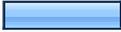# WakeGOV Redesign Survey

1. Select the group of words below that best represent how Wake County should be conveyed in the design of our website:

		Response Percent	Response Count
Pastoral, picturesque, hometown charm		17.2%	47
Innovative, entrepreneurial, state-of-the-art		**54.0%**	**148**
Scholastic, cultured, artistic		28.8%	79
		answered question	274
		skipped question	0

2. Using the image below, which color palette do you think best represents Wake County?

		Response Percent	Response Count
Option 1		10.9%	30
Option 2		7.7%	21
Option 3		4.4%	12
Option 4		20.4%	56
Option 5		**24.5%**	**67**
Option 6		21.5%	59
Option 7		6.6%	18
Option 8		4.0%	11
		answered question	274
		skipped question	0

3. Please tell us which devices you use the most to access the web:

	Frequently	Occasionally	Rarely	Never	Response Count
Cell phone / smart phone	**38.4% (96)**	20.8% (52)	13.6% (34)	27.2% (68)	250
Tablet or eReader (iPad, Galaxy Tablet, Kindle)	20.8% (52)	14.0% (35)	14.4% (36)	**50.8% (127)**	250
Netbook	7.6% (19)	5.6% (14)	9.2% (23)	**77.6% (194)**	250
Laptop Computer	**62.0% (155)**	19.2% (48)	6.0% (15)	12.8% (32)	250
Desktop Computer	**70.8% (177)**	14.4% (36)	6.0% (15)	8.8% (22)	250
TV (Google TV)	5.2% (13)	6.8% (17)	6.8% (17)	**81.2% (203)**	250
				answered question	250
				skipped question	24

4. Which browser do you use the most? (Select one)

		Response Percent	Response Count
Internet Explorer		**40.0%**	**100**
Firefox		30.8%	77
Google Chrome		20.8%	52
Safari		8.4%	21
Opera		0.0%	0
Other (please specify)			4

	answered question	250
	skipped question	24

5. Please rate the likelihood that you would use these site features on Wake County Government's website.

	Definitely Would Use	Probably Would Use	Possibly Use	Probably Not Use	Definitely Would Not Use	Response Count
Calendar of events	**50.5% (112)**	25.2% (56)	15.8% (35)	6.3% (14)	2.3% (5)	222
Download a Wake County mobile app	**32.4% (72)**	18.9% (42)	18.9% (42)	21.2% (47)	8.6% (19)	222
Follow Wake County on Facebook	15.9% (35)	12.3% (27)	19.1% (42)	**27.3% (60)**	25.5% (56)	220
Follow Wake County on Twitter	9.0% (20)	10.0% (22)	14.5% (32)	31.2% (69)	**35.3% (78)**	221
Listen to audio/podcasts	12.3% (27)	14.1% (31)	27.7% (61)	**28.6% (63)**	17.3% (38)	220
Online chat about services with a County employee	17.5% (39)	21.1% (47)	**25.6% (57)**	19.3% (43)	16.6% (37)	223
Read/comment on County blogs	12.1% (27)	18.4% (41)	**32.3% (72)**	22.9% (51)	14.3% (32)	223
RSS Feeds	10.9% (24)	12.7% (28)	23.5% (52)	**28.5% (63)**	24.4% (54)	221
Share content by emailing links to others	19.9% (44)	**26.2% (58)**	25.8% (57)	16.3% (36)	11.8% (26)	221
Share content with social bookmarking (StumbleUpon, Digg, etc.)	8.2% (18)	8.2% (18)	21.0% (46)	30.6% (67)	**32.0% (70)**	219
Site personalization (set your favorite content areas)	**30.3% (67)**	25.8% (57)	19.0% (42)	13.1% (29)	11.8% (26)	221
Submit questions/service requests via contact forms	33.3% (74)	**34.2% (76)**	19.8% (44)	5.9% (13)	6.8% (15)	222
Subscribe to email newsletters & notifications	**30.5% (68)**	26.9% (60)	24.7% (55)	9.4% (21)	8.5% (19)	223
Watch online videos	22.4% (50)	**29.1% (65)**	24.2% (54)	14.3% (32)	9.9% (22)	223
Wikis	11.0% (24)	18.3% (40)	21.5% (47)	23.7% (52)	**25.6% (56)**	219

