City of Fullerton Website Redesign

Scope of Work

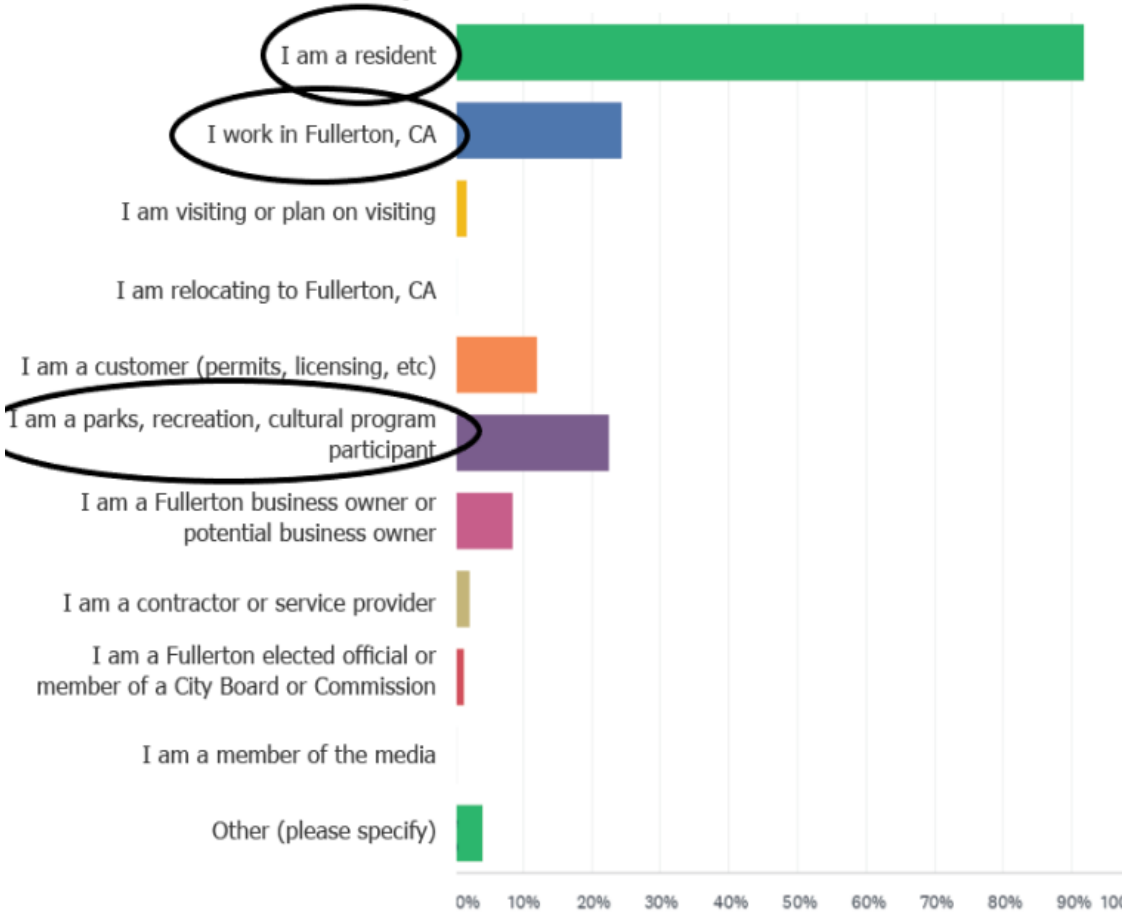
- Website Design and Implementation
  - Cityoffullerton.com premium design
  - Fullertonpd.com microsite framework
  - Fullertonpubliclibrary.com redesign
- Intranet Design and Implementation
- CMS User Integration (Directory)
- 1500 Content Migration (Reduced from 2,000)
- Premium Design
- Estimated Project timeline (10-14 months)

