

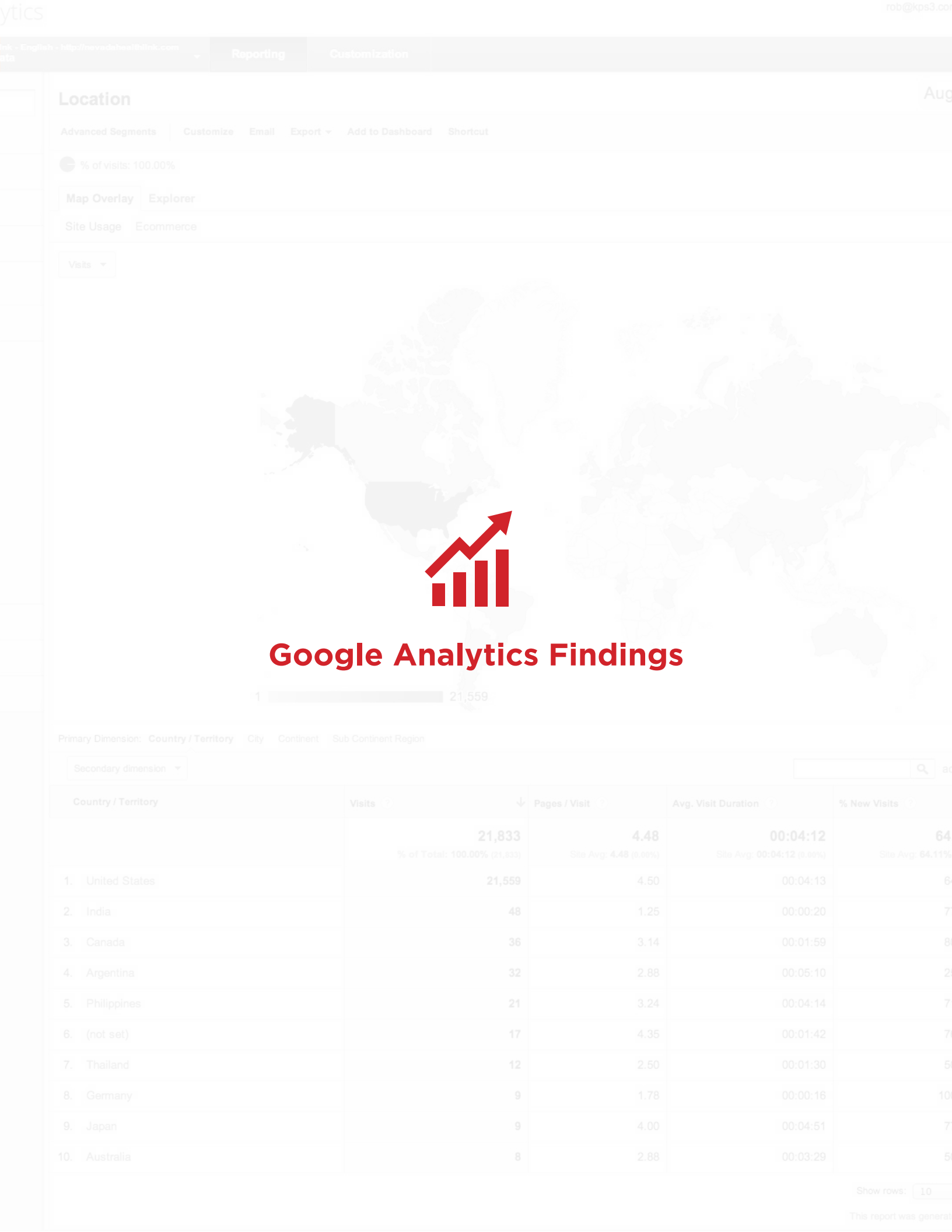


Washoe County - Research Findings
Brand and Website Structure and Design

For information regarding this report, please contact
Stephanie Kruse (stephanie@kps3.com) or call the main office at 775.686.7439

Research Project Summary

KPS3 completed initial research to assist Washoe County with future decision-making relating to its brand awareness/understanding and positioning, as well as impressions and perceptions of its current public website. The goal is to provide brand positioning and communications recommendations and to use the research to assist the county in redesigning and restructuring the website. The report that follows includes KPS3's initial insights from analysis of Google Analytics from the website. It also includes a high level summary of insights on brand and website discussions from four focus groups: two consumer groups (one conducted in English and one in Spanish), one group of business owners or managers who had done a transaction with Washoe County recently, and one comprised of Washoe County employees. The Washoe County Internet Working Group also met to provide input to KPS3 and those who did not attend were offered the opportunity to provide input via an online survey. More information on and from each group is provided in its respective section.



