

Improve the customer experience of your council website

One of the crucial challenges that local governments face is reducing customer service delivery costs and effectively disseminating information online to a large and geographically dispersed community.

One of the most important aspects of delivering information effectively on the internet is your information architecture (IA), or how your information is organised and categorised on a web site. The main menu and the information it leads to is a critical tool for your residents, businesses, community groups and tourists to find information quickly and painlessly.

How Peak Usability can help

We are a Queensland based consultancy that has worked extensively with local and regional councils across Australia. We have conducted extensive research and usability testing of council websites with residents, businesses and community groups. As a result, we have an excellent understanding of how to design a leading practice, user friendly council website menu structure.

Our offer - A leading practice, user friendly customised information architecture

Utilising our extensive experience with councils and local government across Australia, we are in a position to offer councils an **affordable, leading practice information architecture (IA)** that we will **customise to your regional council** so that it can be readily implemented.

The leading practice usable IA contains:

- ▶ A customised council menu structure (IA) to 2 levels.
- ▶ A report outlining the proposed IA menu structure and the results of any optional validation activities.

Additional information architecture services

With a customised IA solution in place, we can provide services to further refine our leading practice IA menu structure so that you can be even more confident that it meets the needs of your users. We offer two options to help you reach that level of confidence:

Option 1: Usability testing to validate the region specific council menu

To ensure the proposed menu structure meets the needs of your specific council, we can come to your region and conduct usability testing of the customised menu structure with representative users to two menu levels.

We do this by developing an electronic prototype featuring the customised menu and test typical scenarios that reflect your users' common goals. We can recruit users externally or test with users in your customer contact area. The results of the tests are then used to further customise the menu structure so that it is even more effective in meeting the needs of your users.

Option 2: Online survey to validate the region specific council menu

If usability testing is out of scope for your council, an online survey can provide a more affordable alternative that can still deliver valuable information about the way your users use your site. Validation will be for the first level menu only.

The survey is based on the leading IA solution and a set of common scenarios facing your users. We use an online survey tool to track their responses to the scenarios and use the results to refine the menu structure.



Additional usability services

We also offer a range of services to enhance your Internet or Intranet site and meet your business and user needs:

- ▶ Expert usability review of your new home page design, internal pages or prototypes.
- ▶ Group iterative design sessions to further refine your information architecture post testing
- ▶ Further information architecture testing with two or more user groups
- ▶ Recruitment of test participants
- ▶ Presentation of approach, findings and rationale to senior management, key stakeholders and business areas..
- ▶ In-house usability training

Why do testing?

Because each Council is different with slightly different usability testing with customers is:

- ▶ good at identifying problems experienced by real users actually using your internet site
- ▶ more likely than other evaluation methods to identify major usability issues with your IA
- ▶ get an accurate and objective assessment of your site
- ▶ decrease your development time and costs by testing sites or prototypes early
- ▶ minimise risk, by identifying issues pre-release

With reasons like this, the question is really why don't you do testing?

What our clients say

“ We have been very pleased with Peak Usability’s professional service and high level of expertise, from our initial contact to discuss our requirements, through to completion of the projectPeak Usability’s proposal perfectly fitted our needs, and the work was delivered within our extremely tight timeframes. At all times, the consultants kept us informed of progress by regular phone and email communication, and the final report comprehensively documented their findings and recommendations ...All in all, the information architecture review and testing went without a hitch and we are delighted with the results.”

Meredith Wilsch, Cairns Regional Council

Our clients and experience

Some of our relevant government clients include:

- ▶ Brisbane City Council
- ▶ ourbrisbane.com
- ▶ Cairns City Council
- ▶ Redland City Council
- ▶ Glen Eira City Council
- ▶ Hume City Council
- ▶ Darebin City Council
- ▶ City of Greater Geelong
- ▶ Kingston City Council
- ▶ Macedon Ranges Shire Council
- ▶ Local Government Association of the Northern Territory
- ▶ Queensland Department of Local Government, Sport and Recreation

Contact Us

For further information and costs please contact us at:

Peak Usability

Level 4 Watkins, 225 Wickham Tce, Brisbane 4000

Email: enquiries@peakusability.com.au

Phone: (07) 3839 9593

Referees

Justin Wilson

Content Production Team Leader

Brisbane City Council

07- 3403 7480

justin.wilson@brisbane.qld.gov.au

Meredith Wilsch

Community Engagement Officer

Cairns City Council

07-4044 3120

m.wilsch@cairns.qld.gov.au

