVE WEBSITE GRIDS

## GRIDS

COLORS

COMPONENTS

ICONS

TYPOGRAPHY

IMAGES

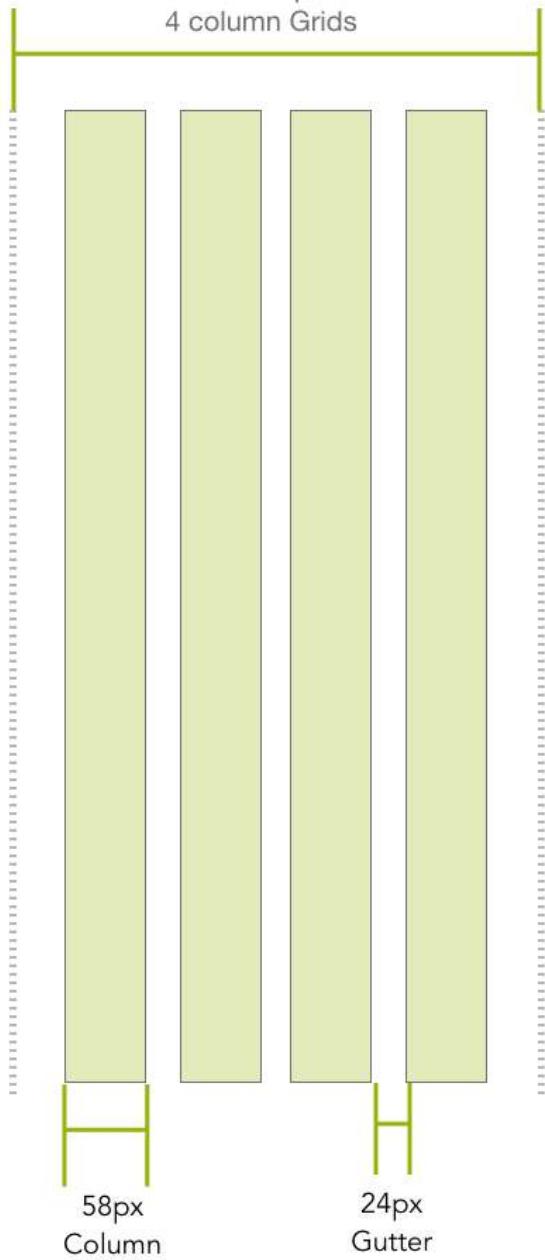
Desktop -1920 px Width 12 column Grids

1 2 3 4 5 6 7 8 9 10 11 12

121px  
Column

24px  
Gutter

iPhoneX -375 px Width  
4 column Grids



## IMAGES

COLORS

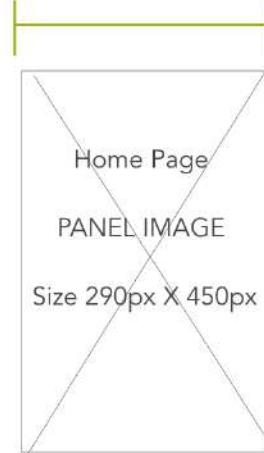
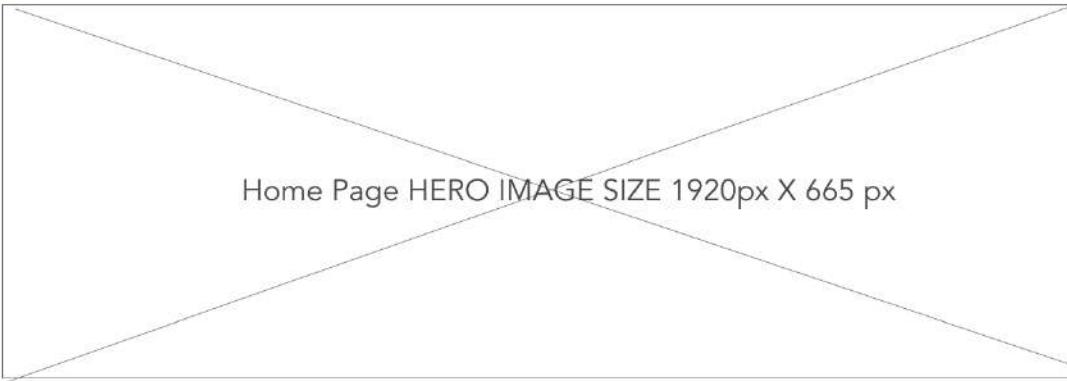
COMPONENTS

