

JANUARY 2023

WEBSITE REDESIGN



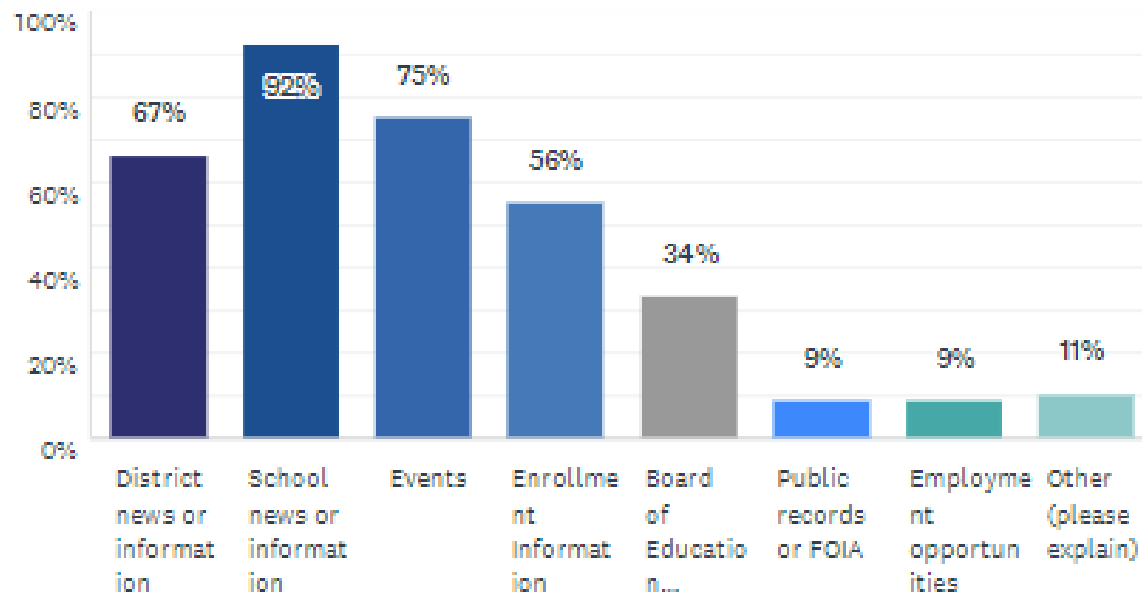
USER SURVEY JUNE 2021:

- Objective: To convert existing webpage templates to mobile-responsive templates, while incorporating additional updates as determined by feedback from our community of website users
- Survey conducted in June 2021
- Email to 304Connects list
- Website and social media posts
- 844 complete responses (11% response rate)
 - Majority of respondents were parents – 85%

SURVEY 2021: COMMON INFO

Q10 What type(s) of information are you looking for when you visit the Geneva 304 website? Select all that apply.

