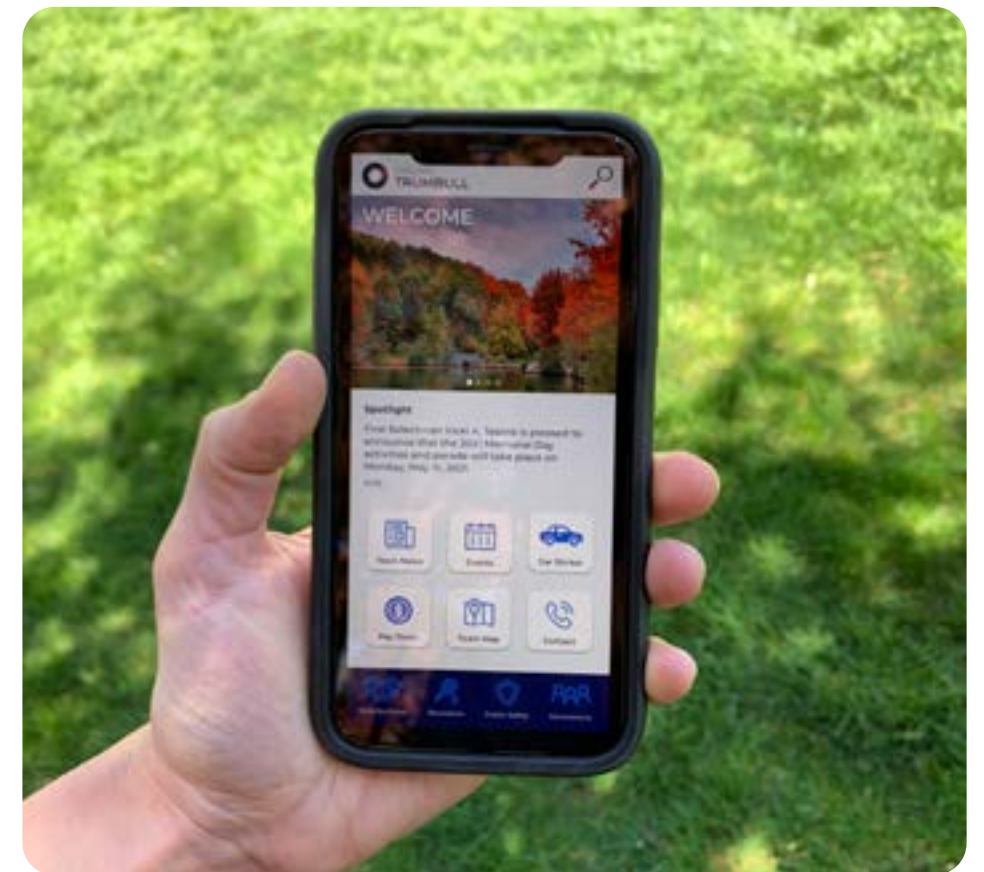


Introducing: Explore Trumbull

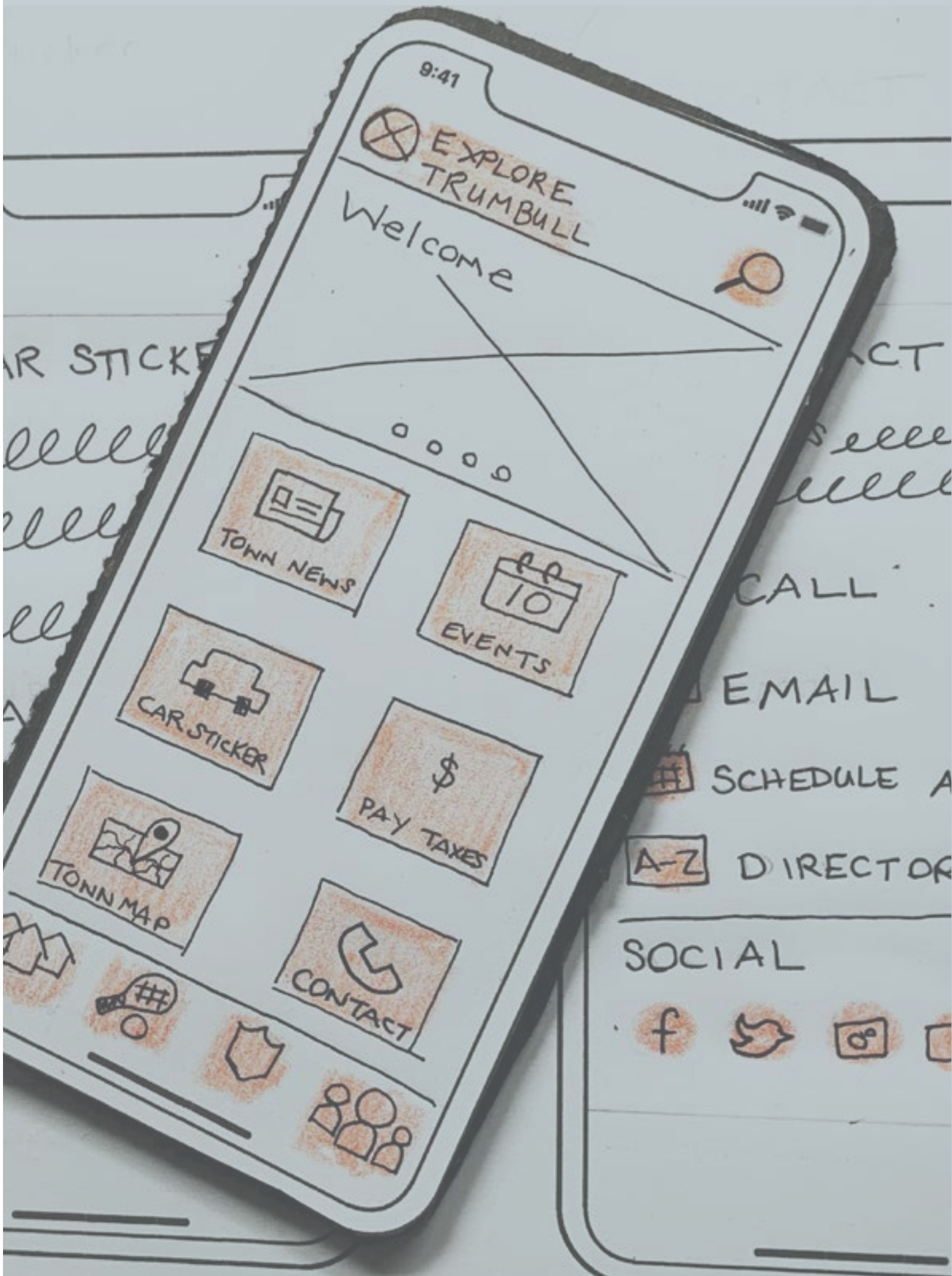
Research and Design for Town App



Ania Harrell
May 2021

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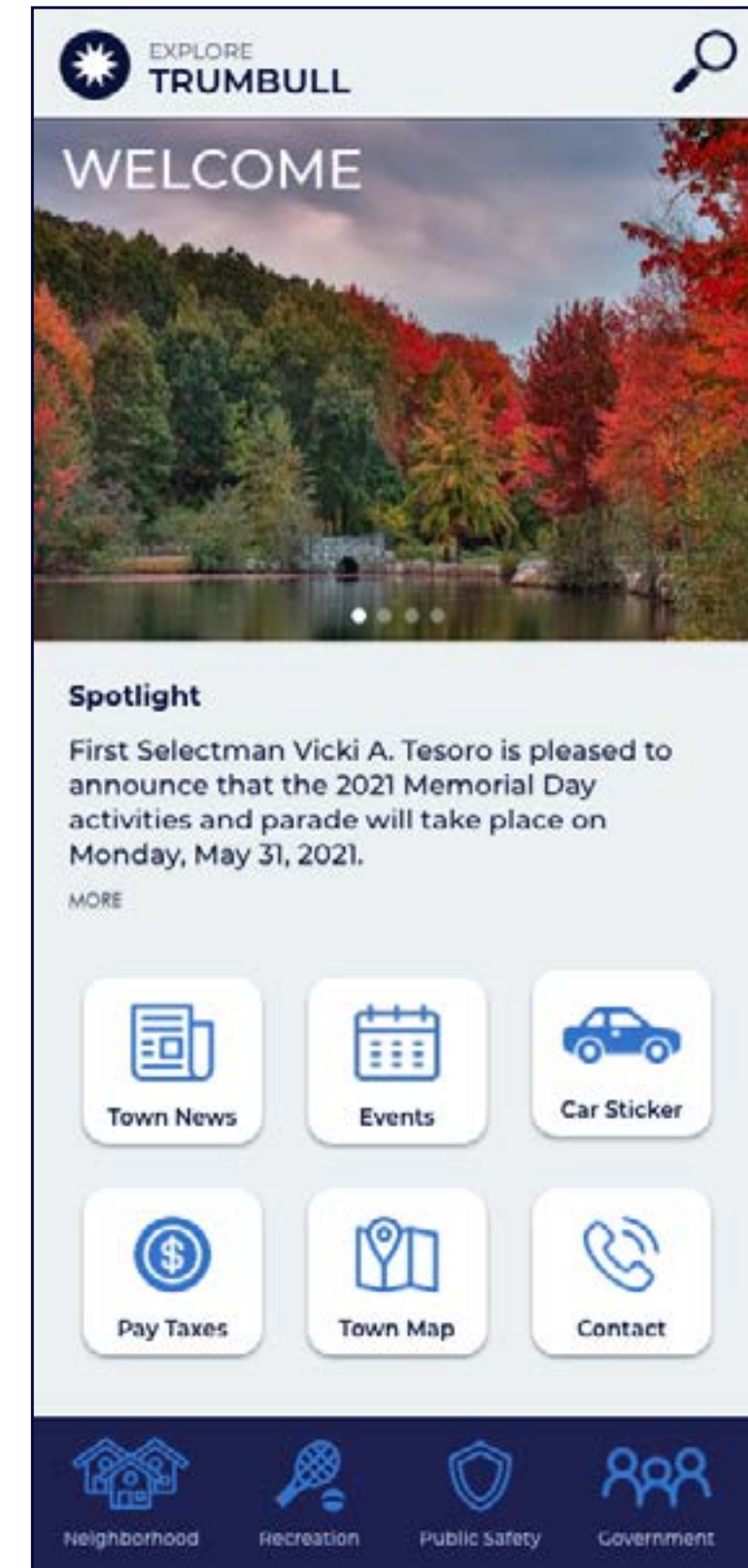
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Introduction

The town of Trumbull, CT features beautiful parks, hiking, and an outdoor lifestyle while being just an hour outside of New York City. Many people move to this area to have their children grow up in quiet suburbs and attend highly rated schools. Learning about these features is not an easy task if someone is using the town's website. Users tend to shy away from using the town's website because the abundance of information is overwhelming.

This presentation will take you through the step-by-step process of creating a companion app for the town of Trumbull, CT. The main goal is to highlight popular features to make it easier for town residents to access. The app will simplify information to make it quicker to navigate, and more aesthetically pleasing.



Information Architecture

The following pages contain information architecture for the current Town of Trumbull website, a proposed restructure, and the final Explore Trumbull app. The process of creating all three helped the designer gain a deep understanding of the content and the most common pages users seek. The hierarchy and primary functions were also determined.