ICONS

TYPOGRAPHY

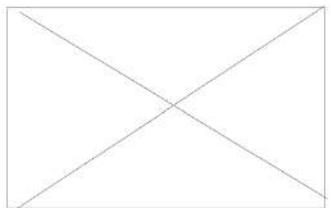
GRIDS

Desktop - 1920 px Width



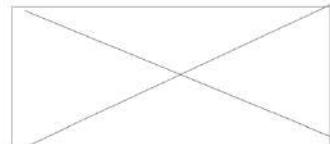
Mobile - 375 px width

Home Page HERO IMAGE SIZE 375px X 240 px



Mobile - 375 px width

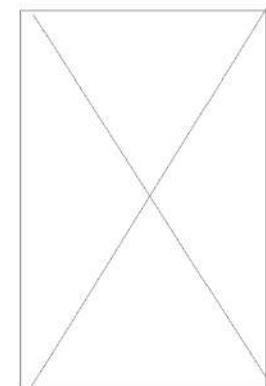
Sub Page IMAGE SIZE 375px X 170 px



Home Page

CAROUSEL PANEL IMAGE

Size 290px X 450px

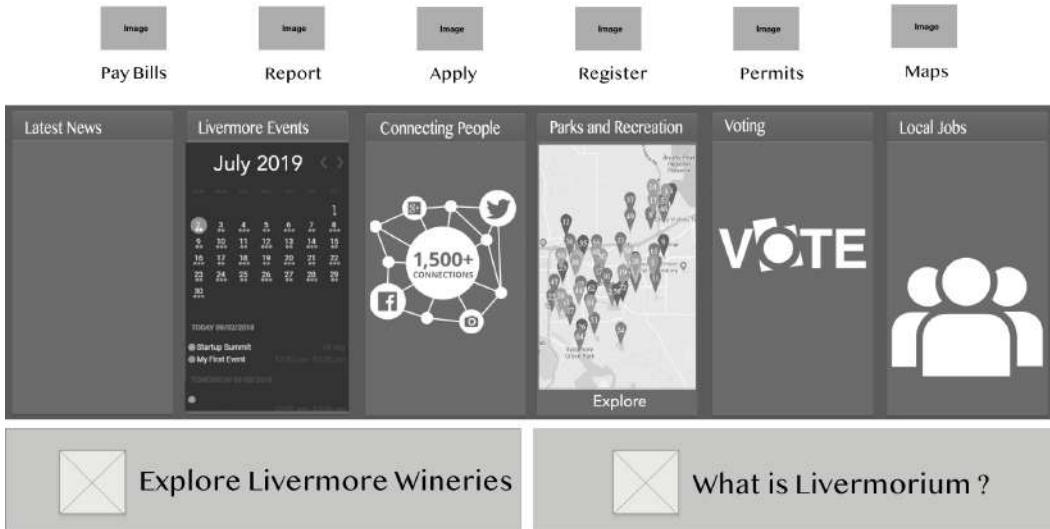
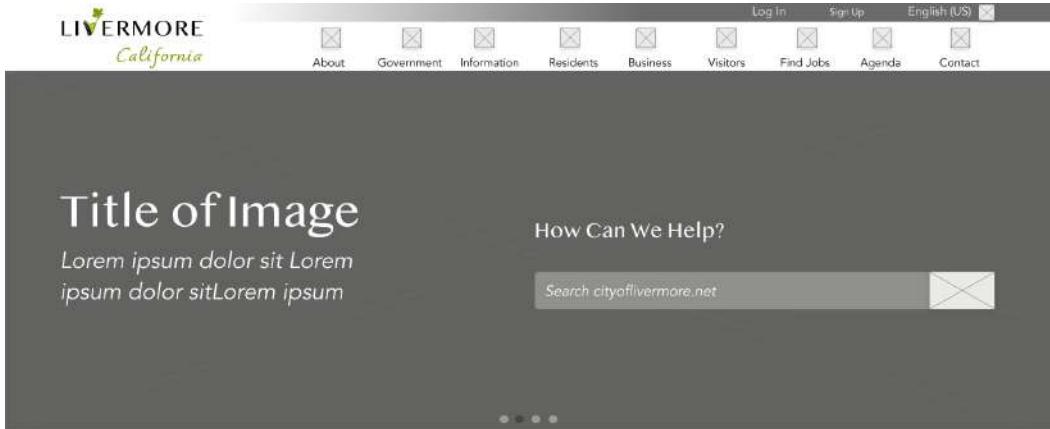


