Gainesville, FL

Transformed its Digital Presence

30%
increase in website traffic

12%
increase in mobile traffic

73%
of users say they can find information easily

More user friendly and mobile responsive website

OVERVIEW

Gainesville serves as the cultural, educational, and commercial hub for Florida's north central region. The city wanted a website that reflected the community's evolving needs. Gainesville implemented Granicus digital solutions OpenCities and OpenForms to achieve its goals. Gainesville's transformative design led to the city receiving the 2023 Granicus Digital Government Website of the Year Award.

SITUATION | IMPROVING SITE RESPONSIVENESS AND ACCESSIBILITY

Rather than present relevant information in a way that was easy for users to navigate, Gainesville's site instead reflected the city's departmental structure. The site was not mobile responsive and had limited accessibility for visually impaired users and non-native English speakers.

SOLUTION | MODERNIZING AN OUTDATED WEB PRESENCE USING DIGITAL TOOLS

Gainesville worked closely with Granicus to create a solution-based, intuitive information architecture and used OpenCities and OpenForms to create a clean, functional website. These tools were pivotal in helping Gainesville achieve Web Content Accessibility Guidelines AA compliance.

RESULTS | UNLOCKING A MORE MEANINGFUL USER EXPERIENCE

The site's search functionality has improved, with 70% of users reporting satisfaction in finding what they are looking for. Additionally, 62% of users find the site easy to use and 66% state the website creates a positive experience. Gainesville's website has seen a 30% increase in overall traffic, and a 12% rise in mobile visitors.

MUST HAVE SOLUTION

OpenCities

OpenForms

"The results of our efforts speak for themselves. Together, we've turned challenges into solutions to offer a user experience like we've never offered before for our community."

John John, Service Design Strategist, City of Gainesville

GRANICUS

Read the full story **bit.ly/gainesville-fl-success**