Overall Findings From Analytics

- » *This is a weekday/business hours website... Traffic spikes Monday through Friday, between 8am - 6pm. Less than 1/3 of the visits are on the weekends and holidays. Average traffic on weekdays is between 7-10,000 visits, and approx 3,000 visits on weekend days.*
- » *Over half of traffic comes from search engines (not internal search). Here are the top keywords that get users to the website: washoe county assessor, washoe county, washoe county recorder, washoe county jobs, washoe county treasurer, reno justice court, washoe county animal control, washoe county library, washoe county health department. Based on this data, we're concluding that users are looking for something very specific on the Washoe County website, and finding it through search rather than direct traffic or exploration/navigation through the website.*
- » *The lion's share of traffic (more than the homepage) for the past year comes from one page - <http://www.washoecounty.us/assessor/cama/search.php> - 3,450,068 (37% of all traffic)*
- » *The top 30 pages account for 60% of all website traffic.*
- » *Top Content*
 - » *Parcel Search (/assessor/cama/search.php)*
 - » *Property Assessment Data Search (/assessor/cama)*
 - » *Homepage*
 - » *Job Opportunities (/humanresources/careers/jobs.htm)*
 - » *Assessor Home Page (/assessor)*
 - » *Sale Information Page (/assessor/cama/quickenfosaes.php)*
 - » *Search Results Page (/index/search.html)*
 - » *Children Available for Adoption (/socsrv/socsrv_child_adoption_recruit.html)*
 - » *Start Your Search Here (/index/start.html)*
 - » *Recorder Home Page (/recorder/icris.washoecounty.us)*
 - » *Outreach Detail (/index/display_outreach.html)*
 - » *Registrar of Voters Home Page (/voters)*
 - » *Treasurer Home Page (/treas)*
- » *As you can see from the above data, the vast majority of the site's traffic is in the Assessor section.*
- » *Though the majority of people visiting the website come from Nevada (65%), California accounts for 15% of traffic*

Overall Findings From Analytics

- » *The following cities account for the most traffic to the website (in order)*
 - » *Reno*
 - » *San Francisco*
 - » *Sparks*
 - » *Las Vegas*
 - » *Carson City*
 - » *Los Angeles*
 - » *New York*
- » *Internet Explore 8 and 9 are the highest volume browser types viewing the Washoe County website, however based on volume, Internet Explorer 7 should be supported.*
- » *Mobile accounts for 16% of all traffic (tablet about 4%) - Top pages:*
 - » *Parcel Search*
 - » *Homepage*
 - » *Jobs*
 - » *Property Assessment Data Search*
 - » *Children Available for Adoption*
 - » *Assessor Homepage*
 - » *Start Your Search Here*
 - » *Missing Pets Quick Links*
 - » *Animal Services New Home Page*
 - » *Outreach Details*
- » *The typical user flow for people on the website is very linear... people come to the site with a task in mind... find it and exit.*
- » *Top sources sending traffic to the website are the three search engines, google, yahoo and bing. Then a source we don't know (eww) followed by several state websites and smaller search engines*
- » *Based on the heat mapping... it is clear again that people coming to the website have a single focus and now we know exactly what that focus is for the top landing pages. We can use this to give a very clear CTA top of the fold for the items that people want most.*

Focus Groups



KPS3 contracted with the University of Nevada Research Center to recruit for an English and a Spanish-speaking focus group. Criteria for participants included being a citizen of Washoe County (incorporated or unincorporated areas of the County), ages 25+. The group was made of a mix of gender and income levels. For the Spanish-speaking group, we recruited bi-lingual participants, however, we asked that they use Spanish as their primary at-home language. We recruited 20 people for each group.



