

Chime & DFD

Summer 2015 pre-Alpha research results

Digital Front Door Alpha Program

A Web Redesign Bootcamp for Government Communicators

Apply Now

Learn by doing



Sharpen digital skills



Show the world



The website is your city's digital front door. Residents expect to find the same services there they would find inside city hall. Further, we now know that **64% of American adults own a smartphone** of some kind and many underserved citizens use a smartphone as their only means of online access. People need and expect to do city business from wherever they are.

Learn redesign best practices, by building an alpha website. Over 10 weeks, participants will prototype an alpha website that addresses a specific resident need. Finish with an approach and practice ready to apply to your current or future City website.

Alpha Package:

\$5000 - *FREE* for first bootcamp cohort

- Alpha website that models a new approach to addressing a resident need
- Audit of current site performance & user experience
- Weekly workshops and hands-on support from Code for America

Apply for Redesign Bootcamp

NAME

JOB TITLE

EMAIL

CITY



CODE *for* AMERICA

SUMMIT

We were testing 3 things in the Bootcamp

- the early (pre-alpha) Chime UI & features
- Alpha websites as a gateway practice
- Bootcamps as a format

Orlando, FL

Natalie Bednarz

Web Applications

Developer,

Office of Communications
& Neighborhood Relations

Matthew Broffman

Director of Innovation

Residential Permitting



DOWNTOWN ORLANDO
I-4 ULTIMATE
ORLANDO VENUES
TRANSIT
VISIT ORLANDO

cityoforlando.net
OFFICIAL HOME OF THE CITY BEAUTIFUL

HOME
COUNCIL
DEPARTMENTS
NEWS & EVENTS
SERVICES
RESIDENTS
VISITORS
BUSINESS

ECONOMIC DEVELOPMENT

Permitting Services Home

> Permits

> Inspections

> Reports & Links

ONLINE TOOLS

Schedule an Appointment

Check Permit Status

Special Event Permitting

Schedule an Inspection

Pay Fees

City Code Lookup

Permitting Services

Issues building permits, business tax receipts, inspects construction health, safety and welfare of the citizens, while preserving and enhancing the aesthetic character of Orlando through the issuance of building permits, business licenses and the inspection of construction.

ANNOUNCEMENTS

Adoption of the new Florida Building Code and National Electrical Code Takes Effect on June 30, 2015

New codes include: Florida Building Code 5th Edition (2014) Update Energy Provisions for Commercial Buildings National Electrical Code (2011) All permit applications submitted on or after June 30... [Read more](#)

Submit your updated BTR and State License

Please update your license and BTR information with us to clear the People License Hold placed on the contractor and/or company profile. You can EAX the documents to 407.246.3420 or... [Read more](#)



♂



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Residential Permitting



**CITY OF ORLANDO**

[Orlando](#) → [Licensing & Permits](#) → [Residential Permits](#) → 1. Do I Need a Permit?



1. Do I Need a Permit?

Yes, you probably need a permit for your home improvement project.

Most changes to your home need a building permit. Permits are necessary to ensure public safety and equality in building standards.

The type of work you are doing will dictate:

- Other forms you need to submit with your permit
- The level of detail needed for your plans that show the work you are going to do
- Residential building permits fees

Fontana, CA

Cristina Tejeda

Content Manager

IT Business Analyst

**Community Services
Department**



Fontana
CALIFORNIA

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CLASS REGISTRATION

Online Registration

Summer Camps

Current Activities Brochure

After School Program

Aquatics Programs

Centers & Parks

Community Events

Facility Rental Information

Fontana Arts Programs

Healthy Fontana

KFON TV

Senior Services

Sports Programs

Volunteer Opportunities

Youth Activities

Community Services Department

You are here: Home > Departments > Community Services

Get details on [registering for classes](#), swim lessons, summer camps, and community events taking place in Fontana.

Summer Camps

Aquatics Programs

Free Let's Move Outside & Summer Food Program

Tiny Tots

Fontana

Summer Events

Sports

Facility & Park Rentals

Farmers' Market

Activities Brochure

CALENDAR

Thu, Aug. 6

Noches Con Ritmo

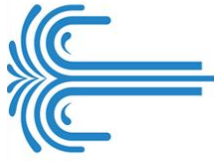
Thu, Aug. 6

Summer Sunset Concert Series

Fri, Aug. 7

Fontana Car Show

[VIEW ALL EVENTS](#)



CITY OF FONTANA

e.g., pay a parking ticket

Fontana → Parks & Recreation → Aquatics

Facility Rentals

Aquatic Facility Availability

All City of Fontana pools are available when not in use for sponsored events. Rental times and dates are subject to change without notice. Details and available dates and times, please contact the Fontana Park Aquatic Center at (909) 854 - 5106 or any community pool near you. Be sure to read over the Facility Reservation Application before making your reservation.

