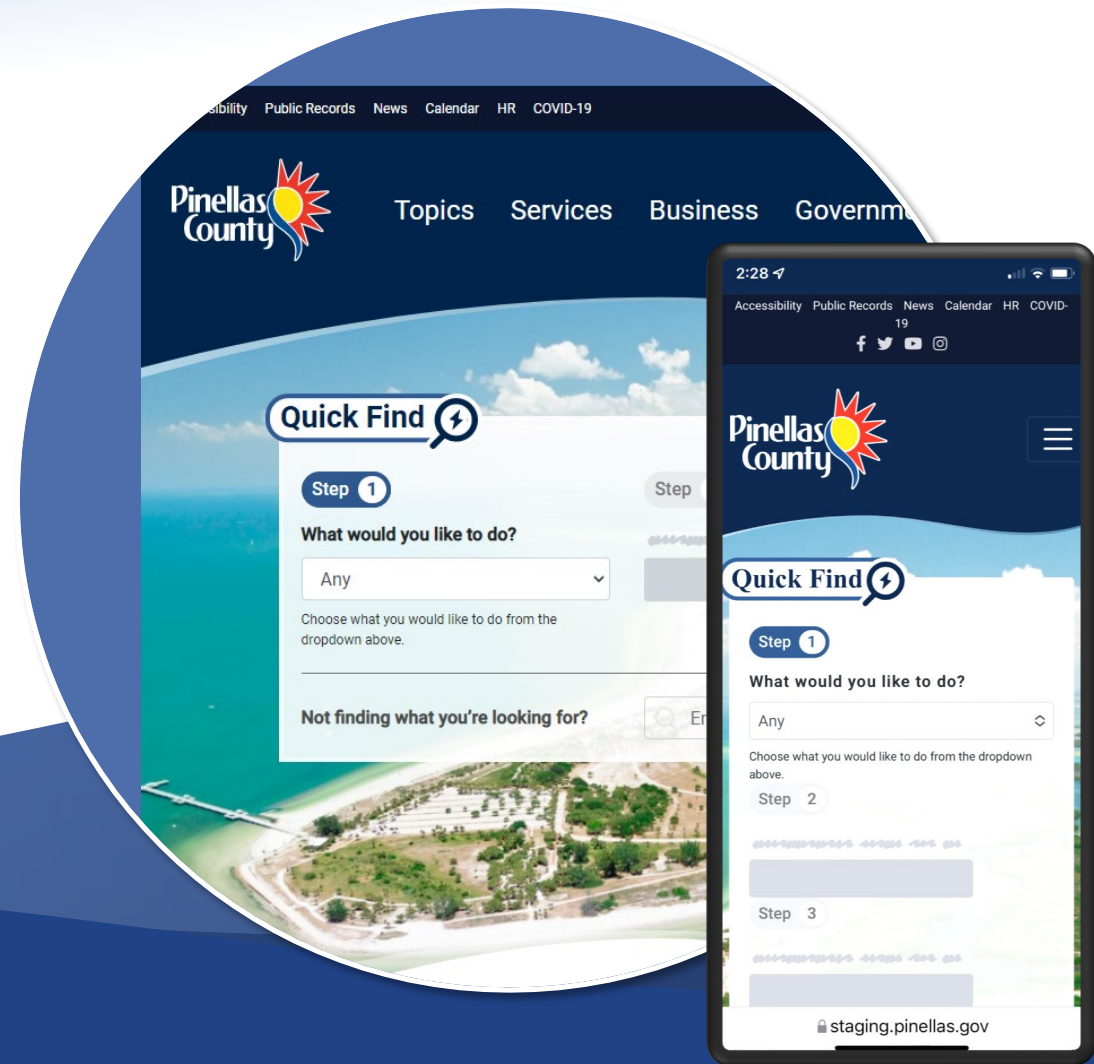
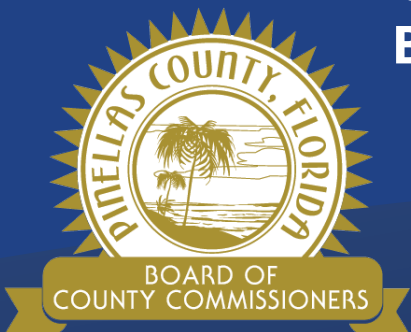