KPS3 again contracted with the University of Nevada Research Center to recruit a focus group of business owners who have their business in Washoe County. Recruiting took place through phone calls from a business list that Washoe County supplied consisting of any business who received their business license or some type of business permitting in the last four years.



Employee input was gathered through two groups: a focus group that was comprised of a diverse mix of employees and departmental representation. Recruitment was achieved by announcing the need for representatives at a management meeting and also via email to county management. Twenty-one employees (management and non-management levels) participated in a focus group that discussed the county's brand and also the website. In addition the existing Internet Working Group met to provide input to KPS3 on a list of questions meant to evoke opinions and insights on the website. Those IWG members who could not make the meeting were invited to take an online survey that provided the same questions.



Brand Findings



Overall Findings From All Groups

The public (consumers and business members) and staff agree on three things... the county should represent its citizens, they should be a place to go for help and the brand/logo needs an update.

Where the public and the staff differ and where the biggest disconnect lies is in what the brand represents. The public sees the county as bureaucratic and unhelpful, while the staff sees themselves as service oriented, helpful and innovative.

It was also clear that comments made by the public at large were typically based on only a few interactions with specific departments. Because of this, it is critical that all divisions present a consistent image and deliver on the brand promise.



What the Consumers Said

Consumers see the Washoe County brand through the lens of one or two divisions, yet almost all felt that the brand was bureaucratic, difficult to navigate and old fashioned. They felt strongly that you should look and feel more like the beautiful region they love to live in and that you should stand for a place people can turn to for help and assistance.

- » *There was very little understanding of what is under Washoe County umbrella of services and there was confusion with other governments: cities, School District, State agencies, CSA.*
- » *Individuals' perceptions of the entire county dealt mostly with the program or service that they interacted with most often or most recently (i.e. CPS, Libraries, Parks and Recreation, Animal Control).*
- » *Brand image: bureaucratic, big, unfair/difficult, budget cuts, exclusive – not inclusive, security/safety, vital services.*
- » *What they said the brand should stand for: the citizens, the people, somewhere to go for help, transparency and openness, the community as a whole, resources/help.*
- » *Logo image: old fashioned, dated, sports, collegiate, bureaucratic, governmental, “what is it?”*
- » *Felt Washoe County should promote more of its array of services (surprised to find out all Washoe County does).*
- » *Felt that the Washoe County government brand should better reflect the positive brand aspects of the region (what it's like to live here).*



What the Business Group Said

Business interact with many more divisions of Washoe County (mainly divisions that involve permitting, property information and licensing), however their brand perceptions mirror that of the consumer; bureaucratic, unfir and old fashioned. They are longing for help, easier ways to speed through the red tape and access to the right people. They also want divisions to share information as many times information is contradictory from one division to another.

- » *Brand image: Bureaucratic/red tape, unfair, rude, safety/security, information on things they needed.*
- » *Business group members' perceptions were mainly focused on the business licensing, permitting (and they were overwhelmingly not positive).*
- » *Logo image: old fashioned, dated, collegiate, bureaucratic, governmental.*



What the Staff Said

Staff had a very different perception of what the Washoe County brand stands for. They see the County as a regional resource that is helpful and service oriented. Where they did see eye to eye was on the logo, stating that it was old fashioned and bureaucratic.

- » *Brand they felt Washoe County represented: Regional, resource, helpful, not stuffy, innovative, service oriented.*
- » *What they felt consumers might say about the brand: bureaucratic, difficult, unfair.*
- » *Logo image: old fashioned, dated, collegiate, bureaucratic, governmental, but some felt it had a lot of brand recognition.*



Website Findings



Collective Findings from all Groups

The current website is filled with content that all groups want and currently access, however the presentation and organization leave something to be desired. They all felt that the site should look and feel like the area that it serves and because there is a high population of Spanish speaking citizens, there should be translations available.

Both the consumers and business group used the internal search tool or Google to try and find the information they needed, but the experience was not favorable. They also found navigation groupings and acronyms to be hard to understand.



