Lena Pang NMDE-302 | Fall 2023 GUI Project 1

Rochester Redesign



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9

A beautiful city should be reflected in a beautiful site—but the city of Rochester's website is just a bit antiquated and cluttered.

So let's fix that!

4 PARTI LENA PANG 2023

Research





5 | RESEARCH LENA PANG 2023 Identifying Problems

Header	 navigation has no hover state/dropdown (instead leads to pages with only a lists of sub-pages) awkward search bar: squashed icon, horizontally but not vertically centered text despite cursor being left aligned 			
	 old, mis-matched social media icons 			
Cards	 minimal hierarchy across categories 			
	 all information is out in the open 			
	 takes up a lot of space; visually overwhelming yet repetitive and monotonous 			
	 last row has only one card, weird alignment 			
Style	 colorful pastels read almost childish, doesn't match content 			
	 feels unserious; friendly but not very "professional" (almost makes you doubt whether you're on the correct site or not) 			
	 drop shadows appear on cards and nowhere else; inconsistent formatting 			



Home | About Us | Contact Us | City Council | Departments | Services | Jobs | Public Safety | Education | Photo Gallery

Spotlight

Make an Online Payment

City Property Information

Office of Financial Empowerment

Refuse and Recycling Schedule

Buy The Block

Resolve Your Traffic Violation

City Job Postings

Business Emergency Assistance Grants

Contracts, Bids and RFPs

Deaf and Hard of Hearing Resources

More >

Parks, Recreation, Human Services

Fall Recreation Programs

Crisis Intervention Services

R- Central at One Stop ROC

ROC City Skate Park

Athletic Programs Parks

Use our interactive map to find City services

Coronavirus Response Update: Offices closed,

Weekly refuse, bi-weekly recycling collection

Find answers and report problems here!

More >

In Our Neighborhoods

Neighborhood Service Centers

answering telephones and email.

A great place to learn and grow.

Refuse and Recycling Schedule

City Service Locator

City Library Branches

311 One Call to City Hall

close to you.

City News

September 8, 2023 News Release -- City Indoor Pools Open Sept. 11 and Sept. 25; Outdoor Facilities Closing for the Season

September 8, 2023 News Release – Public Meeting Notice for Sept. 18 – 22

September 8, 2023

News Release - City Recognized for Excellence in Financial Reporting

September 7, 2023 News Release - City to Kick off Fall Recreation Programs, After-School Hours at R-Centers Sept. 11

September 6, 2023 News Release - Roc n' Ritmo Concert to Take Place Downtown Saturday

Pets and Animal Services

Adopt a Dog Find your new best friend here!

Adopt a Cat A purrfect companion. **Rochester Animal Services**

Your source for all things pet related. **Donate to Animal Services**

Pets for Life

More >

More >

City of Rochester Public Market

Learn About our Market Open on regular Market days.
The International Plaza Bringing the world to Northeast Rochester
SNAP Benefits at the Market
Become a Market Vendor
Community Garage Sales
Flower City Days
More >

Calendar

Mount Hope Cemetery Landscaping Volunteer Event: September 9, 2023 September 9, 2023 - 9:00 AM

Community Garage Sales and Superfleas at the Public Market: September 10, 2023 September 10, 2023 - 7:00 AM

Rochester Preservation Board Public Meeting: September 13, 2023 September 13, 2023 - 6:00 PM

City Council Public Hearings & Speak to Council Session: September 14, 2023 September 14, 2023 - 6:00 PM

City Council Work Session: CityGate Development: September 14, 2023 September 14, 2023 - 4:30 PM

More >

Records and Information

City Council Legislation

Online Records Access Application

City Budget Documents

Police Department Data Portal

Building Blocks Real Time Property Data Analysis Tool

Geographic Information System (GIS) Maps

City Employment Verification

City Plans and Studies

More >

Rochester 2034 - Comprehensive Plan Housing Market Study **Commercial Corridor Study Comprehensive Access and Mobility Plan** Local Waterfront Revitalization **Climate Action Plan**

More >

Public Safety

More >

Rochester Police Department Rochester Fire Department Emergency Communications - 911

Register your mobile phone with 911

6 | RESEARCH LENA PANG 2023 User Flow

THE TASK: find information on the business permit application process

The current user flow has an overwhelming amount of ways to get from the home page to the desired page, information on business permits.