Pinellas County Website Project Update



Communications Department
Barbra Hernandez, APR, CPRC Director



Our Vision: To Be the Standard for Public Service in America



Top customer
service platform

3.5 million visits in
2021



HOME | ADA INFO | SERVICES | BUSINESS | GOVERNMENT | RESIDENTS | VISIT | Search

Print | Subscribe | A A Text

Pinellas County FLORIDA

Official Government Website

Contact Us | Calendar | How Do I? | News | Media | January 10, 2022

Online Services
pay taxes, park shelter reservations

Business
building permits, vendor application, airport

Government
elected officials, courts

Residents
local issues, adopt a pet, taxes, jobs, fun

Visit
beach finder, parks, local events, tourist info

Departments
list of all departments, agencies

County News

- Vacancy announced on Pinellas County Construction Licensing Board
- Master Gardeners receive UF/IFAS Extension Award of Excellence
- Additional COVID-19 testing site opens in Pinellas Dec. 30
- Pinellas County to hold Job Fair on Jan. 18

Top Searches

- Emergency Rental Assistance
- 9-1-1 Active Calls
- BCC Meetings
- Jobs / Career Opportunities
- Municipalities / Cities
- Parks & Recreation
- Permits
- Pet Adoptions
- Property Appraiser
- Public Records
- Public Works
- Purchasing / CCNA

Watch County TV

BCC Meeting Calendar

Public Meetings

Boards / Special Districts

Emergency Information

Events / Festivals

Maps / Aerials / Property

Now Hiring

Volunteer / Intern

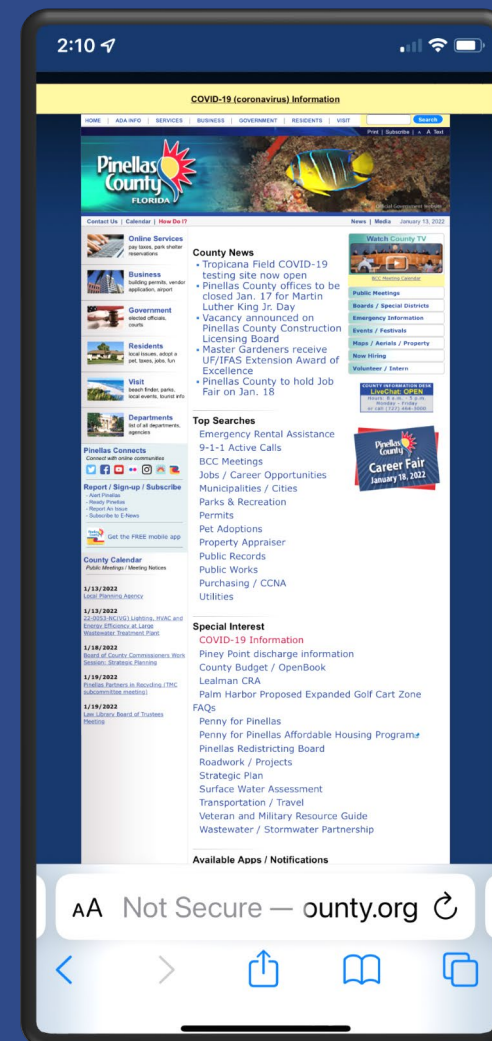
COUNTY INFORMATION DESK
LiveChat: OPEN
Hours: 8 a.m. - 5 p.m.
Monday - Friday
or call (727) 464-3000

Pinellas

Why now?

51% of users in 2021 were on phones.

Site is cluttered and technology is outdated.



Goals



- Be mobile-responsive.
- Make it easier to find what you came for.
- Streamline accessibility compliance.
(WCAG 2.1 AA)
- Refresh the design.
- Implement a state-of-the-art content management system.





This is not just a redesign

Technology

Content

Design and user experience

A large yellow circle is positioned on the left side of the slide, partially cut off by the edge.

