

# Website Redesign 2022

An aerial photograph of a marina filled with numerous sailboats docked at long piers. In the background, there are rolling hills under a clear sky. The image is used as a background for the title slide.

| An improved website that promotes self-service, transparency and civic engagement.



CHULAVISTACA.GOV

# Our Goals at a Glance

Goals to improve the user experience on our City's website.



1

ANALYZE CURRENT  
WEBSITE

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2

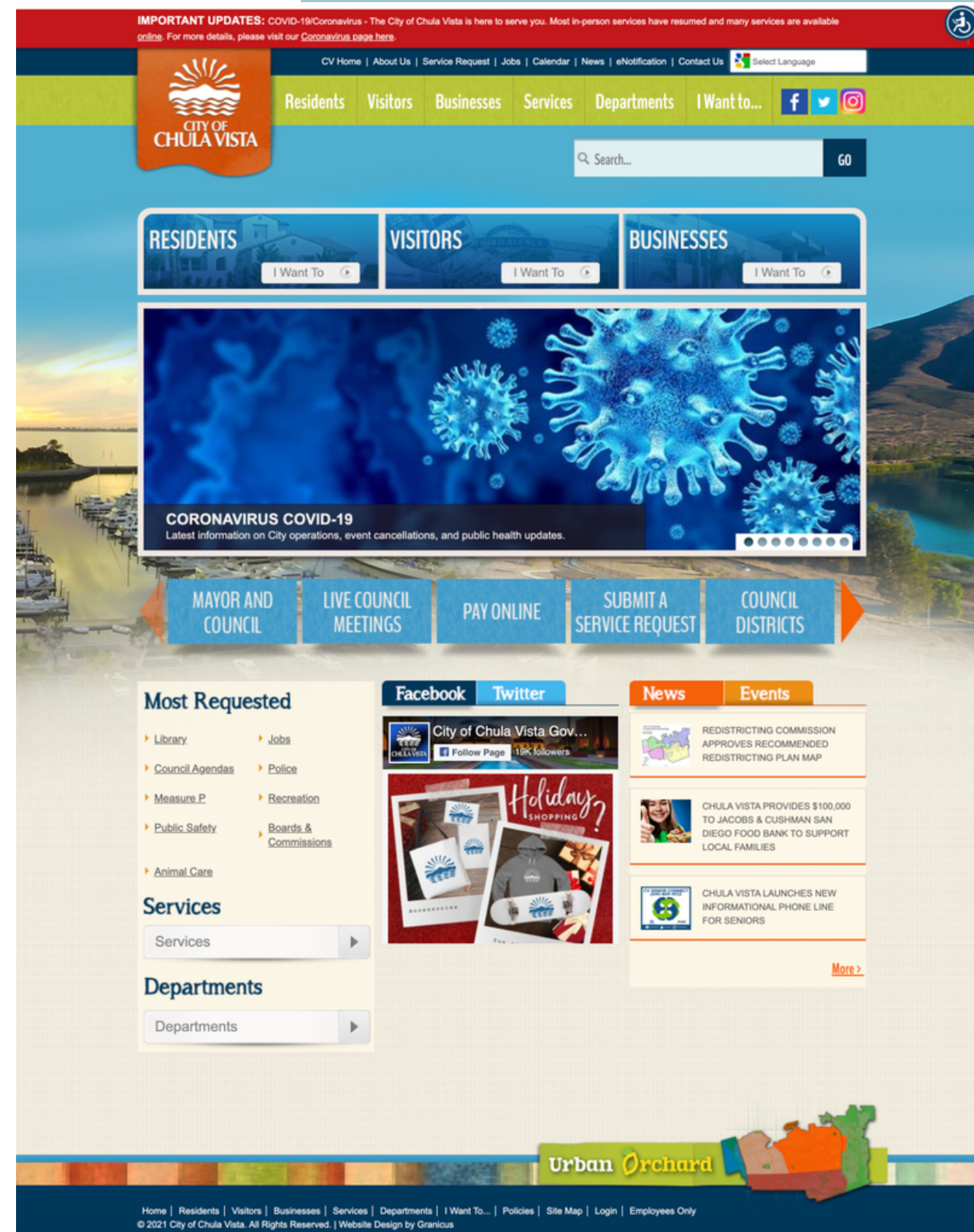
POLISH WEB INTERFACE  
AND INTERACTIVITY