Other (please specify)	8

answered question	**225**

6. Please select the top five online services you use or would use the most:

		Response Percent	Response Count
Access your library account		**55.5%**	**122**
Apply for jobs online		39.5%	87
Download eBooks		36.4%	80
Find animals available for adoption		12.3%	27
Find/report lost pets		9.5%	21
Find where to recycle or dispose of trash		22.7%	50
Find where to vote		24.1%	53
Find/register for park programs		21.4%	47
Pay/search tax bills		47.3%	104
Register for emergency alert notifications		15.5%	34
Research adult care facilities		3.2%	7
Schedule inspections		1.8%	4
Search Census & demographic information		18.6%	41
Search commissioner meeting minutes and agendas		10.9%	24
Search financial transactions		10.5%	23
Search ordinances		10.5%	23
Search library catalog		38.6%	85
Search permits		5.9%	13
Search property records		46.8%	103

Use online form to check eligibility for Human Services programs		8.6%	19
View county maps		35.5%	78
View restaurant sanitation inspection grades		17.7%	39
Watch Board of Commissioner meetings online		7.3%	16
Other (please specify)			7

answered question	**220**
skipped question	**54**

7. Please select the five most important content areas we should feature on our site:

		Response Percent	Response Count
Advisory Boards & Commissions		6.9%	15
Animal Center/Pet Adoptions		17.4%	38
Budget		17.9%	39
Business Resources		8.7%	19
CCBI (City-County Bureau of Identification)		1.8%	4
County Facilities & Building Projects		4.1%	9
Courts		12.8%	28
Elected Officials		15.1%	33
Elections		19.3%	42
Emergency Management		9.6%	21
Employment Opportunities		32.6%	71
EMS (Emergency Medical Services)		5.5%	12
Environmental Services		8.7%	19
Fire & Rescue		6.9%	15
Food Safety & Facility Inspections		10.1%	22
Geographic Services/Maps		23.4%	51
Health Clinic Information		10.6%	23
Human Services (Social Service Topics)		22.9%	50
Inspections & Permitting		6.4%	14
Libraries		**52.3%**	**114**
Parks, Recreation & Open Space		41.7%	91

Planning/Land Use/Zoning		7.8%	17
Purchasing (RFPs & Bids)		2.3%	5
Recycling & Waste Disposal		21.1%	46
Schools		34.9%	76
Sheriff's Office		10.1%	22
Tax & Property Information		48.2%	105
Transportation		7.8%	17
Veterans Services		4.6%	10
Visitor Information		25.2%	55
Water Quality		3.2%	7
Other (please specify)			4

answered question	**218**
skipped question	**56**

Sample of survey comments from citizens:

- I would consider making it more user friendlier for seniors by using larger font sizes.
- Do not assume that everyone has access to computers and technology. If someone does not have a computer, provide alternatives, like ability to use on mobile devices.
- Departments shouldn't have separate websites or different looks. Content should be displayed consistently in layout and design by topics as one agency.
- Make it more graphic/image/video based instead of so much text.
- Make the most popular items (libraries, taxes, parks) more prominent.
- Great site with many wonderful areas, the only overwhelming aspect is having too many links. A clear drop-down menu on the first screen would be nice.
- The Website needs a facelift, because it seems plain boring and out of date.
- Searching for services should be easier and not set up based on internal organization.
- I would really appreciate a well-organized site. Also I love the colors you use, I think that it helps people feel more at home and helps identify Wake County as a happy place to live.
- Keep it simple and user friendly - easy to understand and not cluttered.
- Please make it easier to search County-wide information from one place.
- Update Twitter and the web site automatically.
- Needs streamlining of content, too complex, too much duplication.
- The search feature is not very easy to use and no way to narrow down search results.
- The search function needs to be improved, because it doesn't list results in a logical order.
- I really like the site organization and the content is very good - change the design, if you want, but leave the content alone!
- Make it less painful to look at and PLEASE make an iPhone app so that I don't have to open the browser.
- There is way too much text right now. More images and graphics.
- Feature a large friendly search box, not hidden in the upper right corner of the screen.
- More photos that represent Wake County as a place and destination.
- Too many words on the start page. Takes a while to find what you want. Needs less links and options.
- The footer of the site should include the links to the 5 most popular used areas of the site.
- The look and feel should be more visual. People are accustomed to an app like interface today. Make the design more like an app instead of a text based web page.
- Too many words on the start page. Needs more photos.