# Medium Fidelity Wireframes

## Home Page Layout – Desktop Version 1

Link for Desktop Wireframes

<https://drive.google.com/open?id=1-HWuyxhv5fzeSnZogbtYql1Ai30tLmD>



# Medium Fidelity Wireframes

<https://drive.google.com/open?id=1-HWuyxhv5fzeSnZogbtYql1Ai30tLmD>

This wireframe shows the desktop version of the Livermore California website. At the top, there's a navigation bar with links for Log In, Sign Up, and English (US). Below the navigation is a secondary navigation bar with links for About, Government, Information, Residents, Business, Visitors, Find Jobs, Agenda, and Contact. A sidebar on the left is titled "About Livermore" and lists various city services like Advisory Bodies, Library, and Quick Links. The main content area features a "Title of Image" placeholder, a "How Can You..." section, and a search bar. Below this is a grid of six placeholder images labeled Pay Bills, Report, Apply, Register, Permits, and Maps. The footer contains sections for Latest News, Livermore Events (showing a calendar for July 2019), Connecting People (with a network icon showing 1,500+ connections), Parks and Recreation (with a map), Voting, Local Jobs, and two call-to-action buttons: "Explore Livermore Wineries" and "What is Livermorium?". There's also a newsletter subscription form and a contact phone number.

## Page Layout – Desktop Version 1

This wireframe shows the same desktop layout as the first one, but with a "Sign Up" overlay. The overlay has fields for Enter First Name, Enter Last Name, Enter Email, Enter Password, Confirm Password, and a SUBMIT button. The rest of the page content is dimmed to indicate it's not interactive while the sign-up form is active.

# Medium Fidelity Wireframes

LIVERMORE  
California

About    Government    Information    Residents    Business    Visitors    Find Jobs    Agenda    Contact

David Roberts    Sign Up    English (US)

## Pay Your Bills

How Can We Help?

Search cityoflivermore.net

Home > Residents > Services > Pay Bills

### Pay Your Bills

- Building Permit Fees
- Business License Fees
- Library Fees and Fines
- Property Tax
- Parking Tickets
- Transit Occupancy
- Water/Sewer Bill

Paying your bill has never been easier! Here are our multiple bill payment options. Selects from the list.

Please note we may only discuss account specific information with the primary account holder or an authorized user. If you are not listed on the account, please have the primary account holder call.

Questions about your bill? We have answers! Read through our list of frequently asked questions and if you still have questions,

### Register for Auto Payments

### Go Paperless

### Quick Pay

Newsletter Subscription

Enter Your Email

Call Us 925-960-4000

# Medium Fidelity Wireframes

The wireframe shows a navigation bar at the top with the City of Livermore logo, user profile (David Roberts), sign up, language selection (English US), and links for About, Government, Information, Residents, Business, Visitors, Find Jobs, Agenda, and Contact.

The main content area has a dark header with "Water Sewer Bill" on the left and "How Can We Help?" on the right, featuring a search bar.

The breadcrumb navigation below the header shows: Home > Residents > Services > Pay Bills > Water/Sewer.