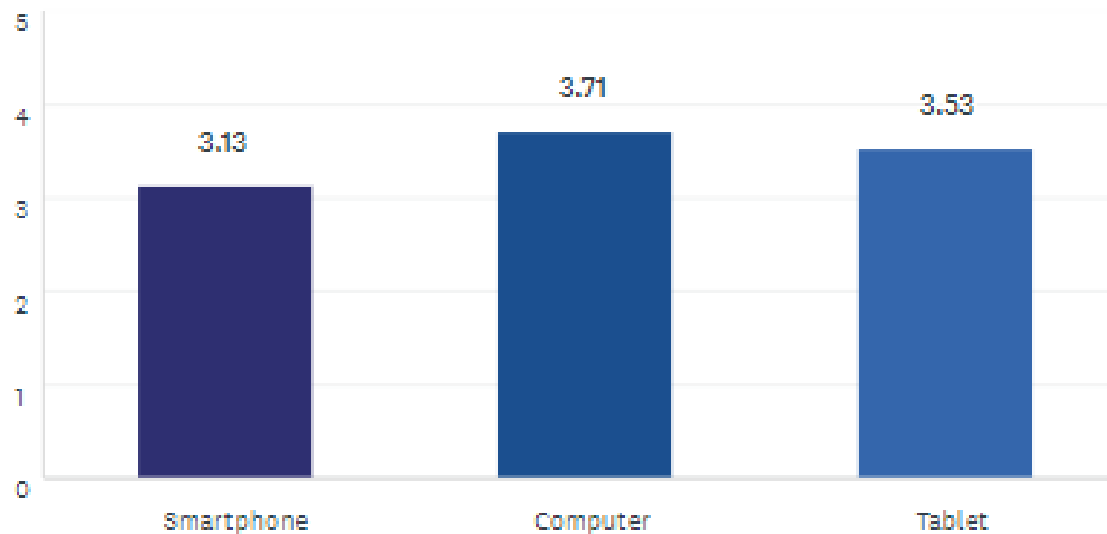
Answered: 822 Skipped: 11



SURVEY 2021: EASE OF USE

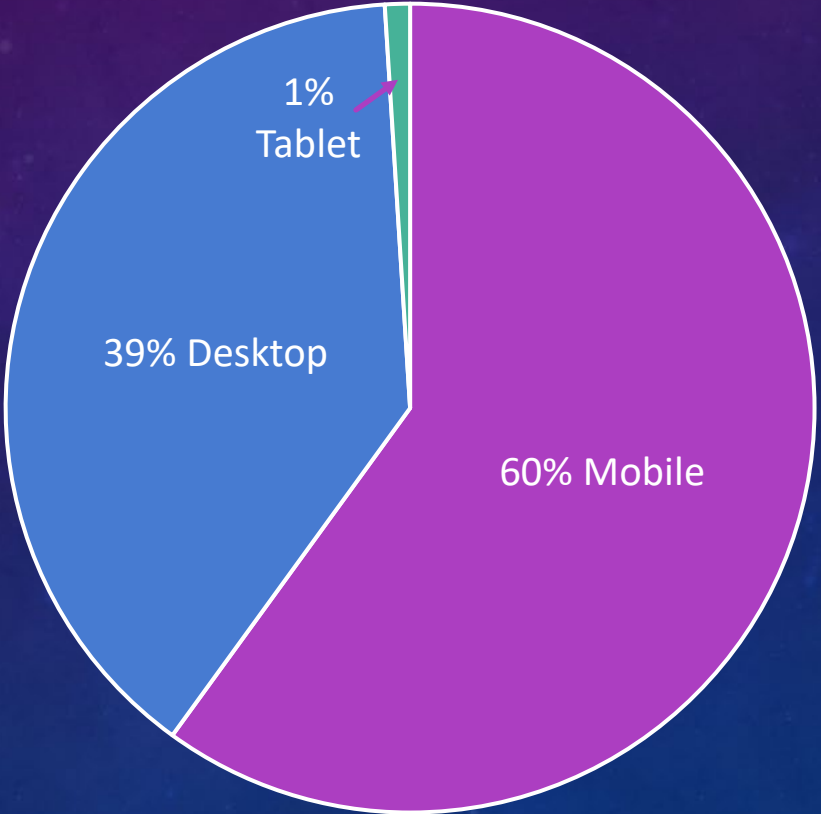
Q7 How would you rate the ease of use of the Geneva 304 website from the following device(s)?

Answered: 822 Skipped: 11



MOBILE-FRIENDLY ACCESS

Media Used to Access the Website



Source: Google Analytics,
1/1/2022-12/28/2022

RESULTS

3 Key Areas for Improvement:

- Navigation
- Search Function
- Mobile Experience

Q15 What is it about our website that you would most like to see improved?