What the Consumers Said

Consumers see the website as a place they should go to get assistance, connect with services and even to look for jobs and housing information. They want the site to look like the region and be positive, bright and uplifting.

- » *From Spanish group – universally suggested to translate it into Spanish.*
- » *Design/image: boring, blah, governmental, too gray, non interesting photos (liked design of Library section much better than home page of Wa Co site).*
- » *Used search primarily as the way to find things, not navigation.*
- » *Lots of suggestions about how to make the site more of a resource for citizens: sections or links to info on jobs, rentals, events, tourism attractions.*
- » *The content of the “Visitors” section was confusing – why certain things were in the Visitors section, that didn’t make sense.*
- » *Mobile phone viewing was difficult.*
- » *Most times when accessing information they thought might be on the site they used a search engine instead of going to the site and trying to find it.*
- » *They suggested adding a county mission statement that is easily found and understood. (hard to find on the website: what the county stands for or does).*
- » *They suggested making the Search box easier to find and having it work more accurately – have links to the actual pages with content, not just FAQs or getting the No Page Found or other error messages*
- » *They suggested an easier to find and use “index” of what is on the site*



What the Business Group Said

Business owners and managers had many more interactions with the website than the consumers, however they shared the same sentiment as the consumers did on the overall look and feel as well as the complexity of finding the information they were looking for. The business group also wanted clear and easy ways to contact the departments on the website.

- » *Positives: liked some features of the site, the calendar, and the detailed information.*
- » *Design/image: boring, blah, governmental, too gray, non-interesting photos (liked design of Library section much better than home page of Wa Co site).*
- » *Used search primarily as the way to find things, not navigation.*
- » *Felt specific topics, information areas were hard to find.*
- » *The content of the “Visitors” section was confusing – why certain things were in the Visitors section, that didn’t make sense.*
- » *Companies that used the property value tool and section really liked it, felt it met their needs.*
- » *Slow to use on mobile devices, but they were not as vocal about it as the consumer group.*
- » *Most times when accessing information they thought might be on the site they used a search engine instead of going to the site and trying to find it.*



What the Staff Said

(We are attaching the results of the Internet Working Group input in entirety since they had excellent comments and insights).

Key Highlights and Findings:

- » *Design/image: boring, blah, governmental, too gray, non-interesting photos (liked design of Library section much better than home page of Wa Co site).*
- » *The content of the “Visitors” section was confusing – why certain things were in the Visitors section, that didn’t make sense. Used search primarily as the way to find things, not navigation.*
- » *Felt it should be in Spanish.*



Brand Recommendations



Capitalize on lack of awareness, and brand confusion, by stating and becoming the brand you aspire to be.



Tell people clearly what you do and all you entail (and what you don't).



Clearly state your mission and vision, your priorities for service to citizens.



As brand pillars focus on: Resource, Service, Safety, Inclusiveness



Consider internal brand orientation and education because your employees' view of your brand is different than your external customers'.



At this stage we recommend "resource" as the primary focal point (the knife's edge for brand communications)



Consider a new tag line that emphasizes the brand promise, not the current tag line.



Walk the talk and live the brand you say you are.



Website Recommendations



Lead with search. Use the current search tool as a guide and continually monitor the search terms and ensure that they are going to the proper pages.



Provide easy access to phone numbers and contact information.



Make the site feel like Washoe County... visually as well as through the tone of writing.



Provide translation services for Spanish, either machine or native.



Add more content for new residents - Jobs, housing, things to do, etc. Even if they are simply links to other entities.



Allow departments to have their own style through photography and color variations, but ensure that the overall brand and navigation stays consistent.



Create a navigation structure that is intuitive for the user. One that doesn't conform to the original structure and doesn't use terms that the public will not understand.



Provide support back to Internet Explorer 7. Use a responsive framework to account for different screen sizes and choose a CMS that the staff will be excited to use.