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3

LAUNCH NEW WEBSITE

CITY OF CHULA VISTA  
www.chulavistaca.gov



# 1,523,019

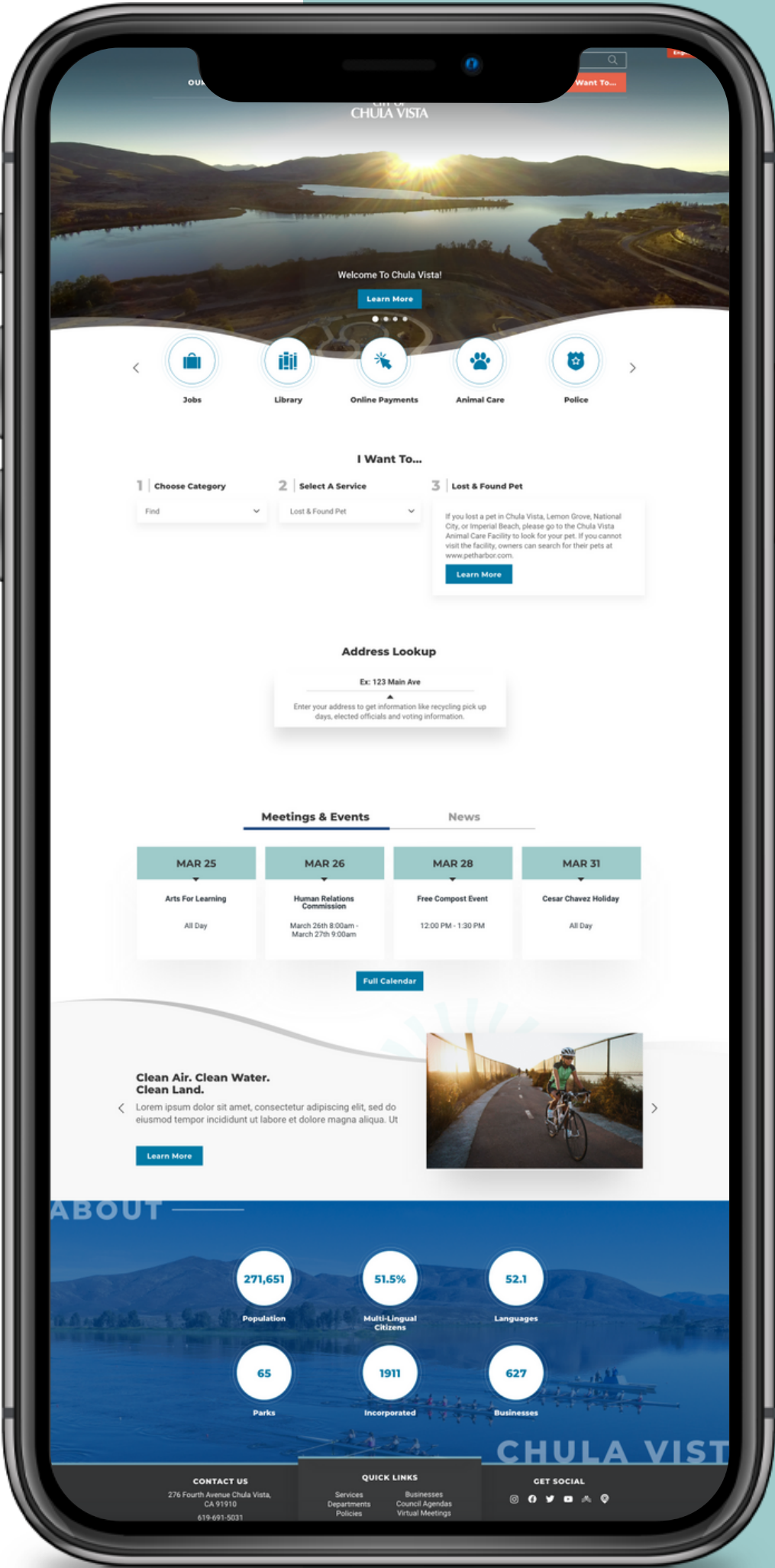
WEBSITE USERS IN 2021

1 ANALYZE CURRENT WEBSITE

We were able to identify the most common problems our visitors face based on our analytics, surveys and user testing.