The left sidebar is titled "Pay Your Bills" and lists several bill types with checkboxes:

- Building Permit Fees
- Business License Fees
- Library Fees and Fines
- Property Tax
- Parking Tickets
- Transit Occupancy
- Water/Sewer Bill

The main content area features a title "Choose the way to view and pay your City of Livermore Bill" followed by a bulleted list of options:

- \* View entire bill detail online and print 24/7
- \* Receive email notifications of new bills
- \* Optionally turn off your paper bill
- \* Make one-time payments with a credit/debit card or a bank account
- \* Sign up for automatic payments with a credit/debit card or bank account
- \* View multiple City of Livermore accounts with one username and password

A "Existing Members Log In" section contains fields for "Enter Account Number" and "Password", and a "SUBMIT" button.

At the bottom, there are sections for "Newsletter Subscription" (with an "Enter Your Email" field and a large "X" icon) and "Call Us" (with a phone number "925-960-4000" and a large "X" icon).

# Medium Fidelity Wireframes

LIVERMORE  
California

About    Government    Information    Residents    Business    Visitors    Find Jobs    Agenda    Contact

David Roberts    Sign Up    English (US)

## Water Sewer Bill

How Can We Help?

Search cityoflivermore.net

Home > Residents > Services > Pay Bills > Water/Sewer > Water Bill Payment

**Pay Your Bills**

- Building Permit Fees
- Business License Fees
- Library Fees and Fines
- Property Tax
- Parking Tickets
- Transit Occupancy
- Water/Sewer Bill

<b>Account</b>  ACD435600002	<b>Due Date :</b>  07/10/2019
<b>Current Balance</b>  \$148.13	<b>Previous Bill</b>  PAID \$145.71 Overdue \$0.00

**Usage History**

CON 1 CON = 3,000 GALLONS

Month	CON	Gallons
Sep 2017	9	27,000
Nov 2017	9	27,000
Jan 2018	9	27,000
Mar 2018	3	9,000
May 2018	4	12,000
Jul 2018	6	18,000
Sep 2018	9	27,000

**Usage Comparison**

Last Bill: 6,000 Gallons    This Bill: 9,000 Gallons

Last Bill: 6,000 Gallons This Bill: 9,000 Gallons

# Medium Fidelity Wireframes

## Select Payment Method

Credit Card       Paypal (*Selecting this method will take you to the PayPal page*)

David	Roberts
1234 Abcd road Livermore California	Davidr@gmail.com
	   
123456789	137
94550	David Roberts
Pay \$148.13	Expiration Date (MM /YYYY) <input type="text"/> <input type="text"/>
CANCEL PAYMENT	CONFIRM PAYMENT

# Medium Fidelity Wireframes

This wireframe shows the 'Water Sewer Bill' payment page. At the top, there's a navigation bar with the Livermore California logo, user profile (David Roberts), sign up, language selection (English (US)), and a search bar ('Search cityoflivermore.net'). Below the header, the title 'Water Sewer Bill' is displayed, along with a 'How Can We Help?' section and a search bar.

The main content area shows the bill details in a grid:

Account	Due Date:
ACD435600002	07/10/2019
Current Balance	Previous Bill
\$148.13	PAID \$145.71 Overdue \$0.00

Below the grid, a button says 'Payment Processing' with a loading icon.

At the bottom, there's a 'Newsletter Subscription' form and a contact phone number '925-960-4000' with an envelope icon.

This wireframe shows the same 'Water Sewer Bill' payment page as the first one, but with a different outcome. The bill details grid remains the same, but the 'Payment Processing' button is replaced by a large green success message: 'Payment Successful! Thank You.'

The rest of the page, including the newsletter subscription form and contact information, is identical to the first wireframe.

This wireframe shows the footer section of the website. It includes the Livermore California logo, links to City Hall, address (1052 S. Livermore Ave., Livermore, CA 94550), and phone number (Call Us - 925-960-4000). The footer is divided into several sections: Government (Accessibility, Non-Discrimination, Privacy & Security, Terms of Service), Quick Links (About City, Information, Job Opportunities, Voting and Elections, City Maps, Site Map), Social Media (links to various platforms), and a 'Download Our App' section.