Thank You

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[DEPARTMENT LIST](#)[CONTACT US](#)[SITE MAP](#)[2088](#)[FAQ](#)

WASHOE COUNTY NEVADA

[ONLINE SERVICES](#)[FOR CITIZENS](#)[FOR BUSINESSES](#)[FOR VISITORS](#)[GOVERNMENT INFO](#)[Washoe County's 2013-2014 Budget Book is available for public review. Click on the link below to view the book.](#)[ANSWERS](#)[Home](#)[Contact Us](#)

ANNOUNCEMENTS

Sep 3, 2013

Washoe County proud to be major sponsor and home to Great Reno Balloon Race

Aug 29, 2013

Washoe County reminds community to make a plan, assemble a kit and stay informed

Spanish Springs Library Opened at 11:30 A.M.

Aug 27, 2013

Highlights from Washoe County Board of Commissioners meeting

Autographed Blackhawks jersey on display at Spanish Springs Library

Aug 23, 2013

All quality advisory issued by Washoe County Health District

Aug 22, 2013

Washoe County Sheriff's Office App available for iPhones and iPads

Aug 21, 2013

INRPO battling brush fire in northern Washoe County

Aug 19, 2013

School capital funding needs discussion comes before Washoe County Commissioners

Governors Sandover and Brown sign joint proclamation for bi-state wildfire preparedness

[Read all announcements...](#)

WHAT'S ON WCTV

Watch the Washoe Channel Live!

Emergency Medical Services Working Group Report

AB 46 (school funding bill) workshop with County Commission - Aug 26, 2013

WTO - Election Day

WCSO Capital Funding Needs Presentation - Jul 29, 2013

Learn how jumpers around your home lead to increased fire danger

[more WCTV programming...](#)

LOOKING FOR FOREVER FAMILIES

Click on the photo or name to find out more!

Alexis Age 10

Shes a Little Bit Country - only available to local families



For more information on how to become an adoptive parent, contact a recruiter at 775.337.4510, or by e-mail.

[More available children...](#)

Answers to Popular Questions

AB 46: How can I get more information about the Schools Capital Facilities Funding bill?

I want to be a volunteer. How do I get started?

How do I report a barking dog?

Which properties will be sold at auction?

How do I access my previous application? How do I change personal contact information?

Will I see the taxes, will the property be more PAC's

PROPERTY AT A GLANCE

ADDRESS SEARCH

Enter Address

Search

NOTE: Enter Street Name without street type (such as DR, CT, RD, etc.)

PARCEL SEARCH

Enter Parcel#

Search

Property Info

[View / Pay Taxes](#)

Recorded Docs

[Online Maps](#)

[Development Applications](#)

September 2013

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

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Next >>

STAY IN TOUCH



Washoe County
Nevada



County Photo

PHOTO GALLERY



Internet Working Group - Results

1. Who do you feel are the top 3 to 5 types of customers/users for your county website, in order of importance?

- » Number one is constituents (citizens of washoe county) – in terms of how to pay for things, or getting information
- » I think a lot of times, they're not repeat or frequent users. An important thing to keep in mind is the ease of finding things. Making things obvious: business license or tax. Making things readily available. Individual citizens and businesses. A lot of times, people coming for business licenses are doing it for the first time, new to the county.
- » Property owners
- » Media outlets looking for information about candidates or election info. Press releases, etc.
- » Families looking for parks, pool hours, hikes
- » People looking for jobs
- » Internal county employees
- » Hr – open jobs, benefits, policies (internal employees use external site for this info)
- » Contacts – if someone calls an employee, they'll go on the website for a directory
- » Agencies – regional planning agencies, other related governmental or quasi-governmental who look to our website for reference material
- » Appraisers, speculators, land surveyors, developers (real estate and property)
- » Voters
- » Child support
- » Where to go to vote, how to register to vote
- » Subsets of the general public – seniors. They use the website a lot. The daily menu and such
- » The media outlets are looking for our dates, events on our site.
- » Parks – a lot of families looking for when the pool is open etc
- » People looking for jobs on our site
- » Bulletin board – intranet's main use
- » Agenda meetings – main use of the external site
- » Also policies
- » Our employees use it as a resource. A lot of things are maintained in the website that are not maintained elsewhere. Use it as a resource to answer questions
- » Title companies
- » Most of our clients are either in jail or their relatives are looking for info
- » People looking for volunteer opp
- » There is a restaurant grading system
- » Child support
- » Link up for victims and witnesses to find trial results and info
- » As a parent, look for information on vaccines and meds