Answered: 452 Skipped: 381

#	RESPONSES	DATE
1	Navigation Ease of navigation	6/30/2021 7:17 PM
2	HAC HAC	6/30/2021 4:54 PM
3	Mobile Optimization Curb appeal. Looks dated. It would also be nice if it was built with responsive design to maximize utility on all modalities (i.e. PC, tablet, phone).	6/30/2021 2:37 PM
4	Teacher Contact Info School directory & teacher email	6/30/2021 11:46 AM
5	Search The search box is not helpful at all. I have tried to use it several times and it has never searched for the information I have requested.	6/30/2021 7:52 AM
6	No changes/satisfied I really don't have suggestions as I like the current layout. All the information I look for is readily available.	6/30/2021 4:15 AM
7	Tabs that label everything- hard to find things - poorly designed	6/29/2021 10:47 PM
8	Clicks Ability to locate information. Information is often hidden or not under logical menu locations. The ability to click through screens. Today, you often need to go back to the home page to start over. More hyperlinks to other areas of interest from various pages.	6/29/2021 10:34 PM
9	Calendar/Events Search Teacher Contact Info Searching for the calendar. Showing upcoming days off up front Teacher email directory HAC login	6/29/2021 9:47 PM
10	Calendar/Events Yearly academic calendar on main page. it is hard to find	6/29/2021 9:39 PM
11	schedule information	6/29/2021 8:18 PM
12	Ease of use for registration and downloading grades. Would be great if once grades/assessments were completed they were emailed automatically.	6/29/2021 6:44 PM
13	Ease of finding information	6/29/2021 5:02 PM
14	Sports Athletics Boys and girls sports information	6/29/2021 4:50 PM
15	Navigation Navigation as some things are buried without a good path to find.	6/29/2021 4:33 PM
16	Navigation It is hard to navigate.	6/29/2021 3:24 PM
17	Ease of use and updated regularly. I should not have to follow Twitter for updates and news	6/29/2021 2:08 PM
18	I would like to see up-to-date teacher websites. Because I watch my grandkids and sometimes help them with schoolwork it is frustrating to see teacher websites that are a year old with incorrect information or no active webpage at all.	6/29/2021 2:04 PM
19	better compatibility with smartphones	6/29/2021 1:59 PM
20	Calendar/Events Teacher Contact Info It's hard to find special events...summer camp, football game times. Also, contact info for teachers would be helpful.	6/29/2021 1:56 PM
21	Function	6/29/2021 1:45 PM
22	visibility on my smartphone	6/29/2021 12:50 PM
23	Mobile Optimization Navigation Better to navigate through smart phone	6/29/2021 12:47 PM

