

Website Focus Group Feedback

Monday 1pm

COLORS

- Nice Colors
- Passive
- Soft approach, would like to see more impact
- Colors not engaging
- Like that it is different than the plain white background

TONE

- Official
- Love Pictures
 - Add pictures other than Mayor at events
 - Add Mardi Gras Indian
 - Add monuments
- Informative
- Citizens building a house would be a good photo to add
- Need to represent spectrum of things that represent New Orleans
- Home page seems like site for the Mayor
 - Move some of his pictures to the Mayor's page

INFO NOT AVAILABLE

- Residents tab all departments are not listed, some under business
- Mayor's office – press releases – add latest press to that section
- Tabs need to change – ORDA, Sanitation, Streets more important
- City Directory needs to move from Mayor's page to homepage
- Address and phone need to be more visible on the homepage
- Mayor's name should be bigger on homepage
- Add 311 to homepage

SUGGESTIONS TO MAKE THE SITE MORE EFFECTIVE

THOUGHTS ON CITYOFNO.COM WEB ADDRESS

Monday 3pm

COLORS

- Soothing colors
- Not overpowering
- Helps information flow
- Border directs vision inward
- Less businesslike, more soothing

TONE

- Informative
- Informal, but still informative
- Engaging
- Positive, looks designed
- Pictures show positive things going on in the city
- Like rotating photos

INFO NOT AVAILABLE

- Site jumped around a lot, left site, navigation changed sides
- Mayor's page needs a greeting or welcome
- Mayor's tab and page are repetitive
- Parks and Parkways tab did not make sense – add recovery info there
- Public would want to post events (non profit orgs)
- Tabs at top need a press tab
- Site demonstrates city progress
- Encourages people to linger and explore site
- Website looks inviting, less formal than other city sites
- Could use more festive, Mardi Gras icon
- Pictures very political, don't show off city

SUGGESTIONS TO MAKE THE SITE MORE EFFECTIVE

- Should not have links that don't work
- Consistency in navigation and portals
- Update all information
- Special, unique quality of New Orleans not being conveyed

THOUGHTS ON CITYOFNO.COM WEB ADDRESS

- Negative connotations
- Change to cityofneworleans.com or cityofnola.com

3pm Tuesday

COLORS

- Not captivating or engaging
- Colors not bright enough
- Dull colors, not vibrant
- Pictures are nice,
- Larger font for headers would pop more
- Photos distracting, coming to site for information

tone

- Professional
- Official, but friendly
- Good blend of pictures and editorial

INFO NOT AVAILABLE

- Mayor's schedule should be on the homepage in addition to Mayor's Page

SUGGESTIONS TO MAKE THE SITE MORE EFFECTIVE

THOUGHTS ON CITYOFNO.COM WEB ADDRESS

- Easy, but doesn't show pride in New Orleans
- Should spell out New Orleans
- Not a positive name
- Not a huge hindrance

Wednesday 12pm

COLORS

- Relaxing, not overwhelming
- Looks juvenile
- City's colors
- Tan is calming
- Don't like tan
- Need something that stands out and is entertaining

TONE

- Governmental – status quo
- Could be more governmental
- Everybody uses fleur de lis, don't like
- Seal should be at top
- Seal makes it look official

INFO NOT AVAILABLE

- Would like a list of all departments
- Headings unclear about what is under them (visitors, residents, etc.)
- Should be city council link

SUGGESTIONS TO MAKE THE SITE MORE EFFECTIVE

- Pictures too small
- Change to cityofnola.com
- Move Mayor's picture to top
- Increase font size
- Provide general city department listing
- Create tab for each department

THOUGHTS ON CITYOFNO.COM WEB ADDRESS

- Easy to remember
- User friendly

OVERALL QUICKFIND ASSESSMENT

- Unclear what My CNO is
- Press releases are difficult to find