- » *Marriage license*
- » *Business owners*
- » *Seniors*
- » *Families*
- » *Constituents or residents of unincorporated county*
- » *County employees*
- » *News channels*
- » *Media outlets*
- » *Press politicians*
- » *Engineering firms*
- » *Job applicants county*
- » *Employees*
- » *Citizen involvement*
- » *Groups residents*
- » *General citizens*
- » *Businesses contractors*
- » *Realtors*
- » *Tourists*
- » *Press*
- » *Politicians*
- » *Engineering firms*
- » *Job applicants*
- » *County employees*
- » *Citizen involvement groups*
- » *Residents*
- » *General citizens*
- » *Businesses contractors*
- » *Realtors*

2. *What type of information should you expect from a county website?*

- » *A website that has a very robust search capability, powerful search engines*
- » *Where are you located, hours, contact info*
- » *Burning permits, forms, requests*
- » *Easy way to find things like county clerk, marriage license – you will look up marriage license not county clerk*
- » *Accurate and concise information*
- » *Board info and resident surveys*
- » *Ability to purchase marriage licenses and permits*
- » *A way to submit complaints/questions/etc.*

- » *User-friendly online payments applications and fee lists*
- » *Precise instruction*
- » *Ability to pay taxes and utilities*
- » *Public records*
- » *Recorder info*
- » *Sandbags*
- » *Special events*
- » *Unusual laws of the county*
- » *Voter registration/election info*
- » *Bcc info education on county services*
- » *Emergency numbers*
- » *Health information*
- » *Maps to local hospitals*
- » *Rules/regulations*
- » *Being able to look up information*
- » *Bulletins as needed*
- » *Clerks info*
- » *Current job openings and application procedures*
- » *Ease of navigation*
- » *Easy access to specific department hours and contacts with areas of responsibility*
- » *Info on taxes*
- » *Inoculations for school*
- » *Links for pet owners*
- » *Links to elected officials info*
- » *Links to help elderly*
- » *Links to help kids*
- » *Online voting and registration*

3. Given the audiences you listed in our first question, what do you believe should be on the washoe county homepage?

- » *Based on traffic, business licenses should be on the homepage*
- » *Would like to know what the citizens think should be on the homepage. In plain English, not in washoe county terms*
- » *A link to wcsd*
- » *Front and center search function*
- » *Helpful to track what people are searching, not what we think they'll search for (wcso did this). Track what they search, and whether or not they got a result that they followed.*
- » *There's definitely too much on there. Whatever it is: less. It's an overwhelming collection of links. It starts to overwhelm the average user.*

- » *Calendar isn't serving it's purpose. Not useful if it's not up to date.*
- » *Most recently asked questions is useful (discourse among group)*
- » *The chief would like to see tmfcpd somewhere there*
- » *Based on traffic, business licenses*
- » *A citizen doesn't know the diff between clerk and recorder, what does the county do. Set on more colloquial language, rather than departmental terminology*
- » *Maybe a link to the washoe county school district*
- » *The search should be in the middle?*
- » *If you have a search button, you wouldn't have to have that box of FAQs*
- » *A calendar – but only if it's up to date, or else it's useless*
- » *Voter related questions or context-based FAQs based on the time of year*
- » *Direct access to information they would need under the title of their profession property*
- » *Information to include taxes and records*
- » *Fun & inviting pictures*
- » *Quick access to services/programs*
- » *Current topics or issues concerning the public*
- » *Lists and contact info*
- » *Helpful links to hr and other agencies within the county*
- » *Ways to connect with us*
- » *Quick links*
- » *Changing banner*
- » *Quick access to property data links to assessors and treasurers*
- » *Detailed information about the area to attract businesses to the county*
- » *Online services*
- » *Special announcements*
- » *General search*
- » *Tv listings*
- » *Special announcements*
- » *Upcoming events and photos*
- » *News that will be relevant to the audience*
- » *Links to permit information*
- » *FAQs upcoming events and photos*

4. What is currently on the page that should not be on the page?

- » *The “looking for forever families” graphic*
- » *Too many announcements*
- » *Too many topical questions*
- » *Poor layout*

