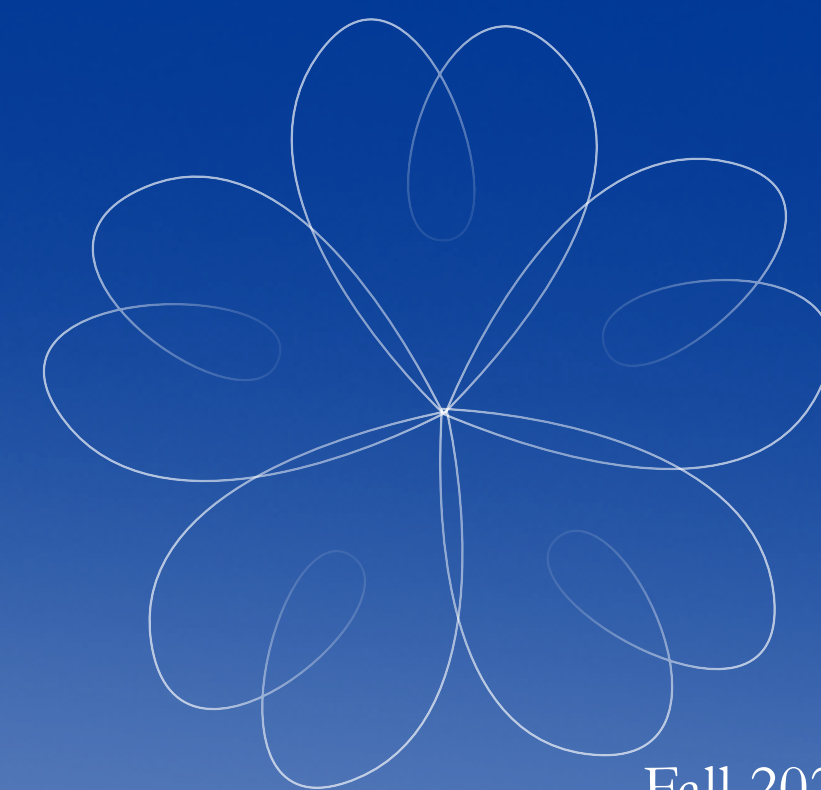


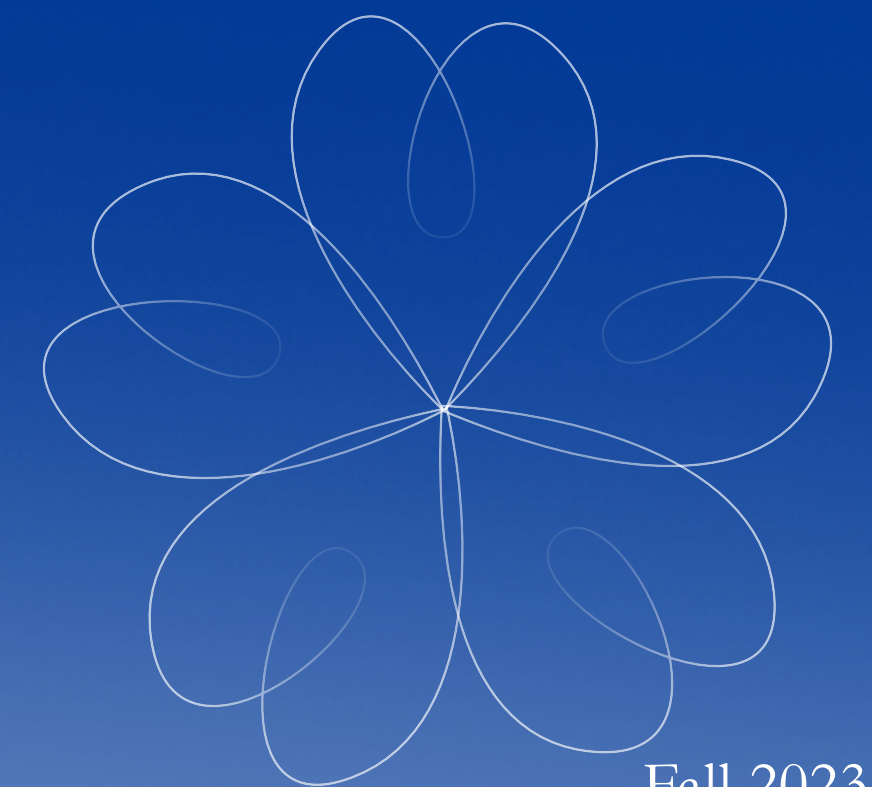


Rochester City Website Redesign

Project and Research Deck



Intro	3
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Intro

The municipal website for Rochester, NY is **over eleven years old** and needs a redesign that will better **engage, connect, and inform** constituents.

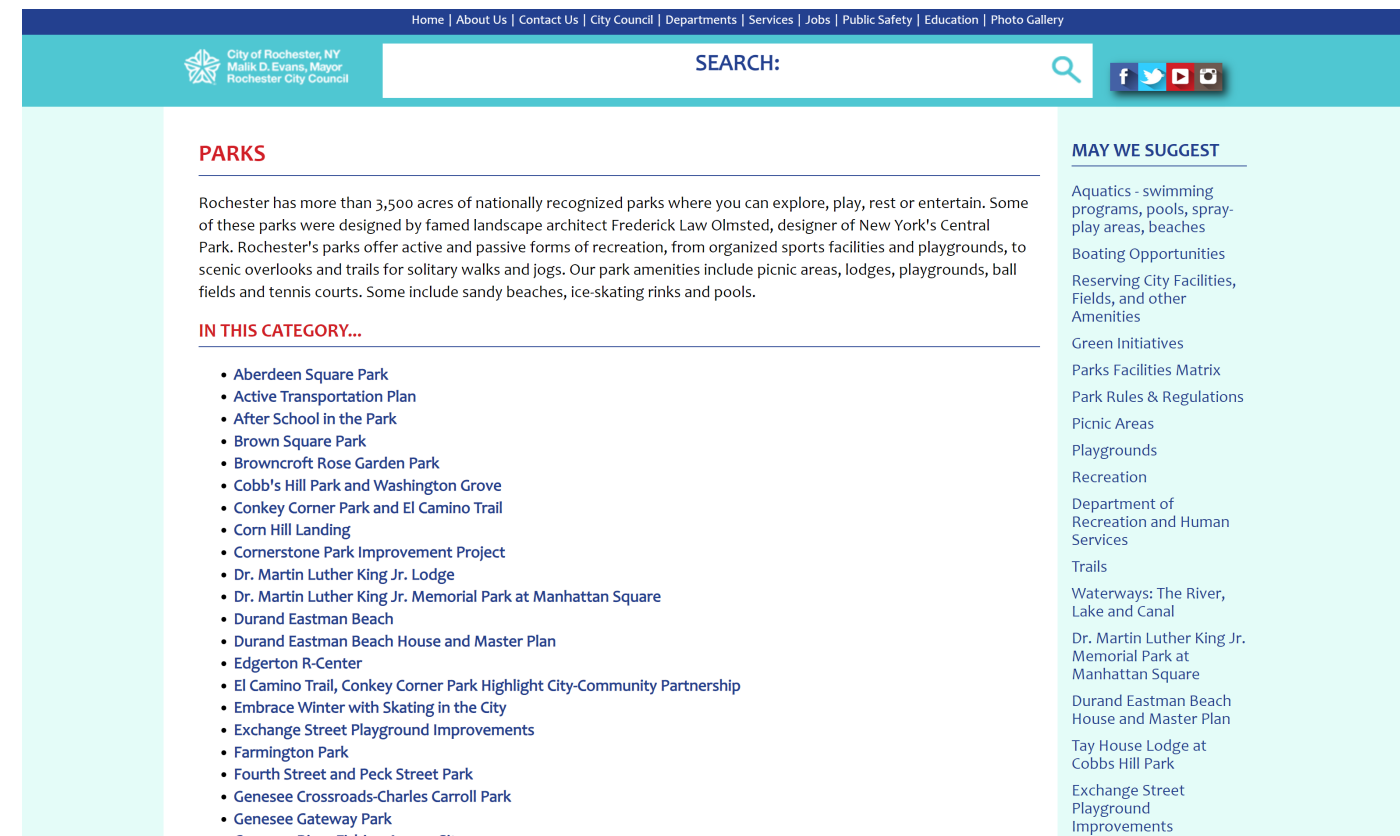
Residents, business owners, visitors, and others need to be able to access the site, do business with the city, and find answers to their inquiries. My goal is to create an easy experience for those who wish to visit the website and discover what Rochester has to offer.

Homepage



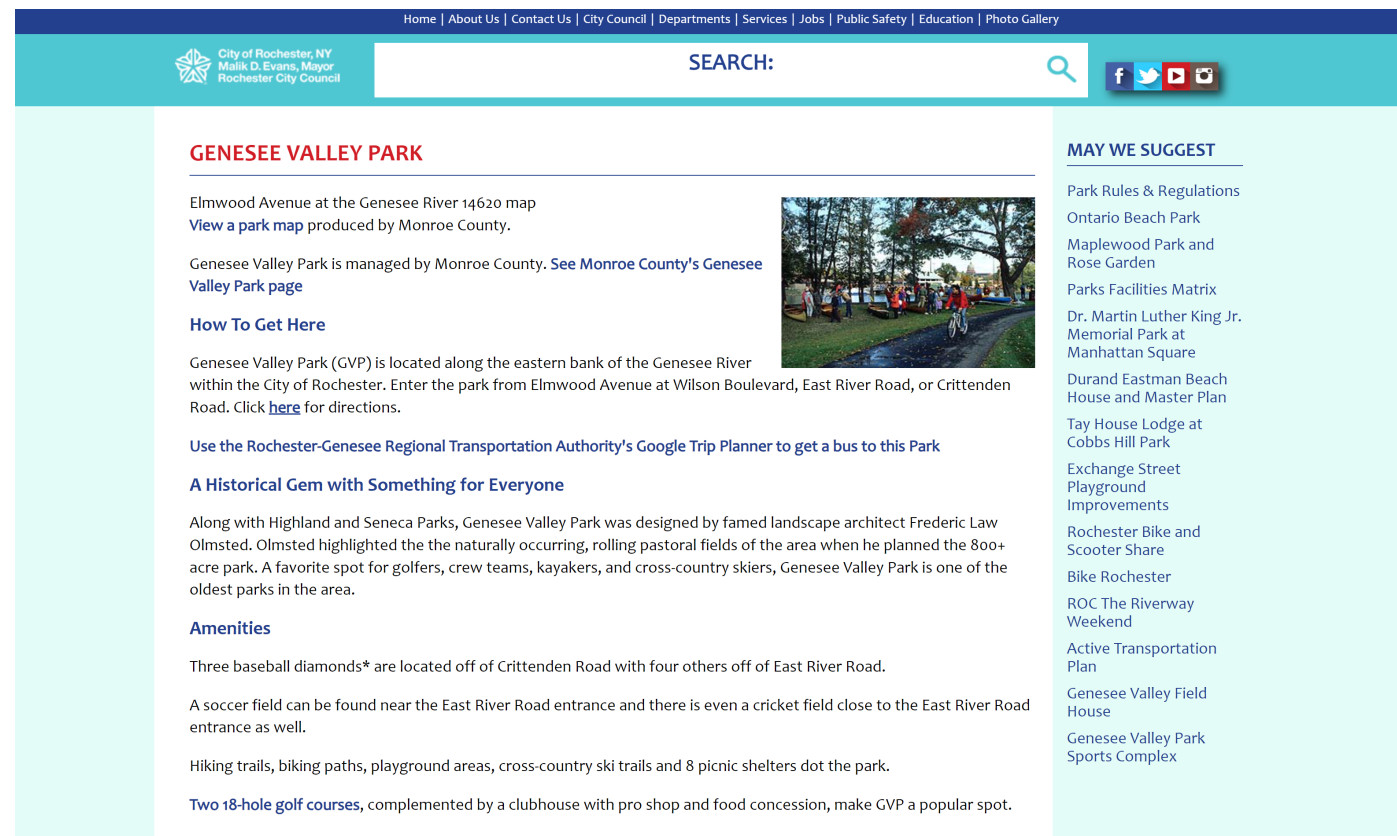
- There is an **overwhelming amount of information** shown on the front page
- The colors are **old fashioned and hard to read** for those who do not see color as well
- There is **no visual hierarchy**: everything is thrown at you all at once
- **Information is repeated** in different categories
- The banner at the top is **too distracting** and removes from important information
- Too many suggestions to other pages are shown when a link is clicked. It **confuses and overwhelms** the user

Parks



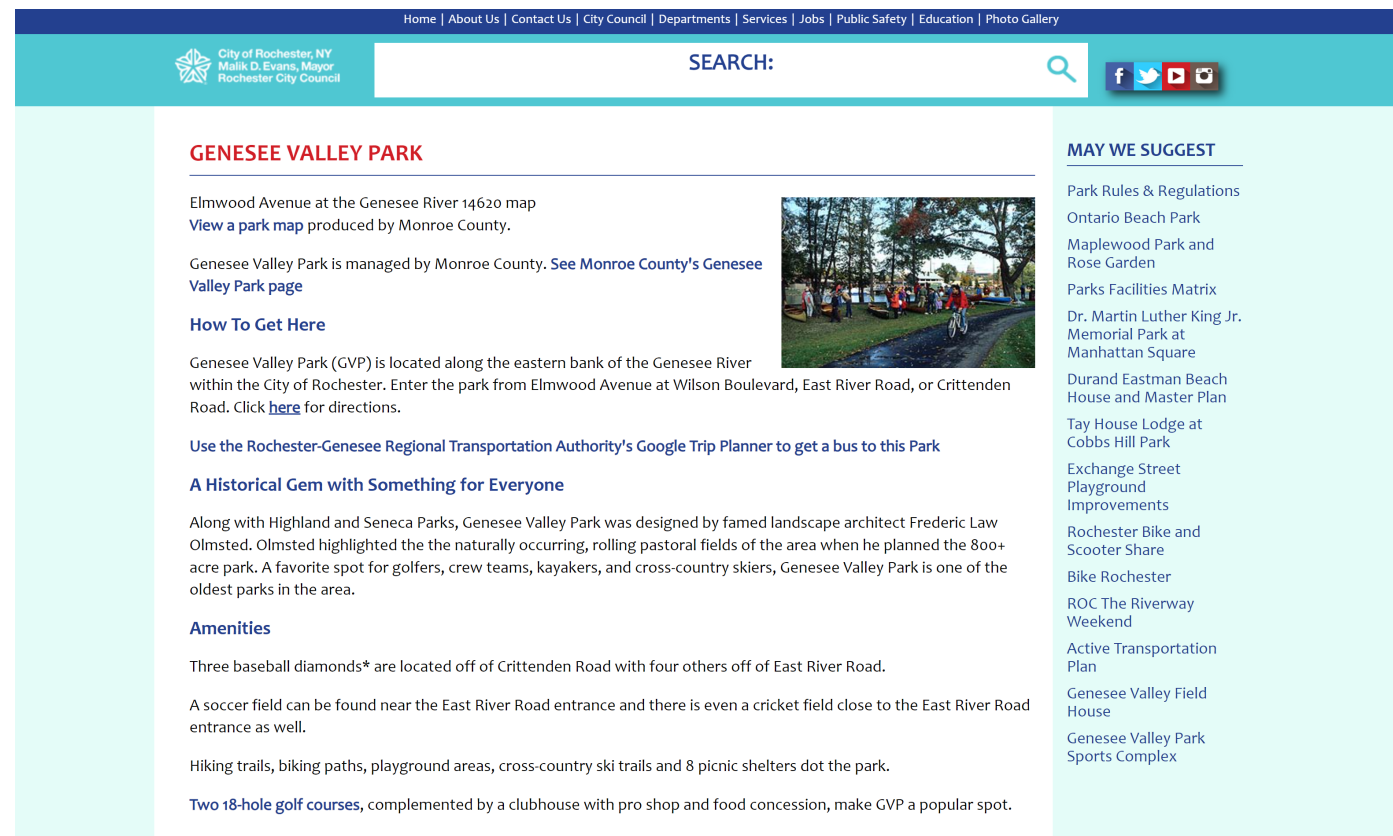
- Giant **block of text** over text is confusing to look at first
- No stylization
- **Too many suggestions** leaves the user confused on what to look at first
- Bullet points and names of the parks give **no information** about them at all
- **No ability to search** for specific parts or know where they are

Genesee Valley Park



- Giant **block of text** over text is confusing to look at first
- No stylization
- **Too many suggestions** leaves the user confused on what to look at first
- It's not very visual, no spacing or breaks between each topic and block of text
- **There's technically no point to this page**
- This gives me the same information as Google would, but in a more confusing manner

How can I make this useful?