First Steps

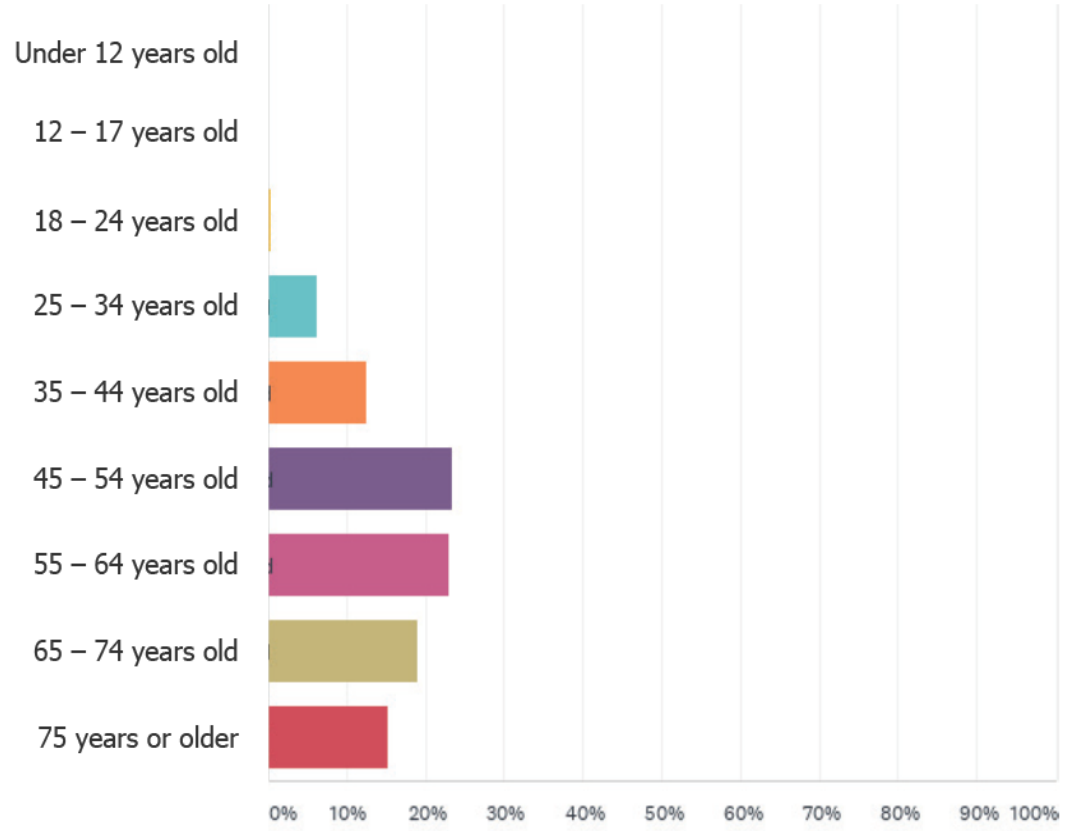
- Kick off meeting in July
- UX Design - August
  - Developer Survey
  - Community Survey (Over 250 responses)
  - Live Testing Environment of old site
  - Framework Design

