



Update: Website Refresh & Mobile App

April 28, 2020



Update:

Mobile App & Website Refresh

~~March 26, 2019~~

April 28, 2020

Go Do:

- Emphasis on website
- Mobile app secondary
- Budget for both
- Vendor demos - what's out there?



Update:

Mobile App & Website Refresh

~~March 26, 2019~~

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- Website updated in 2015
- Project specifications:
 - Mobile responsive
 - Easy to navigate
 - Uncluttered
 - Potential for mobile app
 - Icon/graphic friendly
 - Accessible online services



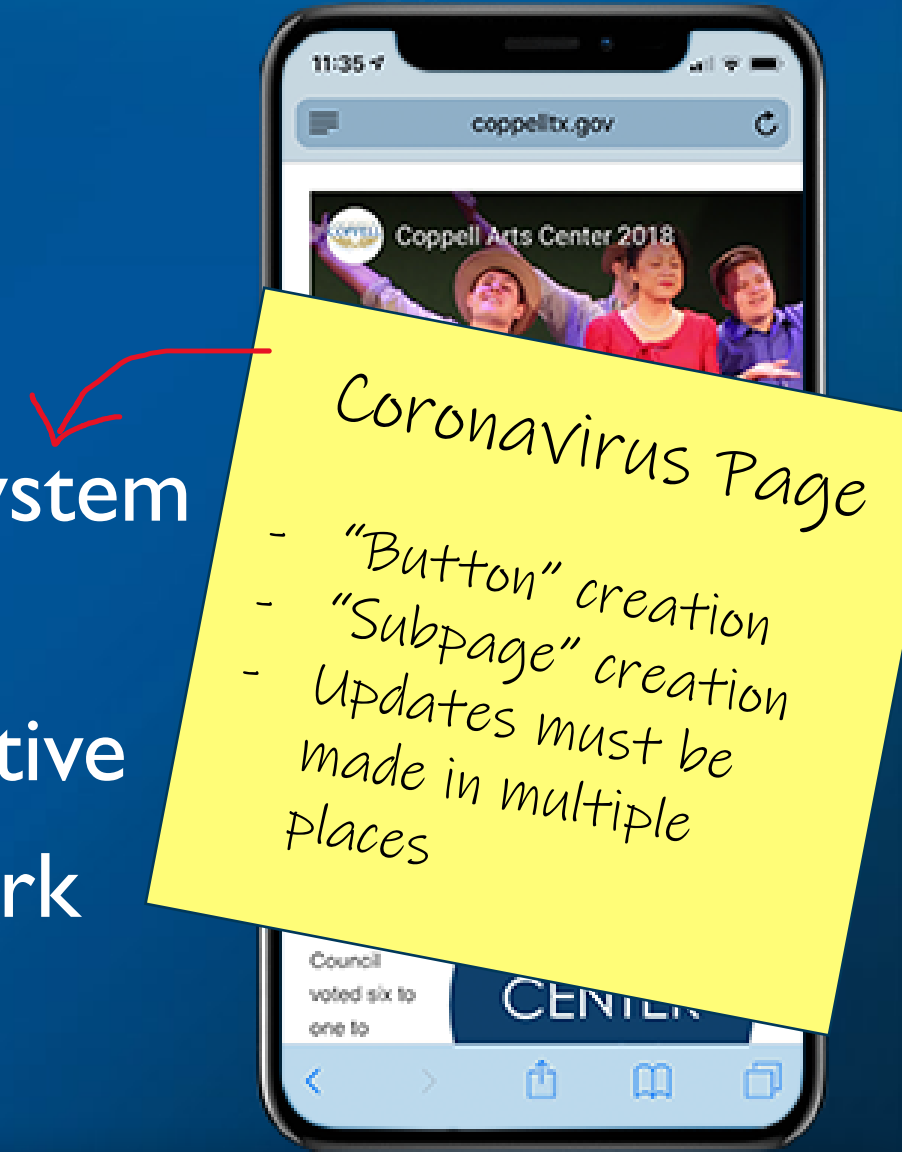
The Website Today: A History

- Not truly mobile responsive
- Not truly easy to navigate
- Not fully ADA compliant
- Complicated content management system (CMS)
- Online services offered, but not intuitive
- Internal search function does not work well



The Website Today: In Reality

- Not truly mobile responsive
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The Website Today: In Reality



Press Pause: What is a Mobile Responsive Design?

- Designed to adapt to the way the content is rendered on a variety of screen sizes
 - Provides user with a perfect experience regardless of the device used
- According to Google, 61% of users are unlikely to return to a mobile site that they had trouble accessing from a phone
- 52% of visitors to coppelltx.gov used a mobile device in March 2020
 - March 2019: 41%

Press Pause: What is a Mobile Responsive Design?