- There is no point to the current park website, the information and location can be easily googled
- I want to:
 - Create a **personal connection** between the user and the website
 - Prioritize finding the **park, park information, and hours** before one goes to visit it
 - Display the info in a way that makes the **park look and sound interesting**, including a photo gallery

Goals

My goal of this project is to create a **seamless and easy to use navigation** for those within the **elderly and current residents** to feel like their city is a beautiful city to be a part of and able to navigate and search for what they need easily and seamlessly. I want to do that through:

- Increase the importance of the **search bar** more because of the overwhelming amount of information the website carries, so people can quickly and specifically find what they need
- Create a simple and designed website **easy to distinguish the buttons and hierarchy**
- Create a **style** that matches what Rochester represents, as well as adding my own take to what I think it needs to be based on a current resident of Rochester

User Testing (Current Website)

I interviewed a current **Rochester resident** looking for a job. At first look, he was **impressed** with the way the content was **straightforward** and the way all the content was there easy to find. He explained that it was a **good thing all the information way laid out** like that on the front page because **old people have a hard time figuring out what a hamburger is** or know that when you click something it expands.

Things I noticed when he went through the website:

- He ended up **using the search bar** at the top because there was a lot of content on the front page to go through
- He said the **colors looked fun and it looked generally not bad** for a government website compared to others he had seen
- Job posting at first caught his eye, but when he clicked on it the first option that comes up is a **counselor or teacher** in which he doesn't have the credentials for and is **not looking for those type of jobs** – doesn't seem too marketing
- He really didn't go into it having high expectations
- I noticed he said everything looked easy to look at first, but **continued to have a hard time** even using the search bar because it did not give accurate results

User Testing (Current Website)

What I got out of this interview was that he doesn't have any general information as to what a good website is supposed to look like, based on his personality, he tends to look on the bright side of things and **generally is not a critical person**, but seeing the way he interacted with the website, it seemed **confusing** and immediately going to the search bar tells me all the information provided on the homepage is useless and confusing.

User Testing 2 (Current Website)

I interviewed an RIT student **studying design**. As being a designer and already having the knowledge for visual hierarchy and design, she was **not in favor of the design** of the website at all. It is hard to navigate, the **color contrast is hard to read**, everything is split into categories that are confusing on the home page.

- She was **overwhelmed** by all the elements on the home screen
- The search bar was massive
- **Frustrated** she couldn't click on the carousel images
- Everything just looked outdated

User Testing 2 (Current Website)

From this interview, I could tell she was **disgusted** with the way the current layout of the website is like. Since she was working on the redesigning the website herself, she had her own user flow she wanted to work on. This was helpful to me because it showed me what the user is most **likely to look at first**, their **first impressions** of the website, and what someone with design knowledge expects of a website to function as.

City of Boston



- Clean and cohesive design
- Simple colors and contrast
- Clean icons and visible grid system
- Translation included
- Search option shows filters between options

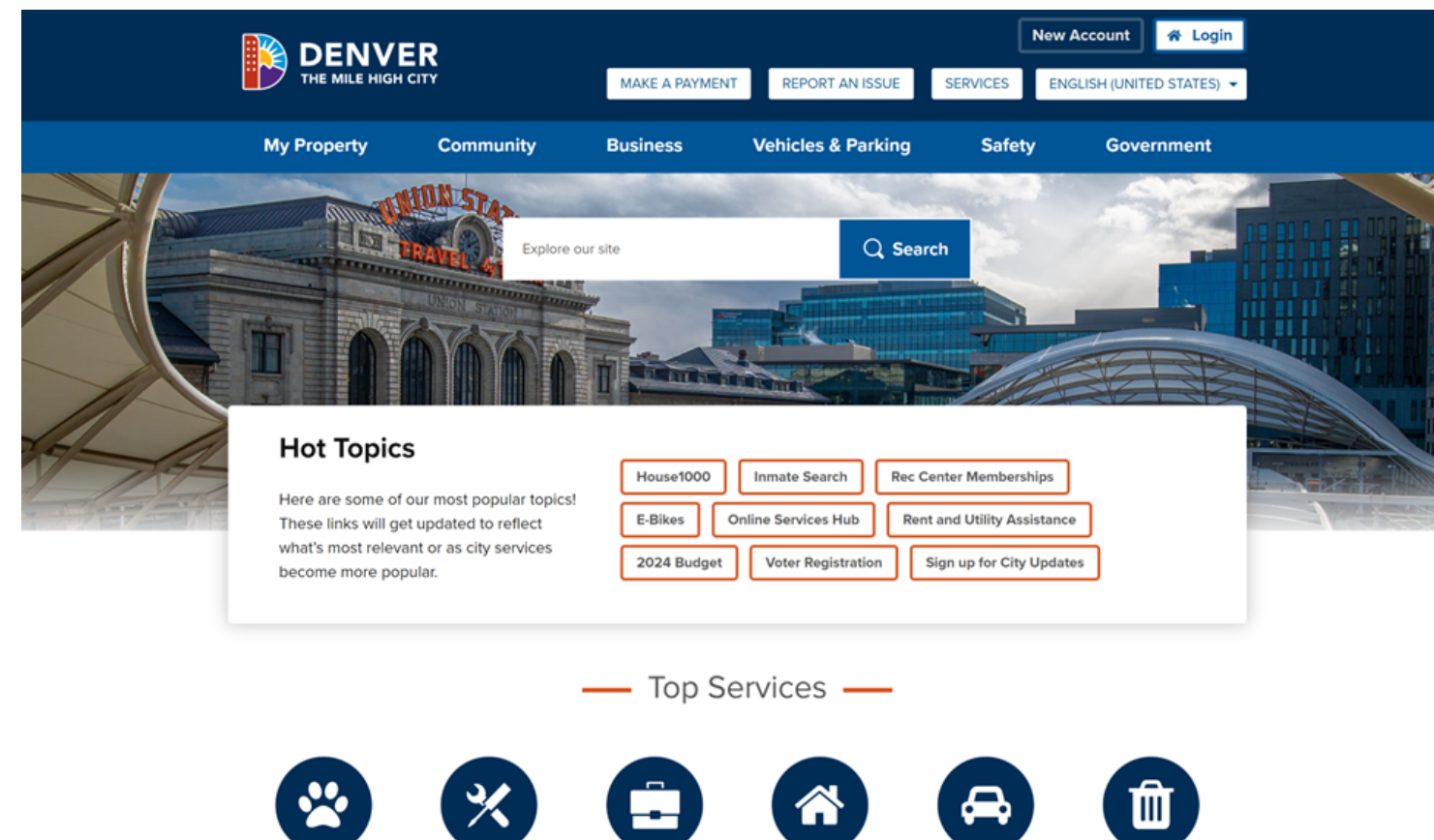
City of Boston

Try to navigate to the parks for the City of Boston was **harder than I thought**. I couldn't find any quick links to parks or recreations, so I went to the search bar to look for parks, and it was the first thing that popped up. I feel like I **should be able to find a category or button that brings me to parks**, however I don't have enough information about Boston to know if parks are a significant part of their city.

What I find on this website is the consistency and colors that really show the branding and **cleanliness of the design**. The front page is **immediately welcoming** and each element when it comes to an icon or text has a **purpose**. I especially like the fact that it tells you the date as well.

However, there is so much information to look at just by looking at the front page, there's an open navigation at the top as well as a hamburger. It confuses me because it makes me think there is **hidden information** apart from all the stuff that's thrown at me in the beginning.

City of Denver



- Beautiful use of gradient and icons
- Very professional and gets straight to the point
- Welcoming and corporate
- Good use of suggestions for topics

City of Denver

I really like how the site is laid out, the information is not too overwhelming and the search bar at the top really helps me to try and **immediately find** what I'm looking for or gives me suggestions on what I should be looking for. What I like about this is the way that most things needed to be seen by a city website is all at the top.

Rio De Janeiro

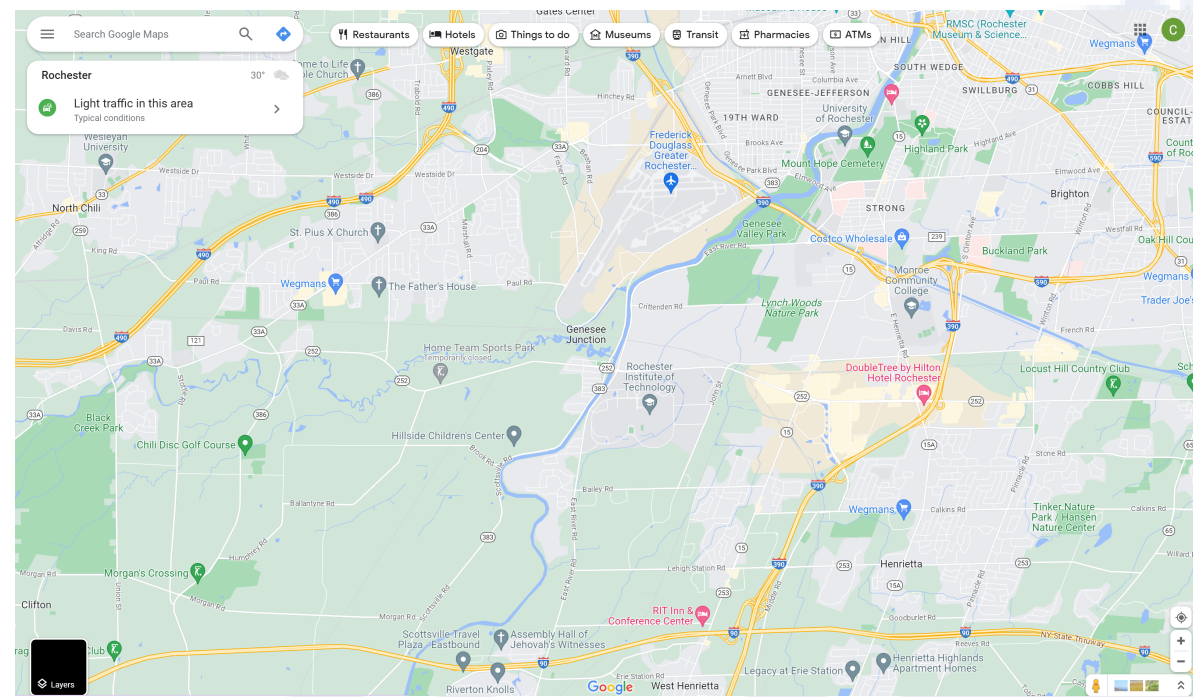


- Consistent use of icons
- Accessibility options for zoom
- Language switch options
- 2 colors used throughout
-

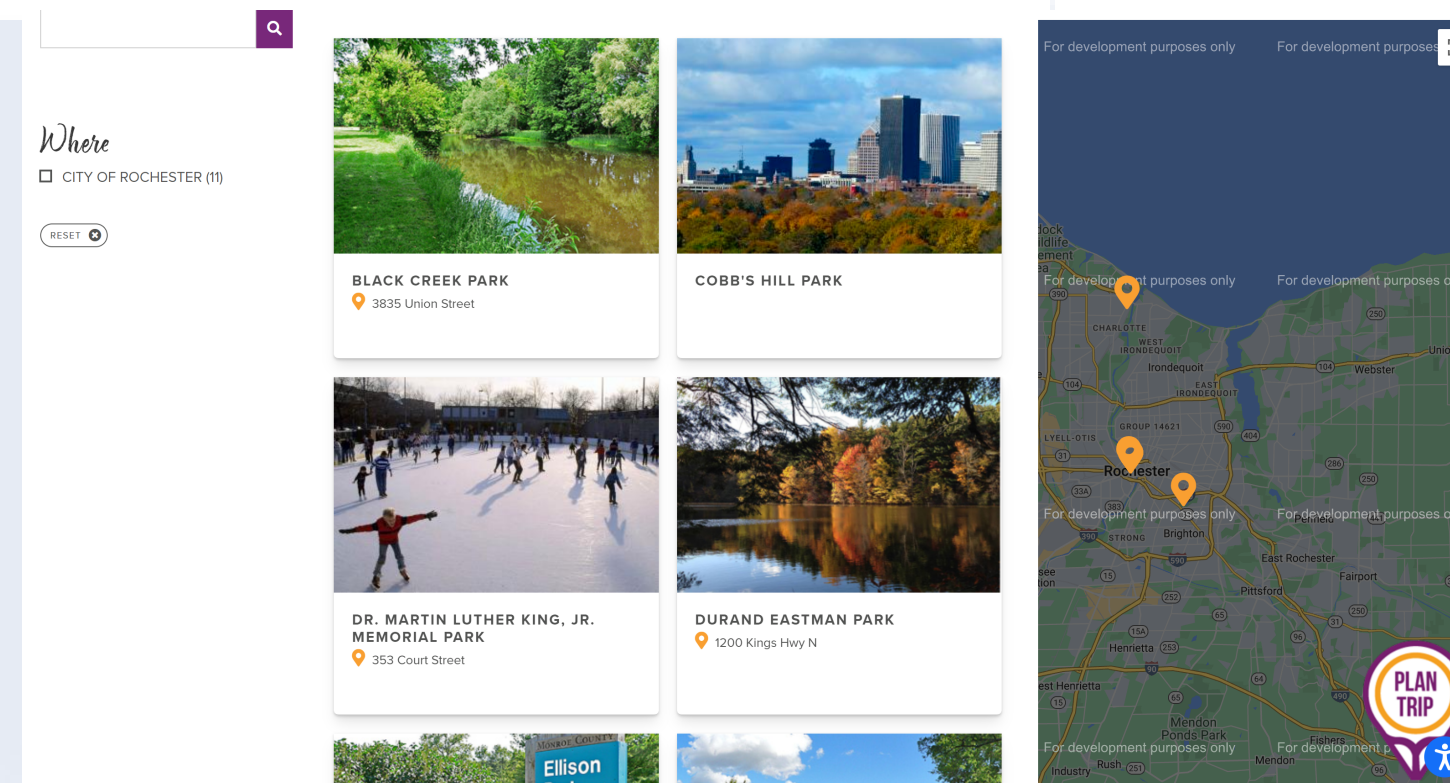
Rio De Janeiro

This site, in my opinion, has promise. It gets straight to the point of throwing what you need at your face so people don't have to scroll down, it uses a familiar and corporate color scheme that is consistent throughout, and throws in a fun couple of graphics and pictures of the city, so people can really feel at home.

