JEFFCO 2025
THRIVES

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Website User Research

March 2023

Overview

1 **User-research methods**
Understanding how each user group interacts with all Jeffco websites

2 **User-informed solutions**
Applying research to develop & optimize user experience and information architecture

3 **What's next?**
Identifying where we are in the project timeline & how to get involved

Appendix
Aligning to strategic plan
Project goals
Sponsors & resources

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Key Takeaways

1

Popular content should be easy to access

Include most in-demand content on the home page
- Calendar & events
- Access links
- Audience-specific landing pages with popular pages

2

Users want to easily find specific information

- Improve navigation
- Upgrade built-in search function to yield more accurate search results
- Restructure information architecture

3

Families go to school websites first

- Ensure schools have resources they need to keep their website relevant & accessible
- Utilize COPE
- Choose a platform with built-in support tools
- Web Editors group

4

Staff need an intranet they can trust

- Focus on keeping intranet content relevant and easy to find.

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User-Research Methods

Survey, audit, analytics

Survey Process

User Research

Website Redesign Project

Community feedback website survey
ENGLISH & SPANISH

Opened Jan. 10, 2023

Closed Jan. 24, 2023

Staff feedback website survey

Purpose

- Gain feedback from families, students and community members on their experience with the current district website and school websites

- Gain feedback from staff members on their experience with the current district website and intranet
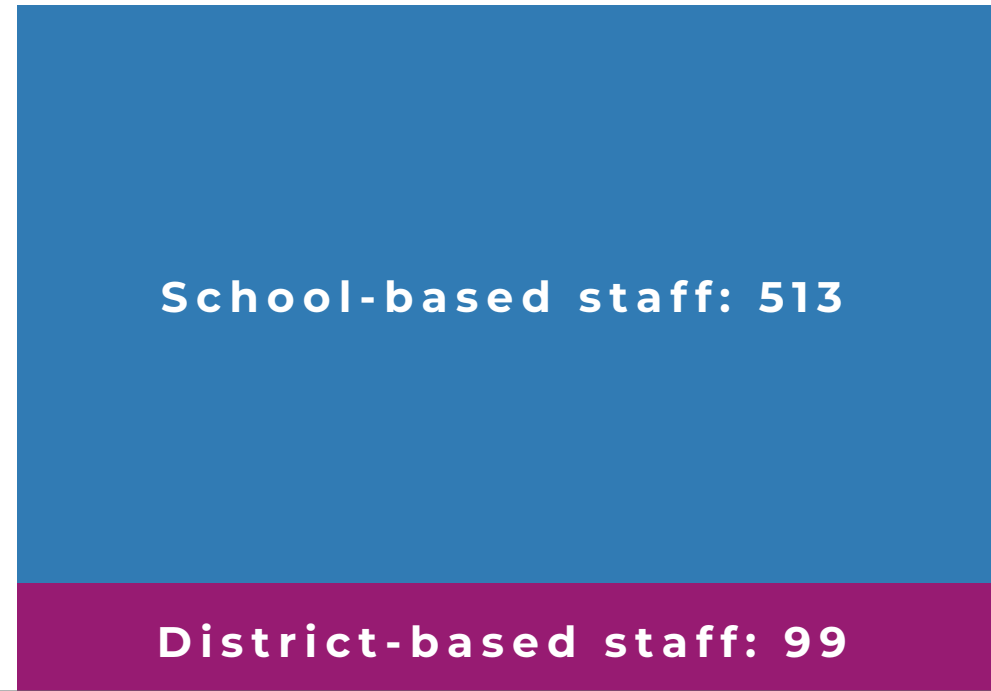
Promoted through