This wireframe shows the same footer section as the previous one. The layout is identical, featuring the Livermore California logo, City Hall information, and the same four main sections: Government, Quick Links, Social Media, and Download Our App.

# High Fidelity Mock Up

The image shows a high-fidelity mock-up of the City of Livermore's website homepage. The header features the "LIVERMORE California" logo, navigation links for About, Government, Information, Residents, Business, Visitors, Find Jobs, Agenda, and Contact, and language selection for English (US). The main banner image depicts a scenic view of vineyards on a hillside under a cloudy sky. The title "Beautiful City" is centered over the image, followed by placeholder text "Lorem ipsum dolor sit Lorem ipsum dolor sitLorem ipsum". A search bar with the placeholder "Search cityoflivermore.net" and a magnifying glass icon is located in the top right corner. Below the banner, a row of seven icons provides quick access to various services: Pay Your Bills (phone and checkmark), Report Issue (cloud with exclamation mark), Application Forms (document with pencil), Registration (envelope with person icon), Request Service (envelope with house icon), Get Permits (house with checkmark), and City Maps (map pin). The main content area is organized into several sections: "Latest News" (July 2019 calendar with event details for Summer Summit), "Livermore Events" (calendar showing events for July 2019), "Connecting People" (network graph with "1,500+ CONNECTIONS"), "Parks and Recreation" (map titled "Explore" with various locations marked), "Voting" (large "VOTE" text), and "Local Jobs" (three stylized human figures). At the bottom, there are two call-to-action boxes: "Explore Livermore Wineries" (with a wine glass icon) and "what is Livermorium ?" (with a periodic table element icon). A newsletter subscription form with fields for "Enter Your Email" and "Subscribe" is also present. The footer contains the "LIVERMORE California" logo, contact information for City Hall (1052 S. Livermore Ave., Livermore, CA 94550, 925-960-4000), and links to Government, Information, Residents, Business, and Visitors sections. It also includes a "GOVERNMENT" section with links to Accessibility, Non-Discrimination, Privacy & Security, and Terms of Service; a "QUICK LINKS" section with links to About City, Information, Job Opportunities, Voting and Elections, City Maps, and Site Map; a "SOCIAL MEDIA" section with icons for Twitter, Instagram, Facebook, NextDoor, Snapchat, WhatsApp, Pinterest, and LinkedIn; and a "DOWNLOAD OUR APP" link.

LIVERMORE  
California

About Government Information Residents Business Visitors Find Jobs Agenda Contact

Log In Sign Up English (US)

## Beautiful City

Lorem ipsum dolor sit Lorem ipsum dolor sitLorem ipsum

How Can We Help?

Search cityoflivermore.net

Pay Your Bills Report Issue Application Forms Registration Request Service Get Permits City Maps

Latest News

Livermore Events

CONNECTING PEOPLE

Parks and Recreation

Voting

Local Jobs

JULY 2019

SUN MON TUE WED THU FRI SAT

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Today's Events 07/02/2019

Summer Summit  
Location: Las Positas College Hall  
Time: 12:30 PM - 5:00 PM

Tomorrow 07/03/2019  
Summer Summit  
Location: Las Positas College Hall  
Time: 12:30 PM - 5:00 PM

Explore Livermore Wineries

what is Livermorium ?

Newsletter Subscription

Enter Your Email:  Subscribe

925-960-4000

LIVERMORE  
California

City Hall  
1052 S. Livermore Ave.  
Livermore, CA 94550  
Call Us - 925-960-4000

GOVERNMENT

- Accessibility
- Non-Discrimination
- Privacy & Security
- Terms of Service

QUICK LINKS

- About City
- Information
- Job Opportunities
- Voting and Elections
- City Maps
- Site Map

SOCIAL MEDIA

DOWNLOAD OUR APP

Home | About | Government | Agenda | Jobs | Information | Wineries | Site Map | Contact

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# High Fidelity Mock Up

LIVERMORE California

About Government Information Residents Business Visitors Find Jobs Agenda Contact

Log In Sign Up English (US)