Generally, there is a lot of repeated information in different places, and a confusing amount of redundancy in the site map pathways.



7 | RESEARCH LENA PANG 2023 User Interview Takeaways

THE TASK: find information on the business permit application process

The test user began on the homepage and skimmed through all the cards, with no luck. They then looked at the global navigation, selecting "Services." They then found business permits under the "Business Assistance" dropdown.

In total, the user took around six minutes to find the desired information, including time to explain their opinions and experience.

Visuals• very boring, not very interesting
• the cards are not a fan favorite
• overwhelming to look at
• navigation is hard to see (doesn't attract much
attention relative to everything else)Functionality• does what it needs to do / communicates what it
needs to communicate
• lots of redundant information; many different flows
for the same information
• some text treatment (such as linked titles, dropdowns
and navigation) do not respond as expected

8 | RESEARCH LENA PANG 2023 Boston

boston.gov

The city of Boston has a clean, elegant website with a cohesive color scheme, readable fonts, and a simple yet modern layout. It feels bright, friendly, and welcoming while maintaining it's mature and informative appearance.

The information displayed on the home page is based on popular searches, making the content relevant to the general viewer.

However, if you have something that isn't one of the dozen or so "Featured Resources", it may be a little more difficult to locate upon first glance.



9 | RESEARCH LENA PANG 2023 San Jose

sanjoseca.gov

The city of San Jose's website features several more images than Boston, but it remains well organized, unified, and easy to use.

Their information scroll order, similarly to Boston's design, is based on resource popularity. The first thing on the home page are "top requested" resources, followed by a search services function.

This search services feature is a very useful tool for users because it addresses all possible demands with an openended search query (in addition to an alphabetized list).

SOCIALS & LANGUAGES 🗌 👖 🎔 🔘 諕 🖻 ╆ 68°F 🛂 Select Language RESIDENTS BUSINESSES JOBS YOUR GOVERNMENT NEWS & STORIES SAN JOSE **NAVIGATION BAR** categorized by user type **TOP REQUESTED** popular resources like bill payments and permits Make a Payment Free Junk Pickup Apply for Building Permit TOP REQUESTED COVID-19 Resources Report Issues FIND CITY SERVICES: BY TYPE **FIND SERVICES** search bar and Access free Wi-Fi, borrow Wi-F Access free public Wi-Fi and devices What City service are you hotspots, Chromebooks, and Adopt a pet alphabetized list of all laptops for free at the San José looking for? Apply for a library card Public Library. functions on the site Find the right service... Apply for building permit LEARN MORE Apply for parking permit Top Requested Apply for planning permit Browse bid opportunities By Department Call junk pick-up Check code enforcement status Contest parking ticket **INTERACTIVE CALENDAR** CALENDAR view upcoming events/ public meetings by date Miscellaneous SEPTEMBER SEP Agendas 2023 Transportation and Environment

24 <u>25</u> <u>26</u> 27 28 29 30

SEP

12

SEP 13

1

STAY CONNECTED

City Council

Hearing

FULL CALENDAR >

Planning Director's

ALL PUBLIC MEETINGS

🚯 How may I help you?

10 | RESEARCH LENA PANG 2023 San Francisco

sf.gov

San Francisco is the most minimalistic of the three, using grouping and white space instead of colored or outlined cards. Still, the consistency in text treatment and color scheme keeps the site cohesive.

There is, however, a bit of redundancy in the "Services" navigation tab, as it doesn't show anything that the home page doesn't show.

SF also displays the public officials more than the other two, likely out of publicity because it's such a large city.



11 | RESEARCH LENA PANG 2023 UI Dattens

Popular Resources

Having a "featured resources" or "top requests" section on the home page quickly addresses the needs of most users. Prompted search bars can similarly fulfill this function. lcons

Utilizing icons in addition to text labels increases scannability (isomorphic correspondence).

Scrolling Sections

Dividing information into clear, contrasting sections with titles helps users quickly differentiate and find information.