- Internal & external newsletters

- Website alert banners & news articles

- Stakeholder group emails

- Social media posts and Peachjar

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Community Survey

Devices used to access Jeffco websites

Mobile
44%

Tablet
3%

Desktop
53%

User Research

Website Redesign Project

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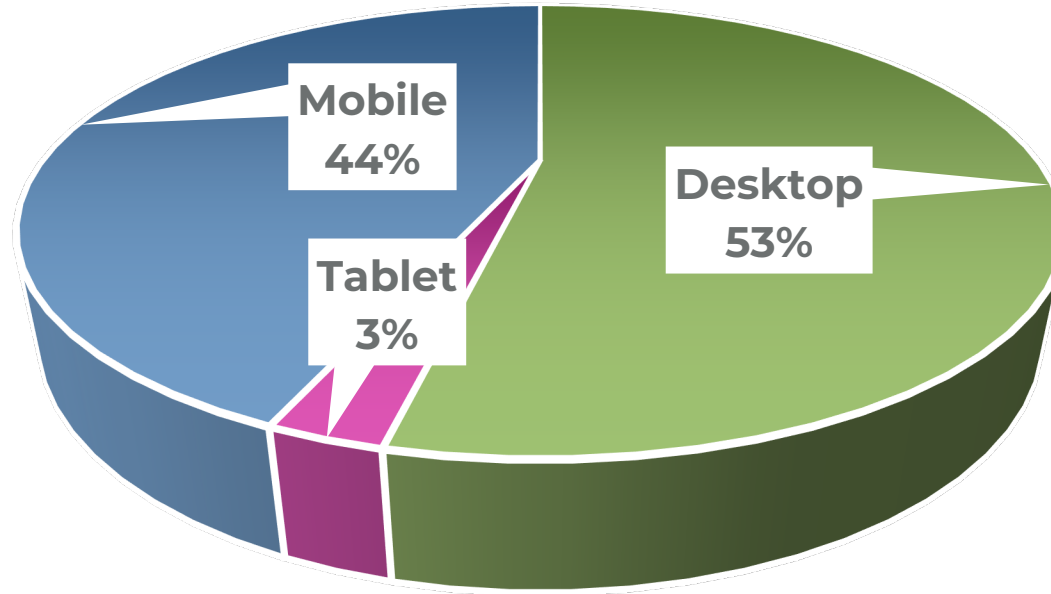
Community Survey

General sentiments about the district website

It is easy for me to find the information I'm looking for.

The district website provides current and useful information and resources.

The ability to easily find contact information for specific programs, services and departments is important to me.

The ability to view news stories on the homepage is important to me.

The ability to view upcoming events on the homepage is important to me.

The ability to view social media channels on the homepage is important to me.

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Community Survey

General sentiments about the school websites

It is easy for me to find the information I'm looking for.

The ability to view news stories on the homepage is important to me.

I can easily find the information I am looking for regardless of which school website I am accessing.

The ability to view upcoming events on the homepage is important to me.

The ability to easily find contact information for specific programs, services and departments is important to me.

The ability to view social media channels on the homepage is important to me.

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Community Survey

Top reasons users use the...

