



TOWN OF RIDGEFIELD, CT

COMPANION APP PROPOSAL

PROJECT SCOPE

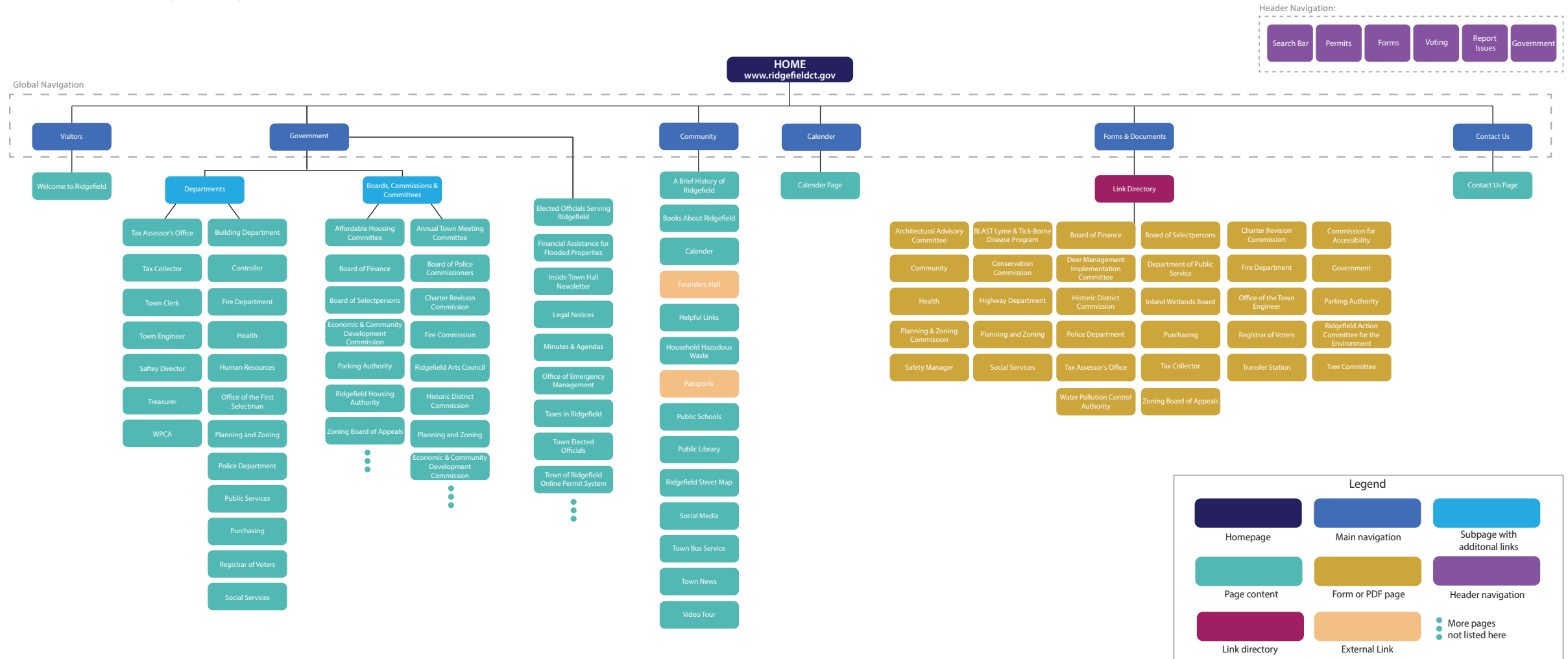
This is a proposal for the Town of Ridgefield, CT. It entails the reorganizing and restructuring of the town's municipal website <https://www.ridgefieldct.gov> while also building a companion app. The goal of this project is to examine and find better solutions for the existing website structure, that will also correlate to the app seamlessly. The town's app will focus on providing better information architecture (IA) and follow user's mental models when classifying categories. This new application will help the town engage with their local government more and allow residents to quickly find important information.