Primary Functions

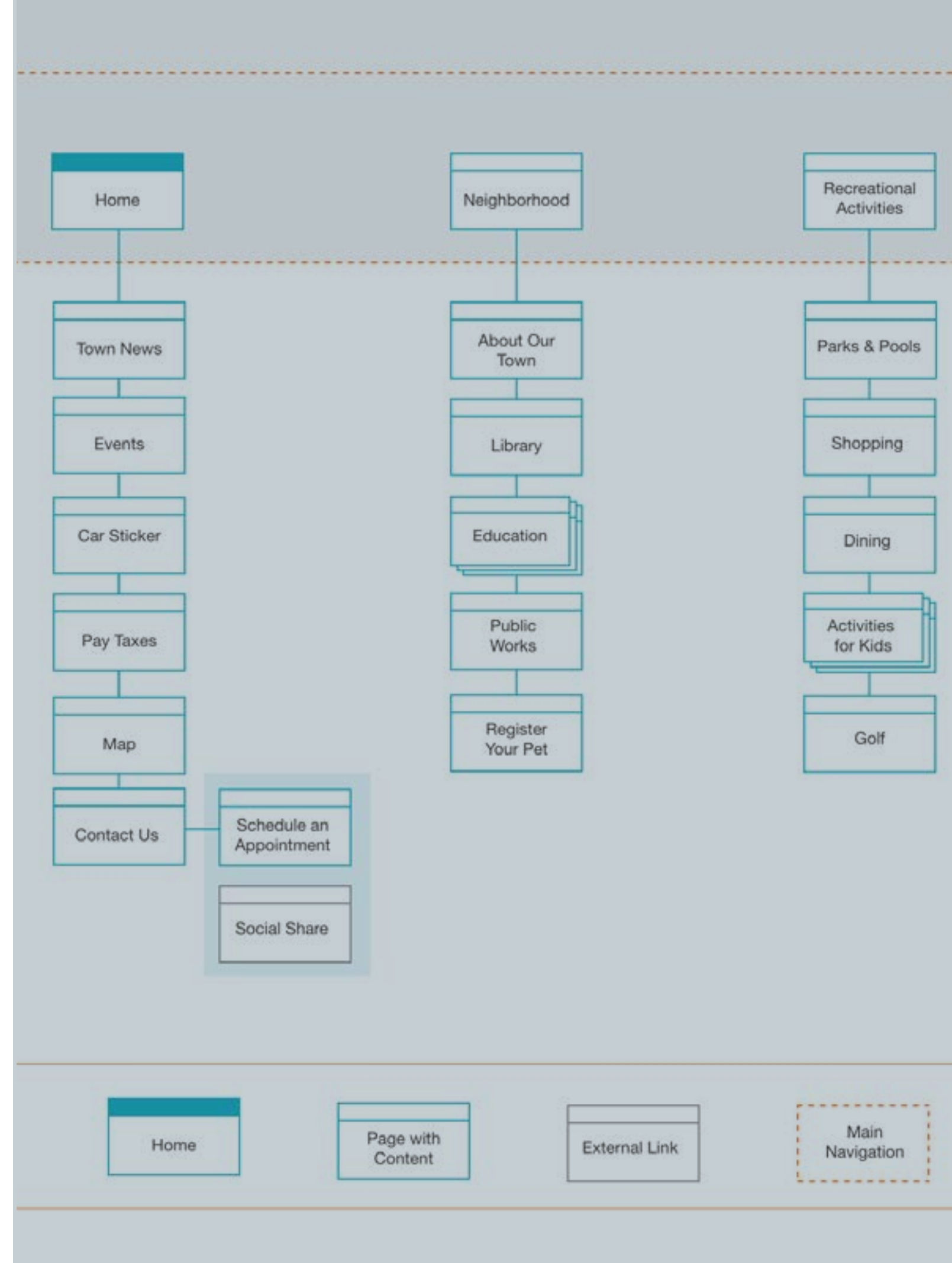
- Local news and alerts
- Ability to pay taxes
- Calendar of events
- Sign-ups for town activities
- Map of landmarks such as town hall, libraries, golf and parks
- List of departments.

