



Austin Open Government Online

*Community Technology and Telecommunications Committee
Briefing 11/10/2010*

"Incorporating transparency as a core value in the design and execution of the new City of Austin website."



AustinGO project update

- Closing Phase 1
 - Final analysis and report deliverables
 - Design input, evaluation and updates
 - Technology overview and recommendation
- Begin Phase 2
 - RFP for Content Management System 10/18/10



Final analysis and report deliverables

- Customer Analysis
- Gap Analysis
- Product Gap
- Content Analysis
- Social Media
- Information Architecture
- Brand/Design
- Web Standards & Policies
- Technology Plan
- Project Plan
- Governance Plan

*All completed reports are available on AustinGO.org



Design input, evaluation and updates

- Public vetting of design concepts
 - Online polling
 - Blog/Social Media comments
 - Comment cards
- Forum testing and analysis
 - Two online bulletin boards were conducted:
 - Group 1 – 18-54 year old Austin residents
 - Group 2 – 55+ year old Austin residents
 - Respondents were recruited across a broad spectrum of potential City of Austin website users.
- Recommendations incorporated

Version X homepage



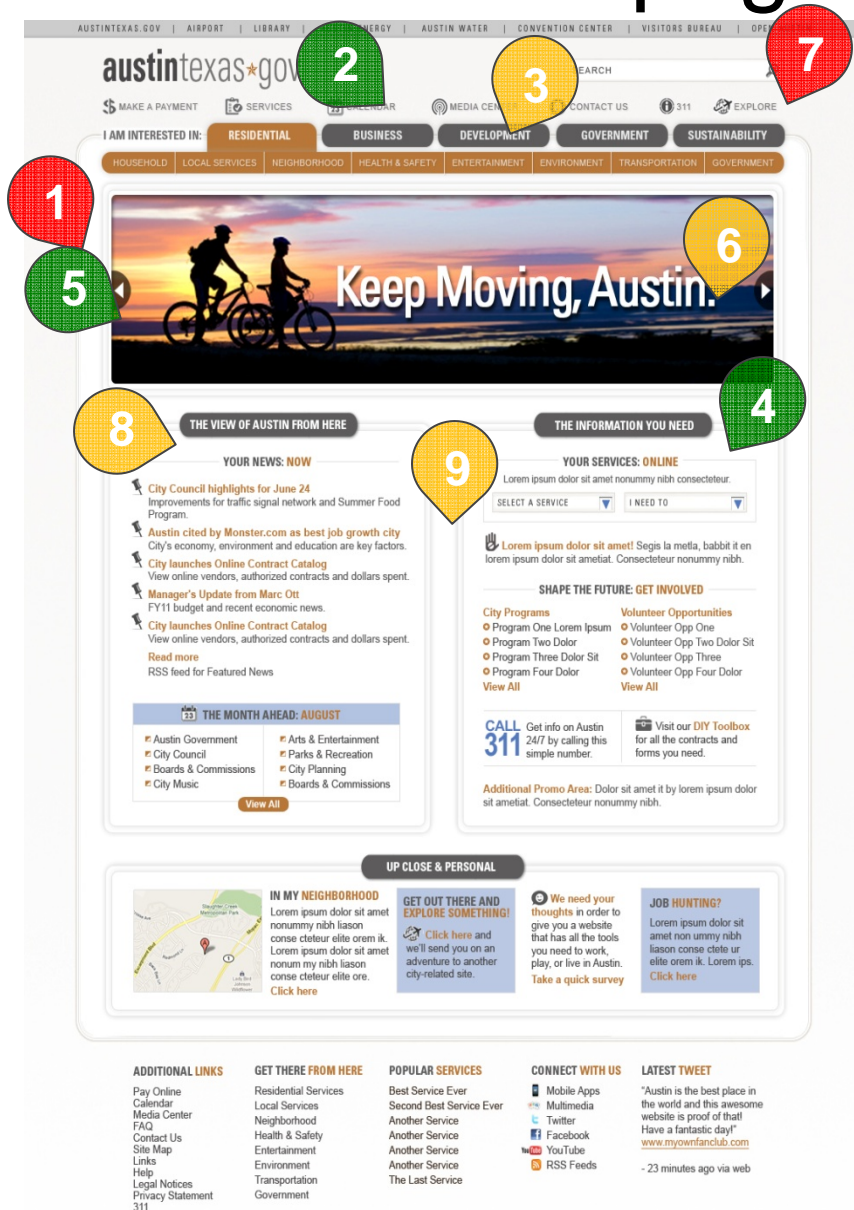
1. Most feel page design is well done, it is attention grabbing and represents Austin
2. Placement of 'Select a Service' and 'I Need To' is buried
3. Several question necessity of duplicative navigation, especially at the expense of cluttering the page
4. Mixed response to 360 image. Many want rotating picture so one image doesn't have to say it all
5. Execution of Daily News is improved over current site, however several want news on separate page
6. Search is considered a must have. Several recommended making more prominent
7. Mixed response to icon execution. Many like concept of roll-over to save space and minimize clutter. Others feel you may miss something if you have to roll-over to understand
8. Image placement and treatment helps set tone for website. Good introduction to page and site
9. Contextually, Connect, Find, Explore is clear to most
10. Colored background aides readability
11. City seal makes site look more 'official'