12 | PART II LENA PANG 2023

Redesign



13 | REDESIGN LENA PANG 2023 Defining Goals

Reduce Clutter & Improve Relevance

By reducing the information on the home page to disclude repetitive or generally irrelevant topics, the user will be able to more quickly find what they need. Information will be displayed on a timely need-to-know basis, as opposed to having the home page feature everything at once.

Revitalize the Style

Redesigning the layout, brightening up the color scheme, and increasing white space will help the page feel more unified and more inviting. It will ease the user into the information, as opposed to overwhelm them with boxes and text.

Increase Scannability

Separating information into clear, differentiated sections and using more images and/or icons will help the user more quickly scan the site and find the information they need.

14 | REDESIGN LENA PANG 2023 Sketches



a quick analysis of everyday objects (in my case, rubix cubes) to see how physical interactivity can translate into digital interfaces

ho dn-dad = Rocheto A = Rochenta = Roher В





15 | REDESIGN LENA PANG 2023 Lo-Fi Wireframes

Languages Languages Languages Languages	Languages Languages Languages Languages
\equiv City of Rochester	≡ City of Rochester
Popular Topics List of Services	Search Services
	how to enroll my child in elementary school
or Search by Department ->	
	t
Daily Updates	Daily Updates
	C
	ir
Guide Guide Guide	Date Date Date
Title Goes Here Title Goes Here Title Goes Here Title Goes Here	Article TitleArticle TitleArticle TitleArticle TitleGoes HereGoes HereGoes HereGoes HereGoes Here
	h
Calendar	What's Happening
Mo Tu We Th Fr Sa Su O4 SUN	
04 SUN	
04 SUN	
	Event Name
04 SUN SEE ALL EVENTS ->	Date, Time Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
Meet Your Elected Officials	Meet Your Elected Officials
Name Name Name Na Title Title Title	
	Name Name Name Name

Nore traditional layout without fixed navigation at he top and clear sections.

Still, I tested different ways of displaying information; events was especially nteresting in terms of how much to display at once and now the user could interact with each card.







This version was an experimentation with the logo and section scrolling.

Despite the interesting method of scrolling, it ended up being an inefficient use of space, and was not optimal to easily and readably display image.



16 | REDESIGN LENA PANG 2023 Hi-Fi Wireframes





For the home page, I refined the layout, added body copy, and differentiated the sections more through adding background with contrasting values.

I also created subpages including a Business Resources informational page, as well as an interactive application form.



Business Assistance Programs

City of Rochester

Back

Learn about the low-interest loan and grant opportunities available for the purchase of equipment, materials, supplies and more, or to purchase, build or renovate property. Whatever your business need, we are certain to have a program to fill it.

Search Events Map Resources

QUICK LINKS

Ask a question

Small business grant application

Start-up small business

90-day loan deferral request \rightarrow

grant application

Business permit application

The City offers the following programs to assist businesses which are creating new in and creating jobs for City residents. The business must be located within the City in a ommercial building or re-locating within the City. Home-based and non-profit businesses are

argeted Business Revitalization Grant Program

Provides grants to assist businesses who have been negatively impacted by the COVID-19 Pandemic to grow, create and retain jobs within the city of Rochester. Potential assistance includes working capital and soft costs such as payroll, inventory, utilities, insurance, and other similar soft costs. Please contact the City of Rochester's Business Development Division to learn how to apply at 428-6912.

leighborhood Commercial Assistance Program

Provides small business grants for eligible retail and neighborhood service businesses which need capital for items such as advertising, furniture/fixtures/equipment, exterior signage, computers, architectural services, and security equipment (alarm systems, exterior lighting, security cameras). Start-up/New businesses (in business for up to 12 months) are eligible for up to 55,000. Existing businesses (in business for 12 months or more) are eligible for up to \$8,000. All grants are reimbursement grants which requires reimbursement after the business expenditure has been made. Appropriate cost documentation is required.