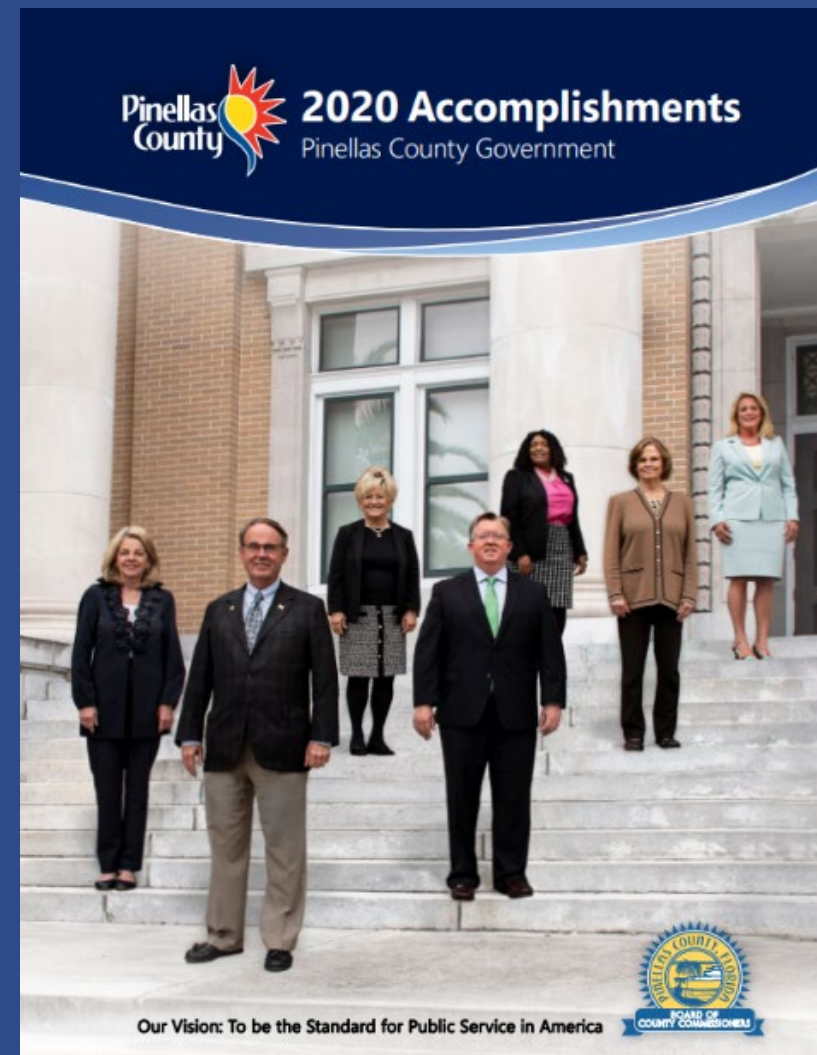
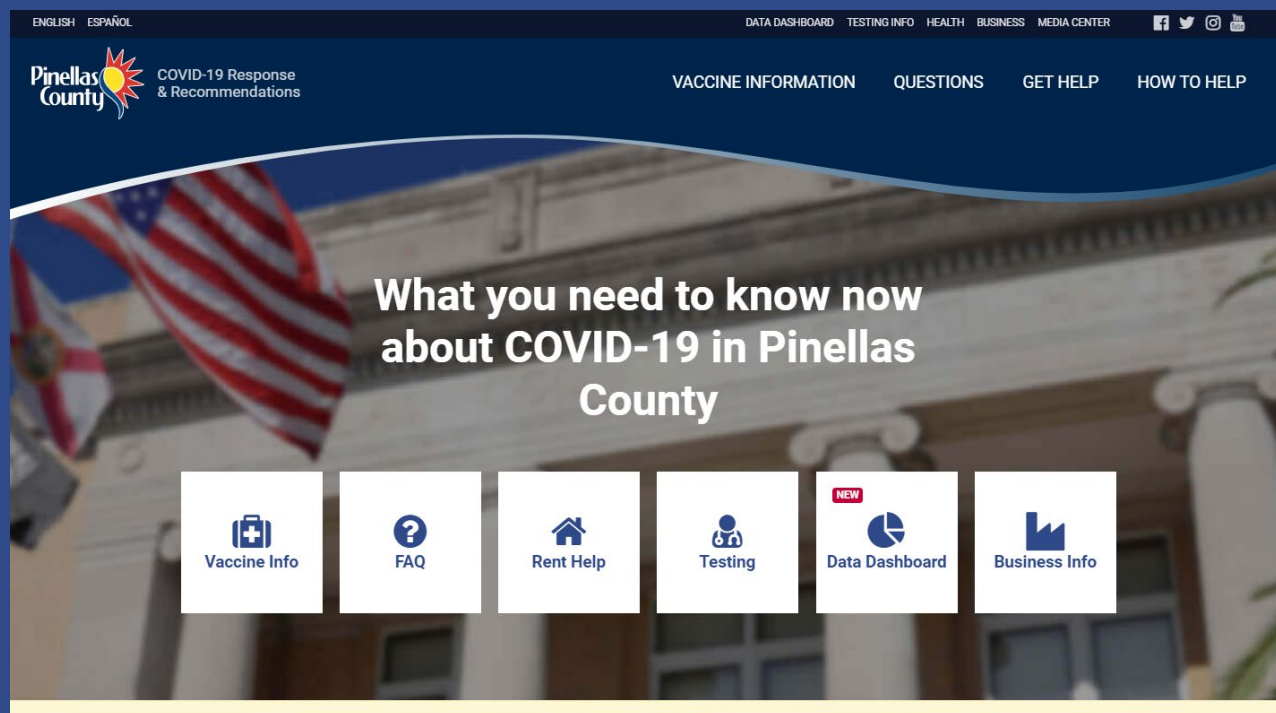
An Inclusive Approach