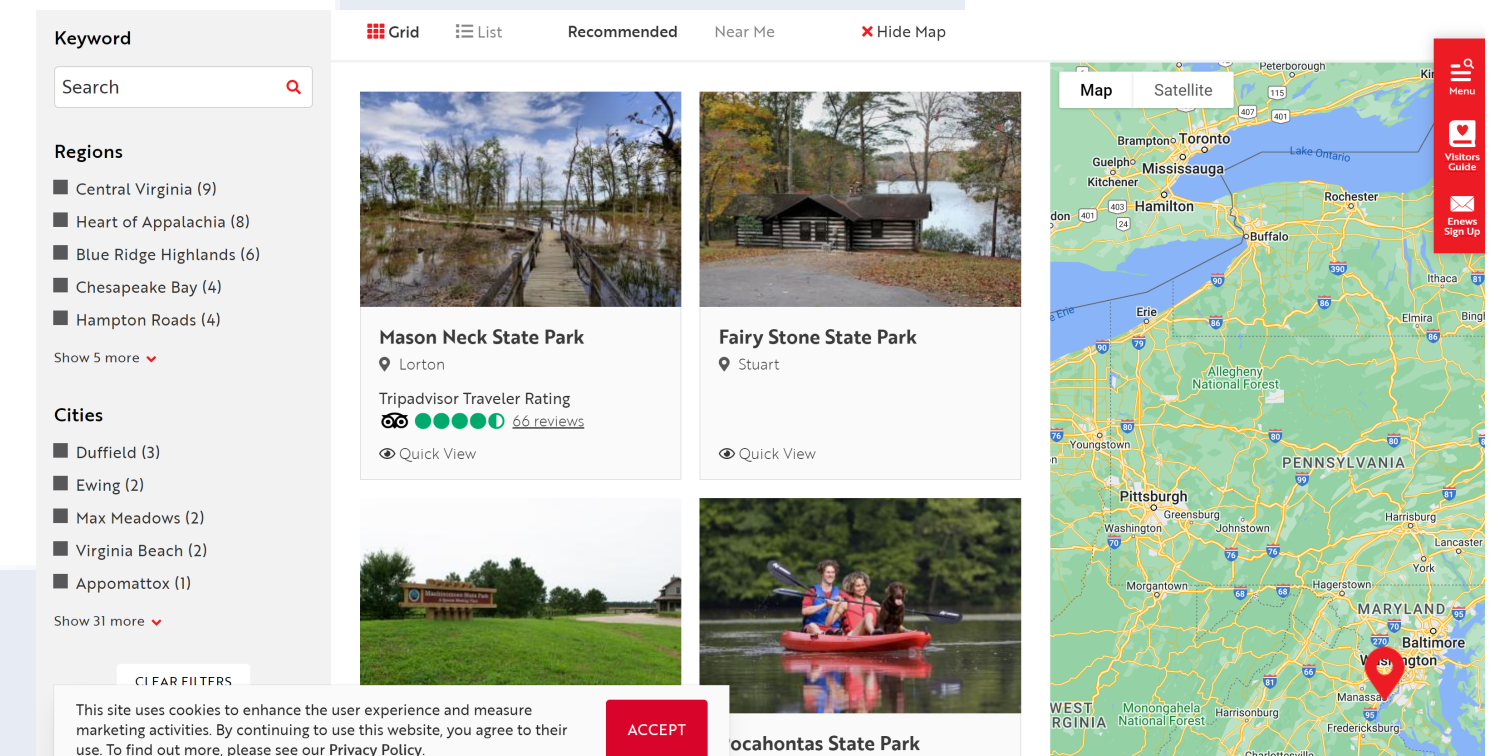
Maps



Google Maps



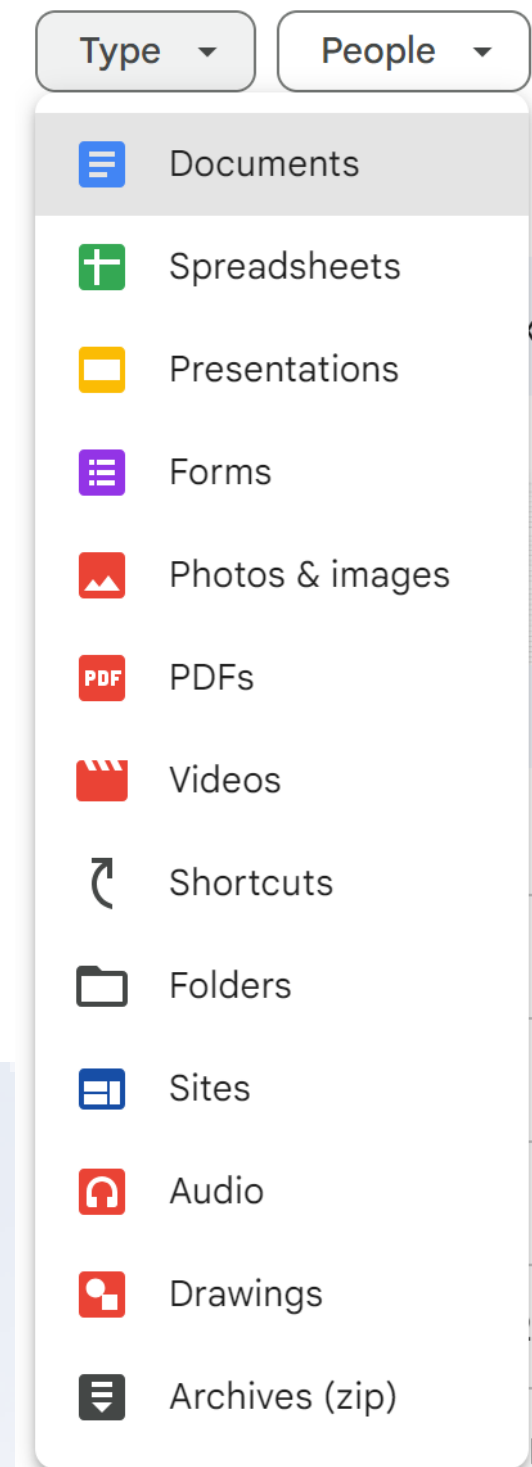
Visit Rochester



Virginia

These 2 seem to use the same UI or layout, it seems having an interactive map to search for keywords is effective. The only thing that bothers me is the way that it is condensed on the right side to a narrower map selection. It does show the locations and the directions on how to get there however, something like this with a long list of pictures seems to take too long to scroll through and read.

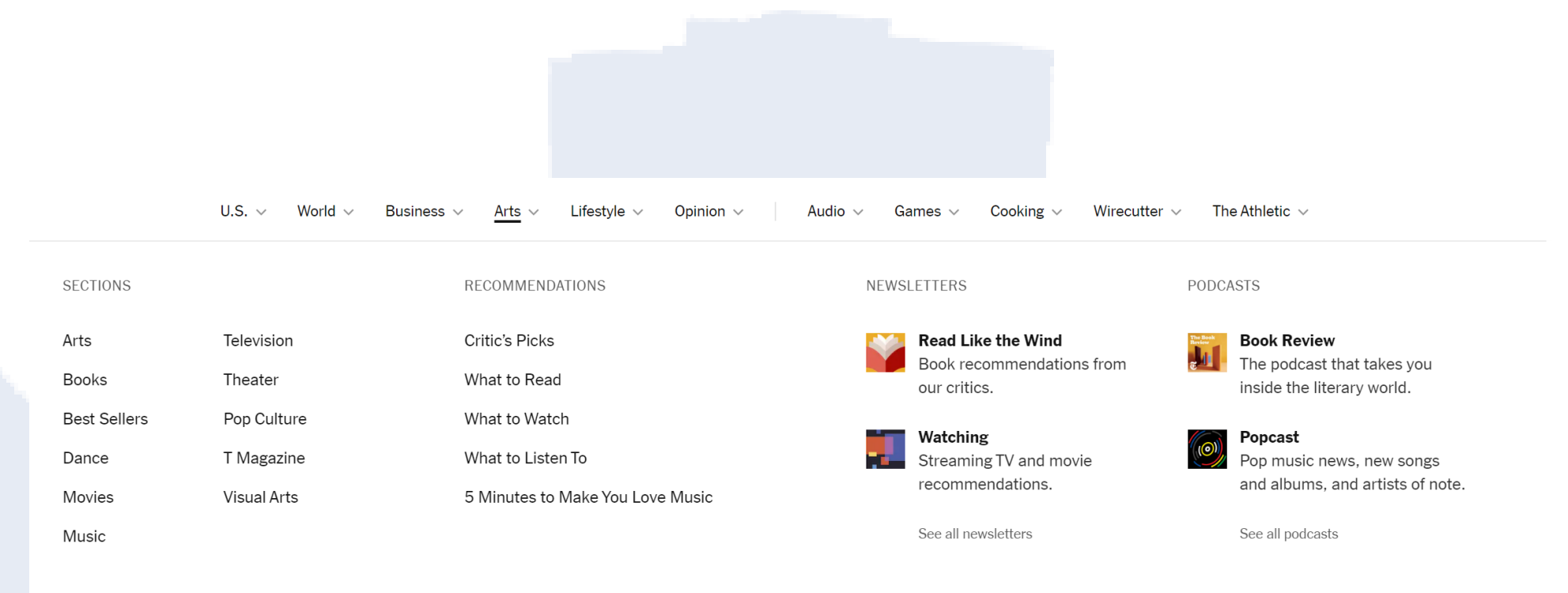
Drop-down Menus



Google Drive



dc.gov



New York Times



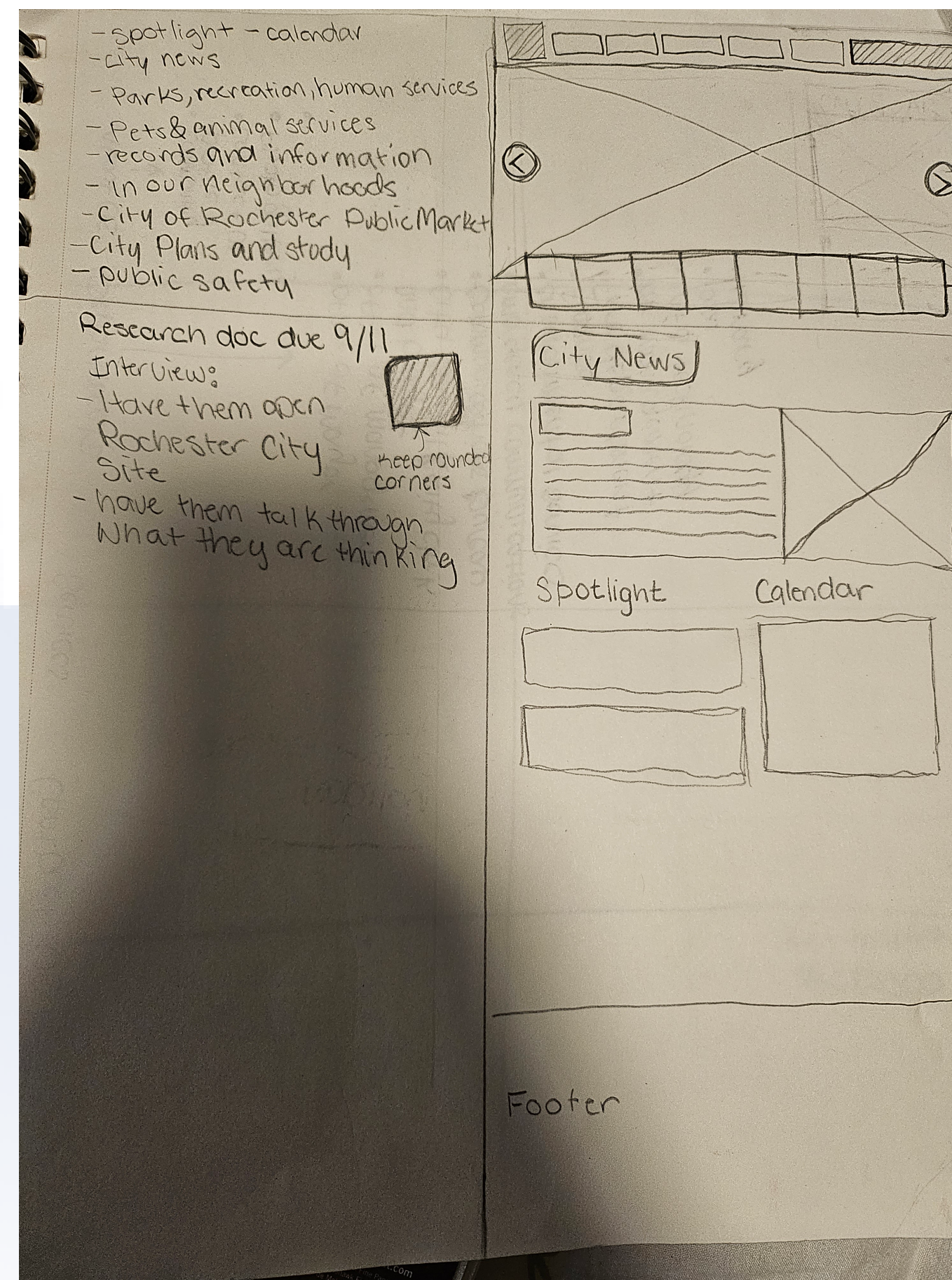
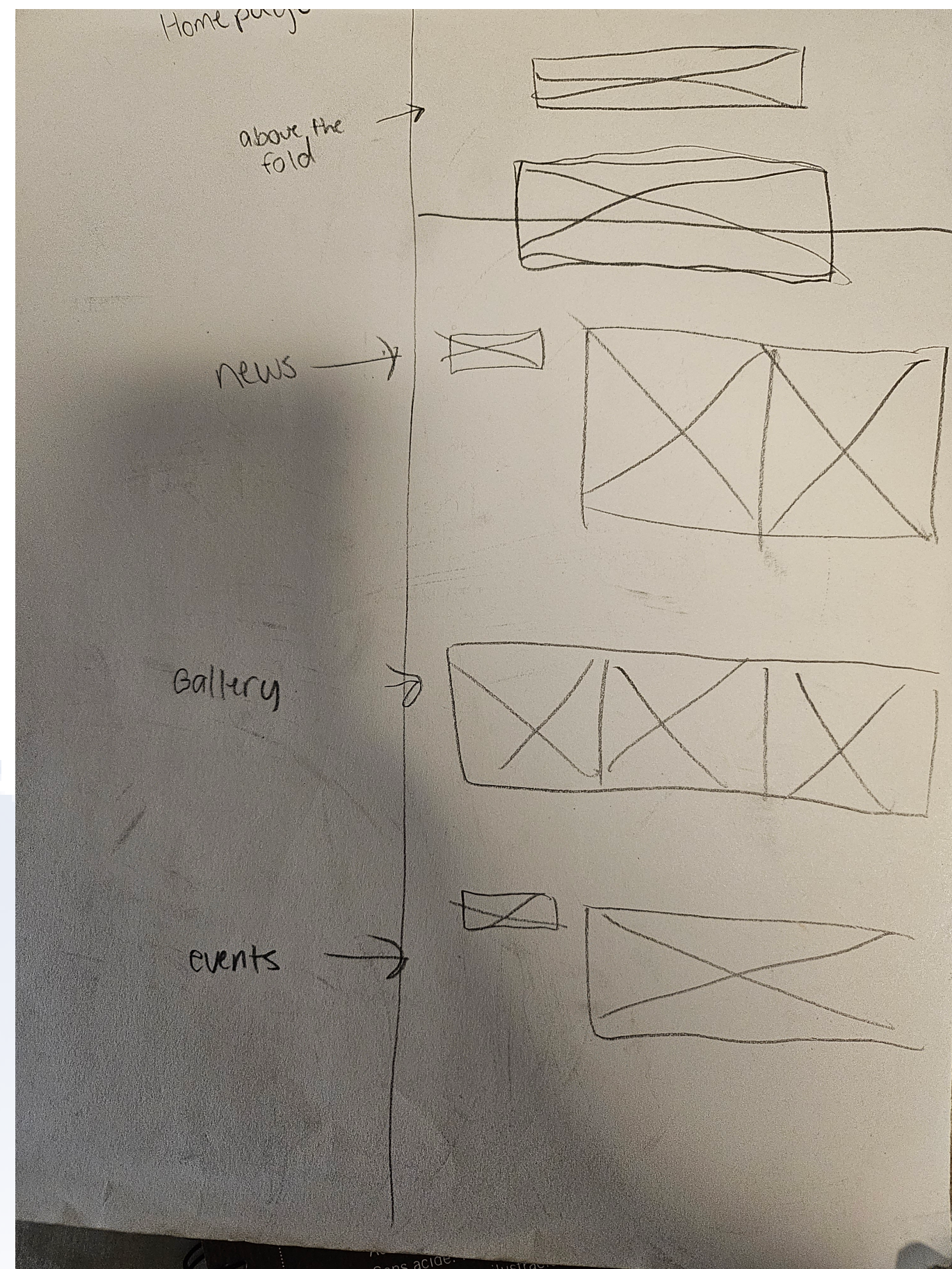
City of Manassas