Version X desirability - both groups

Adjective	Count (Top 3)	Comment
Attractive	17	<i>"I like the colors and the brightly colored picture. It catches your eye when you first click on it."</i> (18-54 year olds)
Informative	16	<i>"It is filled with information upfront and organized making the website informative"</i> (18-54 year olds) <i>"even if I were not looking for anything in particular, there is an abundance of information"</i> (55+ year olds) <i>"Has a lot of useful information."</i> (55+ year olds)
Feels like Austin	12	<i>"With the colors and bold picture and stylistic font, this page seems kind of laid back, but still comes off as professional, which I feel represents Austin"</i> (18-54 year olds) <i>"The overall view I believe gives the user a very positive and friendly feeling of what Austin is really like."</i> (55+ year olds)



Version Y homepage



1. Overall impression of visual design is drab, plain and *not* Austin. Don't like white background
2. Many like addition of icons without adding *another* layer of duplicative navigation (combining links with visual prompts liked over having links above main nav + icons below pictures)
3. Icon placement and design treatment isn't as noticeable as Version X, but no need for roll-over - positive
4. Like higher page location of 'Select a Service' and 'I Need To'
5. Those that notice picture scroll, like the ability to display multiple pictures on the site
6. Mixed response to image and tagline. Austin is a biking community, however this picture could have been taken anywhere
7. Explore concept is not well received and doesn't warrant page real estate
8. Section titles are seen by some as "cutesy" and ambiguous. Others think it is a personable and friendly approach
9. Swap the order information is presented with most relevant information on left. Many want to answer specific question first *then* possibly explore

Version Y desirability - both groups

Adjective	Count (Top 3)	Comment
Unattractive	13	<i>"there is nothing on this page that makes it pop- nothing Austin"</i> (18-54 year olds) <i>"too many visual breaks, does not flow."</i> (55+ year olds) <i>"I think this version is too dark and the main theme "Keep Austin Moving" does nothing for the overall effect of what the city of Austin really stands for."</i> (55+ year olds)
Boring	13	<i>"It is very plain. I wouldn't call it unattractive, but it's not exciting to look at."</i> (18-54 year olds) <i>"Just isn't inspiring to look at. Would go here only if it was the only game in town".</i> (55+ year olds)
Easy to Use	9	<i>"has lots of information that is laid out clearly so that I could find what I needed"</i> (18-54 year olds)