District website | School websites

#	District website	School websites
1	Access links	Calendar & events
2	Calendar & events	Access links
3	Enrollment	Contact information
4	Academic information	Academic information
5	Contact information	Classroom web pages
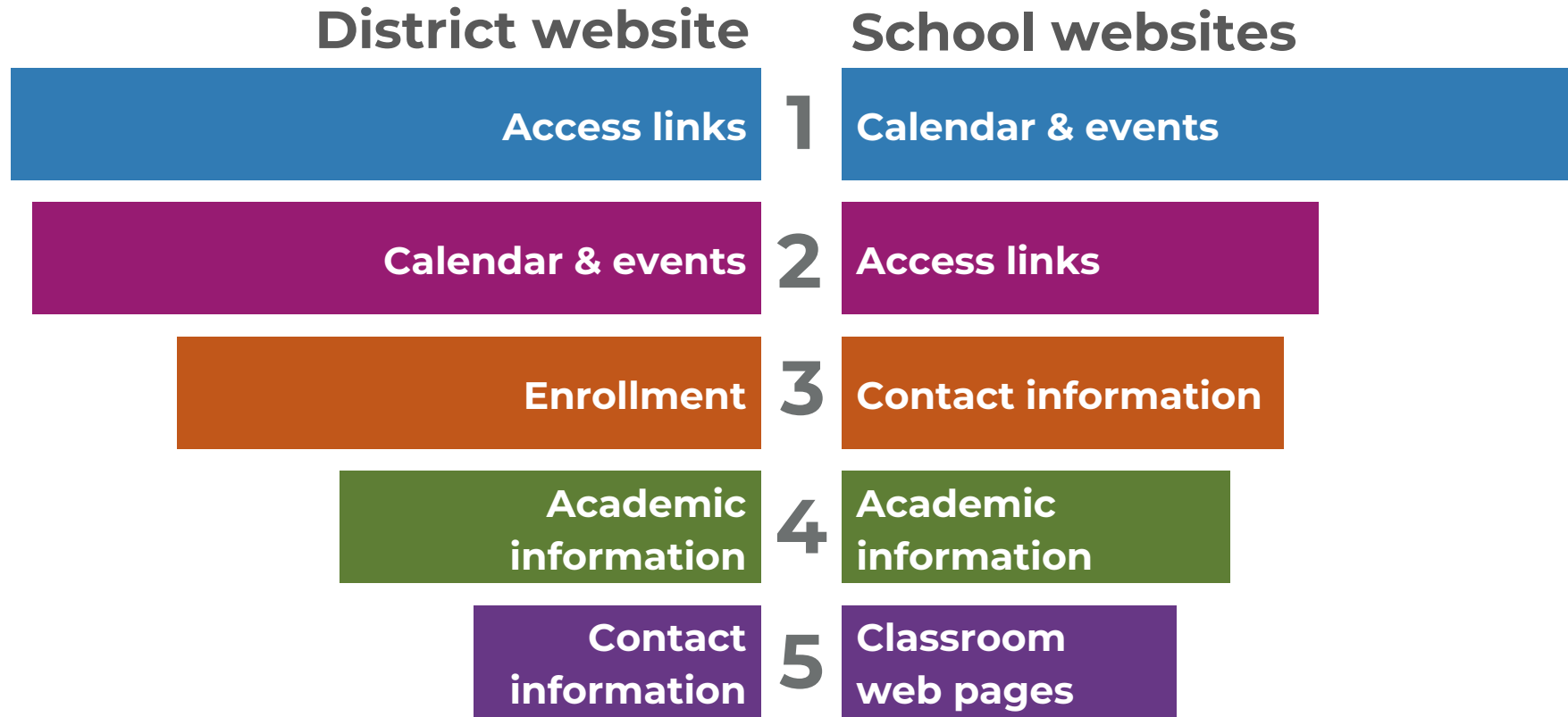
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Jeffco parents & guardians...

Visit their school website for
1. School calendar & events
2. Academic information
3. Access links
4. School contact information

Think that their school website
- Provides some current, useful information & resources
- Is somewhat easy to navigate to find specific information

Look at the home page for
1. Upcoming events
2. News
Not social media feeds

Spend most of their time on their student's specific **school website**

More likely to access Jeffco websites on their **mobile device** than other user groups

Visit the district website for
1. Access links
2. District calendar and events
3. Enrollment information

Look at the home page for
1. Upcoming events
2. News
Not commonly social media content

Want to find contact information for
- Specific programs
- Services
- Departments

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Jeffco students...

Visit their school website for
1. School calendar & events
2. Access links
3. Bell schedule
4. Staff contact information
5. Classroom web pages
6. Athletics & activities

Think that their school website
- Provides current, useful information & resources
- Is somewhat easy to navigate to find specific information

Look at the home page for
1. Upcoming events
2. News
Not social media feeds

Spend most of their time on their student's specific **school website**

More likely to access Jeffco websites on their **desktop device**

Visit the district website for
1. Access links
2. Academic information
3. News

Look at the home page for
1. Upcoming events
2. News
Not commonly social media content

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Jeffco community members...