Research > Problems

User Flow

Home Page > Parks > Genesee Valley Park

Sketches



Low-Fidelity Wireframes



Homepage

- No hero image
- title of Rochester
- Quick links
- Calendar / Events
- News
- Footer



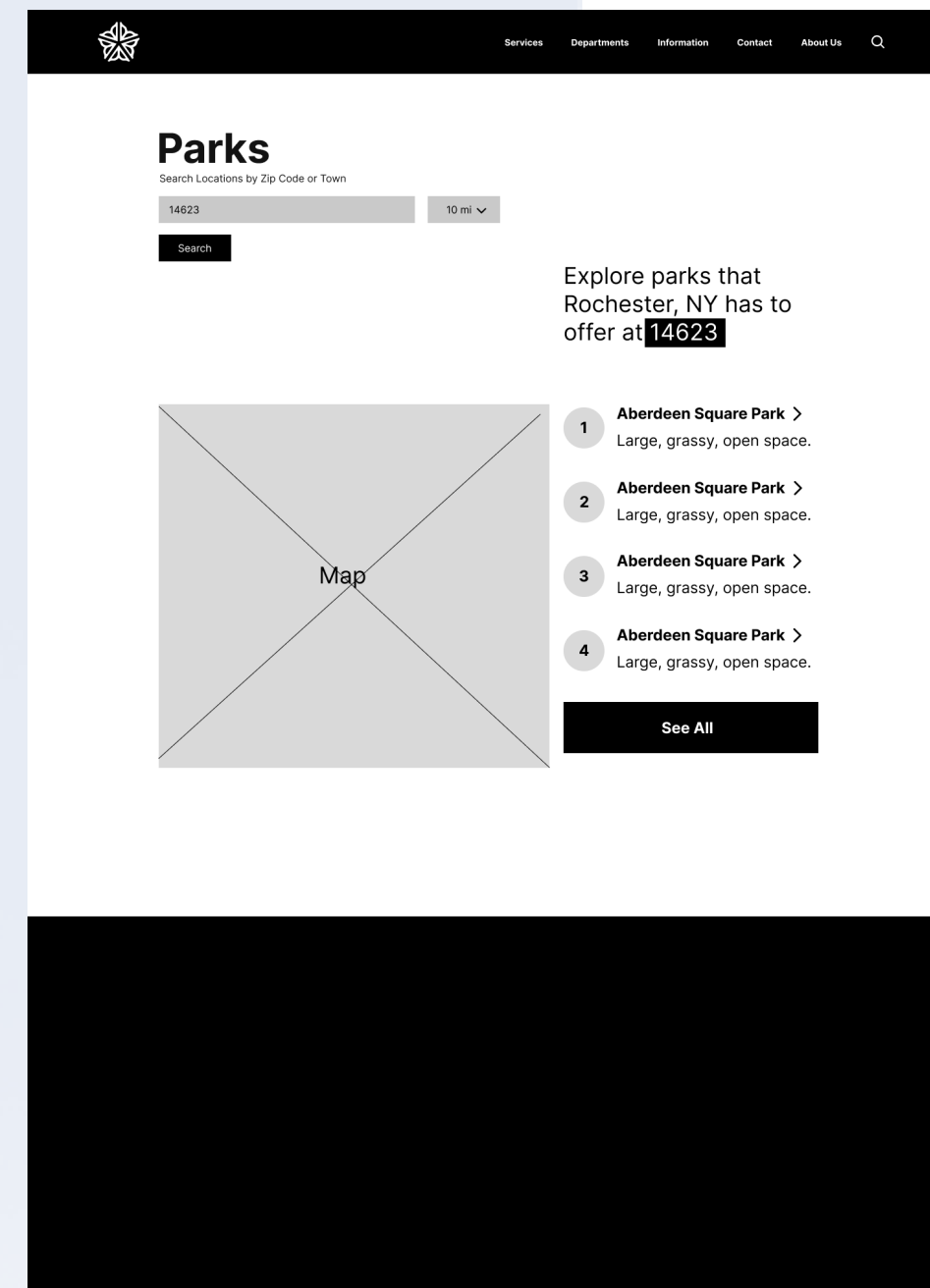
Parks

- List of parks and descriptions
- See more option at the bottom

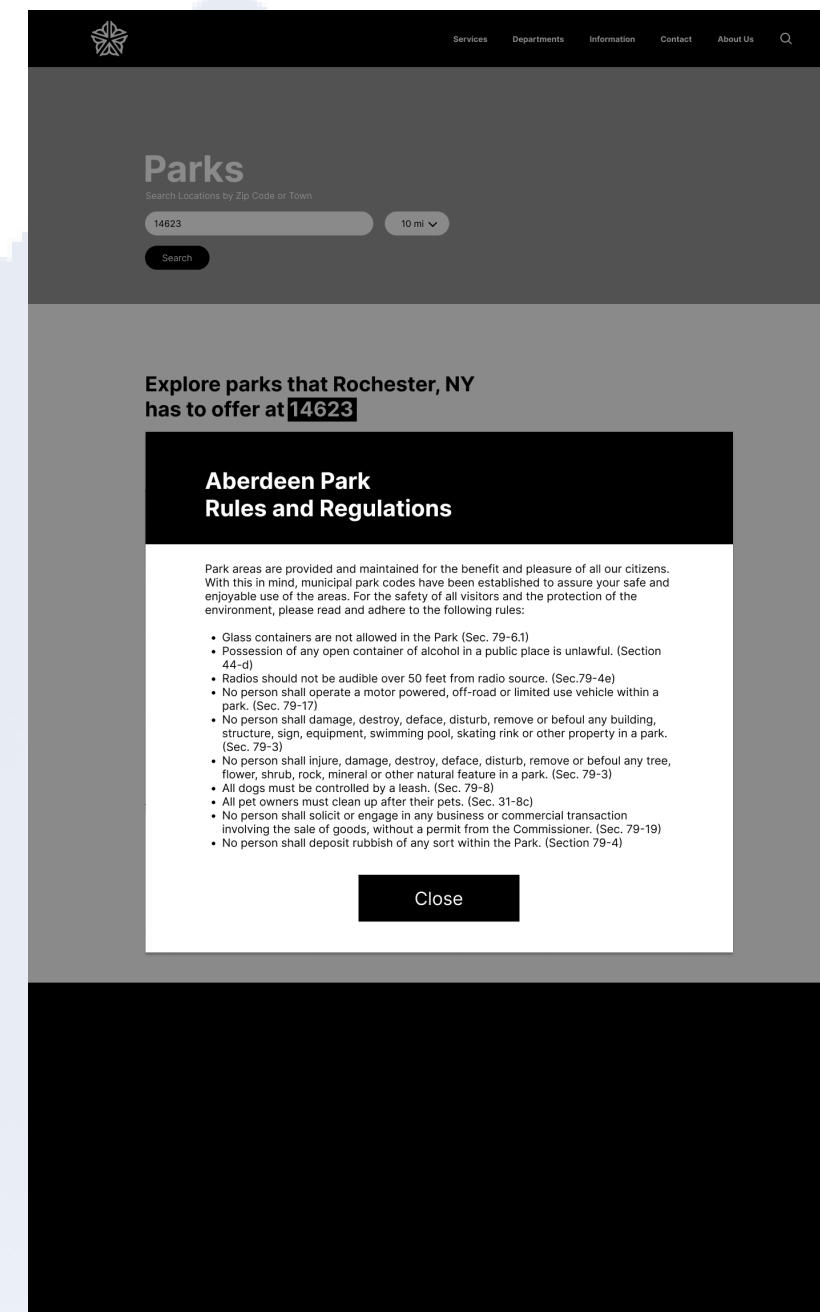
High-Fidelity Wireframes



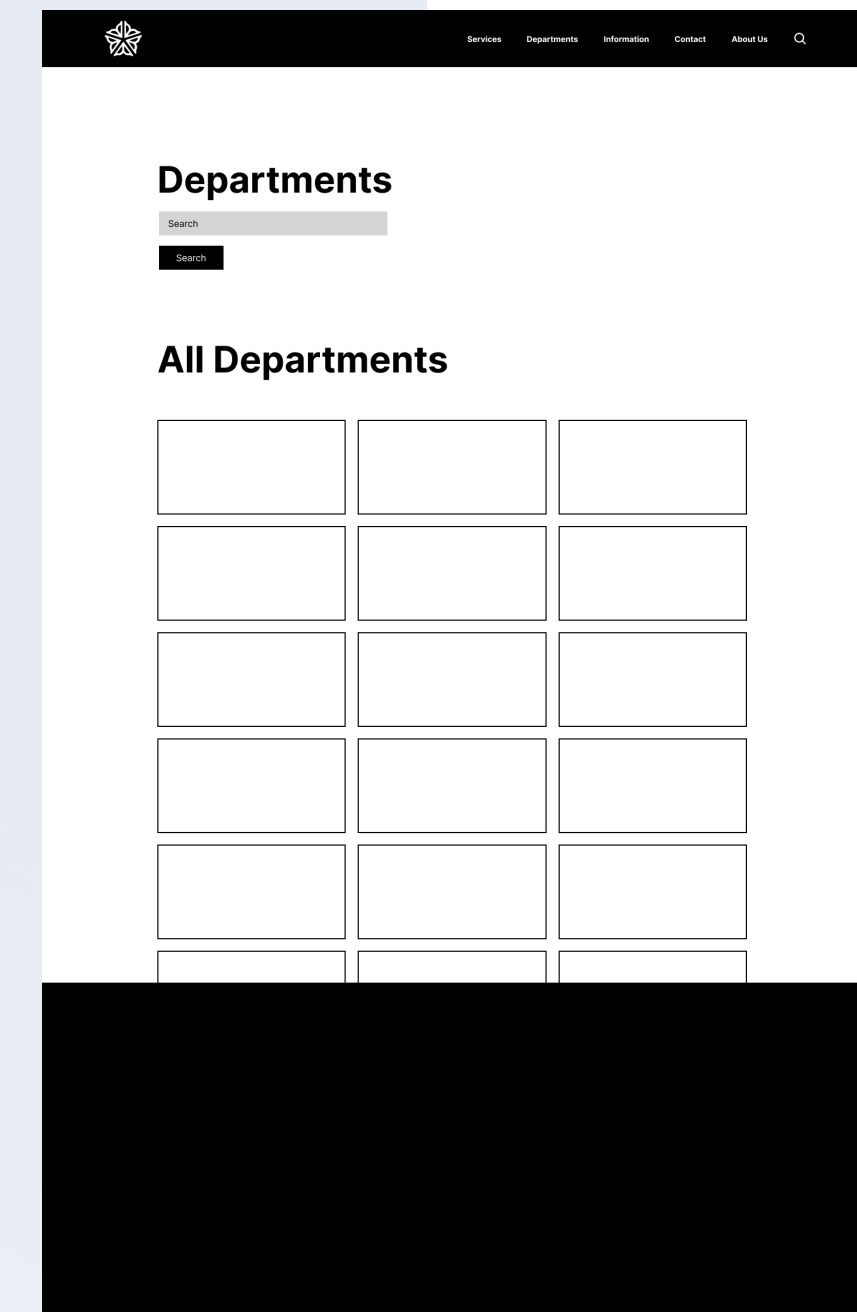
- Homepage Design V1
- Hero page with search bar and quick links
 - Upcoming events
 - News



- Parks Design V1
- Small map on left
 - Search bar for zip code
 - Park suggestions surrounding area

