Focus Group
Script

Good afternoon, I am Franklin Davis and welcome you all to our City of New Orleans website survey. Today you all will have an opportunity to explore the redesigned website and share your points of view about it. This is an informal, relaxed~~open warm~~ setting where you are encouraged to feel open and honest.

Today will not only serve as a survey, but you are a part of a focus group. This means your opinions, comments and thoughts will be used to help our staff understand what other users may experience when using the redeveloped website. The ideas and conversations shared today will ~~result in~~ aid~~ing~~ our research ~~on~~ and demonstrate what makes the City of New Orleans website most effective for its users.

The session will flow ~~as such~~as follows: We ~~will open with group introductions. Feel free to tell us something funny or wacky about yourself. Next we~~ will ask you all to fill out the requested information on the pay portal screen; this will allow you receive your compensation. After this you will have thirty minutes to surf the site and find some specific pages that will be pre-assigned along with navigating the site as you please. Following this, a short survey will be administered to each of you which you are requested to complete. This survey is completely anonymous. After completing the survey we will commence in a group discussion about the website. I will prompt a few questions and you will be at liberty to discuss your answers ~~at will~~ within the group. This will bring us to the end of our focus group session, please feel free to grab a snack in the media room. Checks for your compensation should be expected via U.S. Mail within two to three weeks. Any questions before we begin? Great, let's begin.

Pre-assigned pages:

- o Press release on New Orleans Police Department's Headquarters ribbon cutting ceremony
- o Mayors schedule of speaking engagements within the next week
- o A job employment portal
- o My CNO (My city of New Orleans) log in portal
- o Major upcoming city events
- o 311 homepage

Focus Groups Questions

1.) What is significant about the colors used on the City of New Orleans website page?

2.) Upon first going to the city's website how does it make you feel in terms of mood and appearance?

3.) What relevance and/or reaction does the actual address {CITYOFNO} have to/on you?

4.) Why does or why doesn't the City of New Orleans website have a natural flow of information and tabs to you?

5.) What type of information pertinent to current New Orleans residents is readily and easily available on this website?

6.) What type of information pertinent to current New Orleans residents isn't readily and easily available on this website?

7.) What can we do to keep important information that you need as our priority for the city's website? (I don't really understand this question. Rewrite more clearly.)

8.) Share with us what you would do to make www.cityofno.com the best city website you've seen in two to three sentences.

It has been a pleasure to listen to your thoughts concerning the redesigned City of New Orleans website. We will take all of your suggestions, concerns and comments into consideration as we aim to most effectively design a website that suits your needs and communicates the city's progress. Thank you for your attendance. Please be sure to sign the invoice for your compensation before you leave today. Confirm that your address is correct on the invoice so you can receive your compensation. Thank you again for you time and input. We will contact you prior to the launching of our City of New Orleans website.