Target Audience

- New Residents
- Current Residents
- Involved Residents

Needs

- Pay Taxes easily
- Get town contact information
- Find the town landmarks and amenities on a map
- Sign up for town activities such as exercise classes, swim lessons, continuing education



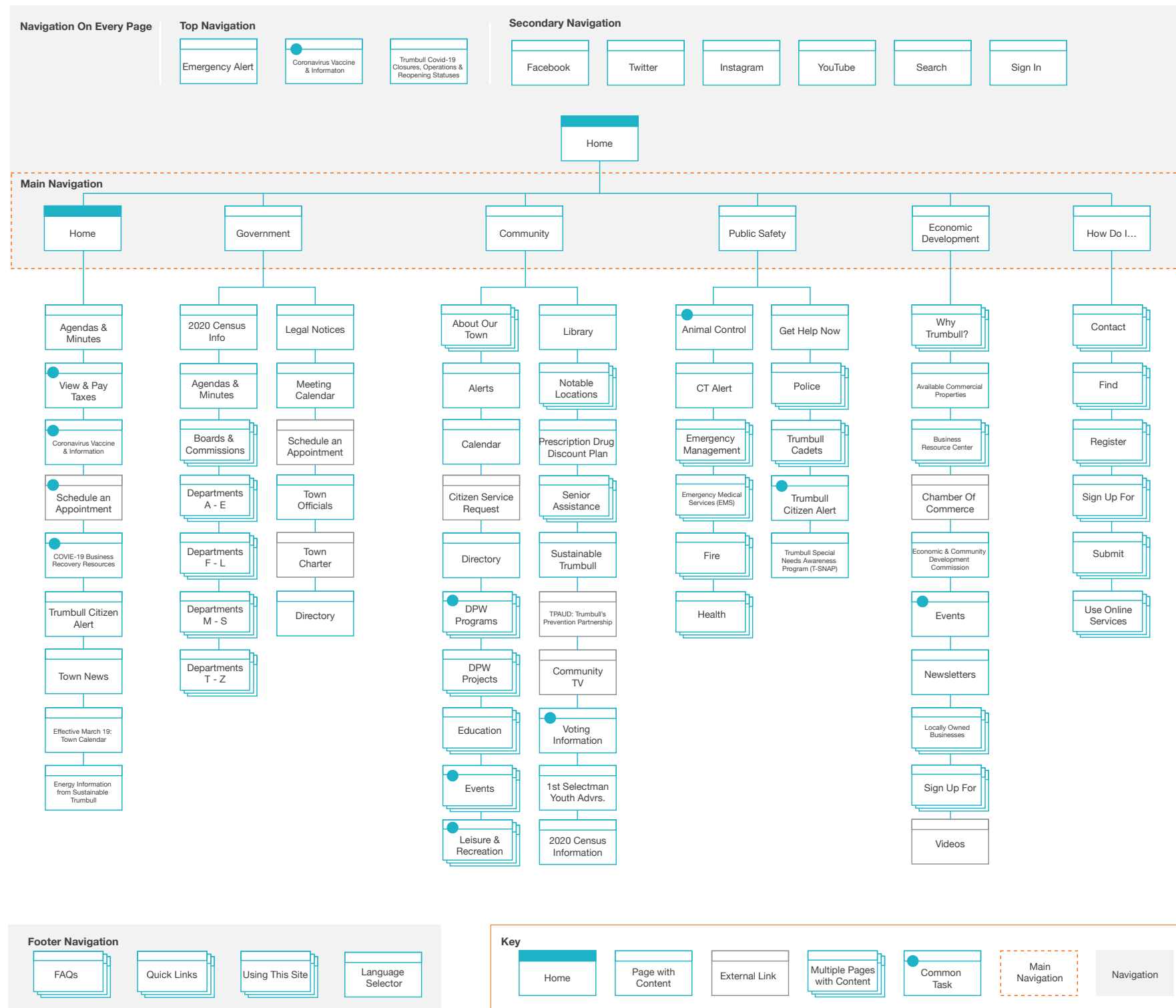
IA: Current Town of Trumbull Site Map

May 2021



Current Site Map
Town Of Trumbull | trumbull-ct.gov

Ania Harrell