- » *Photo gallery of employees*
- » *The rotating pictures*
- » *Wctv should be a smaller component*

5. What “brand” image of the county does your website design portray? Plain government

- » *Sterile*
- » *Old school*
- » *Very boring*
- » *We tend to describe this place as outdoor, recreational, and the website doesn't show that. It's sort of cutting edge, greys. Too busnissey, too grey. Too sterile.*
- » *Old-school*
- » *Not too friendly but not uninviting*
- » *Boring boxy government*
- » *Shows that we are scatter and very wordy*
- » *Many communities. One county. One region,*
- » *A government feel*
- » *Too government centric as opposed to citizen centric*
- » *Busy and not focused*
- » *Sterile very complex*
- » *Busy and confusing*
- » *Looks busy but all of the real estate on the page is not being utilized*

6. What image do you think it should portray?

- » *Sense of community*
- » *Fun*
- » *Outdoor recreation*
- » *Friendliness*
- » *Service*
- » *We want to help*
- » *Modern*
- » *Simple*
- » *Clean*
- » *We have so many beautiful places, our site should reflect that*
- » *Fun*
- » *Outdoor rec*
- » *Helpful*

- » *Simple and clean*
- » *Not stuffy*
- » *Approachable*
- » *We want people to know they can ask us anything, even if it's a stupid question*
- » *Nevada vibrant community*
- » *Services use the recreational and outdoorsy part of the community*
- » *Washoe county - where we enjoy life*
- » *How we keep citizens safe in washoe county*
- » *Focused on what is important to the citizens and not necessarily what we think is important*
- » *Open and citizen centric*
- » *This is a great area for work and play clean crisp with simple navigation and lots of white space*
- » *I can find what i am looking for with the info on the main page quickly and effectively*
- » *Outdoor activities and the beauty of all the types of things we can do here*
- » *We don't need to get away because we already live in a great vacation destination*

7. How do fellow employees think they represent the brand?

- » *Helpful, friendly*
- » *Service-oriented*
- » *Not stuffy*
- » *Laid back*
- » *Want people to feel comfortable asking us anything*
- » *Approachable*
- » *Too multi-faceted for the word "fun"*
- » *Functional*
- » *Business-side (for serious stuff, like bailing out a relative)*
- » *Data-sharing, integration (even sites that aren't a part of this site). Some amount of integration. So if you search "bail out a relative" on the wc site, it'll point you to wcso, etc. Better linkages between county sites*

8. What would make this website easier to use for your target audiences?

- » *Cross-browser capability – hr has some areas that only work in ie*
- » *Mobile-friendly*
- » *Organize by what i want to do, instead of by who i am.*
- » *Some suggested topics for search*
- » *Less clicks*
- » *People have a hard time with the floater boxes across the top (especially on a mobile device)*
- » *Lightweight, shorter load times*

- » *Better branding within sections, particularly on elected officials (personality on different departments, still looking like wc)*
- » *A lot less header*
- » *Make it useable with phones – responsive*
- » *I like how the city of Reno has their layout set up – by what they are trying to do vs who you are*
- » *Less is more*
- » *For fire, there's stuff we don't control but it still says it's us*
- » *I've heard feedback that if you go to a particular site, you want the feel that it's the district attorney's office. When you are at a department's site you want to know that you are at that department's site*
- » *A little less header and sidebars and footers*
- » *Less banners*
- » *Less sub-directories*
- » *I believe that the layout of the current website is very user friendly*
- » *Better navigation*
- » *Do away with organization-centric navigation*
- » *Redesigning the drop down for departments and possibly combine the category tabs better*
- » *Search filters*
- » *Much clearer layout*
- » *Quick links to where they most often go*
- » *Pages for Spanish speaking population/ada access*
- » *All application forms need to be on the site with instructions and fees in the same section*
- » *Use the language that they use*
- » *Targeted navigation like Reno and sparks with what do*
- » *Pop-up with questions that would help the people navigate?*
- » *Using simpler English*
- » *Less busy on the main page*
- » *An effective search tool*
- » *Photos that don't move*
- » *Clean look*

9. *How do you feel e-government services should play a role in the redesign of the website?*

