

Website Evaluation Process

At Hounder, we perform a careful site evaluation before applying any design or development initiatives. Since this RFP requires only a comprehensive website evaluation, we have detailed our own process below.

Website and microsites in scope for evaluation:

- co.washington.mn.us.
- GoWashington
- LivingHealthy
- The WellSpring Project
- Washington County Parks Reservations.

UX/UI evaluation

- Assess the *Style and Brand Guide*
- Ensure ADA-compliance at the WCAG 2.1 AA level.
- Resolve issue of broken links and missing images when sharing website content to social media
- Research and analyze current user journeys and navigation
- Research and analyze website entry points and funnels

Analytics evaluation

- We will utilize the County's current Google Analytics and suggest using [Sender.Company] licensed tools such as SEMRush, Hotjar, and Oh Dear as another form of data analysis.
- Since the County's website has never undergone a website audit or data analysis, we will assess the key metrics and show applicable staff how to perform future analytics review.
- Assess *Demographics* and data on "top search terms" of WashingtonCounty website for user research.
- Build user personas and audience segments based on internal interviews and customer research and analysis.

Technical Architecture (TA) Review

Based on usability studies, analytics, and interview insights, Hounder will evaluate and assess the County's CivicEngage Central CMS site map, navigation, and page layouts for content arrangement that is intuitive for the end user. Since the County has clarified they are open to recommendations of another CMS, we have included a suggestion under Proposed Technical Platform.

Deliverables:

- Report: technical architecture strategy
- User journey map
 - detailed recommendation for streamlined navigation

Technical and Internal Web Ops Review

Provide a detailed review and analysis of technical issues and requirements, Governance, internal workflows and automations.

- Gain Access to web CMS platform and source code
- Review current web CMS platform system config and
 - Content Types
 - Views
 - Dynamic content
 - Design Components
- Review internal development lifecycle and workflow and provide recommended approach based on internal needs
- Gather internal content management workflow requirements, governance and user roles and permissions and provide recommended workflow and governance plan.

Final Report Documentation

At the end of our comprehensive evaluation process, the Hounder team will compile and provide Washington County staff with an Adobe Acrobat or Microsoft Powerpoint document, the "final report." A comprehensive document of all findings along with prioritized from critical to low priority issues along with additional detailed recommendations.

We plan to present this final report in person for the County, which will include all results of the website analysis and recommendations with reasonable, actionable steps to create and maintain a user-oriented website.