Fee Schedule

There is a two-hour minimum for all City pool rentals. A refundable trust deposit is required at the time of reservation. Deposit does not go toward facility balance.

Facility	Group Size	Price
Don Day Pool, Miller Pool, or	Occ. 50	\$175 / two hours*

CITY OF FONTANA

e.g., pay a parking ticket

Fontana → Parks & Recreation → Aquatics

Parks & Recreation

Government
Jobs
Licensing &
Permits
**Parks &
Recreation**
Public Safety
Transport
Utilities & Str

Aquatics
City of Fontana has five aquatics facilities for your use.

Aquatics
Activities
Facility Rentals
Locations
Teams

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Chime Features Reactions

- Default IA: *thumbs up*
- Mix of HTML & Markdown for composing: *OK, at least with real-time preview*
- CMS name/category: *lots of baggage*
- Workflow: *needed, and currently not sufficient*
- Automatic mobile responsiveness: *phew, thank you!*
- Visual design: *so much blank space... so different, but i like it!*
- Writing help: *OMG PLEASE NOW NOW NOW*

B I :≡ 1₂ ≪ ≫ ∞ P H₁ H₂ H₃

Hemingway App makes your writing bold and clear.

The app highlights long, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can **utilize** a shorter word in place of a purple one. Mouse over it for hints.

Adverbs are **helpfully** shown in blue. Get rid of them and pick verbs with force instead.

Phrases in green have **been marked** to show passive voice.

You can format your text with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button to compose something new.

Hemingway
Editor

Write Edit Help

Readability



Grade 6 (Good)

Words: 130

More ▼

1 of 11 sentences is hard to read.

1 of 11 sentences is very hard to read.

1 phrase has a simpler alternative.

1 adverb. Remove it.

Alpha Websites as a practice

- alpha.phila.gov sessions at NAGW & Summit were packed
- first user research experience is still transformative & still works communicating to broader govt audience
- Philly team, most advanced in US, validated our approach
- cities not fully ready to commit full sites to an untried CMS
- govt staff much more ready to try things when not worrying about full migration and **The** Website

Still a strong hypothesis:

**Alpha websites are a key practice for
better websites (on Chime or other CMS)**

Bootcamp as a format

- Homework was harder than expected
- Peer to peer interaction didn't happen
- CfA staff spent extra time on coaching
- 1:1s were much more effective than group sessions, especially remote ones

Bootcamp as a format

- No city achieved our stretch goal (a public Alpha site) but all presented internally to good receptions.

Bootcamp Recommendation*

- Create a more focused environment:
 - ♦ Intensive 2 - 3 day workshops on-site
 - ♦ Focus on a single user need for the whole group (if mixed city cohort) or only work with a single city on a set of needs
- Remove barriers
 - ♦ Line-up user testing for them, to take place during workshop second day

* Test recommendation with a single city and evaluate suitability

Chime Recommendation

- Create an MVP explicitly for publishing public alpha websites for city services
 - ♦ Add writing features
 - ♦ Refine workflow
 - ♦ Simplify design options
 - ♦ Add templates for top services
- Price it under the procurement threshold
- Offer practice coaching & support as part of the package
- Consider this user & market research toward a full CMS

Article Title

Example Article

Save Progress

B I H1 H2 H3

PreviewActivityCompareStatisticsMD Hints

Heading Level 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nisi rerum, consequuntur natus error eligendi, mollitia reprehenderit nemo. Unde praesentium quibusdam, fugiat impedit ullam voluptas eaque reprehenderit numquam, omnis corrupti in.

Heading Level 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nisi rerum, consequuntur natus error eligendi, mollitia reprehenderit nemo. Unde praesentium quibusdam, fugiat impedit ullam voluptas eaque reprehenderit numquam, omnis corrupti in.

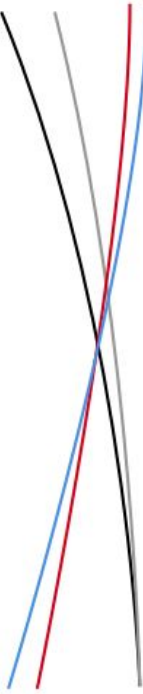
Word count — Kincaid readability score —

86 words11th Grade Level

Page views this month — Average time on page —

86 views13 seconds

Change over time



02/13/2014

08/04/2015

Next Steps (after decision to end Chime project)

- Perform a full retrospective with the entire Chime team
- Prepare a clear, well documented Wind Down document
 - Playbook for CfA to build & sell products in future
 - Playbooks for bootcamps, hiring, lessons learned
 - Playbook to End of Life products
- Communicate decision effectively to cities & partners