

MOTION

User experience (UX) and user interface (UI) are the keys to ensuring that residents continue to engage with City systems. It is critical that all new apps, department websites, and city software and information systems undergo user testing to ensure that systems are easy to use for a diverse range of populations, that the City is making an effort to reduce the number of steps a user has to take to complete an action, and that systems are intuitive to users.

User testing is a baseline standard in the private sector and yet many city systems, websites, forms, and more fail to undergo even basic user testing before being launched.

Systems that are easy to understand and navigate benefit everyone. Far too often the City has placed an undue burden on its users to navigate City systems. By failing to approach systems development from the user's perspective, the City has a tendency to create systems that lack tracking or progress metrics, that do not outline how the entire process will work, have too many steps, and/or are not intuitive even to advanced users.

The City should strive to create systems that any user can navigate with ease and, in order to do so, users must be at the center of the design process. This should apply to every touchpoint at which the City is electronically involved, from a constituent remodeling their home, to a person experiencing homelessness attempting to access services, to a small business owner keeping track of their gross receipts tax.

I THEREFORE MOVE that the Information Technology Agency, with the assistance of the City Administrative Officer, be DIRECTED to report on how other cities ensure that user experience (UX) and user interface (UI) are integrated into the creation and design of City systems.

I FURTHER MOVE that the Information Technology Agency, with the assistance of the City Administrative Officer, be DIRECTED to report with recommendations to incorporate UX and UI and mobile-ready best practices, including user testing standards, citywide.

PRESENTED BY: 

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Councilmember, 15th District

SECONDED BY: 

ORIGINAL

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