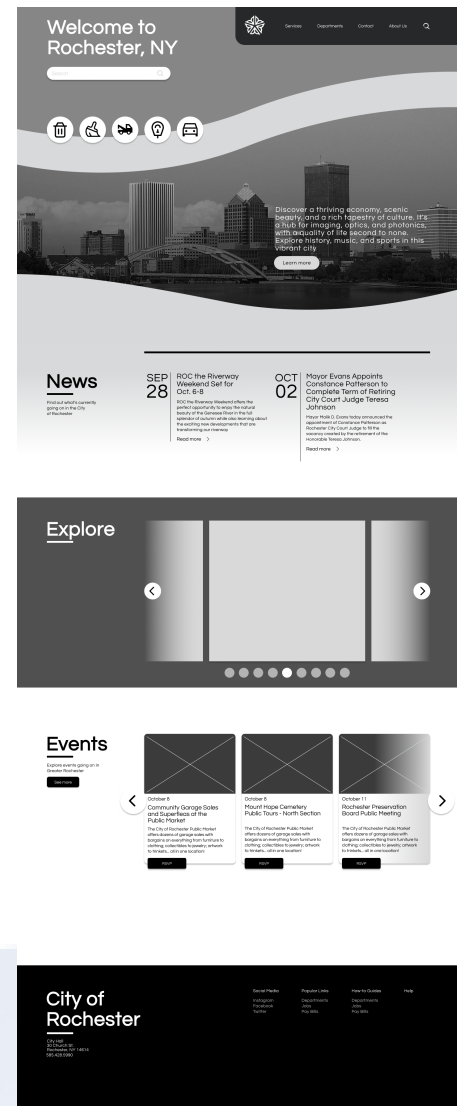


- Parks Design V1
- Rules and regulations when clicking on park



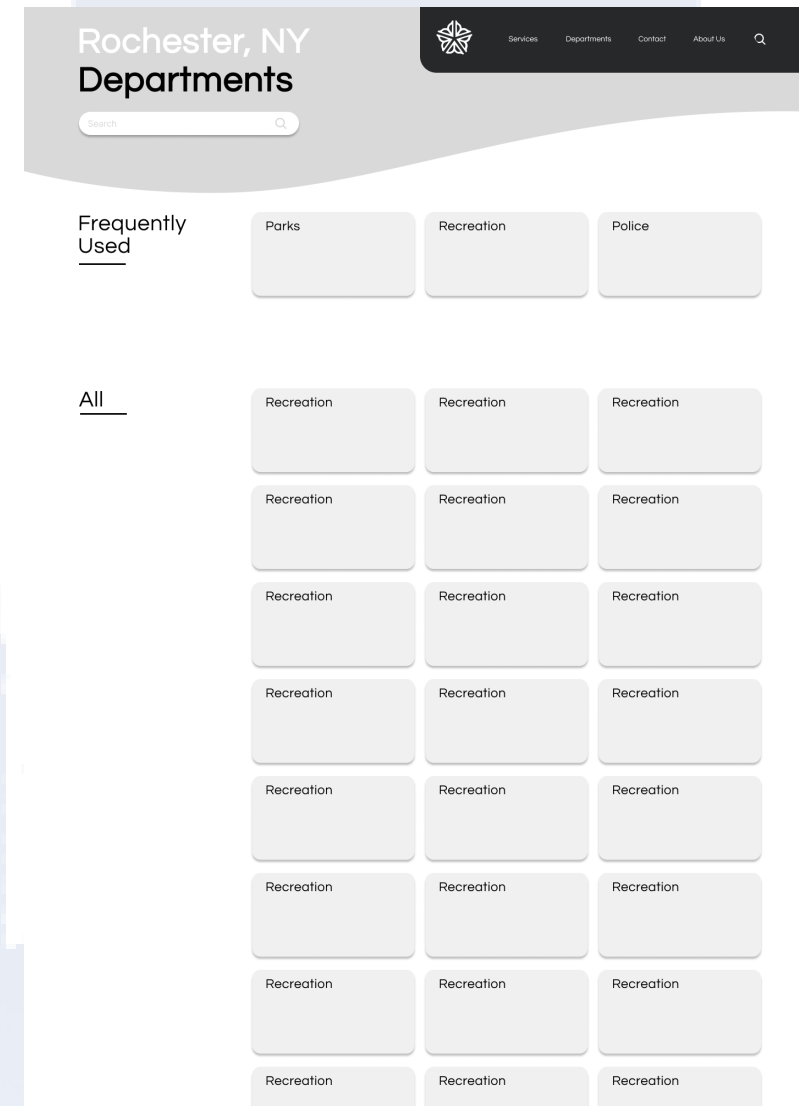
- Departments V1
- List of all departments in giant blocks

High-Fidelity Wireframes



Homepage V2

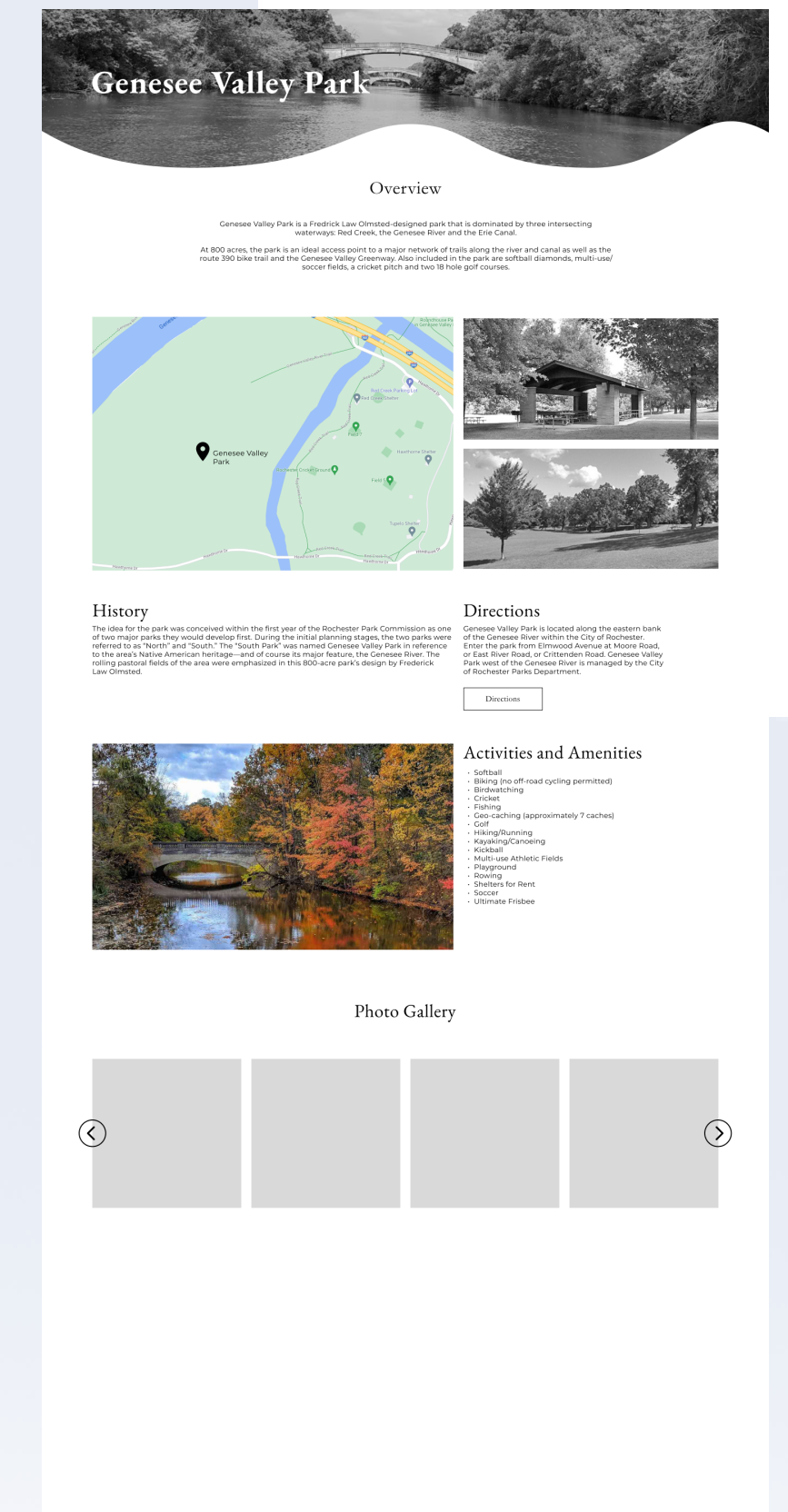
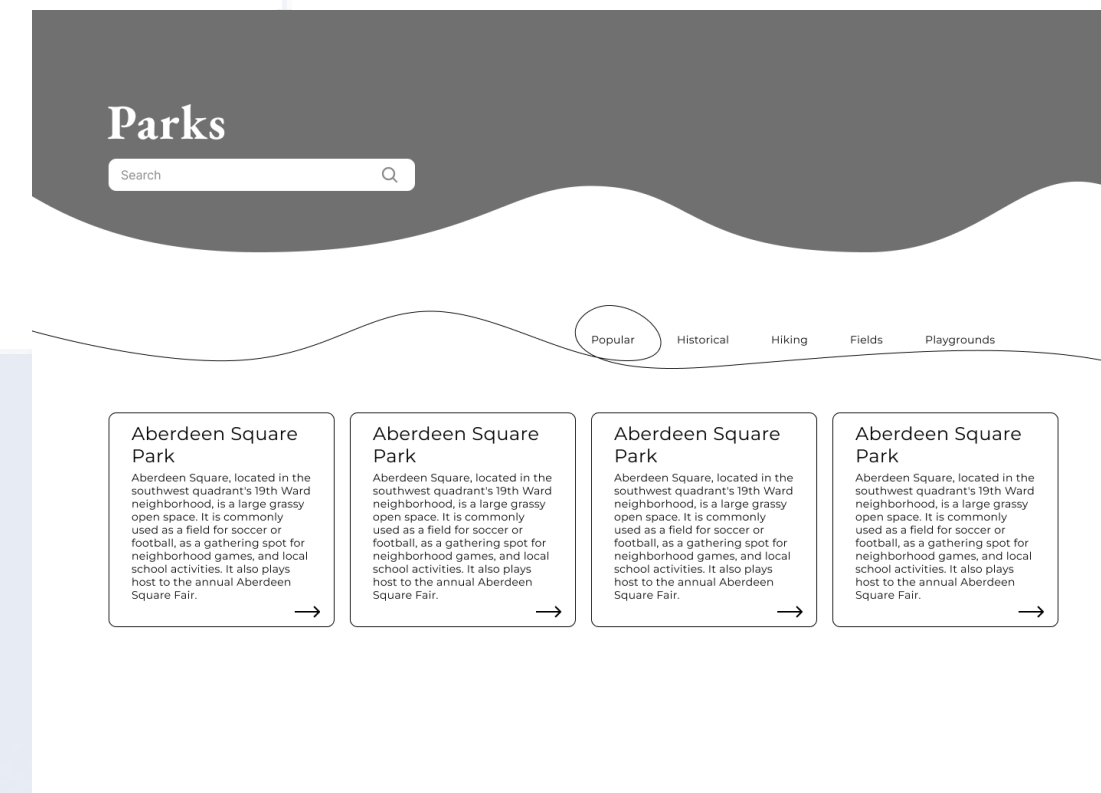
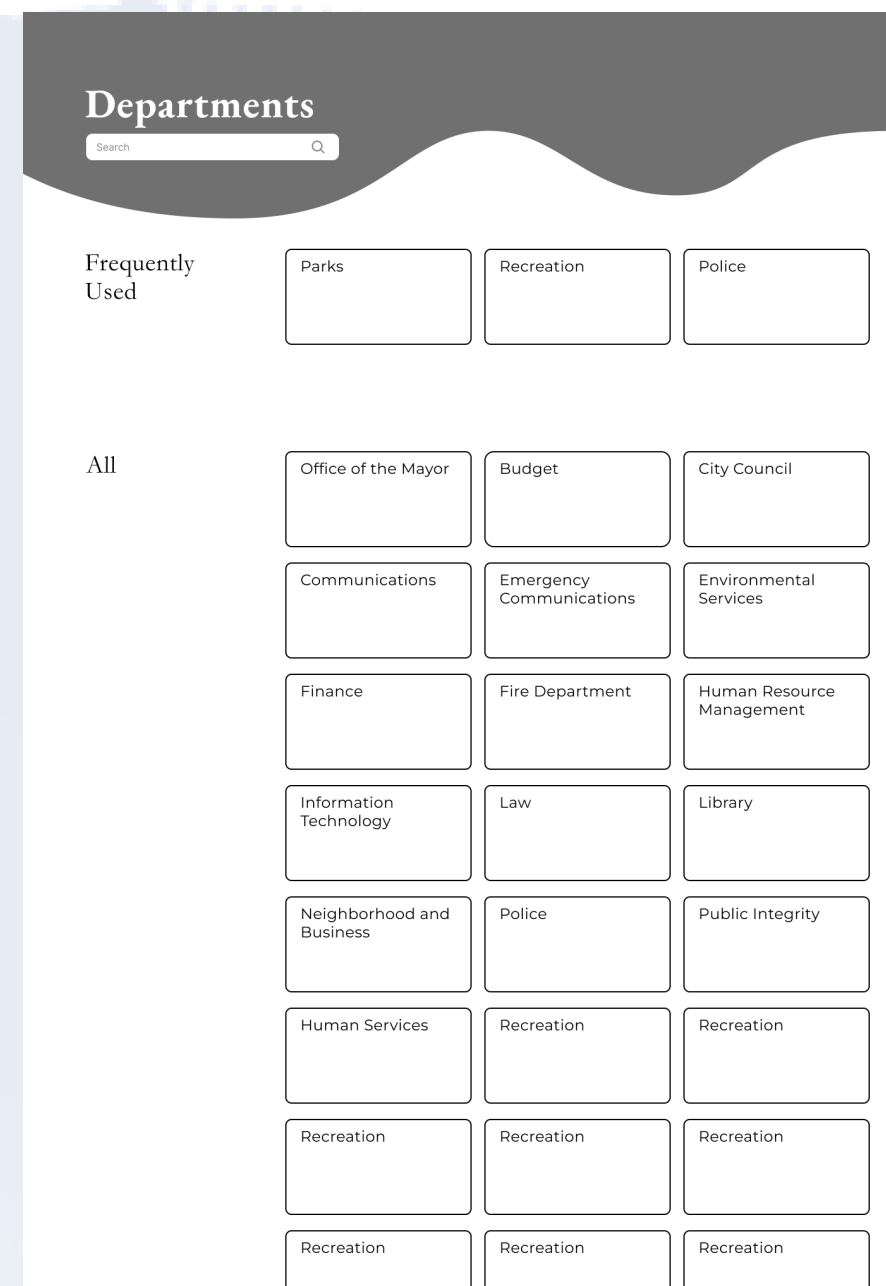
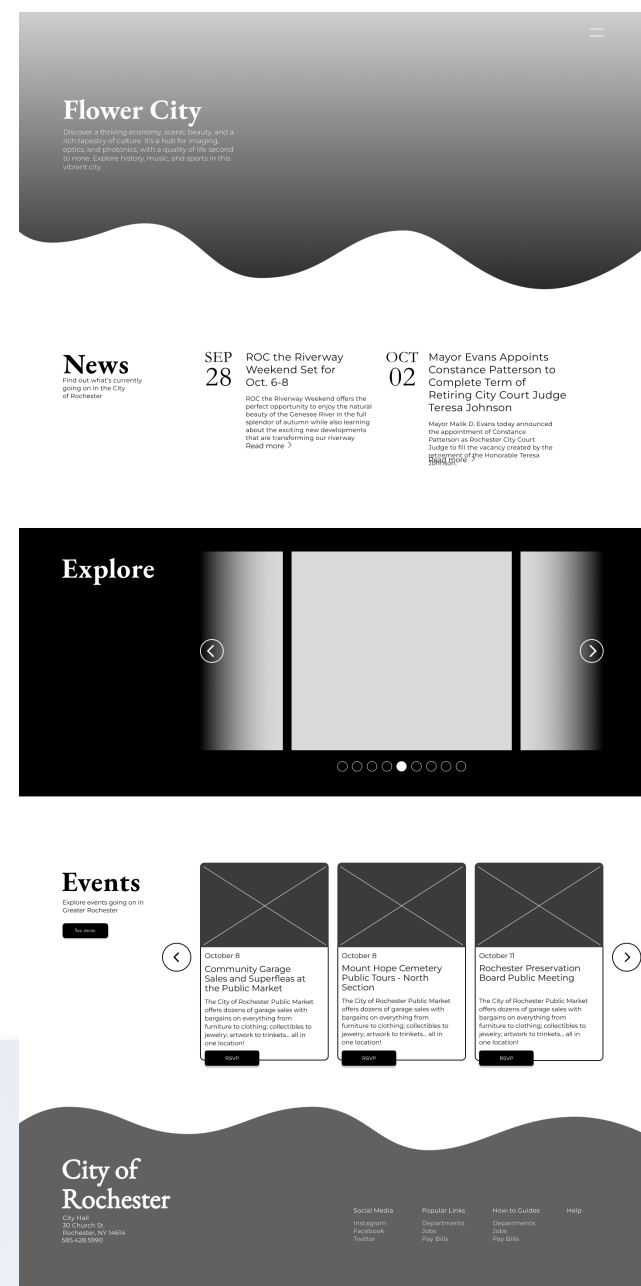
- Hero page with quick links and description
- News, Explore with pictures, and Events