Advisory Bodies  
Airport  
Citizen Survey Results  
City Profile  
City Holiday Closures  
Community Events  
Community Resources  
East Bay Regional Park District  
Las Positas Golf Course  
Las Positas Community College

Library  
Livermore Area Recreation and Park District  
Livermore Valley Joint Unified School District  
Livermorium  
Public Transportation  
Sister Cities  
Things to Do  
Awards and Recognitions  
Americans With Disabilities Act  
Emergency Management

  
Quick Links



 Pay Your Bills     Report Issue     Application Forms     Registration     Request Service     Get Permits    

Latest News	Livermore Events	Connecting People	Parks and Recreation	Voting	Local Jobs																																										
	<p>JULY 2019 </p> <table border="1"><tr><td>SUN</td><td>MON</td><td>TUE</td><td>WED</td><td>THU</td><td>FRI</td><td>SAT</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr><tr><td>29</td><td>30</td><td></td><td></td><td></td><td></td><td></td></tr></table> <p>Today's Events 07/02/2019 Summer Summit Location: Las Positas Collage Hall Time: 12:30 PM - 5:00 PM Tomorrow 07/03/2019 Summer Summit Location: Las Positas Collage Hall Time: 12:30 PM - 5:00 PM</p>	SUN	MON	TUE	WED	THU	FRI	SAT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						<p>1,500+ CONNECTIONS</p> 	<p>Explore</p> 	<p>VOTE</p>	
SUN	MON	TUE	WED	THU	FRI	SAT																																									
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 Explore Livermore Wineries

 What is Livermorium ?

# High Fidelity Mock Up



The image shows a high-fidelity mockup of the Livermore, California website. The header features the city's name and logo, followed by navigation links for About, Government, Information, Residents, Business, and Member Log In. A large banner image of vineyards is the background for the main content area. The main heading "Beautiful City" is displayed over the image, with placeholder text "Lorem ipsum dolor sit Lorem ipsum dolor sitLorem ipsum". To the right, there is a "How Can We Help You?" search bar and a "Forgot Password?" link. Below the banner are six service icons: Pay Your Bills, Report Issue, Application Forms, Registration, Request Service, Get Permits, and City Maps. The main content area is divided into several sections: Latest News, Livermore Events (showing a July 2019 calendar with events like "Summer Summit" on July 19), Connecting People (with a network graph showing 1,500+ connections), Parks and Recreation (a map of肝州公园), Voting (with a large "VOTE" graphic), and Local Jobs (with a graphic of three people). At the bottom, there are two call-to-action buttons: "Explore Livermore Wineries" (with an icon of a wine bottle and glass) and "What is Livermorium?" (with an icon of the element symbol Lv).

LIVERMORE  
California

About    Government    Information    Residents    Business

Member Log In

DavidR@gmail.com

\*\*\*\*\*

Log In

Forgot Password?

Search cityoflivermore.net

Beautiful City

How Can We Help You?

Pay Your Bills    Report Issue    Application Forms    Registration    Request Service    Get Permits    City Maps

Latest News

Livermore Events

JULY 2019

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
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Location: Las Positas College Hall  
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Location: Las Positas College Hall  
Time: 12:30 PM - 5:00 PM

Connecting People

1,500+ CONNECTIONS

Parks and Recreation

Voting

Local Jobs

Explore

Explore Livermore Wineries

What is Livermorium?

Newsletter Subscription

# High Fidelity Mock Up

The screenshot shows the Livermore California website's "Pay Your Bills" section. At the top, there's a navigation bar with links for About, Government, Information, Residents, Business, Visitors, Find Jobs, Agenda, and Contact. Below the navigation is a search bar with the placeholder "Search cityoflivermore.net" and a magnifying glass icon. A banner on the right says "How Can We Help?" with a search bar below it.

**Pay Your Bills**

Home > Residents > Services > Pay Bills

**Pay Your Bills**

- Building Permit Fees
- Business License Fees
- Library Fees and Fines
- Property Tax
- Parking Tickets
- Transit Occupancy
- Water/Sewer Bill

Paying your bill has never been easier! Here are our multiple bill payment options. Selects from the list.

