

## NEWS RELEASE

Distributed February 1, 2016

### City looking for input on new website

#### Summary

The City of Nanaimo is currently developing a new website and is seeking the public's input. This is the second time public input has been sought - earlier feedback from the public provided direction that information should be more easily found and understood, and that the website should provide a better experience on mobile devices such as smart phones. With the design portion of this project now underway, we would appreciate help in the following ways:

1.

Join us February 16th for a small focus group meeting to help guide the "look and feel" of the website. If you are interested in participating, please email the contact at the bottom of this news release.

2.

Help us by validating the placement of information on our website by completing an online exercise. This will help ensure that the information is in the location that the majority of residents would expect to find it. You can complete this exercise using the link below in the online version of this press release.

*Strategic Link:* Taking Responsibility to Be An Excellent Municipal Government

#### Key Points

- To express your interest in the February 16th design focus group, please email: [ross.collicutt@nanaimo.ca](mailto:ross.collicutt@nanaimo.ca).
- To help validate the location of information on the City's web site, please participate in an online exercise linked below.
- As one of the main ways that members of the public interact with the City, it is critical that the website be intuitive and accessible. Public input is a key part of ensuring that these goals are met.

#### Quotes

"We are hoping to gather ideas from a broad cross-section of our community on how the City's new website should look and feel."

Ross Collicutt  
Senior Applications Analyst  
City of Nanaimo

#### Quick Facts

- The current website launched in 2008, the same year that the Apple iPhone was first released in Canada.
- The online exercise the City is asking residents to complete is called a Card Sort and helps evaluate how information is organized and labelled on a website. A Card Sort allows designers to make the website more intuitive to a greater number of visitors.

Continued... City looking for input on new website

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