Departments V2

- List of all departments, frequently used departments, and a search option

High-Fidelity Wireframes



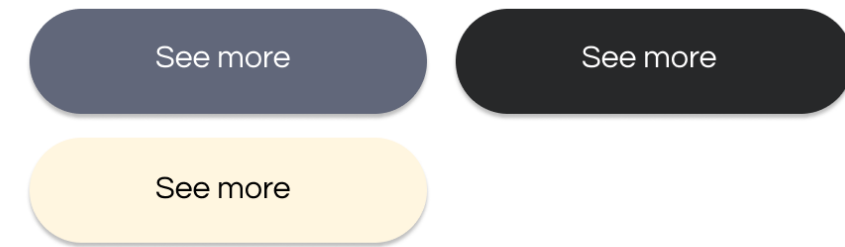
Original Moodboards and Styleguides

Rochester NY Website Redesign Project

Colors



Buttons and Icons



Fonts

Heading 1

Questrial Bold 64pt

Heading 2

Questrial Bold 32pt

Paragraph 1
Questrial Regular 20pt

I want to create something simple, functional, and static to convey the functionality and simpleness of the website because it is here to serve the purpose of holding a lot of information for visitors.

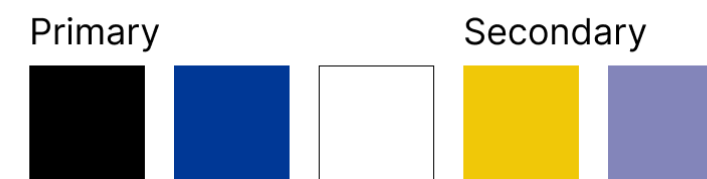
Moodboard

Cold, wintery, calm, modern



Rochester NY Website Redesign Project

Colors



Buttons and Icons



Fonts

Heading 1

Inter Bold 64pt

Heading 2

Inter Bold 32pt

Paragraph 1
Inter Regular 20pt

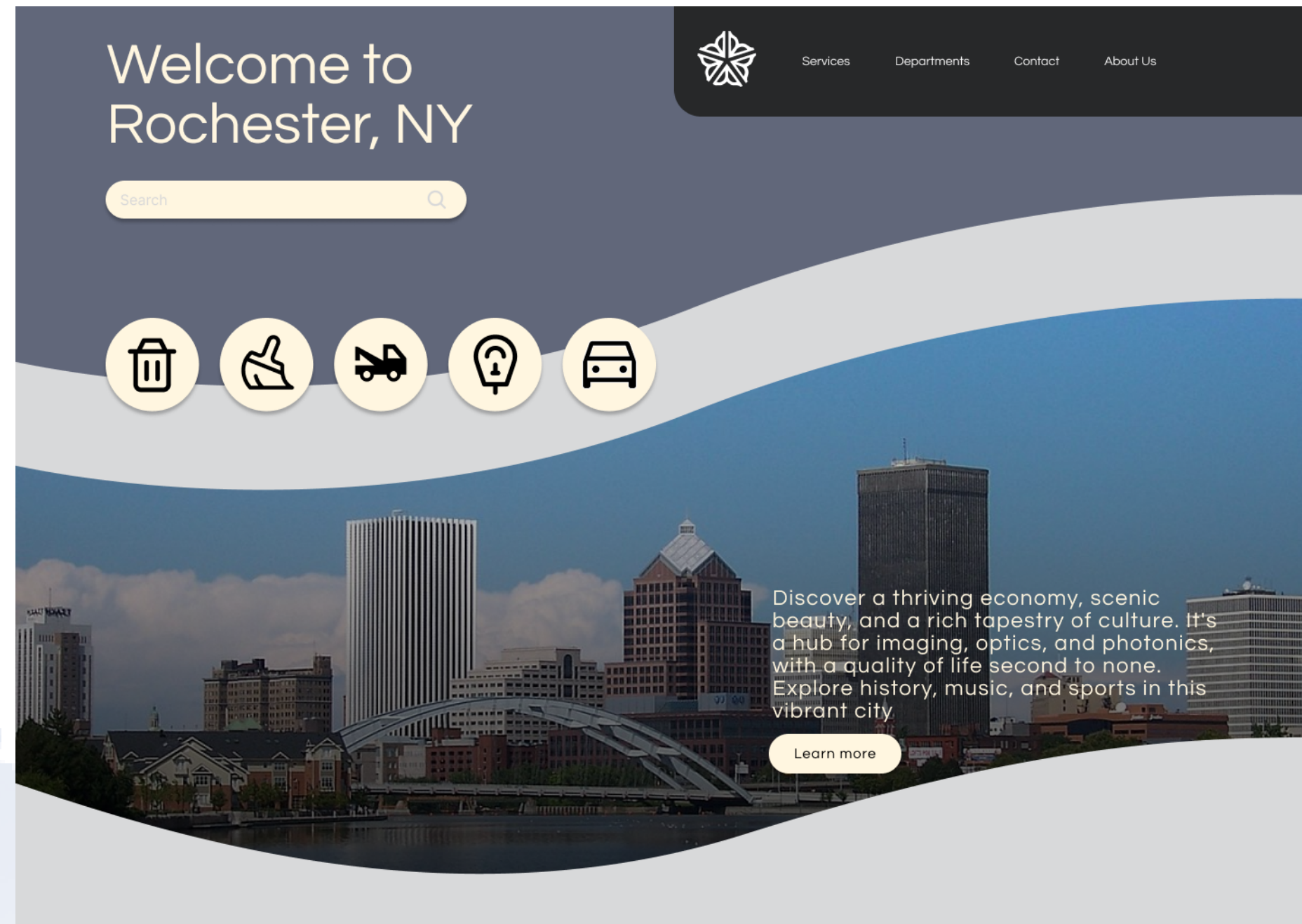
I used the same colors along with purple and yellow for secondary. My goal is to invoke a feel of modern functionality and shapes that create a feel of movement and dynamics.

Moodboard

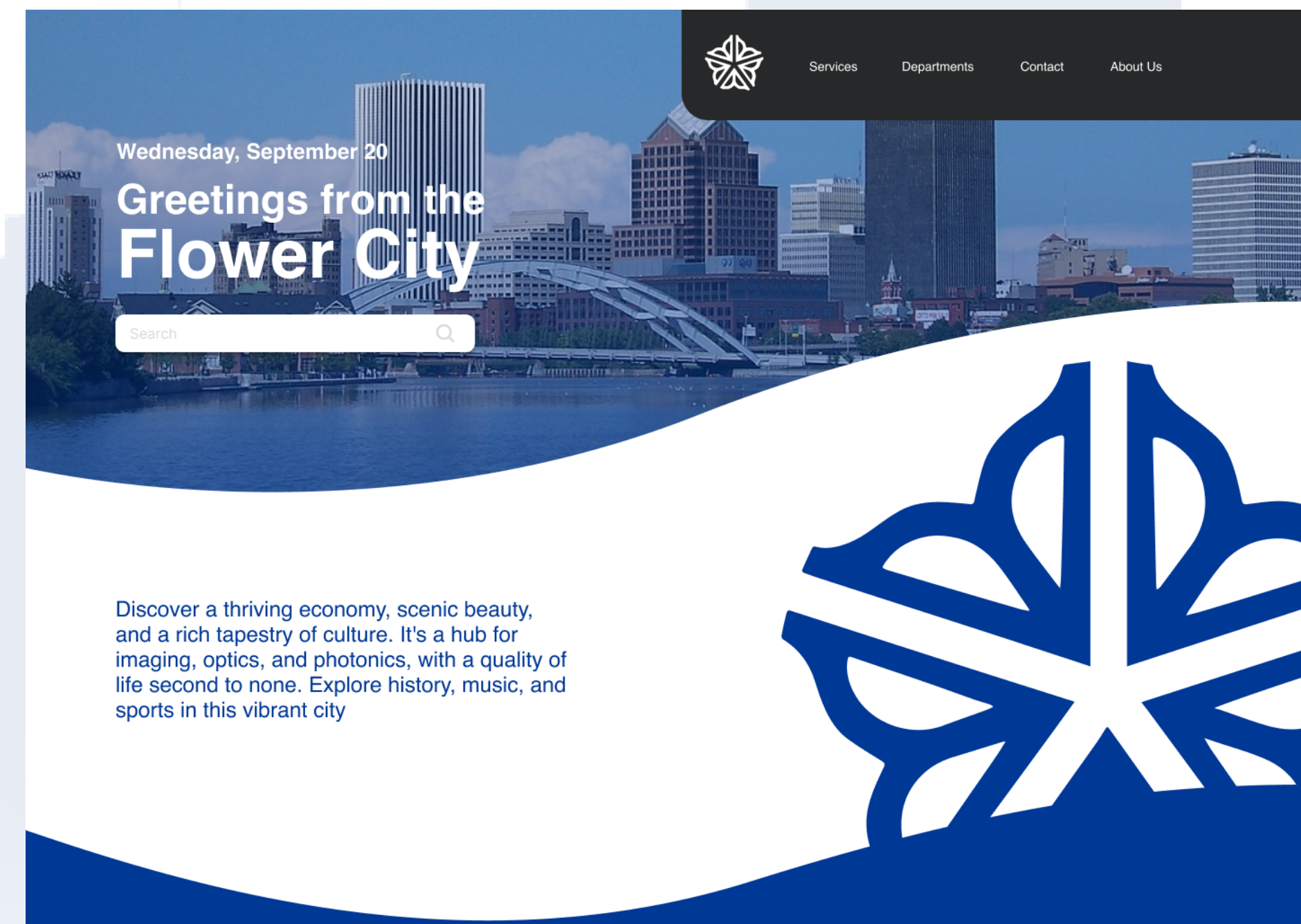
Modern, fun, cool, pop art style



Original Above the Folds



Original Above the Folds



Current Moodboard

Rochester NY Website Redesign Project

Colors

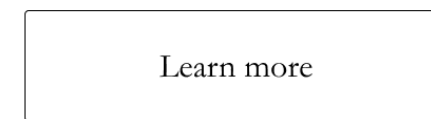
Primary



Buttons and Icons



Learn more →



Fonts

Heading 1

Garamond 64 pt

Heading 2

Montserrat 32 pt

Paragraph 1

Montserrat 20 pt

Moodboard

Calm, fancy,
cold, wintery



I want to create something simple, functional, and static to convey the functionality and simpleness of the website because it is here to serve the purpose of holding a lot of information for visitors.

Iterations: Homepage Version 1

Flower City
Discover a thriving economy, scenic beauty, and a rich tapestry of culture. It's a hub for imaging, optics, and photonics, with a quality of life second to none. Explore history, music, and sports in this vibrant city.