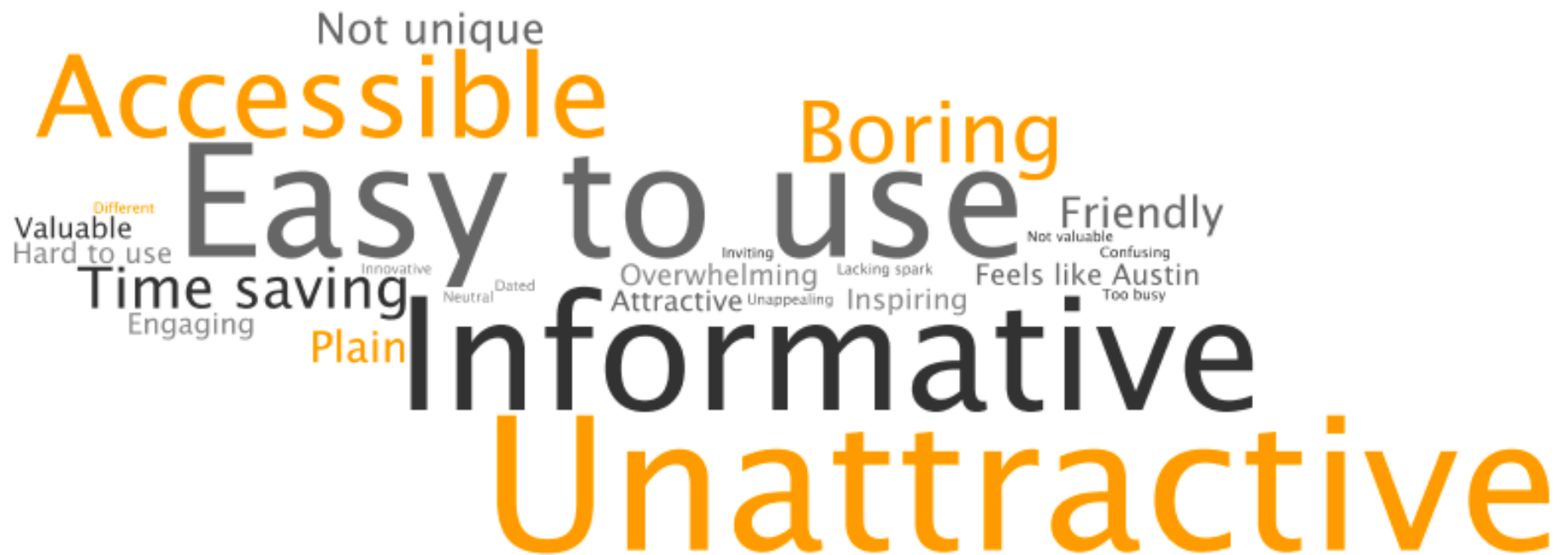
Version Z homepage



1. Overall positive impression of this version. Many like the general layout and organization, but feel it could be more visually interesting
2. Like use of colored tabs. More noticeable
3. Content is hard to read on white background and is seen as boring and plain
4. Missing CoA logo
5. Several don't like "bubble" treatment on icons and most wouldn't know meaning without roll-over functionality
6. Like picture scroll for the ability to display multiple pictures on the site
7. Again, mixed response to image and tagline. Picture could have been taken anywhere
8. Content order doesn't support a user's purpose for coming to the site. 'Explore' should be displayed last
9. Footer content is described by several as superfluous and adds clutter to the page

