

# devon.gov.uk

## Digital Team: Service design process infographic

### 1 Research and inspiration

The new site is designed in-line with Government Digital Service (GDS) design principles. We spoke directly to users and studied user activity for **devon.gov.uk** on Google Analytics which told us how people use the site and what features and information is important to them.

We studied website and design trends on Pinterest. Drew inspiration from sites like the BBC, gov.uk, and other local authority websites. We looked at popular, modern responsive websites and considered how we could adapt features for **devon.gov.uk**



Our research and user feedback helped inform the content of **devon.gov.uk**

### 2 Content

Content needed to be searchable, accessible, inclusive, simple and understandable.



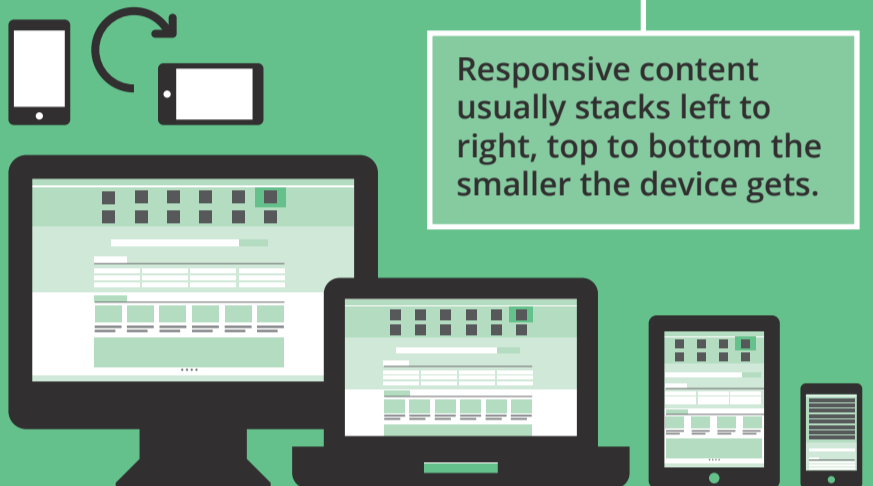
- Main home page features:
- Main service area navigation
  - Quick search
  - Popular tasks
  - News and promotions carousel
  - Integrated social media
  - Emergency message strip
  - Email alert sign-up
  - New global header and footer

**Alert!**

### 3 Responsive

It was really important for the new site to have a responsive design to provide optimal viewing and interaction experience. It needed to be easy to read and navigate with minimal resizing, panning, and scrolling for desktop, laptop, tablet and mobile phones users.



### 4 Design and layout

Initial wireframe designs were created collaboratively by designers using Adobe InDesign in the Digital Team. Prototypes were shared with colleagues and users, content and design were discussed and wireframes amended responding to feedback.

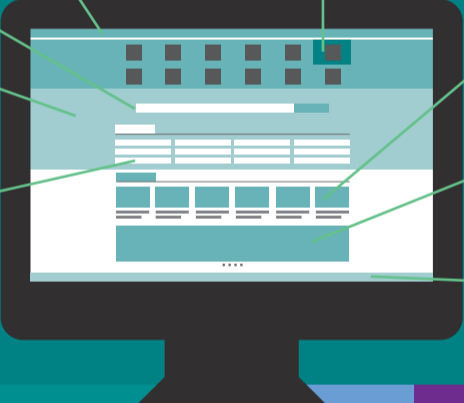
Global header links to the news centre, Devon Community Directory, A to Z, help and search function

Navigation menu with simple icons in flat colour, following a trend led by Apple and Microsoft

Large central search box

User generated, memorable photograph of Devon to regularly change

Popular tasks provide quick access to the most visited pages



Top news headlines and image pulled in from News Centre

Dynamic carousel with news and promotions fading in and out

Footer with area to sign up to email alerts and links to social media



- We needed **devon.gov.uk** to:
- reinforce the Devon County Council brand by including the logo and extended Backing Devon colour palette
  - be bold and clear with high contrast colours for accessibility
  - be easy to read with an accessible sans-serif font
  - be easy and pleasing to navigate
  - have uncluttered space
  - have consistent design and content
  - be fast-loading by using SVG, PNG image files and web fonts

### 5 Build



Digital Team web designers used finalised pdf wireframes and built the new site with the same look, feel and functionality. Image files for logos and navigation icons were saved and delivered as:

- Scalable Vector Graphics (SVGs), small files sizes, scale responsively and look crisp
- PNG files, small files sizes and fast loading



The site was built in Wordpress using Zurb Foundation

[new.devon.gov.uk/reworkdevon/building-the-homepage](http://new.devon.gov.uk/reworkdevon/building-the-homepage)  
[new.devon.gov.uk/reworkdevon/firm-foundations](http://new.devon.gov.uk/reworkdevon/firm-foundations)

### 6 Testing and launch

Before launch diagnostic tests were run to check for bugs and broken links, page loading speed, browser compatibility and overall accessibility.

The new site is confirmed as **Awesome!** by Google mobile-friendly. The **Pingdom** tests show improved statistics for the new **devon.gov.uk** home page:



Load time

**834ms**

Page size

**1.0mb**

Page speed performance

**98/100**

Pageviews in first month

**64k**

**devon.gov.uk** is faster than **92%** of all tested websites

### 7 Iteration!

**[it-uh-rey-shuh n]**  
Iteration is the act of repeating a process with the aim of approaching a desired goal, target or result.



Post launch we are already adding features and refinements based on feedback from users. Please email **webteam@devon.gov.uk** if you have any suggestions for improvements.