Search our site

Popular: [Pay a ticket](#) [Apply for a job](#) [Report an issue](#) [Find housing](#)

News
Find out what's currently going on in the City of Rochester
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SEP 28 **ROC the Riverway Weekend Set for Oct. 6-8**
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[Read more](#) →

Explore

Genesee Valley Park **Thomas P. Ryan Recreation** **Cobbs Hill Park**

Events
Explore events going on in Greater Rochester
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October 29 **Halloween Public Market**
Mayor Malik D. Evans today released a request for proposals (RFP) for the development of 4752 Lake Ave., an approximately 2.8-acre vacant parcel at the Port of Rochester in Charlotte.
[RSVP](#)

October 29 **Mount Hope Cemetery Public Tours - North Section**
This foundational tour is a 90-minute walk of approximately a mile on both paved roads and uneven terrain.
[RSVP](#)

October 11 **City Planning Commission Meeting**
This seven-member citizen commission has jurisdiction and authority in the issuance of Special Permits, subdivision approvals, and a wide range of other matters.
[RSVP](#)

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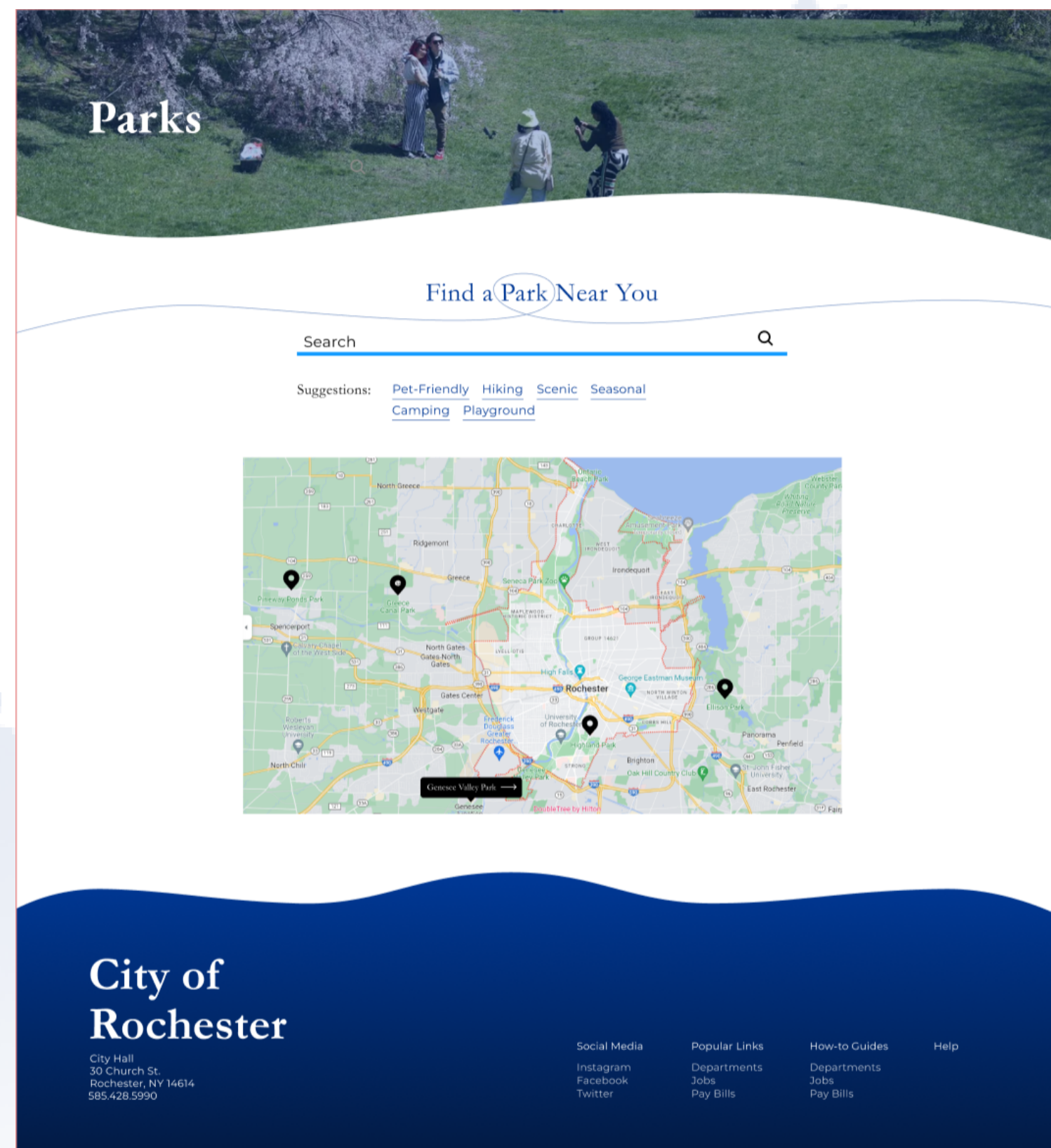
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Iterations: Parks Version 1



Iterations: Genesee Valley Park Version 1



Genesee Valley Park

Overview

Genesee Valley Park is a Fredrick Law Olmsted-designed park that is dominated by three intersecting waterways: Red Creek, the Genesee River and the Erie Canal.

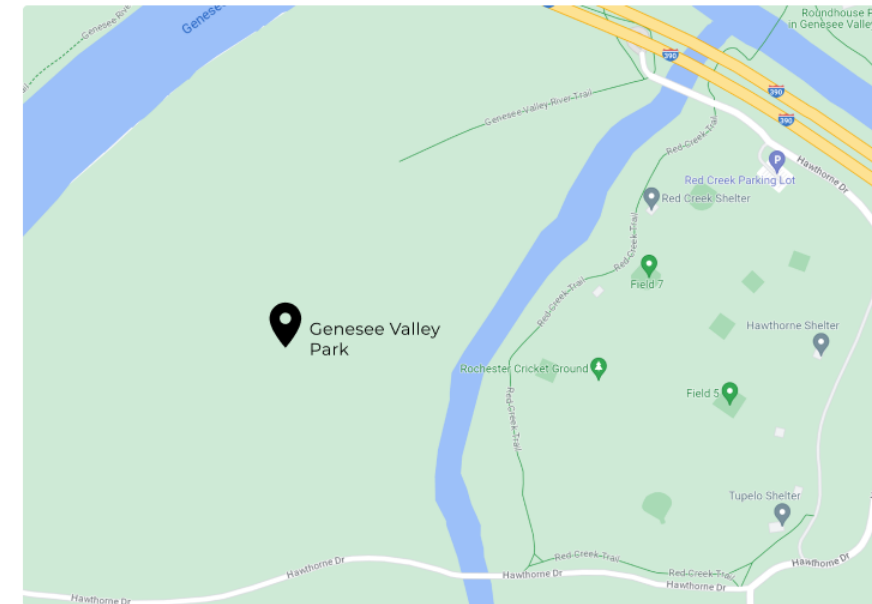
At 800 acres, the park is an ideal access point to a major network of trails along the river and canal as well as the route 390 bike trail and the Genesee Valley Greenway. Also included in the park are softball diamonds, multi-use/ soccer fields, a cricket pitch and two 18 hole golf courses.



Activities and Amenities

- Softball
- Biking (no off-road cycling permitted)
- Birdwatching
- Cricket
- Fishing
- Geo-caching (approximately 7 caches)
- Golf
- Hiking/Running
- Kayaking/Canoeing
- Kickball
- Multi-use Athletic Fields
- Playground
- Rowing
- Shelters for Rent
- Soccer
- Ultimate Frisbee

Photo Gallery



History

The idea for the park was conceived within the first year of the Rochester Park Commission as one of two major parks they would develop first. During the initial planning stages, the two parks were referred to as "North" and "South." The "South Park" was named Genesee Valley Park in reference to the area's Native American heritage—and of course its major feature, the Genesee River. The rolling pastoral fields of the area were emphasized in this 800-acre park's design by Frederick Law Olmsted.



Directions

Genesee Valley Park is located along the eastern bank of the Genesee River within the City of Rochester. Enter the park from Elmwood Avenue at Moore Road, or East River Road, or Crittenden Road. Genesee Valley Park west of the Genesee River is managed by the City of Rochester Parks Department.

[Directions](#)

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Iterations: Homepage Version 2

Rochester, NY

Flower City

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Iterations: Genesee Valley Park Version 2

Departments V3



Genesee Valley Park

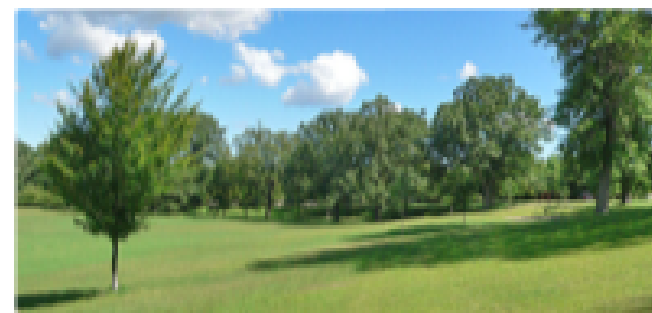
Hours

7 AM - 11 PM
7 Days a week

Overview

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Directions

1000 E River Rd
Rochester, NY 14623

[Directions](#)



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Photo Gallery



City of Rochester

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914.426.5500

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Help

Final: Homepage

Explore



Events

Explore events going on in Greater Rochester

[See more](#)

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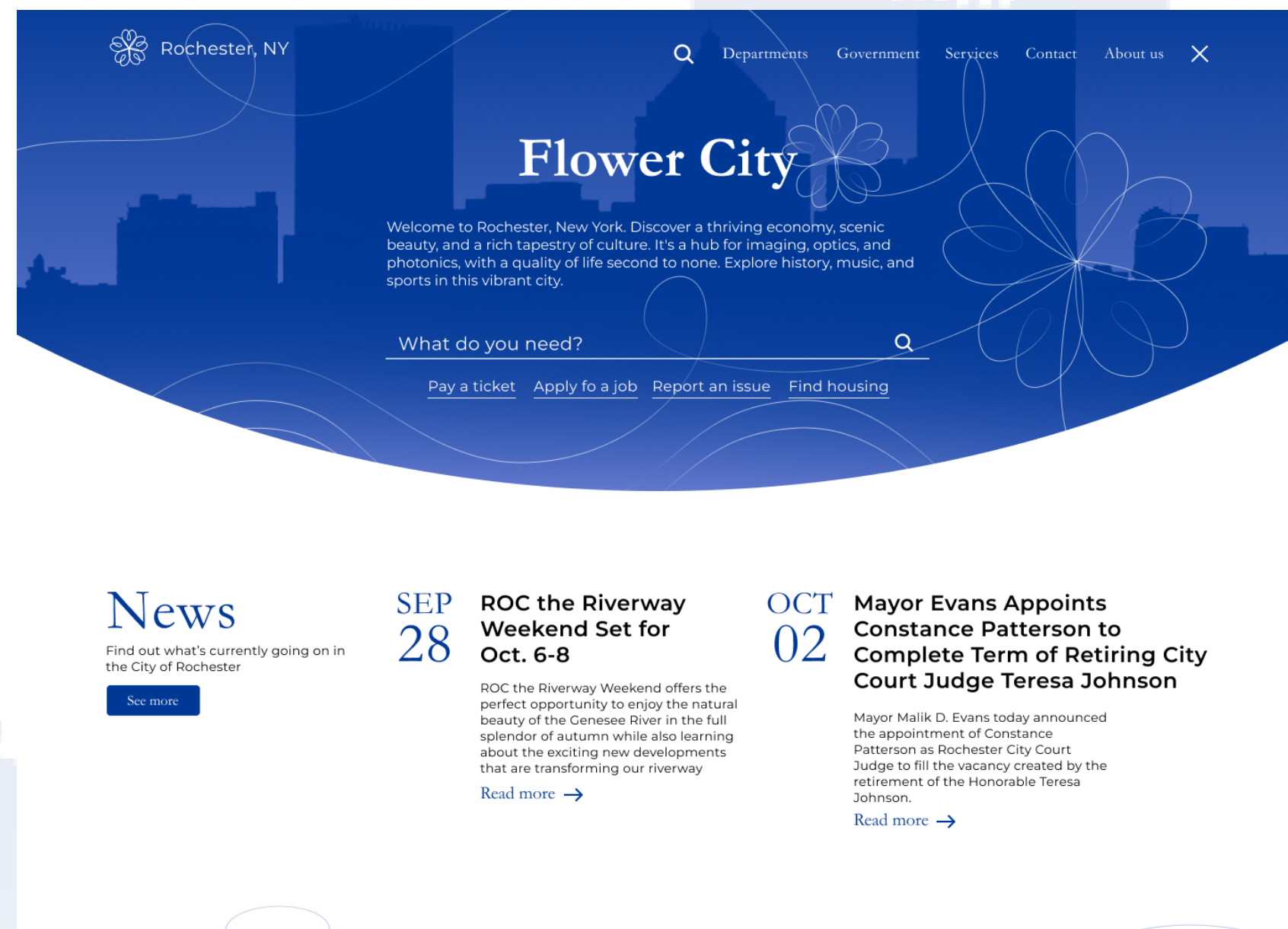
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October 11
City Planning Commission Meeting
This seven-member citizen commission has jurisdiction and authority in the issuance of Special Permits, subdivision approvals, and a wide range of other matters.
[More info](#) →

- Option to explore photos and discover what Rochester has to offer
- Horizontal scrolling and hover for more information



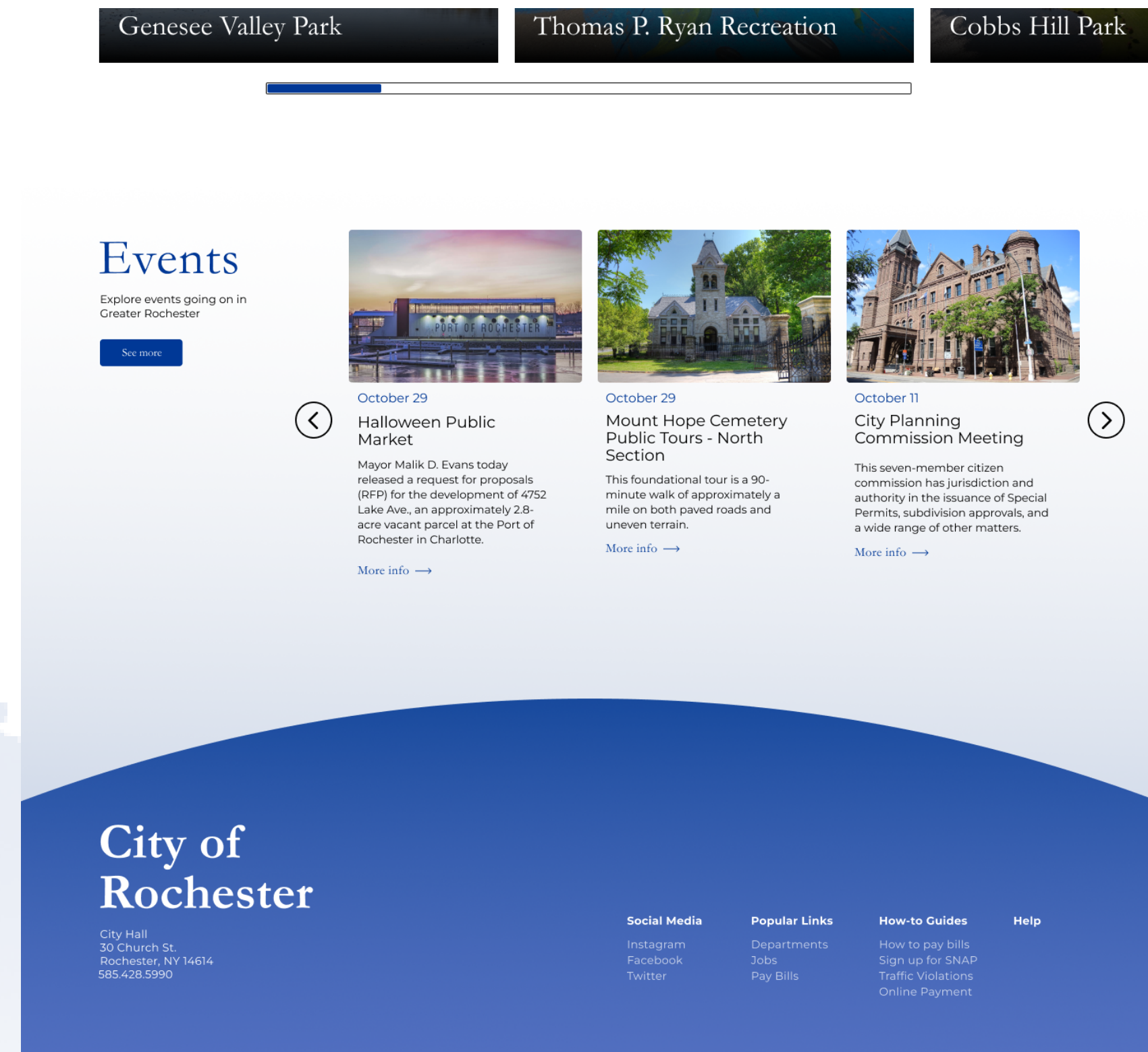
Final: Homepage



Above the fold:

