



Website Redesign Update and Homepage Wireframe Review

October 28, 2024

General Timeline



Community Survey Key Takeaways

- Desire for better search functions, including a historical search, keyword, etc..
- **Finding current City events is difficult, a landing page calendar would be helpful.**
- The interface is not user friendly and needs a more intuitive navigation.
- The structure of the site not intuitive.
- It is difficult to find current projects, especially ones that affect traffic.
- Text sizes and website colors are difficult to read.
- It is difficult to find police info, community resources, and specific codes.
- **Desire to have easier access to bill pay.**
- **Offer a more prominent Language option and more ability to change website font sizes.**
- Desire to have more updated photos and graphics.



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Staff Survey

Key Takeaways

- Current search functions are difficult and staff often use Google instead of our website to find information.
- Desire to have a WYSIWYG (What You See Is What You Get) Editor, so that page edits are viewable in real time.
- Desire to have an easier to use content management system. It is currently difficult to add new pages, embed images, etc...
- Staff finds the current system challenging; “saving” work causes the page to crash.
- Organizing pages is difficult.
- Site organization is not intuitive.
- Sharing limited GIS information with the public would be a huge benefit to the Engineering and Planning Divisions, as well as the Public Works Department.
- **The calendar should be on the landing page.**
- Offer a more prominent Language option and more ability to change website font sizes.
- Desire to have more webpage layout options, higher quality photos and the ability to embed video.



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City Council Small Group Briefings

Key Takeaways

- Desire for better ability to look up Council agendas, codes/ordinances, RFPs, Juanita Pohl Center programs, how to rent facilities, business licenses, land boundaries.
- Desire for better digital wayfinding.
- **Desire for better search bar.**
- Interest in having an AI chat bot.
- Interest in rethinking the site navigation.
- Desire to be able to sign up for specific notifications.
- **Desire to add a “warm touch for the community”.**
- Desire to make it easier to learn about volunteer opportunities.
- Desire to have easier contact info listed for city employees/services.
- Ability to track land use applications.
- Council should be under “Your Government”.
- Site organized by “Services” not “Department”.
- Create a more mobile friendly site.
- **Create a site that is clean and friendly.**



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Focus Group Priorities



- Enhanced search functionality and navigation
- Creating an intuitive calendar
- Modernizing and streamlining content
- Improving access to information and basic services
- Reflecting the culture and vibrancy of Tualatin
- Event registration and volunteer opportunities
- Accessibility and multilingual support
- Improved employee recruitment tools for Police Department



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Community Pride



- Tualatin's parks, trails, and green spaces.
- Recreational opportunities like concerts in the parks, Pumpkin Regatta, and ¡Viva Tualatin!.
- Tualatin Public Library's programs and events.
- **Sense of community, including volunteer opportunities, senior center programs, and overall welcoming atmosphere.**
- Balance between growth and quality of life.
- Dedication to preserving small-town charm.
- Friendliness of staff.
- Blend of nature, culture, and community spirit.



Looking to the Future



- Excitement for growth and potential for new services, but interest in retaining tight-knit community feel.
- **Curiosity about projects, and optimistic about enhancements to existing infrastructure like roads, bike lanes, and public spaces.**
- Transportation hub with quality development and job growth has also impacted traffic and density.
- Desire for improved walkability.
- Housing affordability remains an issue.
- Hope for continued park development, enhanced cultural programming, and more diverse voices influencing decision making.



User personas



Personas represent different visitor types and are designed to capture the diversity of people who use the website.

1. Long-term Residents
2. Young Families
3. Business Owners
4. Commuters
5. Active Aging Community
6. City Employees
7. New Residents
8. Tourists and Visitors
9. Community Advocates and Volunteers
10. Students



Homepage Wireframe



Discussion Questions



- Does the wireframe reflect the themes we heard?
- Does the wireframe address your design (e.g. aesthetic, look, etc.) priorities?
- Does the wireframe address your navigation (e.g. organization, header, etc.) priorities?
- Does the wireframe include the right components (e.g. search, calendar, projects, council, etc.)?