WakeGOV Redesign Survey (Employees)

1. Select the group of words below that best represent how Wake County should be conveyed in the design of our website:

		Response Percent	Response Count
Pastoral, picturesque, hometown charm		11.6%	14
Innovative, entrepreneurial, state-of-the-art		**57.0%**	**69**
Scholastic, cultured, artistic		31.4%	38
		answered question	121
		skipped question	0

2. Using the image below, which color palette do you think best represents Wake County?

		Response Percent	Response Count
Option 1		9.1%	11
Option 2		6.6%	8
Option 3		2.5%	3
Option 4		**31.4%**	**38**
Option 5		18.2%	22
Option 6		20.7%	25
Option 7		7.4%	9
Option 8		4.1%	5
		answered question	121
		skipped question	0

3. Please tell us which devices you use the most to access the web:

	Frequently	Occasionally	Rarely	Never	Response Count
Cell phone / smart phone	**41.7% (50)**	20.8% (25)	6.7% (8)	30.8% (37)	120
Tablet or eReader (iPad, Galaxy Tablet, Kindle)	14.2% (17)	10.0% (12)	10.8% (13)	**65.0% (78)**	120
Netbook	5.8% (7)	2.5% (3)	10.8% (13)	**80.8% (97)**	120
Laptop Computer	**60.0% (72)**	19.2% (23)	5.8% (7)	15.0% (18)	120
Desktop Computer	**75.8% (91)**	12.5% (15)	6.7% (8)	5.0% (6)	120
TV (Google TV)	3.3% (4)	4.2% (5)	3.3% (4)	**89.2% (107)**	120
				answered question	120
				skipped question	1

4. Which browser do you use the most? (Select one)

		Response Percent	Response Count
Internet Explorer		**55.0%**	**66**
Firefox		23.3%	28
Google Chrome		16.7%	20
Safari		5.0%	6
Opera		0.0%	0
	Other (please specify)		1
	answered question		120
	skipped question		1

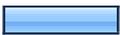## 5. Please rate the importance to include these site features on Wake County Government's website.