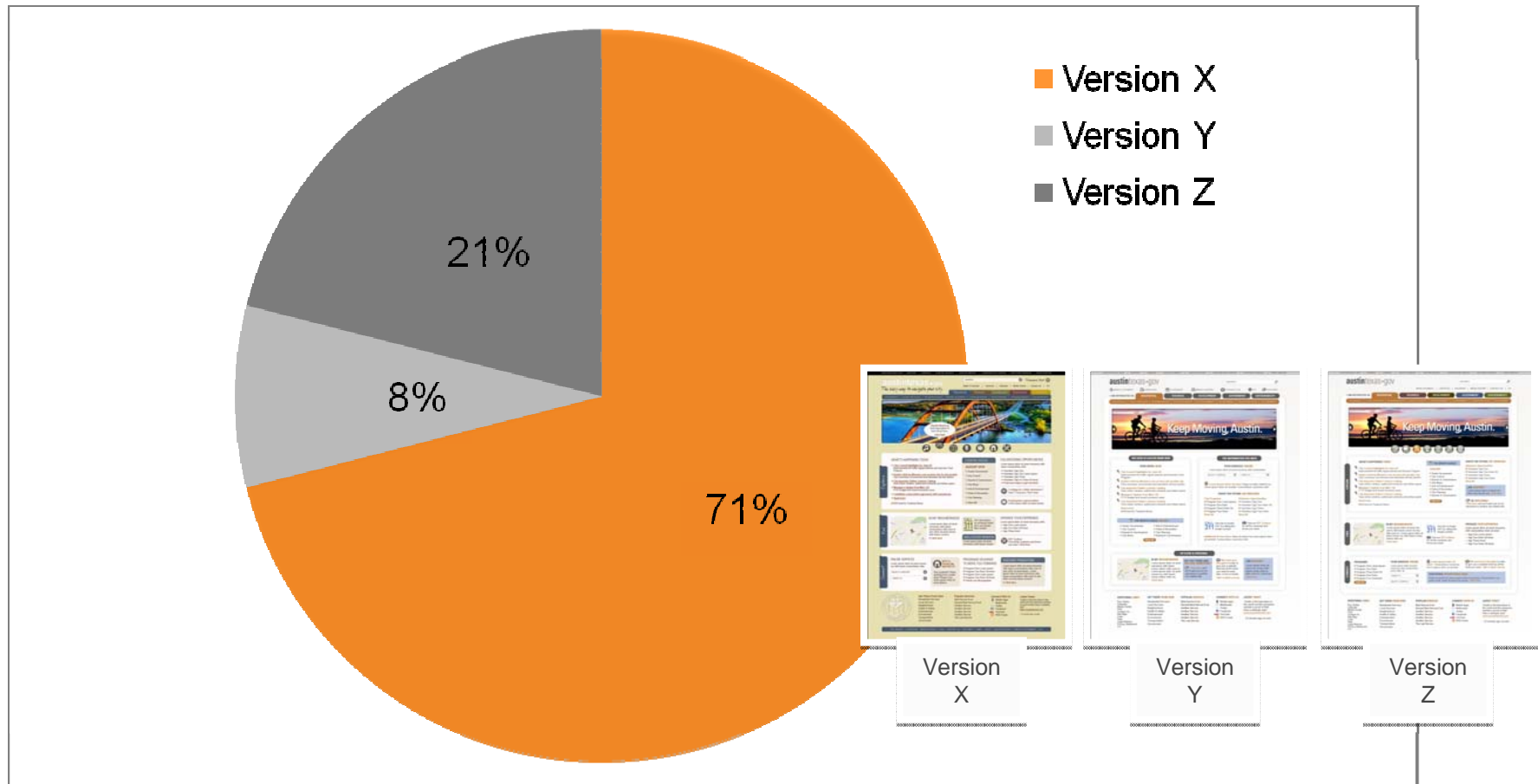
Version Z desirability - both groups

Adjective	Count (Top 3)	Comment
Unattractive	13	<i>"I do not like the look of the picture, background color, or text colors. It just does not appeal to me."</i> (18-54 year olds) <i>"Just doesn't have 'curb appeal'."</i> (55+ year olds)
Informative	11	<i>"It has a lot of useful information about the city as far as the categories."</i> (18-54 year olds) <i>"I like the action-oriented sections...Connect, Find, Explore"</i> (55+ year olds)
Easy to Use	11	<i>"categories seem clear and placed where they can be accessed easily"</i> (18-54 year olds) <i>"the icons & sections makes it easy to find info"</i> (55+ year olds)



Homepage preference (versions X, Y, Z)

Most preferred homepage design





Updated version

- Selected the "Austin" design
- Featured search
- Rotating feature area/image
- Removed icons
- Removed section tabs
- Content area flexibility
- Addressed navigation/names
- Featured multimedia area



Technology overview and recommendation

- Technology assessment
- Domain of solutions evaluation (20 systems)
- Quantitative and qualitative review (6 systems)
- Identified 3 qualified CMS solutions
 - Drupal
 - OpenText
 - Sitecore
- Technology plan
 - Positive hosting environment
 - Total cost of ownership
 - Search engine
 - 5 year roadmap