- Brief description and title of the page
- Newly refreshed logo to match line aesthetic
- Search bar with suggestions
- Immediate news to see what is current

Final: Homepage



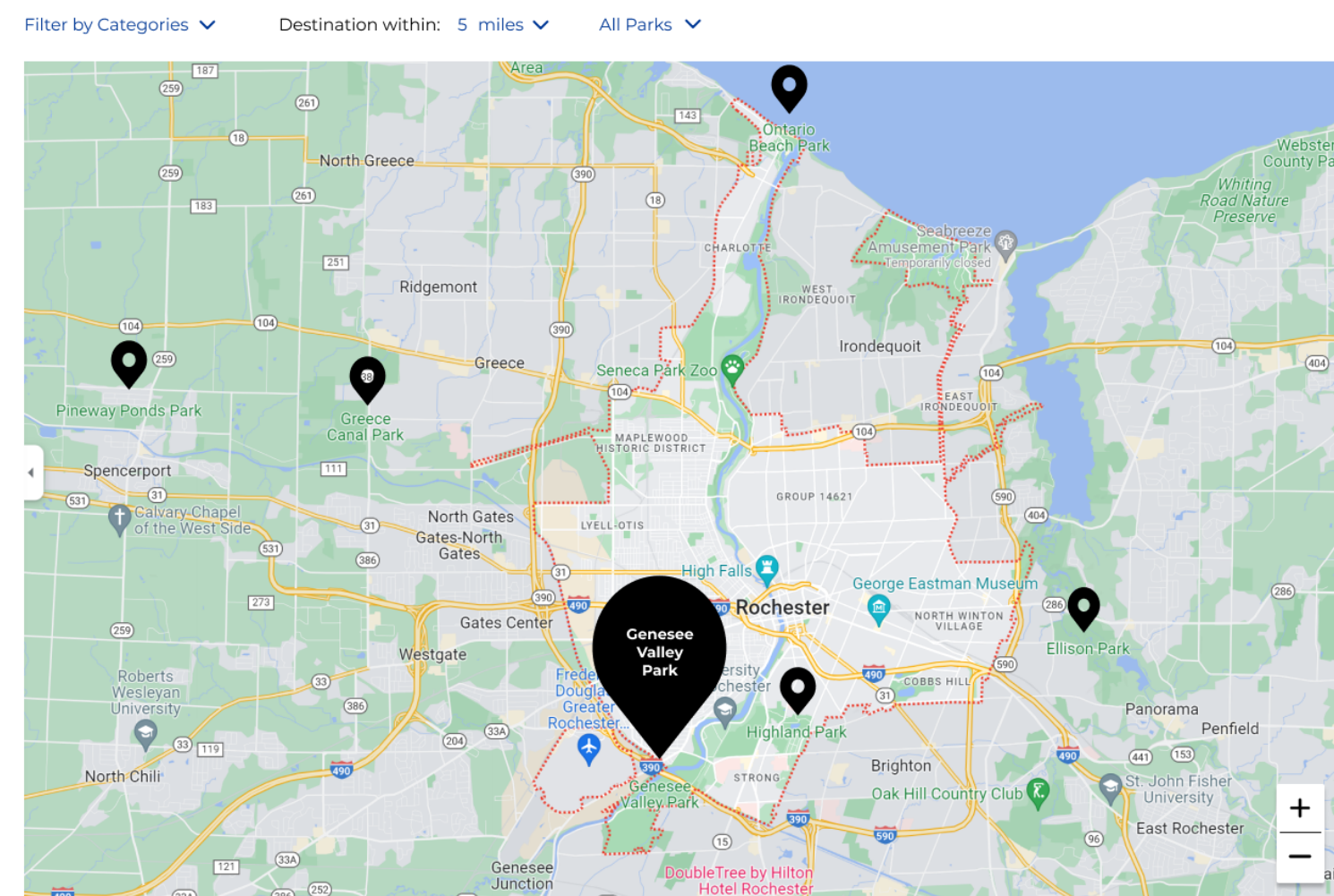
- Click through and learn more through events section
- Soft gradient for stylization

Final: Parks

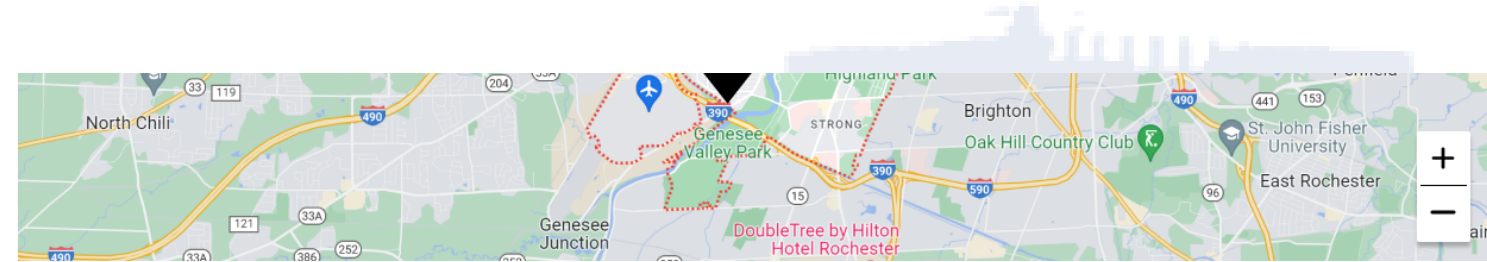


Find a Park Near You

- map and filters to find parks around you
- Hover to show park name
- Zoom in and out UI



Final: Parks



Popular Parks



- Section option to look through photos and descriptions of parks
- Horizontal scroll (like homepage)

Final: Genesee Valley Park



- Overview and hours
- Map and pictures with location
- Header banner of picture of park

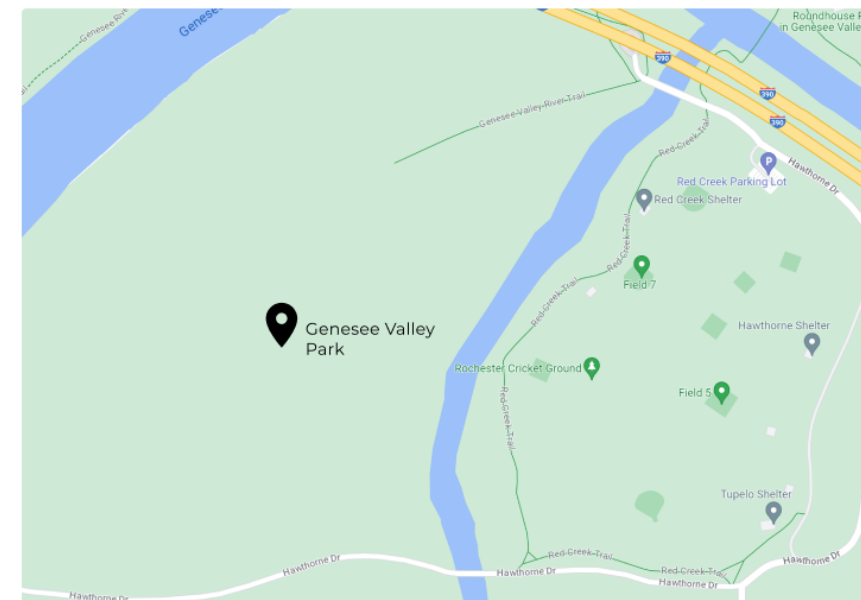
Hours

7 AM - 11 PM
7 Days a week

Overview

Genesee Valley Park is a Fredrick Law Olmsted-designed park that is dominated by three intersecting waterways: Red Creek, the Genesee River and the Erie Canal.

At 800 acres, the park is an ideal access point to a major network of trails along the river and canal as well as the route 390 bike trail and the Genesee Valley Greenway. Also included in the park are softball diamonds, multi-use/soccer fields, a cricket pitch and two 18 hole golf courses.



History

The idea for the park was conceived within the first year of the Rochester Park Commission as one of two major parks they would develop first. During the initial planning stages, the two parks were referred to as "North" and "South." The "South Park" was named Genesee Valley Park in reference to the area's Native American heritage—and of course its major feature, the Genesee River. The

Directions

1000 E River Rd
Rochester, NY 14623



Final: Genesee Valley Park

of two major parks they would develop first. During the initial planning stages, the two parks were referred to as "North" and "South." The "South Park" was named Genesee Valley Park in reference to the area's Native American heritage—and of course its major feature, the Genesee River. The rolling pastoral fields of the area were emphasized in this 800-acre park's design by Frederick Law Olmsted.

Rochester, NY 14623

[Directions](#)



Activities and Amenities

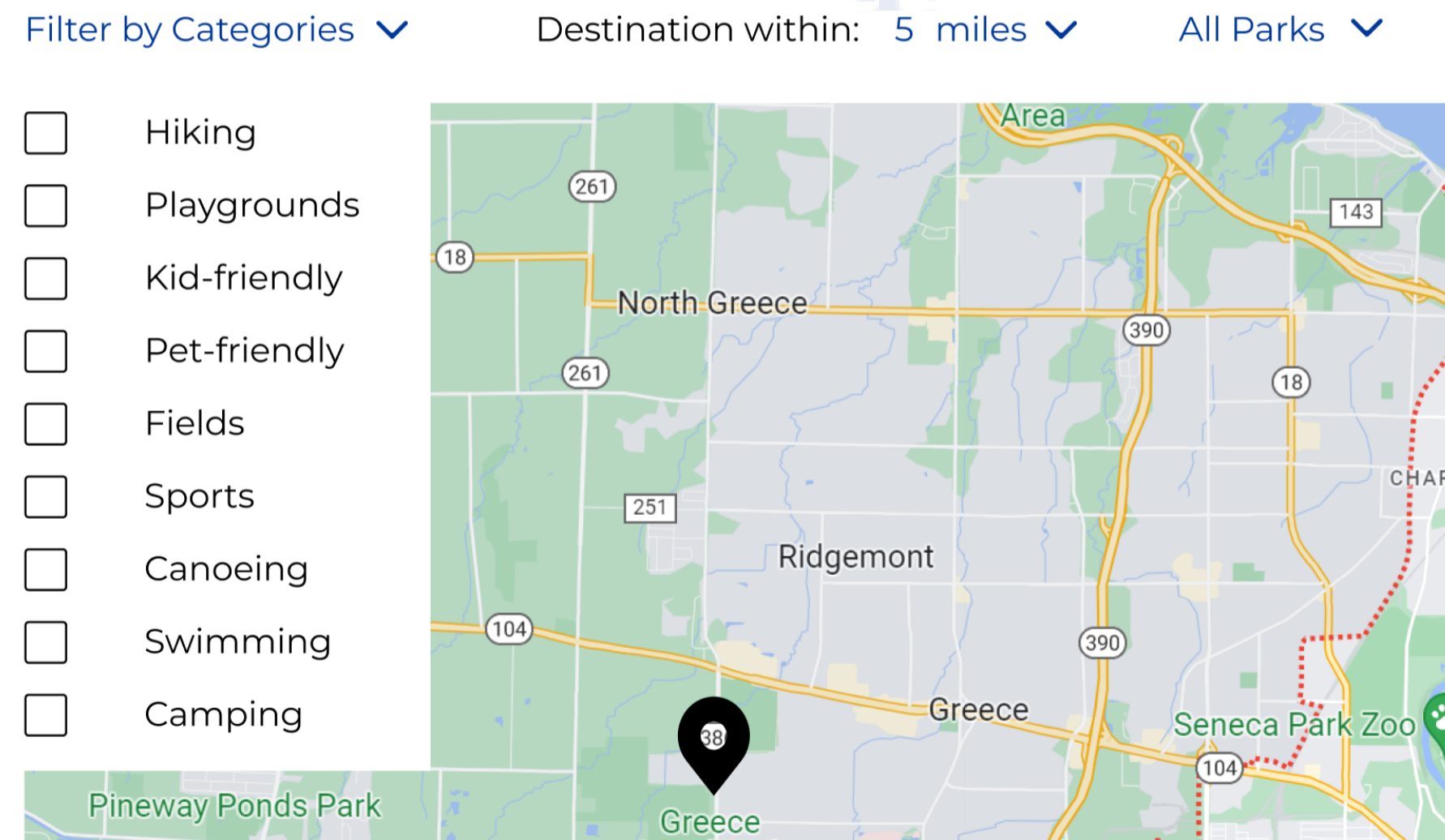
- Softball
- Biking (no off-road cycling permitted)
- Birdwatching
- Cricket
- Fishing
- Geo-caching (approximately 7 caches)
- Golf
- Hiking/Running
- Kayaking/Canoeing
- Kickball
- Multi-use Athletic Fields
- Playground
- Rowing
- Shelters for Rent
- Soccer
- Ultimate Frisbee

Photo Gallery



- Activities and amenities to show what is available to do
- Underlined activities to learn more
- Photo gallery of pictures taken of the park

Final: Filtering



- Filter by categories
- Filter within destination area
- Filter to see certain parks

This was the most important part of my project because the problem I was focusing on related to trying to find parks easily and finally getting to the Genesee Valley Park Page.

Conclusion

After looking at my options for each design above-the-fold iteration, I went with creating a whole new one with a different aesthetic to challenge myself to make something look fancy as well as intuitive and consistent. To why I chose the design, there is no specific reason other than to give the feel of the website a new refreshed kind of professionalism, pairing both serif and sans-serif font together throughout.

My idea was to create something that looked completely different from other government websites, yet had the same functionalities and was useful to both visitors, incoming residents, and current residents. This look and feel is something that I wanted Rochester to be represented as, with the plethora of historical buildings and museums.

My final design is both representative of my own design aesthetic, as well as the constraints of using the same Rochester blue used in the logo, and expanding upon that theme throughout the entire website.

Reflection

Looking and comparing my website to my classmates, I feel that I did not go outside the boundaries or expanded upon the current uses of the website to make it look more artistic and including extra functions that would be interesting to the user. I kept my information minimal and to the bare minimum, focusing a lot on hierarchy and visual aesthetic rather than functionality.

I had to do a lot of iterations for my design to actually work and be helpful to a user, rather than confusing and redundant. Many of my elements originally were not the greatest as being there. so many things were removed during the process of user testing.