WEBSITE REFRESH

Previous website

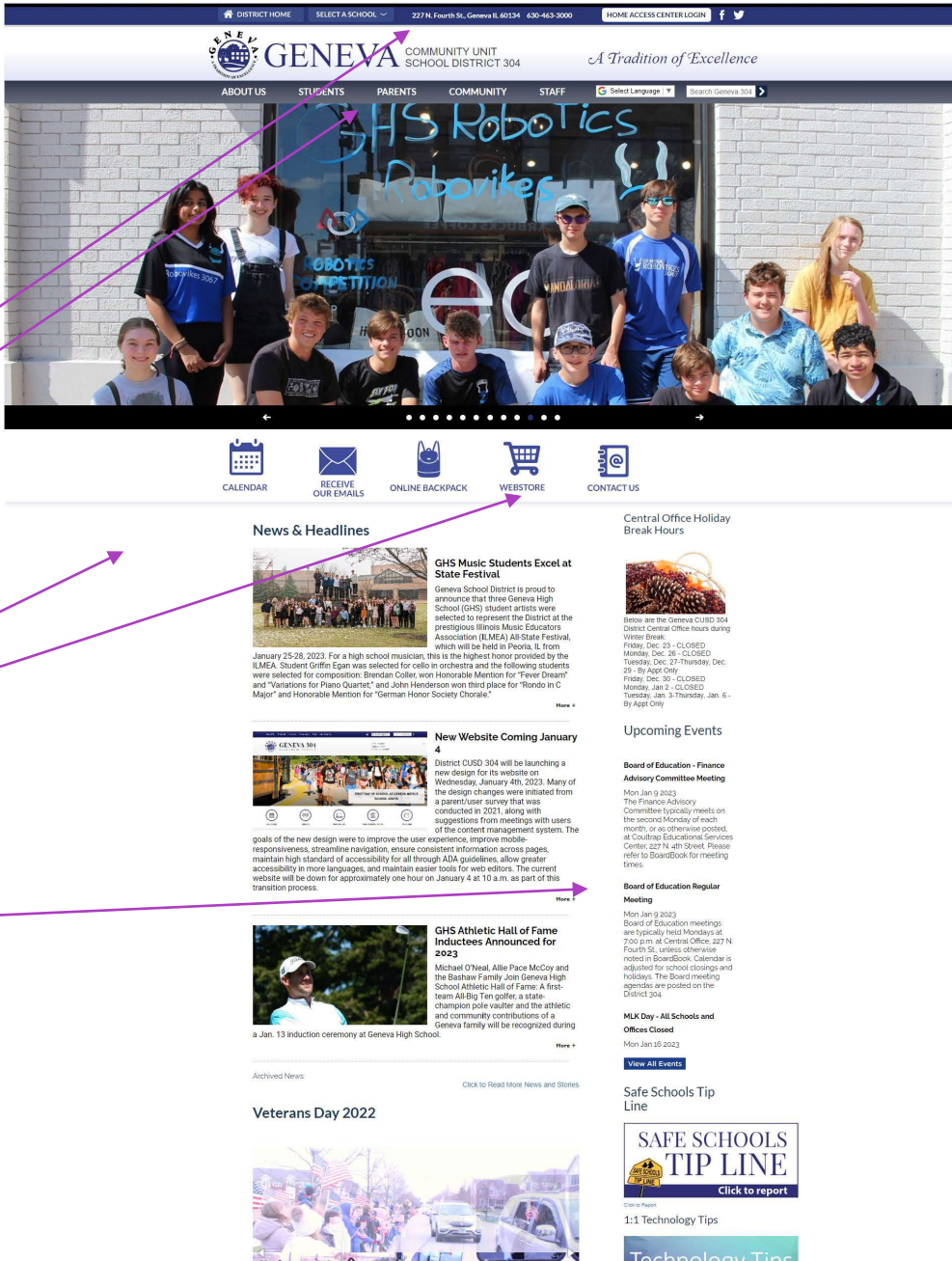
Address, phone, social media elements at top