Please note we may only discuss account specific information with the primary account holder or an authorized user. If you are not listed on the account, please have the primary account holder call.

Questions about your bill? We have answers! Read through our list of frequently asked questions and if you still have questions,

**Register for Auto Payments**

**Go Paperless**

**Quick Pay**

**Newsletter Subscription**

Enter Your Email  Subscribe

**925-960-4000**

City Hall  
1052 S. Livermore Ave.  
Livermore, CA 94550  
Call Us - 925-960-4000

**GOVERNMENT**

- Accessibility
- Non-Discrimination
- Privacy & Security
- Terms of Service

**QUICK LINKS**

- About City
- Information
- Job Opportunities
- Voting and Elections
- City Maps
- Site Map

**SOCIAL MEDIA**

**DOWNLOAD OUR APP**

[Home](#) | [About](#) | [Government](#) | [Agenda](#) | [Jobs](#) | [Information](#) | [Wineries](#) | [Site Map](#) | [Contact](#)

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# User Testing Script

Objective : To test if this re-designed responsive website of Livermore city is successful to eliminate the problems can make the Residents and Business owners of Livermore city feel effortless and confident so they can pay bills online and/or find important city services and information easily.

## Target Users

Residents, business owners, employees and visitors of Livermore. city

## Questions You Want to Be Answered

1. Is it easy for the new users to navigate through the website?
2. Is it easy to find if the website is showing all the services you need ?
3. How is the paying bill experience?
4. is the website usable in all different devices?

## Tasks & Scenarios

1. Sign Up Process or Creating New Account & Log In
2. Finding City services
3. Paying Water / Sewer Bill
4. Checking mobile version

## Contextualize the action:

- Suppose you are resident of Livermore. city
- You need to create an account to check your water/sewer bill for this month
- After logging in you need to check the bill
- Then you need to pay the bill with your credit card

# User Testing Script

## Script

Hello, my name's Moonmita Ghosh, and I'm going to walk you through today's session. As I mentioned before, my class is currently working to redesign a responsive website for a government agency. We are here to test the usability of the website of Livermore city which I am working on.

I'd like to begin by thanking you for making time to speak. Your feedback is valuable and will help us determine if this app functions as intended. Just to confirm, we'd like keep this session to 20 minutes. Does that still work for you?

Great. If you need a break or to stop at any time, please let me know. During this session, I'll start by asking you a few questions around your work. Later on, I'll ask you to share your screen and accomplish a few tasks using the Application we're evaluating. Please be aware that there are no wrong answers. In fact, this is probably the one place today where you don't have to worry about making mistakes!

As you go about using the website, I'll ask you to think aloud as much as possible: to describe what you're looking at and what you're trying to do. This will be a big help. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the design, so we need to hear your honest reactions. If you have any questions as we go along, just ask. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then.