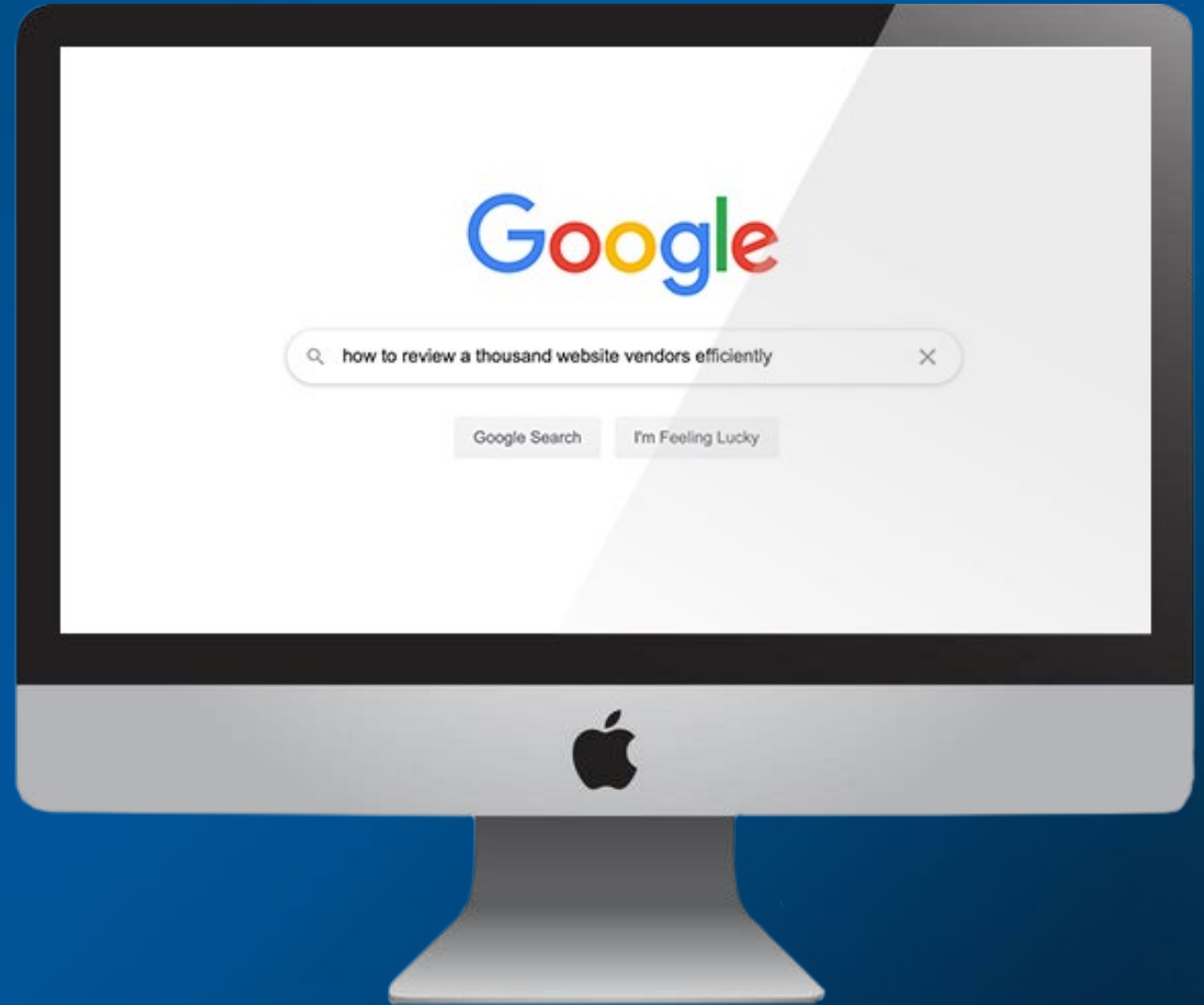


- Conduct interviews and participate in product demonstrations with vendors
- Vendor requirements:
 - On cooperative contract
 - Texas Department of Information (DIR) or U.S. General Services Administration (GSA)
 - Competitively bid, governmental contracts

- Vendor Requirements
 - Mobile responsive design
 - Ease of use
 - Icon/graphic friendly
 - Accessible online services
 - Fully ADA compliant