- » *Online payments*
- » *County-wide online payments*
- » *Consolidated payments?*
- » *One portal, rather than having to pay property tax here, biz license here, etc.*
- » *Auto-translation (legal and legit)*
- » *Wcso weighed the options (and the chances of a mistranslation) and opted for a real*

translation and it's taken a long time (1/10 the content of the wc site)

- » *Wcso recruited volunteers for typing*
- » *Payments on the taxes and the utilities portion of the county*
- » *It should play a major part as e-government services will be expanding*
- » *Form follows function*
- » *They should take the lead and give the website a purpose*
- » *E-government services should be clearly linked and available*
- » *Purchasing records like marriage licenses*
- » *We should focus on the convenience*
- » *Provide service that is easy to find on the web pages*
- » *Market washoe county as a tourist destination as well as a great place to live*
- » *Forms that are easy to complete*
- » *Simple direction for information*

10. What is the best thing about using this website? What is the worst thing about using this website?

Best:

- » *Right now, I've figured out where things are*
- » *There's a lot of information provided, if you can find it (was not available a few years ago. We've come a long way since we started.*
- » *Quick info*
- » *Property search*
- » *Lots of available data*
- » *Mapping software is really good*
- » *Slider at the top does well, is colorful, good imagery*
- » *We're always on quick info (this is 7)*
- » *It makes us more efficient*
- » *Homepage has current events*
- » *The online GIS*
- » *You can get were you need to go in just a few clicks*
- » *24/7 access*
- » *Property at a glance*
- » *The county assessor's section is great for looking up your property tax payment history and also work-related property information*
- » *Maps and data warehouse*
- » *We have all the departments available*
- » *It is full of information*
- » *You can get anywhere from the first page*

Worst:

- » *Navigation*
- » *Left side fly outs are the worst*
- » *Drilldown*
- » *Not mobile friendly*
- » *Finance department pdf upload is cumbersome/monstrous*
- » *CMS has a whole separate set of issues*
- » *The amount of drill-down*
- » *Not mobile friendly*
- » *No ability to take online payments*
- » *The homepage majority color is gray and i feel like it is cold*
- » *Far too wordy and difficult to navigate - no big pictures!*
- » *The search engine is not the best that it could be*
- » *Very confusing clutter hard*
- » *Too to navigate*
- » *It takes time to find what you're looking for, if you can find it fly-outs move too fast*
- » *Too many words*
- » *Search brings up either too many choices or none*
- » *Our website just looks like someone put as much info as they could on the first page*
- » *Too much drill down*
- » *FAQs module is ugly*
- » *Information and design not consistent from department page to department page*
- » *It doesn't have a purpose*
- » *Why is there a link to service requests that takes users to request tracker with a required login/password available to the public?*
- » *The fly-out menus are bad! Can't find anything!*
- » *It's so busy and broken up into too many compartments*
- » *Have to hover to keep menus up on some*

11. Any other suggestions for us during the restructuring and redesign?

- » *Make it easy when it's done*
- » *Consistency – balanced with the desire to formalize customize for elected officials*
- » *Consistent color schemes, fonts, things that can be shared across divisions/departments for a similar look*
- » *I like how you can currently edit the html*
- » *Wysiwyg doesn't work*
- » *There's a lot of untapped potential integration with county databases, gis, appraisal database, tons more, permits database. It would be nice in the not-so-distant future to see*

direct integration with the system, so the users have a direct benefit. Getting appraisal info out in a timely manner. Api integration so citizens can get more direct access to permit information. Other areas in the county have other potential that can be leveraged.

- » *Right now the website is a fixed width, which is an issue with some of the info we put out there. Limiting, very small space. Suggesting an adaptable site.*
- » *No one knows the public defender is there – get called the da a lot.*
- » *Make it easy when it's done, so we have templates that help the departments that are not as supported by web people*
- » *Wysiwyg doesn't always work (cms)*
- » *We need to have certain stuff in Spanish*
- » *Auto-translation (legal)*
- » *It would be good to have a search box that doubles as a combo box*
- » *There's a lot of confusion, how do we make it easy to find out all the departments without putting them all in the homepage*