Multi-department team of project liaisons.

Engaged leadership and directors in project goals and regular status updates.

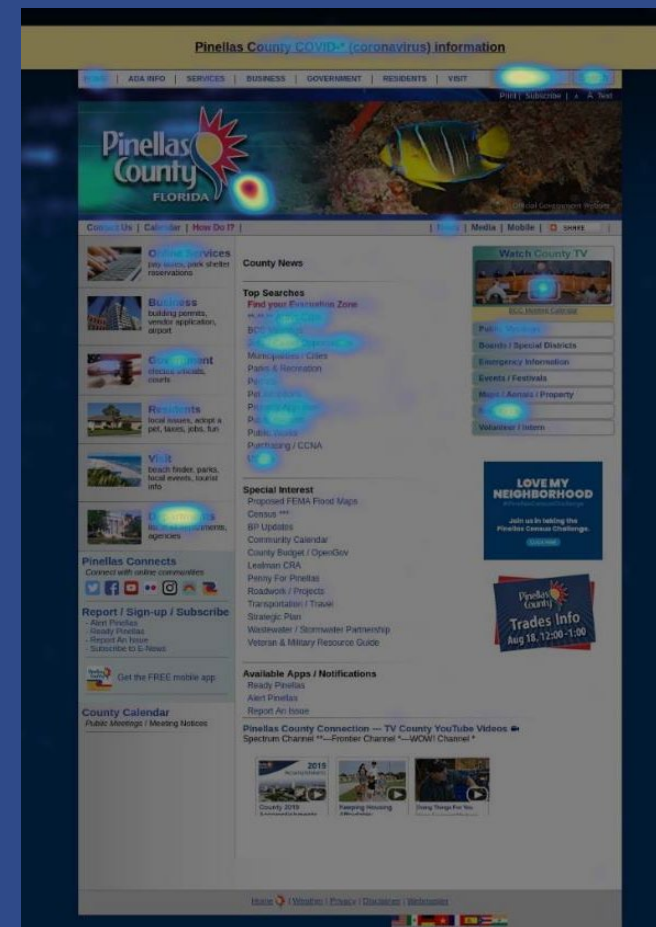
Invited residents to give feedback on the current site and test the new site.

The site also will take on the refreshed brand look that we have adopted for other materials.