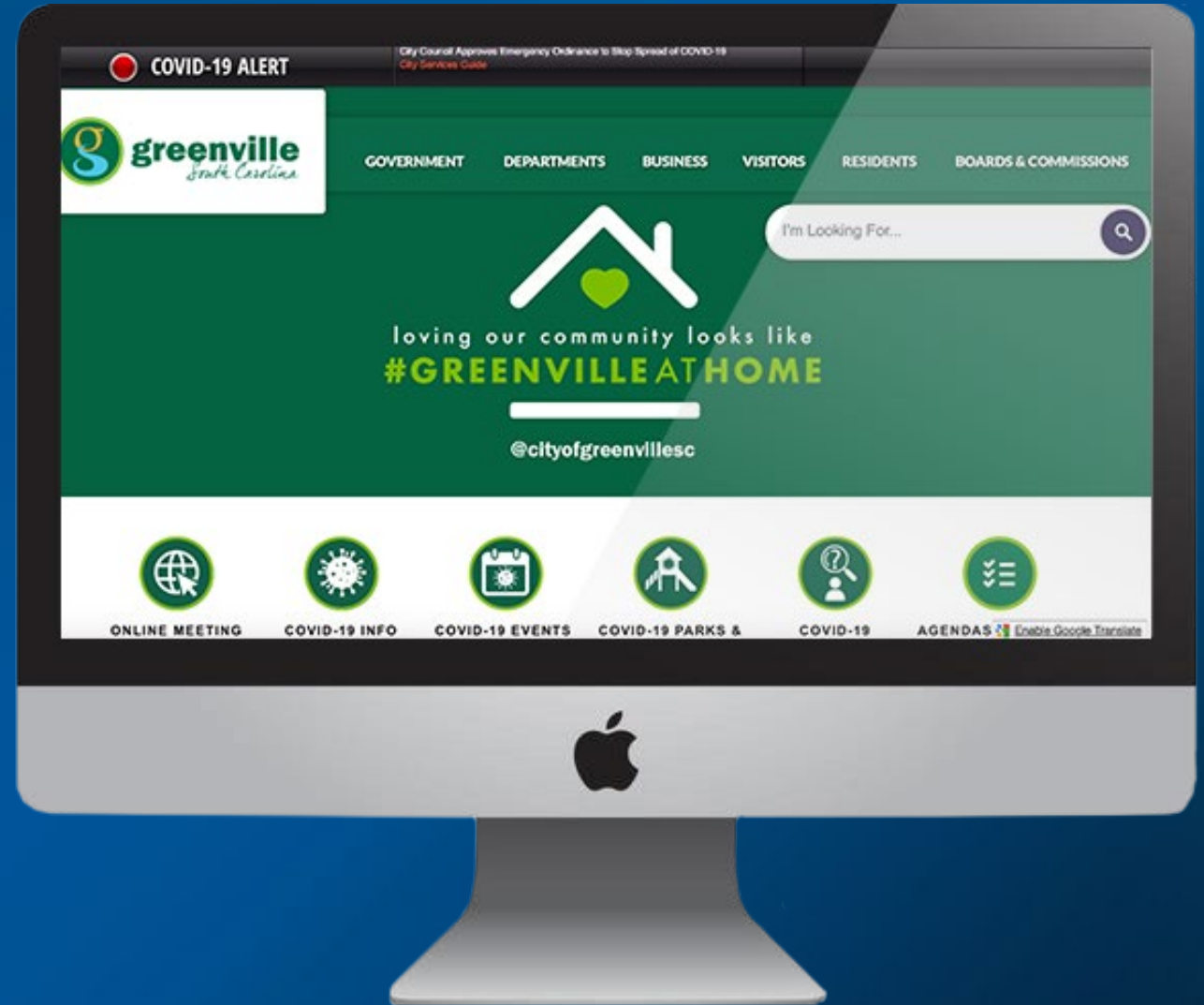
- Imaginuity- current vendor
- Revize
- Granicus
- CivicPlus



