

Fact Sheet for the Launch of the New DenverGov.org Web Site

Background

As the volume of content and customer demand for information on the City and County of Denver Web site (DenverGov.org) has grown, we faced a compelling need to make information easier to locate. We chose a customer centric approach to improve DenverGov's usability. The redevelopment project has been more than a year in the making. We analyzed our Web usage statistics, researched best practices around the country, and listened carefully to the City departments whose information and services are delivered through DenverGov. In addition, we contracted with Forrester Research to conduct a comprehensive usability study on the rebuilt DenverGov Web site allowing us to address many of their recommendations prior to the official launch.

Web Site Facts

- City and County of Denver Web site first launched in 1999.
- Content has grown from 1,600 pages of information to more than 12,000 not including the numerous searchable databases and maps that are accessed from DenverGov.
- Use of the site has increased by 350%, from 9,323 average daily visits in 2002 when we began accurate measurement of our usage, to 32,734 average daily visits in 2006.
- The highest consistent topics of interest that our customers go to are:
 - searching real property/tax records
 - applying for jobs
 - map-based information
 - county courts records
 - Denver news
- **What we did**
 - Improved the navigation system by using simple language topics to help customers more directly access the information or services they are seeking.
 - Redesigned the site to bring the most sought after information up front.
 - Applied a more robust search engine
 - Updated the look and feel of the Web site to align it with the new citywide branding initiative.
 - Vastly improved the backend content management system allowing the 200 plus agency staff content specialists to publish their information on the Web site by topics of interest that relate to what the customer is seeking and not by what the specific agency is responsible for providing.
- **How we did it**
 - Assembled internally staffed project team to design, build, and implement the new Web site
 - Utilized open source software (**DotNetNuke** <http://www.dotnetnuke.com>) to reduce development costs, on-going licensing fees, and maintenance.
 - Added two contractors to the team to assist our two staff Web developers with startup tasks to construct the new system.

- Developed and conducted a citywide training program for our 200 plus content specialists.
- Contracted with Forrester Research to evaluate the usability of the Web site and to make recommendations for ongoing improvements.
- **What's Next**
 - Utilizing Forrester's recommendations and customer feedback we will continually be improving the usability of DenverGov.
 - We will be adding additional services as city departments improve their business processes such as permitting on-line and other transactional services including work orders for graffiti removal and pothole repair.