Research

Traffic User Behavior Survey

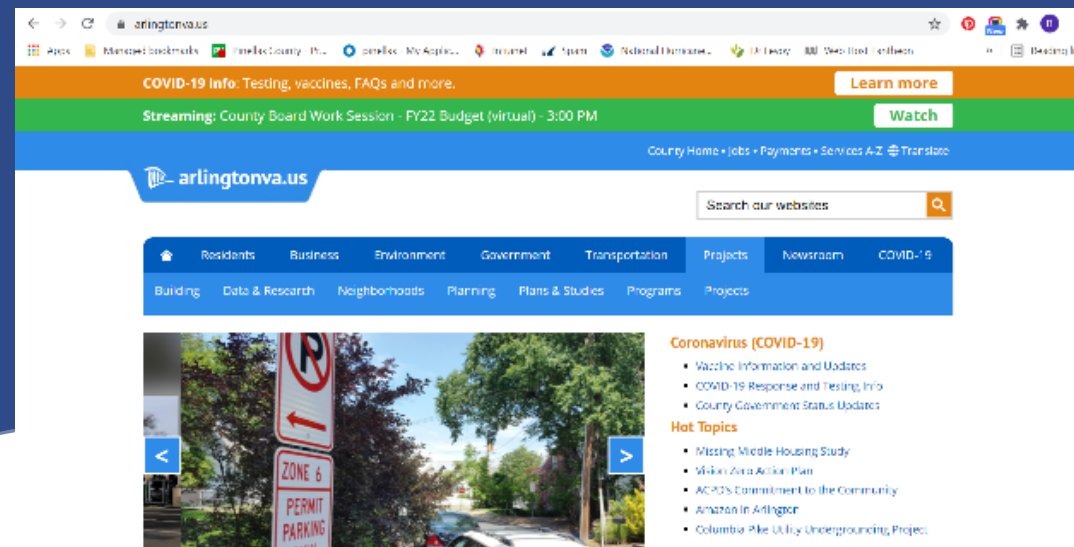
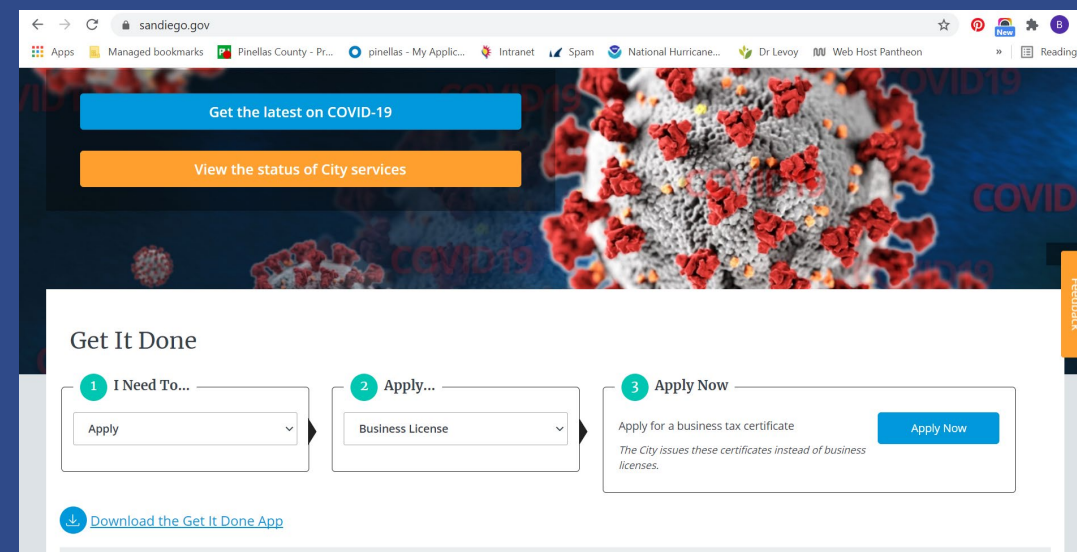
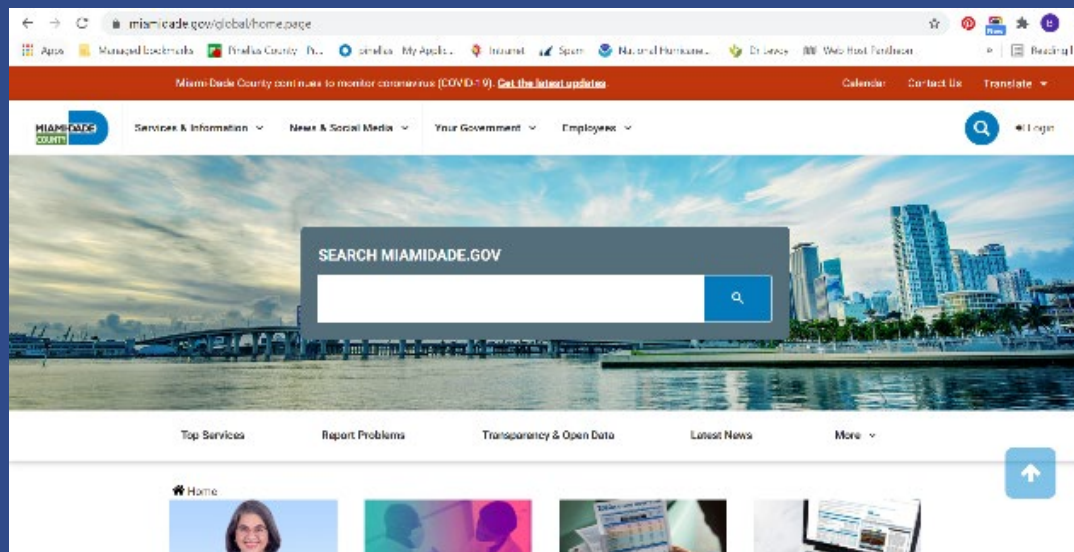


Guiding principles as confirmed by research:

First priority: help users find what they're looking for.