The Vendors

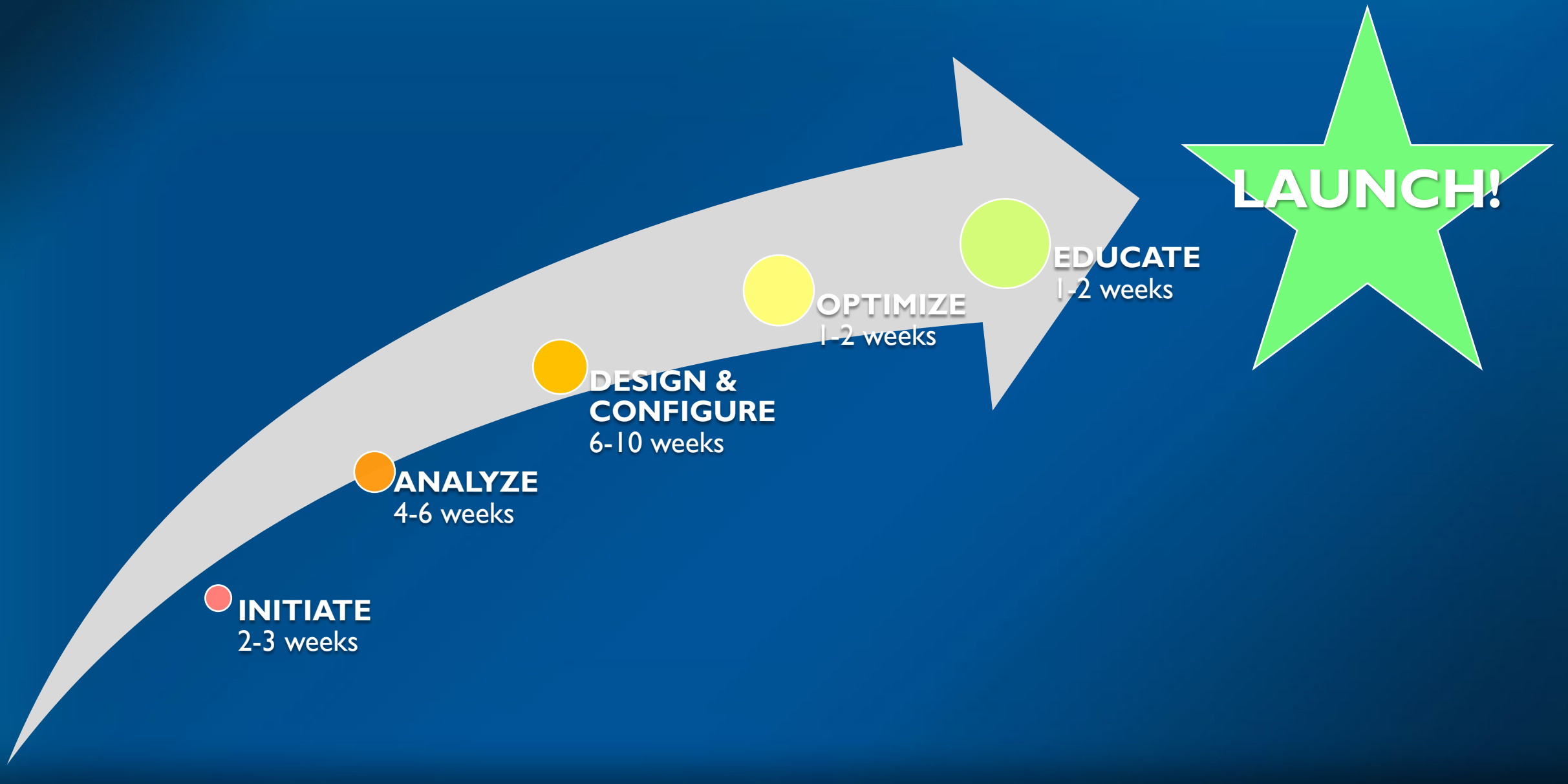
- CivicPlus: CivicEngage

- GSA contract
- Responsive design
- Redesign option after three years
- Hands-on migration of existing content
- 24/7/365 support with secure hosting and maintenance



The Results

- Easy to use CMS
- Graphically pleasing and image heavy
- ADA compliant
- Modified templates – Parks & Recreation, Library
- Multiple modules included
 - Calendar/events
 - News
- Advanced search functionality
- Accessible online services



The Timeline: Six Months

But what about the app?

CivicPlus does that, too.

- Difficult to tie mobile app software into backend of current website
 - No good data repository for app to pull information from
- Next Steps:
 - Update and redesign website before adding a mobile app
 - Consider integration of other emerging technologies – bot and voice capabilities



- Draws content from website
- Native app features allow for custom user experience
 - Location
 - Voice input
 - Integration with other apps

The Features: CP Mobile

- Search is center stage
 - No need to browse or click to find information quickly
- Optimized and clean mobile experience
 - Enhances resident satisfaction – find answers easily
- App features take pressure off other citizen touchpoints
 - Find information via the app instead of calling the City
- ADA compliant

The Solution: CP Mobile

	Current Website	Proposed Website	Proposed Website & Mobile App (concurrent)
Year I - Development & Deployment	\$109,200 (2014)	\$89,800	\$84,800
Annual hosting & maintenance fee	\$45,600	\$9,800	\$15,000
Year I TOTAL:	-	\$99,600	\$99,800

The Proposal



The Best Total Solution





The Next Steps

Questions?