The Tasks:

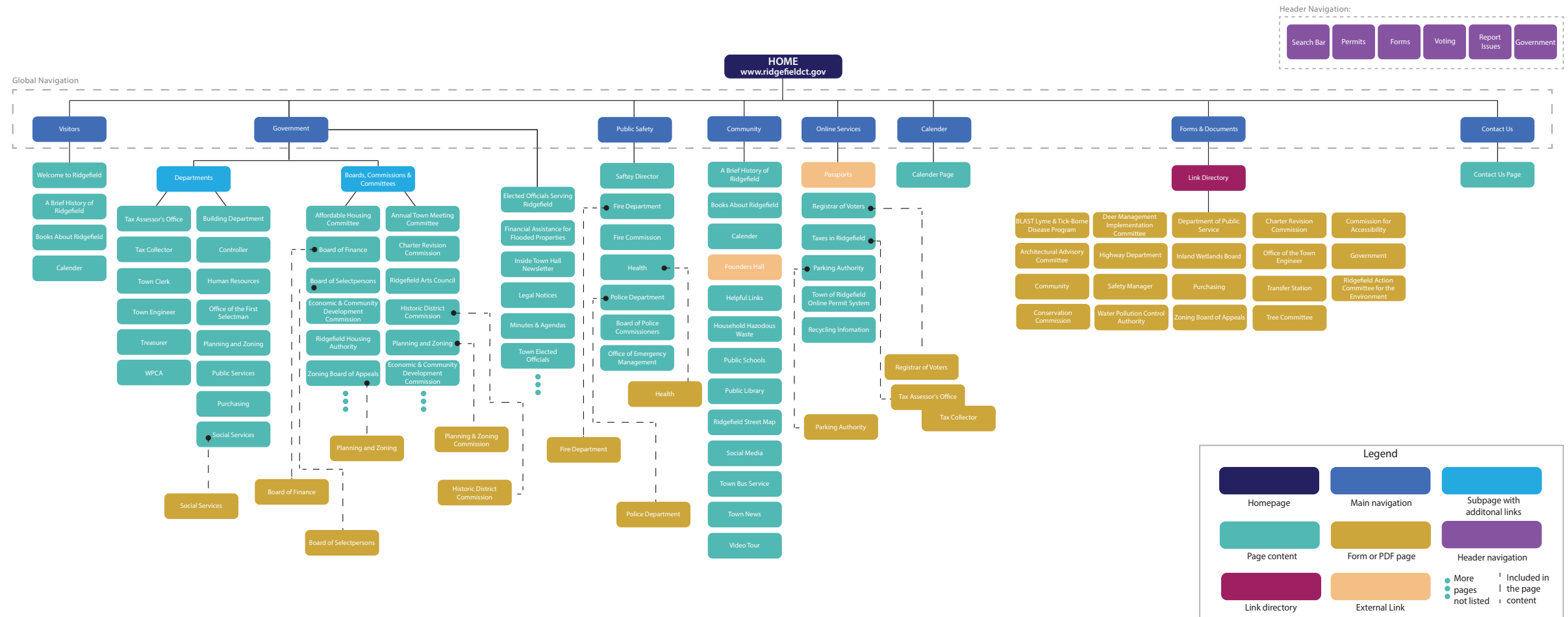
- Study the website's current information architecture and draw up its current site map.
- Edit and restructure the website with a new site map by relabeling, moving content, and further classifying categories.
- Create and propose a site map for the companion app.



