The Role of Research and Training
Toward Effective & Efficient Use of Resources
In Web Site Revision

The City of Astoria (OR): A Case Study
A Small City With Big Ideas...
Project Phases and Timeline

Phase One
- Tasks include
  - Introduction to City of Astoria staff to explain project;
  - Documentation of the current site through screen captures and text;
  - Interviews and surveys to determine audience, usability, navigation and purpose;
  - Research to include a literature review and study of similar sites.

Phase Two
- Tasks include
  - On-site software training for content editors;
  - Website revisions;
  - Re-testing for usability, navigation and purpose;
  - Continued research for best practices;
  - Terms of Use & Privacy Statements.

Phase Three
- Tasks include
  - Production of training manual (paper, CD and/or web-based) for ongoing maintenance;
  - Continued training as needed;
  - Feedback session for content editors trained earlier.

Phase Four
- Tasks include
  - Oral report to City of Astoria Department Heads, City Council & NJIT Faculty;
  - Written article for League of Oregon Cities' newsletter;
  - Administrative Practices (guidelines) for City Staff;
  - Continued development of Web site pages.
Home Page on June 7, 2006
Before Revisions

Prior to revisions, home page focused on historical images and historical facts.
Map of Structure: June 2006
Research: Interviews & Surveys

**Internal Audience:**
City Council Department Heads,
Administrative Staff

**External Audience:**
Residents, Visitors, Business Community

<table>
<thead>
<tr>
<th>Administrative Staff Survey on City's Website</th>
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</thead>
<tbody>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Email:</td>
</tr>
<tr>
<td>Department:</td>
</tr>
<tr>
<td>Number of Years with City:</td>
</tr>
</tbody>
</table>

How familiar are you with computers in general? (On a scale of 1-10; 1 not familiar, 10 very familiar.)

- Do you use the city’s website: (Select either A or B)
  - A) a tool that will benefit your department,
  - B) another thing to be managed?

How familiar are you with the city’s website? (On a scale of 1-10; 1 not familiar, 10 very familiar.)

Who provided the information about your department that is on the city’s current website?

Is it accurate?
- Yes
- No

What do you like most about your department’s page on the current site?

What do you like least about it?

Are you happy with what’s on the site?
- Yes
- No

Do you think it can be improved?

Who do you think your department will be designated to update content?

Who are the logical “user” groups that will be interested in what’s on your department’s section of the city’s website?

What will they want to see on the site?

Are there any issues that concern you that we’re not addressing here?

Would you be willing to participate in a “usability test” for this reason project?
- Yes
- No
Training: for Administrative Assistants on Software & Usability Issues

Aug. 15, 2006
Home Page on Oct. 13, 2006
After Revisions

Revised home page now features current photos that refresh each time the page reloads.

Links move Web visitors to other pages.
Map of Structure: October 13, 2006
Feedback Session
for Administrative Assistants

They
- liked “after” site better
- felt involved in process
- thought site was “user-friendly”

Anonymous survey revealed unanimous agreement regarding revised site & process.

Sept. 20, 2006
Primary Researcher’s Oral Report
To Astoria City Council

Click on photo to watch video.

October 16, 2006
Local Media Coverage on Research Project

Click on speaker icon to hear news story broadcast 10/17/06 on KAST Radio, 1370 AM, Astoria, OR.

The Daily Astorian reported where the city’s Web site can be seen: www.astoria.or.us/.

Read it here or find it online: http://www.dailyastorian.info/.
Small City Finds Creative Solutions in LOC Web Services

November 14, 2006
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