Results from Community Survey

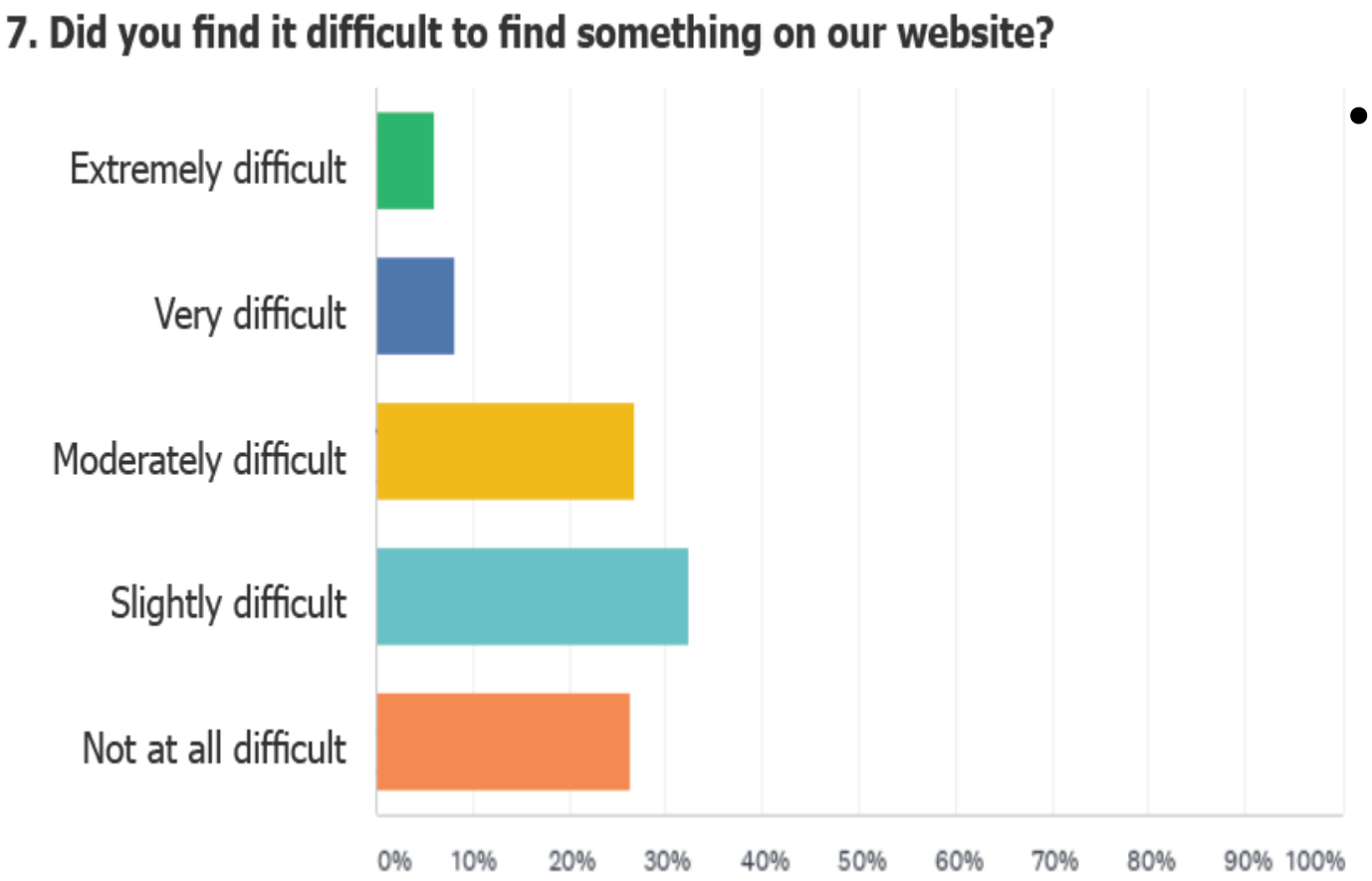
1. Select all that describe you.



2. What is your age?



Results from Community Survey



- Most users only visit our website when looking for specific information.
- Top reasons for visiting our website:
  1. News
  2. Events
  3. City Council Meetings
  4. COVID
  5. Parks and Rec
  6. Utility Bills
  7. Permits
  8. Report an Issue
  9. Trash
  10. Contact Information

Additional Findings

- 50% of users stated better search results would improve navigation.
- Users wanted larger calendar of events and news items, a translate option, better FAQ sections and easier to find contact information.
- Majority of users use a laptop or phone to view our website.

2nd & 3rd Steps

- Design
- Content Migration (4-month process)

New Website Features

- Modern Digital Experience
  - Forms
  - Surveys
  - Social Media Feeds
  - Workflows on Backend
  - New Widgets
  - And more…
- ADA Compliance and Digital Accessibility
  - Font Increase (Decrease)
  - Consistent Layout
  - Alt Tags
  - Keyboard Control
  - Call to Action Buttons
  - Content Distribution