	Very Important	Important	Moderately Important	Of Little Importance	Unimportant	Response Count
Calendar of events	**64.7% (77)**	23.5% (28)	11.8% (14)	0.0% (0)	0.0% (0)	119
Download a Wake County mobile app	23.5% (27)	22.6% (26)	**27.0% (31)**	17.4% (20)	9.6% (11)	115
Follow Wake County on Facebook	10.2% (12)	24.6% (29)	25.4% (30)	**26.3% (31)**	13.6% (16)	118
Follow Wake County on Twitter	8.5% (10)	12.7% (15)	26.3% (31)	**29.7% (35)**	22.9% (27)	118
Listen to audio/podcasts	13.6% (16)	21.2% (25)	**29.7% (35)**	24.6% (29)	11.0% (13)	118
Online chat about services with a County employee	17.6% (21)	24.4% (29)	**30.3% (36)**	16.8% (20)	10.9% (13)	119
Read/comment on County blogs	8.5% (10)	17.8% (21)	**39.0% (46)**	24.6% (29)	10.2% (12)	118
RSS Feeds	8.8% (10)	16.7% (19)	**30.7% (35)**	23.7% (27)	20.2% (23)	114
Share content by emailing links to others	28.4% (33)	**36.2% (42)**	15.5% (18)	10.3% (12)	9.5% (11)	116
Share content with social bookmarking (StumbleUpon, Digg, etc.)	12.1% (14)	12.1% (14)	19.0% (22)	**33.6% (39)**	23.3% (27)	116
Site personalization (set your favorite content areas)	21.4% (25)	**32.5% (38)**	19.7% (23)	15.4% (18)	11.1% (13)	117
Submit questions/service requests via contact forms	36.4% (43)	**38.1% (45)**	18.6% (22)	2.5% (3)	4.2% (5)	118
Subscribe to email newsletters & notifications	**36.1% (43)**	26.9% (32)	23.5% (28)	8.4% (10)	5.0% (6)	119
Watch online videos	24.6% (29)	**30.5% (36)**	28.0% (33)	10.2% (12)	6.8% (8)	118
Wikis	7.9% (9)	16.7% (19)	23.7% (27)	**28.1% (32)**	23.7% (27)	114

Other (please specify)	7

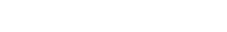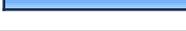|	
answered question	**120**
skipped question	**1**

6. Please select the top five online services you think we should feature on our website:

		Response Percent	Response Count
Access your library account		33.9%	40
Apply for jobs online		**69.5%**	**82**
Download eBooks		13.6%	16
Find animals available for adoption		21.2%	25
Find/report lost pets		11.0%	13
Find where to recycle or dispose of trash		39.0%	46
Find where to vote		33.1%	39
Find/register for park programs		12.7%	15
Pay/search tax bills		47.5%	56
Register for emergency alert notifications		20.3%	24
Research adult care facilities		10.2%	12
Schedule inspections		3.4%	4
Search Census & demographic information		10.2%	12
Search commissioner meeting minutes and agendas		16.9%	20
Search financial transactions		4.2%	5
Search ordinances		11.0%	13
Search library catalog		17.8%	21
Search permits		3.4%	4
Search property records		32.2%	38
Use online form to check eligibility for Human Services programs		28.0%	33

View county maps		29.7%	35
View restaurant sanitation inspection grades		26.3%	31
Watch Board of Commissioner meetings online		5.1%	6
Other (please specify)			5

answered question	**118**
skipped question	**3**

7. Please select the five most important content areas we should feature on our site:

		Response Percent	Response Count
Advisory Boards & Commissions		5.1%	6
Animal Center/Pet Adoptions		21.4%	25
Budget		11.1%	13
Business Resources		8.5%	10
CCBI (City-County Bureau of Identification)		2.6%	3
County Facilities & Building Projects		6.8%	8
Courts		12.0%	14
Elected Officials		13.7%	16
Elections		13.7%	16
Emergency Management		10.3%	12
Employment Opportunities		**52.1%**	**61**
EMS (Emergency Medical Services)		10.3%	12
Environmental Services		5.1%	6
Fire & Rescue		5.1%	6
Food Safety & Facility Inspections		13.7%	16
Geographic Services/Maps		15.4%	18
Health Clinic Information		27.4%	32
Human Services (Social Service Topics)		33.3%	39
Inspections & Permitting		4.3%	5
Libraries		42.7%	50
Parks, Recreation & Open Space		27.4%	32

Planning/Land Use/Zoning	▮	2.6%	3
Purchasing (RFPs & Bids)	▮	1.7%	2
Recycling & Waste Disposal	▭▭▭	20.5%	24
Schools	▭▭▭▭	29.9%	35
Sheriff's Office	▭	10.3%	12
Tax & Property Information	▭▭▭▭▭	38.5%	45
Transportation	▭	11.1%	13
Veterans Services	▯	6.0%	7
Visitor Information	▭▭▭▭▭	35.9%	42
Water Quality	▮	1.7%	2
Other (please specify)			3

answered question	**117**
skipped question	**4**

Sample of survey comments from employees:

- Keep it simple.
- Remove redundant landing pages.
- Make it easy to navigate.
- Our website feels overwhelming to view as there is so much on a page.
- My program doesn't have a link on the home page, can we get one?
- Update the general design. More pictures, less text.
- Make home page more interesting and creativity so that it's not boring.
- Please give equal attention to all departments and services throughout the county. Not all programs have a link on the home page; need to add all or none.
- You are already doing a great job. Keep up the good work!
- Don't make it look so busy. Make it easier for people to search for the services they need.
- I think you should include the content that departments need for you to include, and not limit content or links on the home page.
- I think the web site has greatly improved over time. Thanks for continuing to make our web site even more welcoming and user-friendly!
- There are so many links; it is hard to see anything.
- There are many aspects of the current site that work well. Please don't lose that in an effort to update!
- Have special mobile apps for people who need to check the county site for specific information such as permits, restaurant inspections, tax bills, etc.
- Better fonts, needs to be easier to read, larger text.
- I think that the site should be fun and innovative. I love websites that are simple and easy to use.
- Expand the translation of content beyond that of English, Spanish, Burmese, French, and others.
- Our information should be listed like a directory by our organizational structure.
- Web pages need to be current and should have a way to verify that they have been checked for accuracy at least once a year.
- While I realize that many issues, departments and services competing for location on our website home page, I do feel that Human Services is not fairly represented and needs more links to our department's programs and services.
- Display the "search" function more prominently since this is the best way to find what you are looking for.
- Keep it user friendly I would also like to keep the home town feel and innovative at the same time. Maybe lots of photos with an innovative design?
- Use the cleanest design / interface as possible. Less options on the main page.
- User-friendly interface: sleek designs, easy to navigate, nice to look at, incorporate more pictures representing Wake County.

Citizen Focus Group Highlights

- Citizens frequently commented that online services are hard to find. Must be in a central featured location and with the related content areas.

- Need to simplify options on the home page, make it easier to get to content areas. Less text, possibly use more graphics.

- Featured items on the home page should be "above the fold" and more prominent.

- Consider using affinity groups (citizens, visitors, businesses, new arrivals) to group content.

- A consistent, corporate look-and-feel should be maintained throughout all WakeGOV content areas.

- Left navigation blends into the page and is unnoticeable. Needs to stand-out more.

- Change left-navigation so that it is more obvious content resides within fly-out menus

- Minimize the use of the gray color on WakeGOV. Does not draw enough attention to items.

- Site design needs to be more "cutting edge" with more photos.

- Need more "how-to" content.

- County should be prepared to use discussion features and social media more. Discussion content should be moderated.

- There should be a menu dedicated on WakeGOV as an entry point into the social media services the county is using.

- Wake County should provide links to other local, state and federal related agencies and services. Aggregate related content where possible.

- County should take the lead locally for web content standards and networking for connecting related topics

- Need to optimize web content to display on mobile devices

- Feature other sites, such as "Visit Raleigh" for things to do locally

Employee Focus Group Highlights

- Web Support Team should be responsible for:
    - Support
    - Design
    - Content Management
    - Standards
    - Training

- Empower and train departments to do more with their web pages.

- Need more communication between Public Affairs Office, Web Support Team and what Web Authors are doing.

- Need a "point person" or department representative that makes decisions on what is on a department's main page.

- Consider adding an organizational structure for Web Authors.

- Must be able to identify a Web Author for all departments and programs and know when a slot is vacant.

- Consider having an "Annual Spring Cleaning" event to encourage updated web content.

- Some content areas may need more reviews before content goes live.

- Need more RSS feeds, especially for news and events.

- Need to be able to complete more forms online, or the ability to download and complete electronic forms.

- Provide a way for people to register online for services instead of physically standing in waiting lines (i.e. Human Service programs).

- Make sure all web content has contact information. Consider adding "published by" and the date the content was published.