CITY OF CHULA VISTA  
www.chulavistaca.gov



2

## POLISH WEB INTERFACE

New color palette

New homepage design

New interactive components that display information based on user needs





3

## LAUNCH NEW WEBSITE

Finalized city homepage and department pages

Department web liaisons finalized content

Ensured all web paths are working smoothly



# Enhancements

## Improved Navigation

A redesigned nav bar that organizes the content in a user-friendly way

## New Hero Video

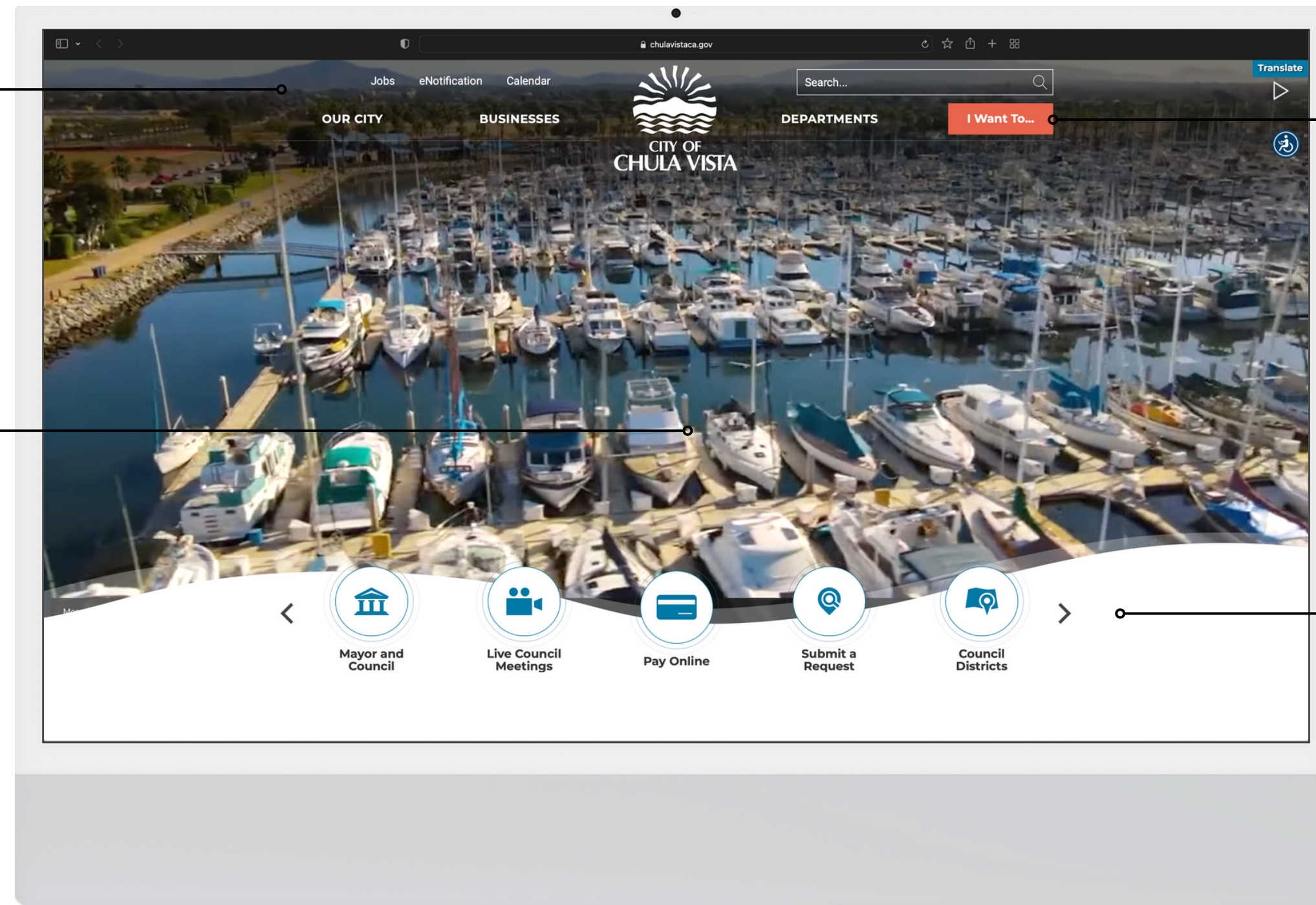
A refreshed hero image communicates 'elegant boldness' and aligns with our message.

## New functionality

New "I want to" menu to guide users to City Services from any page.