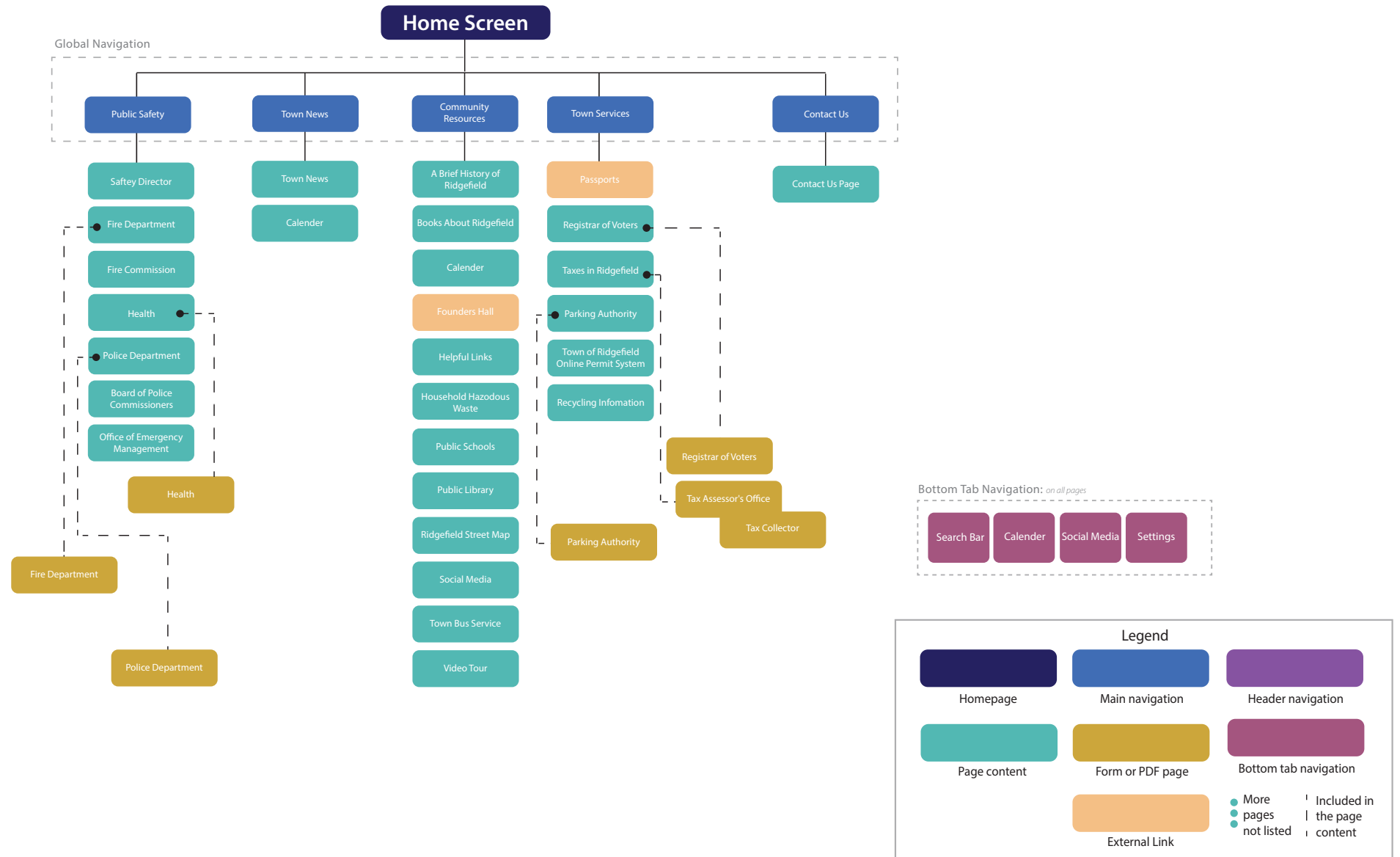
CURRENT WEBSITE SITE MAP



NEW WEBSITE SITE MAP



APP SITE MAP

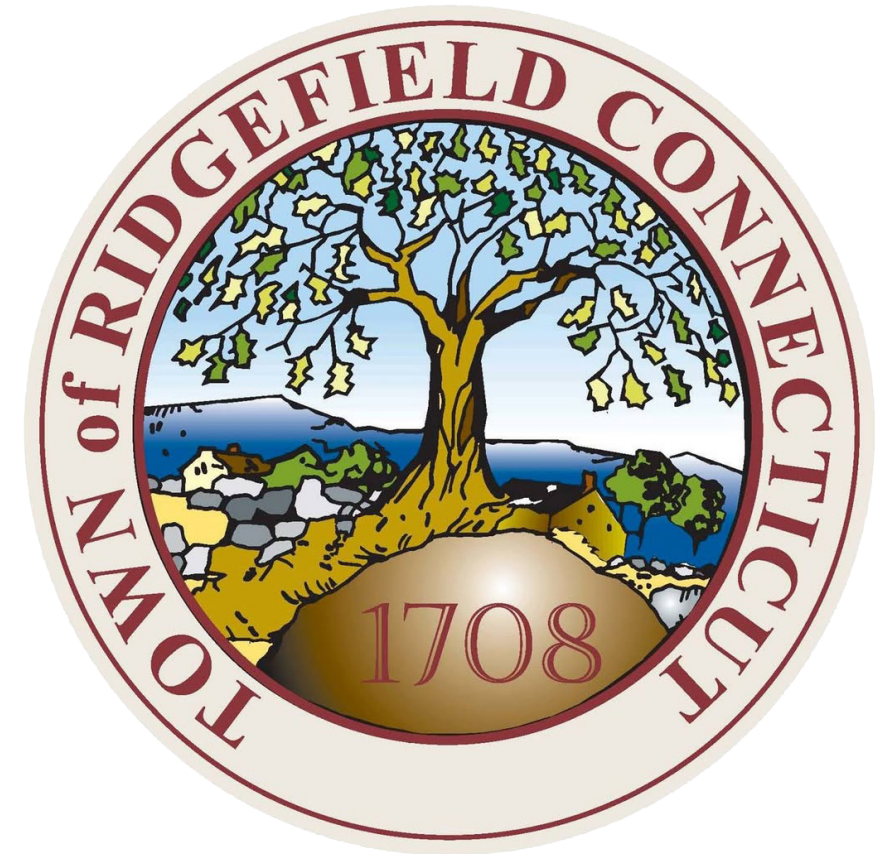


THE APP AND ITS PURPOSE

The name of this app is simply called *Town of Ridgefield*. The purpose of the app is to serve its residents and community as a resource for town happenings and latest news. The app will also help residents with certain tasks such as paying taxes or viewing the bus schedule. The app should be an easy tool to navigate and allow all users to find information quickly, and stay connected to their community on the go. The app will allow enhanced engagement between town government and residents, while also providing users with a better user experience when dealing with town inquires.

PRIMARY FUNCTIONS

- To learn information about community resources like the library or bus service.
- View information related to public safety.
- Can complete certain tasks like paying taxes, applying for permits or find where to register for voting.
- Read about the latest news going on in the town.
- Connect users with others in their community by providing direct links to Town of Ridgefield's social media accounts.



TARGET AUDIENCE

The target audience for this app are Ridgefield residents who are looking for community resources. Since the average age in Ridgefield is 45, it can be assumed that most residents own property in this town, needing to pay bills like taxes and will register to vote here. This means that the town will have many locals that are invested in their community, will need to stay up to date on property taxes, and are the right age to attend city run events.

The *Town of Ridgefield* app will help users meet their needs and goals by providing up to date information on events, local resources, and connecting them to social media channels where they can interact with the town and neighbors. Without having to go to the website, community events and latest news will be easily available, with less click through. Residents will also be able to use the online services portal to pay taxes or parking tickets at their earliest convenience. Viewing this service on the app rather than trying to view the webpage on a smartphone will be more comfortable for these aging users.



USER STORIES

I just bought a new house in Ridgefield and need to pay my first property tax bill this month. I want to be able to pay it easily on my phone rather than having to visit the website or mail in a check.

I've lived in Ridgefield for 15 years, but recently I became an empty nester. I'm looking for community events at the local library or any free events around town to meet other locals.

As a new resident to Ridgefield, I'm concerned about town safety. I want to be able to get emergency alerts on my cell phone and follow the town on social media channels so that I can interact with the city and community.