Two menu bars

A lot of white space left-right

Quicklinks

2 Column format



BETA DESIGN 1

Moved all menu bar items to top

Kept translation and search at top

Improved Search – within the coding, metatags, descriptions

Wrong font, off brand

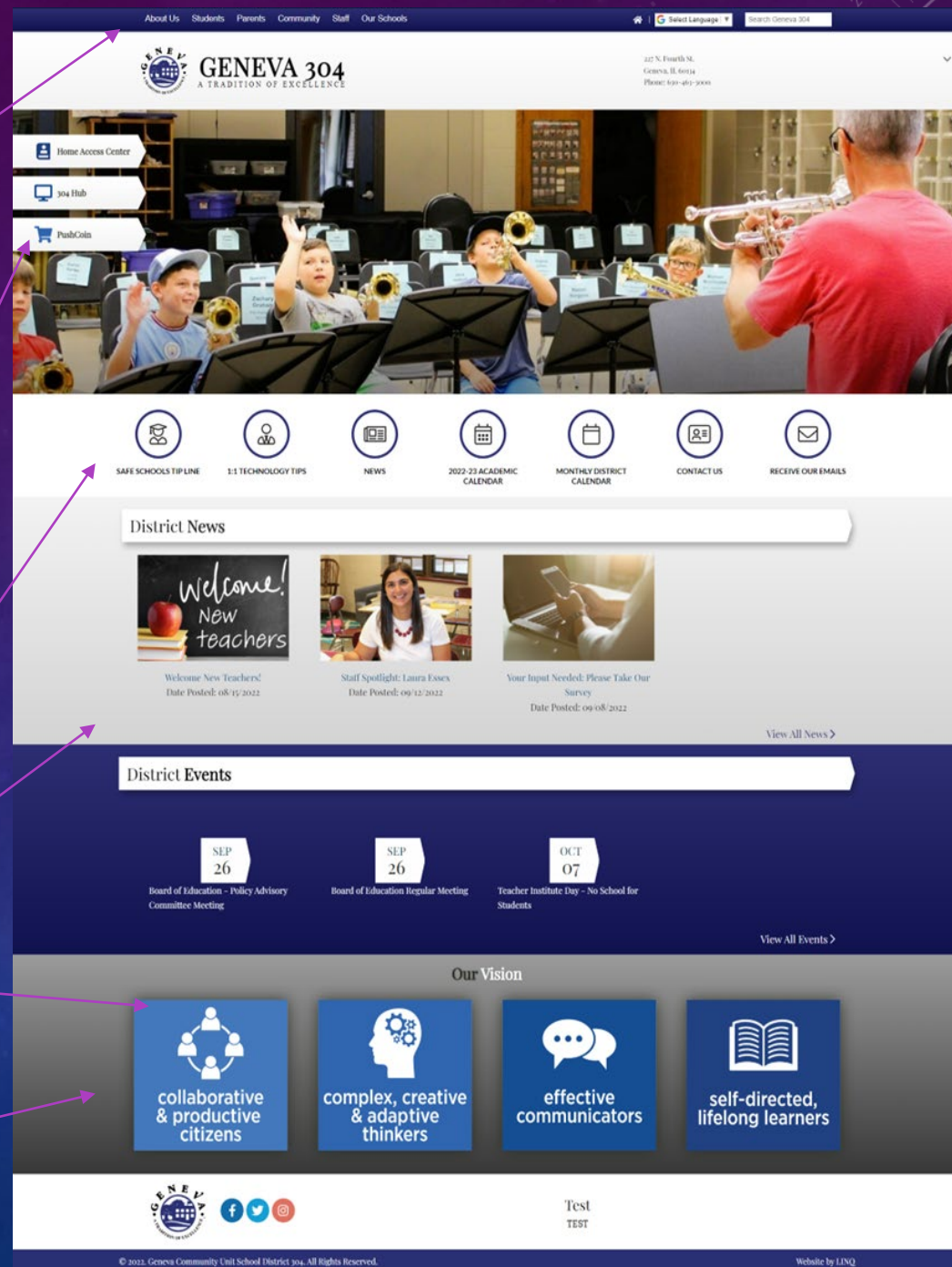
Fingerlinks – interfered with image layout

Too many quick links – redundancy

News and events easy to find

Too much white space horizontally

Added Our Vision elements



FINAL DESIGN

Changed font to match brand

Removed Fingerlinks

Combined Quicklinks

Changed Quicklink labels
(PushCoin, Home Access Center)