## New Icons to Content

Easy access to access to the most frequently visited pages

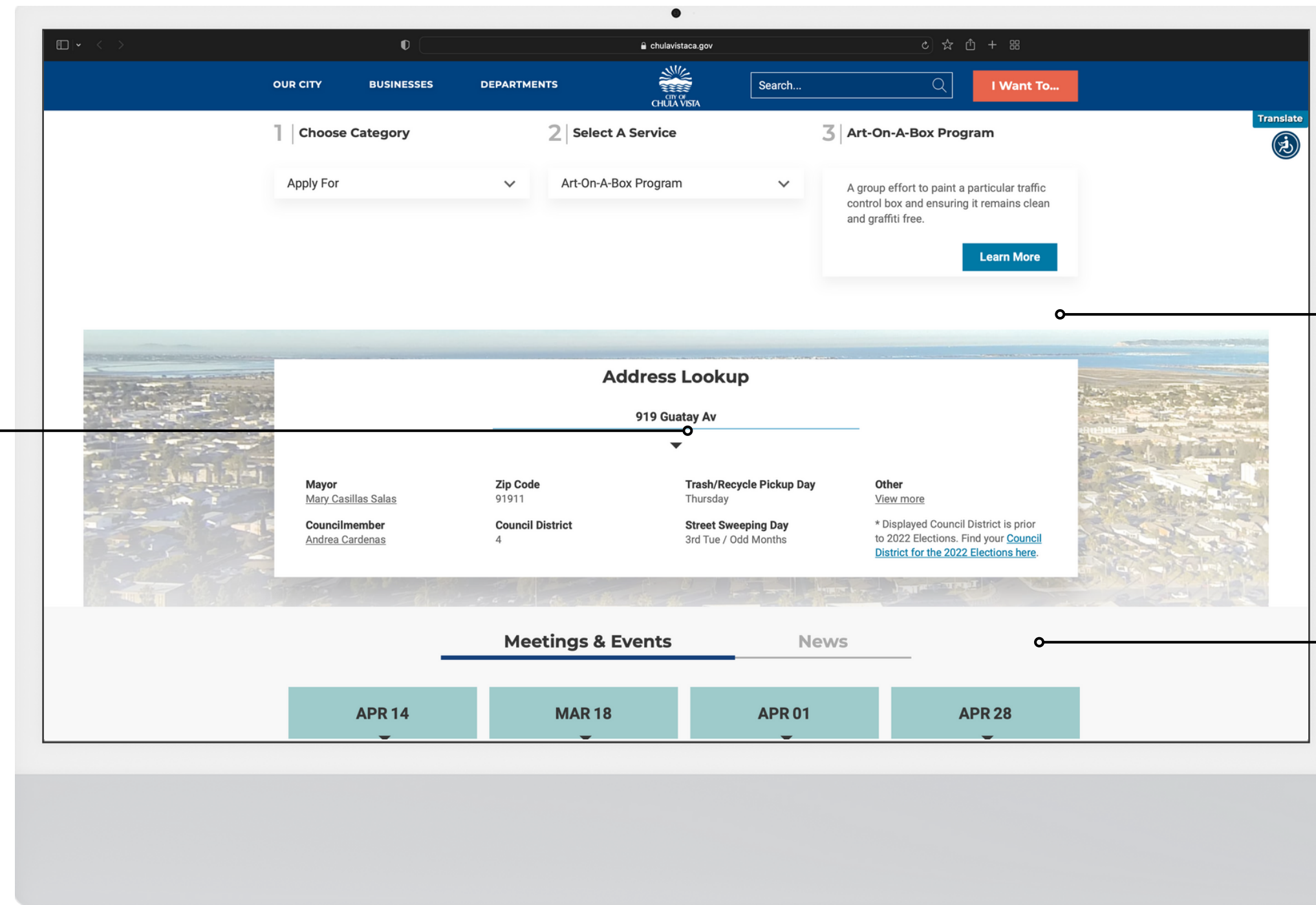




# Enhancements

## Personalized information

Find out the Council District, Councilmember, Trash/Recycle day, and much more for any address in Chula Vista.



## Easy Access

Find what you are looking for in the same page with the new "I want to" dropdown that guides users to City Services.

## Happening at the City

Easy display of meetings, events, news and demographics for the City.





# Analytics

## SEARCH TERMS

Search Term ?	Total Unique Searches ?	
	42,229	% of Total: 100.00% (42,229)
1. Passport	1,119	(2.65%)
2. passport	899	(2.13%)
3. Classes	185	(0.44%)



### Parks & Recreation

Chula Vista Parks & Recreation is where you can register for programs, camps, aquatics, sports, find a community center, and more. With 9 Community Centers, two aquatic facilities and 65 parks, Parks & Rec offers a myriad of opportunities for you and your family. Whether you are looking for classes for your preschooler; enrichment opportunities to keep your children engaged over school; or simply looking for something new and interesting, Parks & Rec has what you need.

We enrich our community through recreation opportunities and services.



We build connections, promote literacy, and engage the community.



Search Catalog:

Can't find the book you want? Try [Zip Books!](#)



Register Now!



Park Reservations



Community Centers



3 Classes & Activities



Join the Team

#### CONTACT US

276 Fourth Avenue  
Chula Vista, CA 91910  
Contact Us Form

#### QUICK LINKS

1 Passports  
Departments  
Policies  
Employees only  
Businesses  
Council Agendas  
Calendar  
Login

#### FOLLOW US



## DEVELOPING BASED ON DATA

We looked at the search terms to make decisions on our navigation across our website.





# Feedback?



email [webmaster@chulavistaca.gov](mailto:webmaster@chulavistaca.gov)





Thank you!