# User Testing

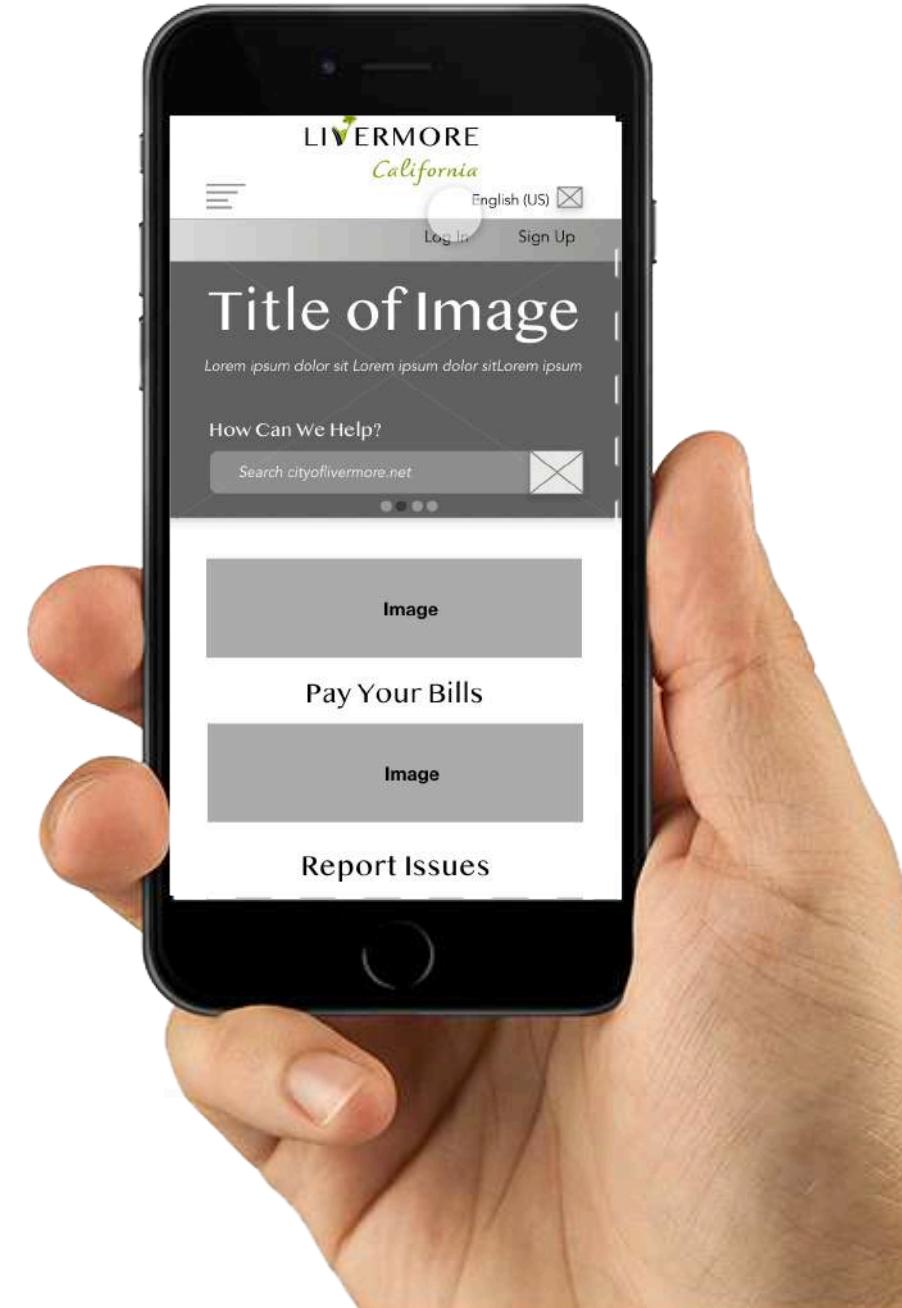
## Round 1 User Testing Feedback

(Using Quicktime Screen Recording)

User Names : Andrew, Shiva, Deb, Ferdi

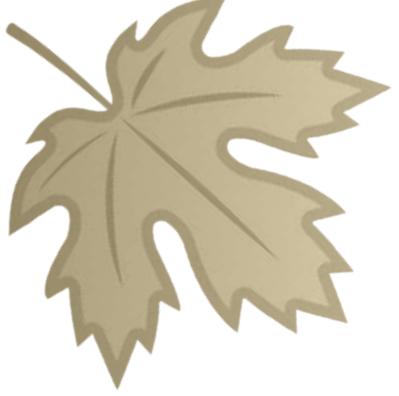
### Notes ( User's Feedback) :

- Andrew wants to change the name of the services as he couldn't understand what apply or request means. Therefore I have changed the names to be more specific in next version of the wireframe. The changed names are...
  1. Pay your bill
  2. Application forms
  3. Report issues
  4. Request services
- Shiva thought its better to have a cross button to the drop down menu
- Deb Thought language selector feature is cool and he liked the
- They all didn't have any problem with navigating through the website. They thought it was easy enough to find the services and log in link



# User Testing





# Conclusion

I am satisfied with this because, all the users could complete the 4 tasks they were given.