Business Development Financial Assistance Program

rovides low-interest loans and grants for expansion projects. Eligible projects include purchase of machinery/equipment, construction and/or renovation of real estate, and working capital. to instruct any equipment of the second \$250,000. Interest rates are fixed at either 1% or 3% depending on collateral provided. Loan terms are typically 5 years for machinery/equipment/working capital and 10 years for real estate. All loans must be secured and personally guaranteed by wowners of 20% or more of the business. Please contact the City of Rochester's Business Development Division to learn how to apply at 428-6912.

Kiva Rochester Crowdfunded Microloan Program

Kiva's mission is to provide capital for entrepreneurs who may have difficulty securing loans from traditional lending institutions. The program, involving a partnership with Kiva and the City, provides 0% interest/no fee/36-month microloans to small businesses which may be startup or early stage businesses which require capital for growth. Loans are partially crowd-funded utilizing KIVA's online platform. Borrowers can receive loans from \$1,000 to \$15,000 for eligible business expenses such as purchase of tools, equipment, office equipment, and working capital. Applications can be made online and paperwork requirements are minimal. Learn more at cityofrochester.gov/kiva/.

Department of Neighborho and Business Development 30 Church Street, Room 005A Rochester, NY 14614

City of Rochester, NY Malik D. Evans, Mayor Rochester City Counci City of Rochester

General Information

Business Address*

Business Name*

Name

City of Rochester, NY Malik D. Evans, Mayor Rochester City Council

Street

Back

City of Rochester Search Events Map Resources **Business Permit Application**

Type of Business*

Hours of Operation*

Vendor, Restaurant, etc

← Back

Next \rightarrow

Directory MAP: City Hall, 30 Church St., Roches Terms of Use CALL: 585.428.5990 Fair Housing EMAIL: info@cityofrochester.gov Equal Opportunity Title VI Nondiscrimination

Ne	ighbo	rhood	and	
Bu	siness	Deve	lopm	ent

Neighborhood Service Centers (NSC) NE: (585) 428 - 7660 NW: (585) 428 - 7620 SE: (585) 428 - 7640 SW: (585) 428 - 7630



17 | REDESIGN LENA PANG 2023 Moodboard 1

Into the Mist

Elegant type and peaceful imagery are balanced with textured white space. The color palette combines faded grey and beige neutrals with darker, vibrant blues that create visual intrigue.

keywords: wistful, foggy, textured, nostalgic, wanderlust, memories

















18 | REDESIGN LENA PANG 2023

Above The Fold 1



For this mood's above-the-fold, I focused on the contrast between rough textures and smooth, blurry glassmorphism. The color palette was monochromatic with emphasis on Rochester's iconic blue, though it makes the overall appearance feel a bit colder and less friendly.



19 | REDESIGN LENA PANG 2023 NO CONTRACTOR N

Summertime Poppin'

Flat colors and clean hierarchy guide the eye through content. Shapes and iconography, although abstracted, are representative and functional as opposed to purely artistic choice.

keywords: crisp, colorful, bright, airy, refreshing





20 | REDESIGN LENA PANG 2023 Above The Fold 2

\equiv City of Rochester	Search Events Map Resou
<section-header><section-header><section-header><section-header><section-header><section-header><section-header><text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header>	
WIDGETS Trash & Construction Updates PlowTrax Public Safety News	

This mood was more upbeat and modern, with crisp, sloping lines, bright colors, and lots of negative space. The abstract shapes and lack of a classic hero image makes the overall appearance less traditional, but does not detract from the functionality nor visual appeal.

irces



Want a more customized experience to easily keep track of bills, daily updates, and more?

> Use our **ROC Single Sign-On** (SSO)!

LOG IN SIGN UP

 ABOUT US
 Image: Compare the second seco

How can we help you?





21 | PART III LENA PANG 2023

Final Designs



22

How can we help you?



Don't have a MyROC account yet? Join for free!

With a MyROC account, you can pay bills, manage forms, register for events, create personalized widgets, and more!

Get started \rightarrow

What's Happening

Mo Tu We Th Fr Sa Su 28 29 30 31 1 2 3 4 5 6 7 8 9 30 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 1



Meet some permanent residents who bent, broke, or enforced the law, or whose lives met an unfortunate or grisly end. Guided by Dennis Carr.