USER SCENARIOS

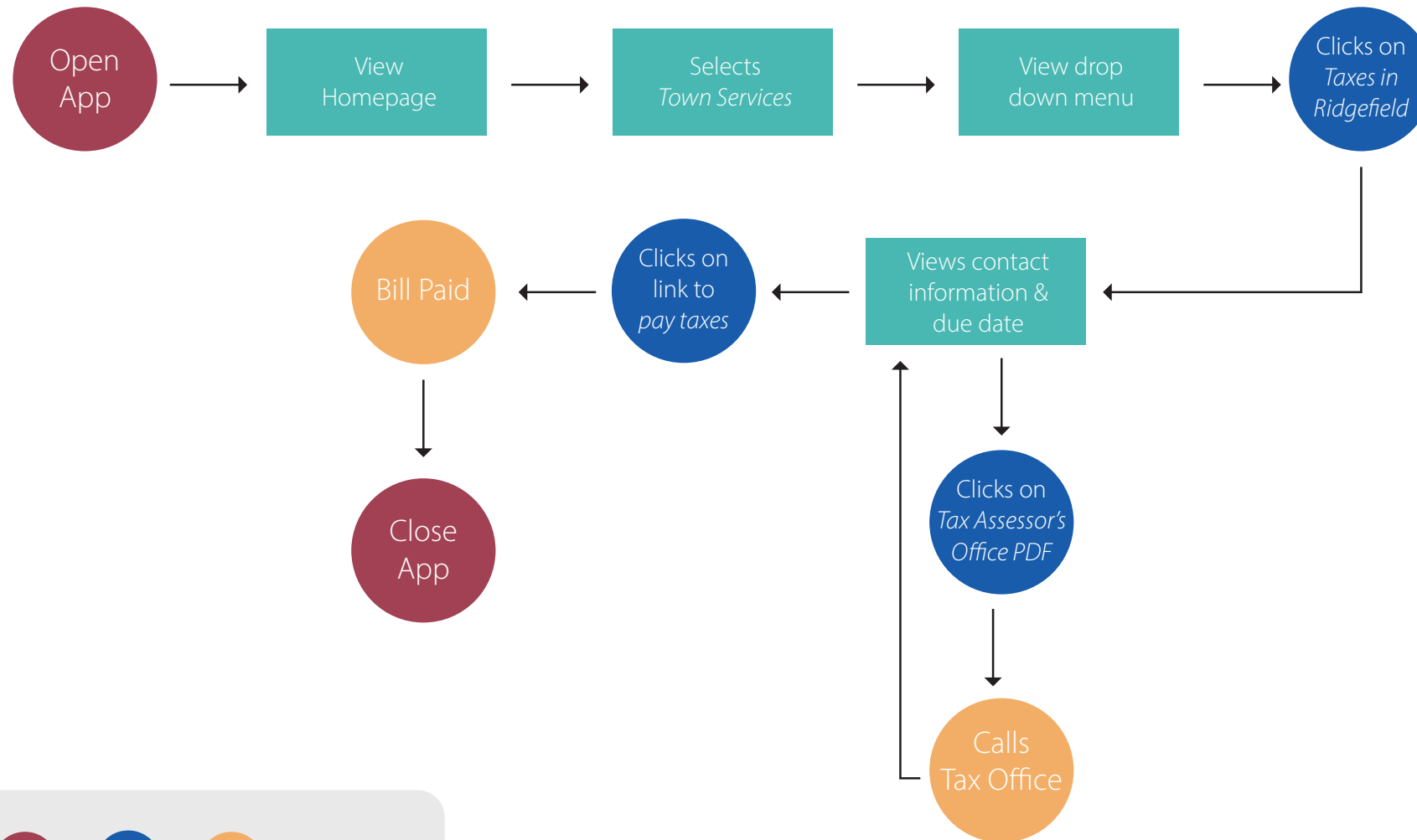
Stacy recently bought her first home in Ridgefield, Connecticut. She is excited to be a homeowner, yet nervous about staying on top of her bills. Now that she owns property, she wants to be able to view and pay her property taxes easily and on a timely basis. Since Stacy is busy working full time and is a mom to two children, she doesn't always have time to sit down at the computer to pay her bills. Most days she will complete tasks like this in the school pick up line. Therefore, she is looking for the easiest way to view and pay her tax bill from her smartphone. First, Stacy would like to find the tax office number to call, to confirm the due date and to save this number in her phone for any future needs. Then she would like to be able to pay the bill online with her credit card.

Jeff and his wife have sent their last child off to college and are now empty nesters in their house. With his kids grown, and out of the house, he has become lonely and now has a lot of free time, which he hasn't had in the past. Jeff has decided that it's time to meet more community residents and to get out of the house more. But because he is still paying for his child's education, he is on a budget and looking for free events. His first idea is to look on the town website to see if the local library is having events he would like to attend. He would also like to see if there are any other free events the town is running where he could meet others around his age, in his community.

Richard recently moved to Ridgefield for his dream job and plans to stay in the town for the foreseeable future. He fell in love with the town's charm but is concerned about staying safe downtown. He wants to stay informed on the latest happenings, preferably in the morning, on his way to the office. But he will only have his smartphone with him when commuting. He is looking for a way to become an informed citizen, while also engaging with the community. Richard is interested in signing up for town alerts, and following the town socials, if they exist. He wants to make sure he is prepared for an emergency and to be the first to know of any breaking news.

USER FLOWCHARTS

Stacy I just bought a new house in Ridgefield and need to pay my first property tax bill this month. I want to be able to pay it easily on my phone rather than having to visit the website or mail in a check.



USER FLOWCHARTS

Richard As a new resident to Ridgefield, I'm concerned about town safety. I want to be able to get emergency alerts on my cell phone and follow the town on social media channels so that I can interact with the city and community.