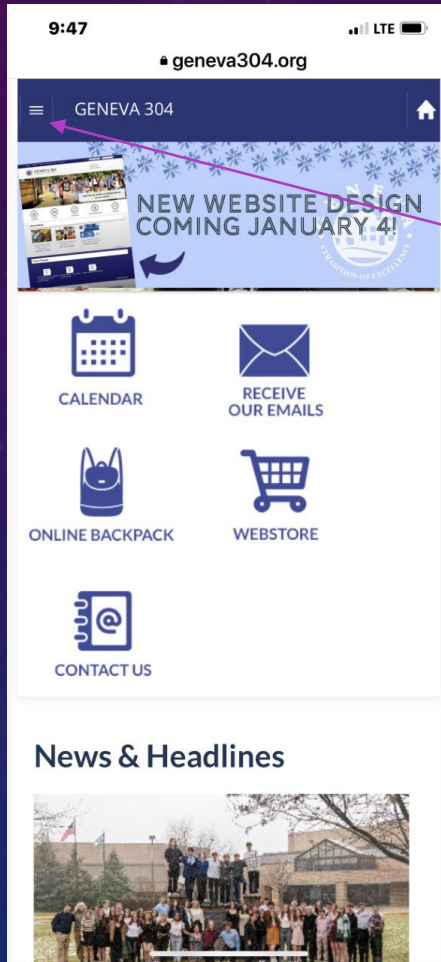
Reduced white space

Added Contact Us and moved social
media links to the footer

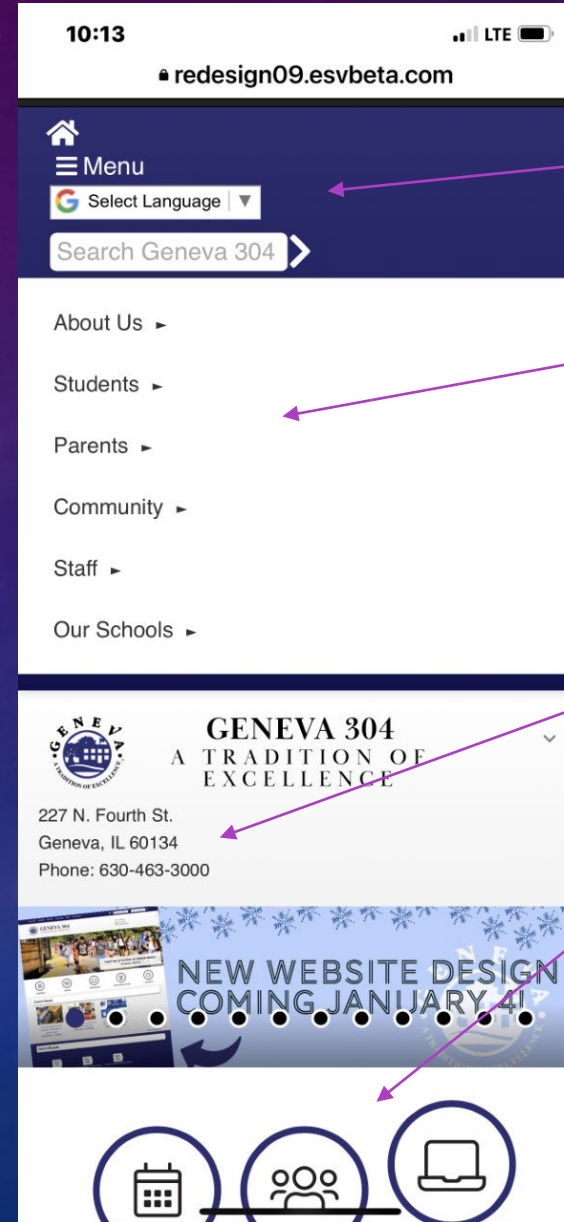
The screenshot displays the Geneva 304 website with several design updates. At the top, the navigation menu includes 'About Us', 'Students', 'Parents', 'Community', 'Staff', and 'Our Schools'. The main header features the 'GENEVA 304' logo and the tagline 'A TRADITION OF EXCELLENCE', along with the school's address and phone number. A large banner image shows students walking to school, with the text 'FIRST DAY OF SCHOOL AT GENEVA MIDDLE SCHOOL SOUTH'. Below the banner is a row of five quicklink icons: 'CALENDARS', '304 HUB', 'HOME ACCESS', 'SAFE SCHOOLS TIP LINE', and 'PUSHCOIN'. The 'District News' section contains three articles: 'Mill Creek Student Council Donates 1,700 Snacks to Lazarus House', 'Geneva Early Learning Program Open House, Nov. 30', and 'Important Health Reminders & Tips For Keeping Students Well'. The 'District Events' section lists three events for November 11 and 14. The 'Our Vision' section features four icons representing 'collaborative & productive citizens', 'complex, creative & adaptive thinkers', 'effective communicators', and 'self-directed, lifelong learners'. The footer includes the school logo, social media icons for Facebook, Twitter, and Instagram, and a 'CONTACT US' button.

MOBILE-FRIENDLY ACCESS

Previous Website



Hard to find school sites, search



Translation and search easy to access at the top

Automatically opens to menu bar, for easy navigation – School list drop down – all above the scrolling banner

Easy access to address and phone

Quick links are big for easy finger clicks

COMMUNICATIONS

- Thurs Dec 15 – Beta link shared with BOE, and all Geneva CUSD employees
- Friday Dec 16 – Campaign to inform community began:
 - Web news article
 - Banner on website
 - Social media posts began
 - Email blast Jan 3 to all 304 Connects
- Wed Jan 4 – Alert message on website, new site began transition at 10 AM



QUESTIONS, COMMENTS, IDEAS?

THANK YOU

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