2:30 pm

TUE

19 TUE	City Council Meeting 6:00 - 9:00 pm	
20 WED	Community Flea Market 11:00 am - 4:00 pm	
20 WED	Mt. Hope Cemetery Tour 2:30 pm	
20 WED	Preservation Board Meeting 6:00 - 9:00 pm	
21	Public Market 8:00 - 11:00 am	

View all events \rightarrow

Filter Q



All Resources

	Activities Events, seasonal programs, etc	Business Permits, applications, zoning, etc	
	Construction Updates, future plans, etc	Disability Resources Accessibility, service animals, etc	
	Food Locate food banks and reources	Government Council minutes, officials, etc	
	Health COVID-19 updates, healthcare, etc	Housing Homeless resources, grants, etc	
	Jobs Find jobs, internships, etc	Local Resources Libraries, r-centers, parks, etc	
e se mainte a companya da c	News Recent articles about the city	Parking & Transport Pay tickets, check plowtrax, etc	
	Pets & Animals Adoption, animal control, etc	Residents Pay bills, etc	
	And and a subscription of the subscription of		

City of Rochester, NY Malik D. Evans, Mayor

Rochester City Council

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ABOUT US

List of Departments & Offices City Council & Clerk City Charter Municipal Archives & Records Historic Rochester

CONTACT

City Hall, 30 Church Street Rochester, NY 14614 (585)-428-5990 info@cityofrochester.gov TTY/TRS: 711

Directory Terms

ms of Use Fair H

Fair Housing Equal Opportunity

Title VI Nondiscrimination

23 | FINAL DESIGNS First Look

visual impact through use of shape, negative space, and monochromatic palette with contrasting value

> large serif font stands out against sans serif body

search function prompts the user with a cycling list of popular questions

banner cleanly separates content, informs the user on new information, and leads the eye to scroll down the page

 \equiv

libraries near me...

Don't have a MyROC account yet? **Join for free!**



images integrated seamlessly into smooth vector shapes via gradients

24 | FINAL DESIGNS LENA PANG 2023 Subpage



0 🛛 ¥ 🖬

jump-scrolling table of contents lists article sections

plenty of white space for the eye to breathe

capture of the entire page

Business

Looking to start a business? You've come to the right place. If you've already submitted a permit or have an existing business, you can keep track of forms and other necessities in your MyROC business profile.

TABLE OF CONTENTS Business Permit Application Process Map of Available Locations Meet the Business Development Team **Business Assistance Programs**

BUSINESS PERMIT APPLICATION PROCESS

- 4. Submit your permit application.

hero scrolls until only a bit is left, at which point it sticks (to maintain navigation legibility)

City of Rochester

Resources

1. Create a MyROC business profile. This will link to your MyROC personal account (and can be connected to any business co-owners' accounts as well).

2. To apply for a permit, go to Forms > New Permit Application.

3. Fill out the form, including information about the business owners, employees, location, and the business itself. Before submitting, you will be asked to pay a \$25 application fee.

"Contact Us" section is sticky as well; always visible to user as left column continues to scroll

CONTACT US

Department of Neighborhood and Business Development 30 Church Street, Room 005A Rochester, NY 14614 (585)428-6912

Ask a question



25 | FINAL DESIGNS LENA PANG 2023 Style Guide



HOME PAGE



SUB PAGES



26 | FINAL DESIGNS LENA PANG 2023 New User Flow

THE TASK: find information on the business permit application process

The old flow was overcomplicated, unfocused, and a generally confusing experience.

With this new flow, the user deals with significantly less redundancy, and all the desired information is centralized in one concise, all-encompassing, easyto-navigate page.





27 | PART IV LENA PANG 2023

Conclusion



After many iterations, I opted for a final design that felt fresh, welcoming, and friendly, yet maintained both functionality and professionalism. A monochromatic color palette and gradient-faded photos create visual intrigue, while well-balanced negative space and composition of content eases the eye through the page.

While my intended user flow targeted people looking to start a business in Rochester, I created a home page that simplified and unified all resources, allowing for anyone of any background to easily navigate to their desired information.

29 | CONCLUSION LENA PANG 2023

Thank you!