Visit the district website for
1. District calendar & events
2. Access links
3. Job openings
4. Academic information

Think that the district website
- Provides current, useful information & resources
- Is somewhat easy to navigate to find specific information

Want to find contact information for
- Specific programs
- Services
- Departments

Look at the district home page for
1. Upcoming events
2. News
Not social media feeds

Spend most of their time on the **district website**

More likely to access Jeffco websites on their **desktop device**

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User Research

Website Redesign Project

Web Accessibility Audit Scope

User Research

Website Redesign Project

Websites

- District website
- Intranet
- Range of school websites from each grade level

Deliverables

- Web accessibility status
- Current information architecture
- List of broken links
- List of high- & low-ranking pages

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User-Informed Solutions

Planned solutions for navigation, sitemap, functions

Planned Navigation

Based on survey results, analytics and web accessibility audit, the following solutions will be made to the navigation.

1 **Standardize naming** for menu items to follow best practices

Short, descriptive, consistent voice and verb tense

2 **Simplify menu dropdowns** in primary navigation

3 Create secondary navigation to **address top audience groups**

Composed of most frequently accessed pages per audience group

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Planned Sitemap

Based on survey results, analytics and web accessibility audit, the following solutions will be made to the navigation.

1

Enhance user experience by focusing on the user journey
- Reducing number of clicks to more easily find information
- Offering multiple points of entry while maintaining an equitable experience

2

Restructure content organization
- **District website:** Organize content by service
- **Intranet:** Organize content by department

3

Consolidate pages with similar or redundant content

4

Design user-focused home page
- Access links, calendar, events and audience-defined pages

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Planned Functions

User Research

Website Redesign Project

- Built-in robust, universal search function

- Integrated calendars & events

- Content directory ("A to Z guide")

- Contact directory

- Built-in web accessibility guidance for web editors

- Create once publish everywhere (COPE) functionality

- Built-in search engine optimization (SEO)

- Configurable web alert tool

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What's Next?

Project timeline

Project Timeline

Timeline	Milestones
Winter 2022-23	• Website CMS RFP open • Website user research
Spring 2023	• **Web CMS RFP evaluation** • **Website content, user experience and interface design** • **Departments and schools prepare their content for new website templates in partnership with the website redesign team**
Summer 2023	• Jeffco external website and intranet development, migration, user testing, training and launch
Fall 2023	• School website development, migration, user testing, training and launch

User Research

Website Redesign Project

Appendix

Project background

Project Background

Aligning to the Jeffco Thrives 2025 strategic plan

Appendix

Our Learners. Our Future. Our Community. Our Legacy.

Jeffco Public Schools is launching a comprehensive redesign of our district and school websites to connect staff, students and families with resources from the district and their schools **in support of delivering a world-class education**.

Aligning to the Jeffco Thrives 2025 strategic plan

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District & School Website Goals

1 Deliver focused content through an **intuitive user experience** via a modern, user-friendly website platform

3 Develop a **mobile-first, responsive design** for a seamless user experience across digital devices

2 Select a platform that allows Jeffco to **champion digital equity and accessibility** in service of our diverse school communities

4 Provide school staff with an **easy-to-use website platform**

User Research

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Key Terms

User experience (UX)

- An individual's experience with a company

- Focuses on making a website easy to use and appealing to the end user

- Encompasses all aspects of the consumer's experience, including the use of content, image, and media to create powerful emotional responses

- Main factors that affect UX: usability, usefulness, credibility, desirability, accessibility and value

User interface (UI)

- The means in which a person controls a software application or hardware device

- Good UI provides a user-friendly experience, allowing the user to interact with the software or hardware in a natural and intuitive way

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Key Terms

Information architecture (IA)

- The practice of structuring information to match user needs
- Focused on organizing, structuring and labeling content in an effective and sustainable way

Navigation

- An organized list of links to other web pages within a website
- Navigation menus appear in page headers across a website, allowing visitors to access the most useful pages quickly

Sitemap

- A model of a website's content designed to help both users and search engines navigate the site

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Key Terms

Content Management System (CMS)

- A digital platform that manages content by allowing multiple contributors to create, edit and publish

- Content in a CMS is typically stored in a database and displayed in a stylized presentation layer based on a set of templates, such as a website

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