Second priority: offer users information that could be useful to them—things we want them to know.

We also learned from others



A large yellow circle is partially visible on the left side of the slide.

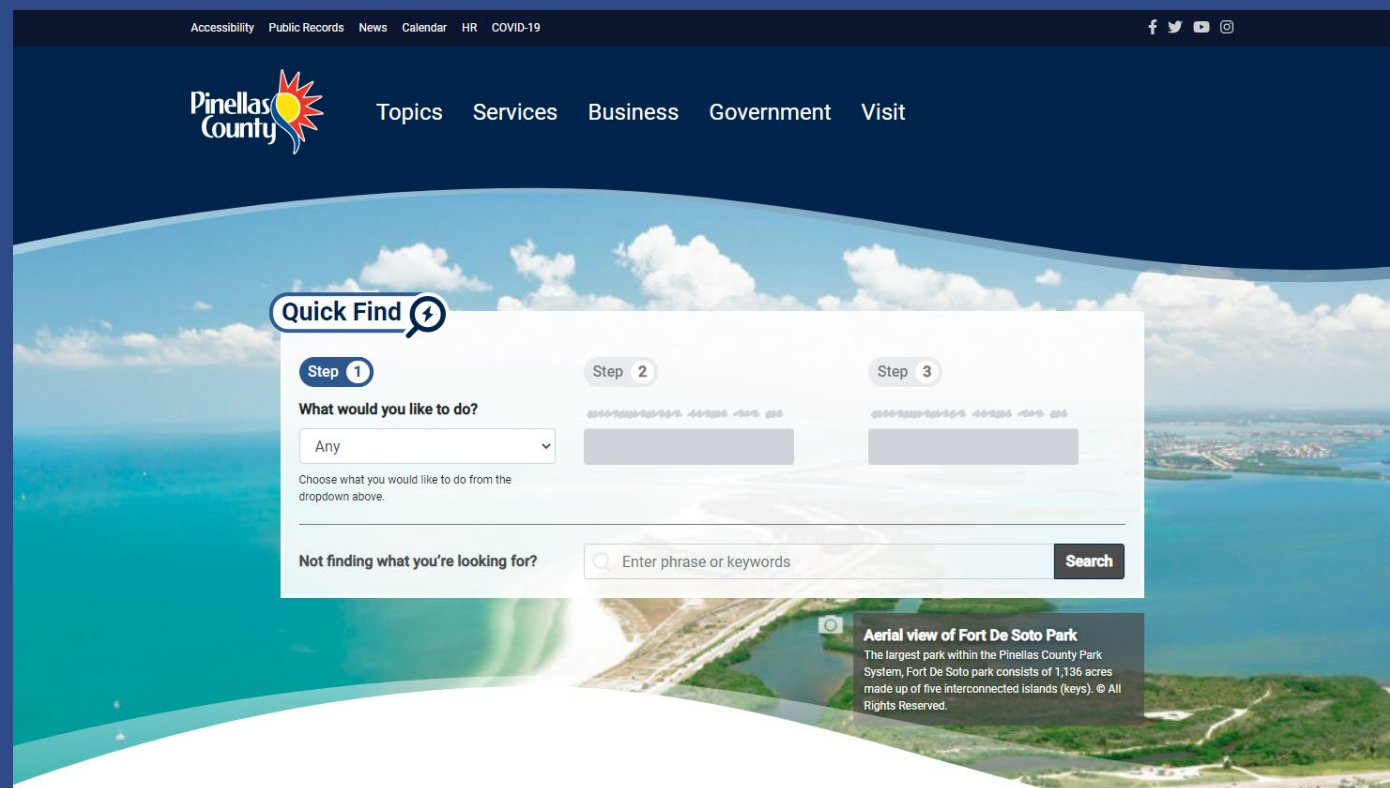
Our approach . . .

Focus on topics and services more than departments.

Create a quick path to find the most common services.

Edit pages to make them easier to skim.

Live demo of sections of the new site



Next Steps

Conduct user testing and complete refinements.

Finalize writing and editing phase.

Based on these, establish launch date for the new Pinellas.gov.