CMS Evaluation Matrix Snapshot

90	Built-in Applications											
91												
92	Blog	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Free Add-on	Yes	Yes	Free Add-on
93	Chat	Free Add-on	Free Add-on	No	Free Add-on	No	No	Free Add-on	Limited	Free Add-on	Yes	No
94	Contacts	Yes	Yes	No	Yes	No	No	Yes, but costs extra	Limited	Yes	Yes	No
95	Forms	Yes	Free Add-on	Yes	Free Add-on	Yes	Yes	Yes	Yes	Free Add-on	Yes	No
96	Audio/Video	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
97	Social Media	No	Yes	No	Yes	Yes, but costs extra	Yes	Yes	Yes	Yes	Yes	Yes
98	Database Reports	Yes	No	Free Add-on	Yes	Yes	Yes	Yes	Free Add-on	No	Yes	No
99	Discussion/Forum	Yes	Yes	Yes	Free Add-on	Yes	Yes	Yes, but costs extra	Yes, but costs extra	Yes	Yes	Free Add-on
100	Document Management	Yes	Limited	Yes	Free Add-on	Yes, but costs extra	Yes	Yes, but costs extra	Yes, but costs extra	Yes	Yes	Yes
101	Calendar	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
102	Event Management	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
103	FAQ Management	Yes	Yes	Yes	Yes	Yes	Yes	Yes, but costs extra	Yes	Yes	Free Add-on	Yes
104	File Distribution	Yes	Free Add-on	Yes	Free Add-on	Yes	Yes	Yes, but costs extra	Yes	Yes	Yes	Yes
105	Graphs and Charts	Yes	Yes	No	Free Add-on	No	Yes	No	Limited	Yes	Yes	No
106	Groupware	Yes, but costs extra	Free Add-on	Yes	Free Add-on	Yes	Yes	Yes	Yes, but costs extra	Yes	Yes	Yes
107	Service Desk Reporting	Free Add-on	Free Add-on	Free Add-on	Free Add-on	No	No	Yes	Limited	No	Yes	No
108	HTTP Proxy	Yes, but costs extra	No	Yes	No	No	Yes	Yes	Yes	No	Yes	No
109	Classifieds	Yes, but costs extra	Free Add-on	Yes	Free Add-on	No	Yes	Yes, but costs extra	Yes	Yes	No	No
110	Content Ranking/Scaling	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Limited
111	Link Management	Yes	Free Add-on	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
112	Mail Form	Yes	Free Add-on	Yes	Yes	Yes	Yes	Yes	Yes	Free Add-on	Yes	No
113	Dashboard	Yes, but costs extra	Free Add-on	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
114	Newsletter	Yes	Free Add-on	Yes	Free Add-on	Yes	Yes	Yes, but costs extra	Yes, but costs extra	Yes	Yes	No
115	Photo Gallery	Yes	Free Add-on	Yes	Free Add-on	Yes	Yes	Yes, but costs extra	Yes	Yes	Yes	Yes
116	Polls	Yes	Free Add-on	Yes	Yes	Yes	Yes	Yes, but costs extra	Yes	Yes	Yes	No
117	Search Engine	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
118	Share Content	Yes	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
119	Site Map	Yes	Free Add-on	Yes	Free Add-on	Free Add-on	Yes	Yes	Free Add-on	Yes	Free Add-on	Limited
120	Surveys	Yes	Free Add-on	Yes	Free Add-on	Free Add-on	Yes	Yes	Yes	Yes	Yes	No
121	Syndicated Content (RSS)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
122	Tests/Quizzes	Yes	Free Add-on	Yes	Free Add-on	No	No	Yes, but costs extra	Free Add-on	No	Yes	No
123	User Contributions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes, but costs extra	Yes	Yes	Limited
124	Web Services Front End	Yes	Limited	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
125	Wiki	Yes	Free Add-on	Yes	Free Add-on	Yes	Yes	Yes	Free Add-on	Yes	Yes	Free Add-on

Each system was evaluated against over 150 individual requirements



Begin Phase 2 RFP

- Published on 10/18/10
 - Full RFP posted on AustinGO and City websites
 - Press release
 - Social Media
- Seeks vendor to install, implement and support enterprise Web Content Management System
- Closes 12/1/10
- Evaluation and selection to occur through January
- Council action expected February