March 2021



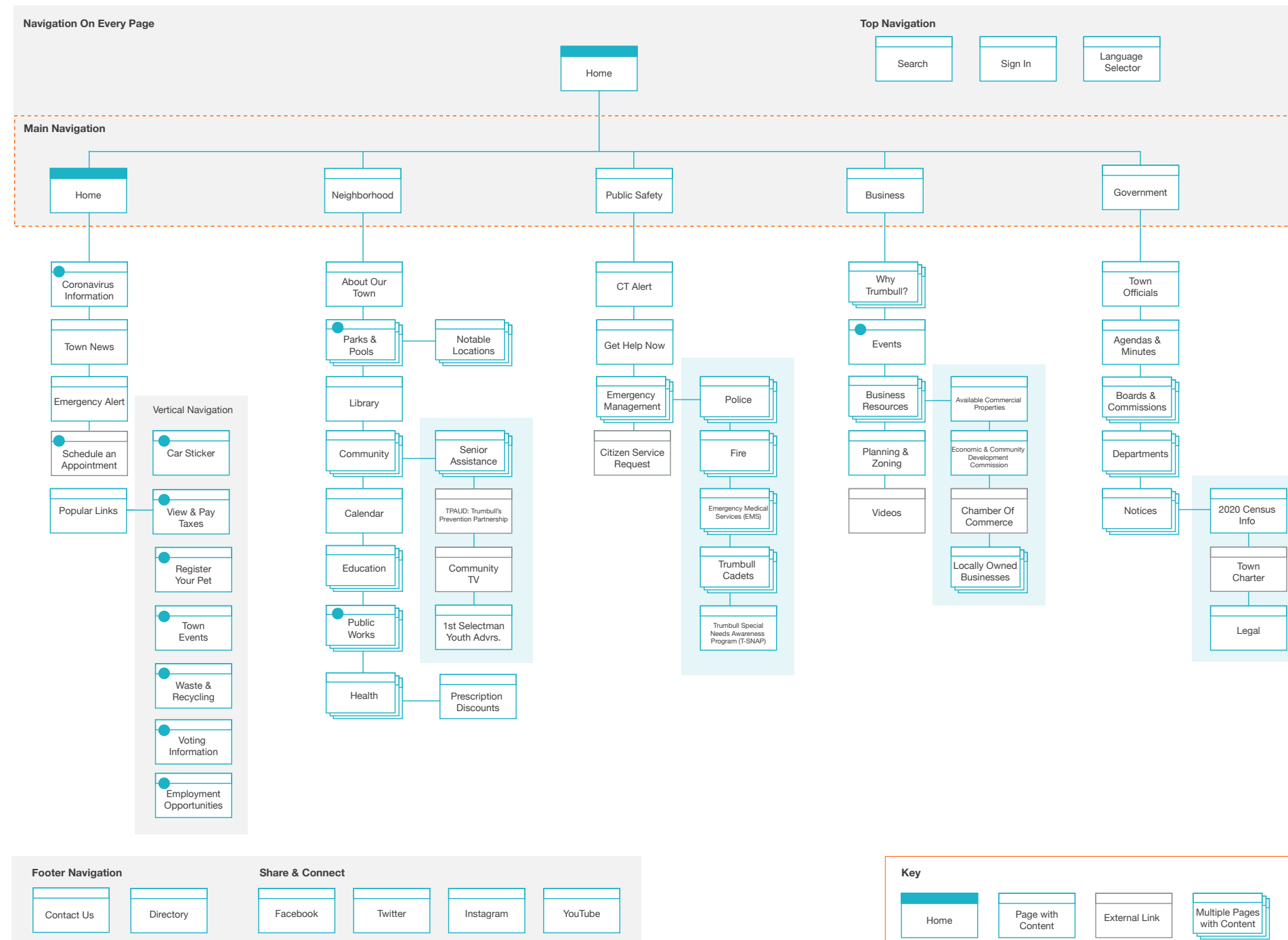
IA: Proposed Town of Trumbull Site Map

May 2021



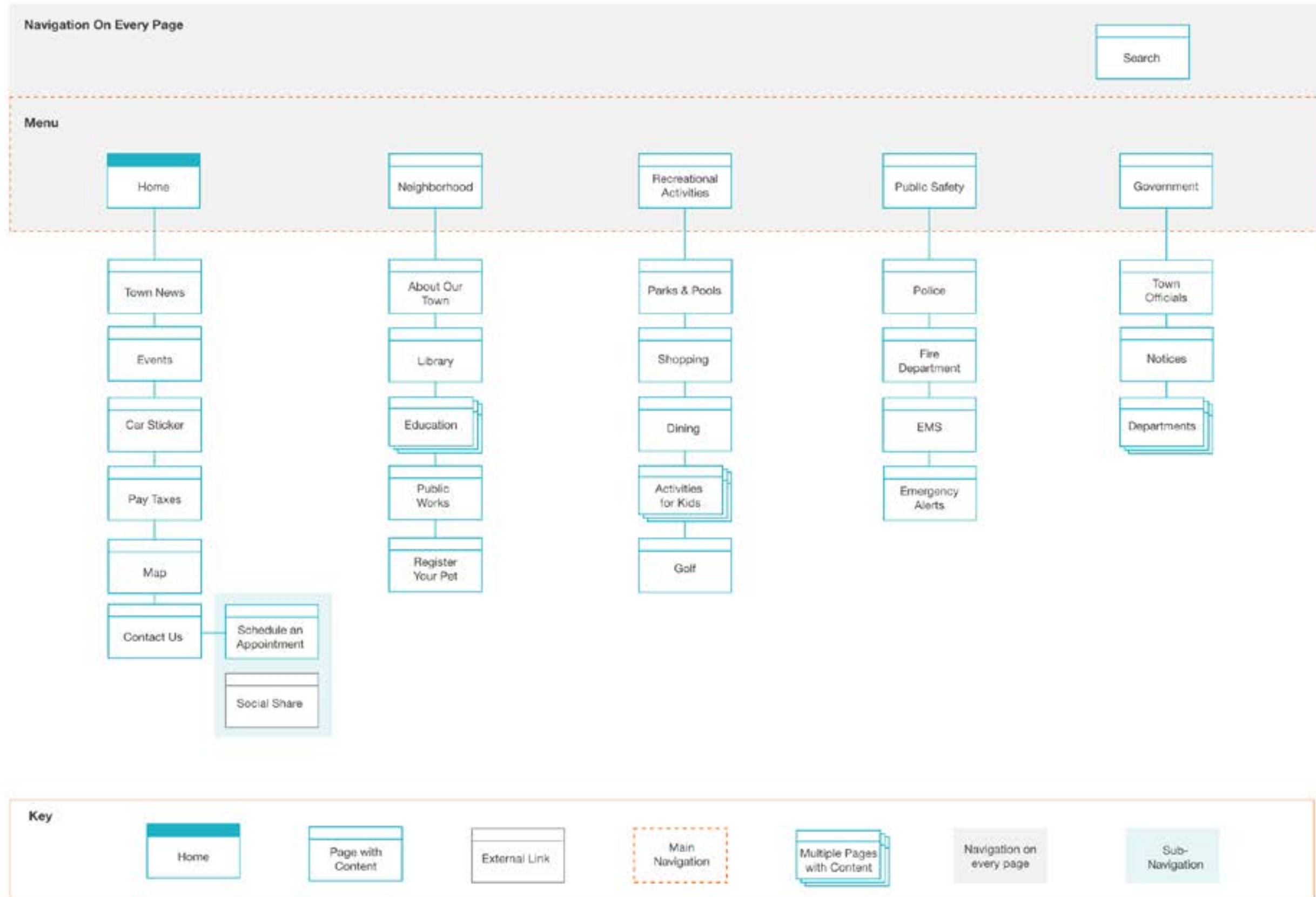
Proposed Site Map
Town Of Trumbull | trumbull-ct.gov

Ania Harrell
March 2021

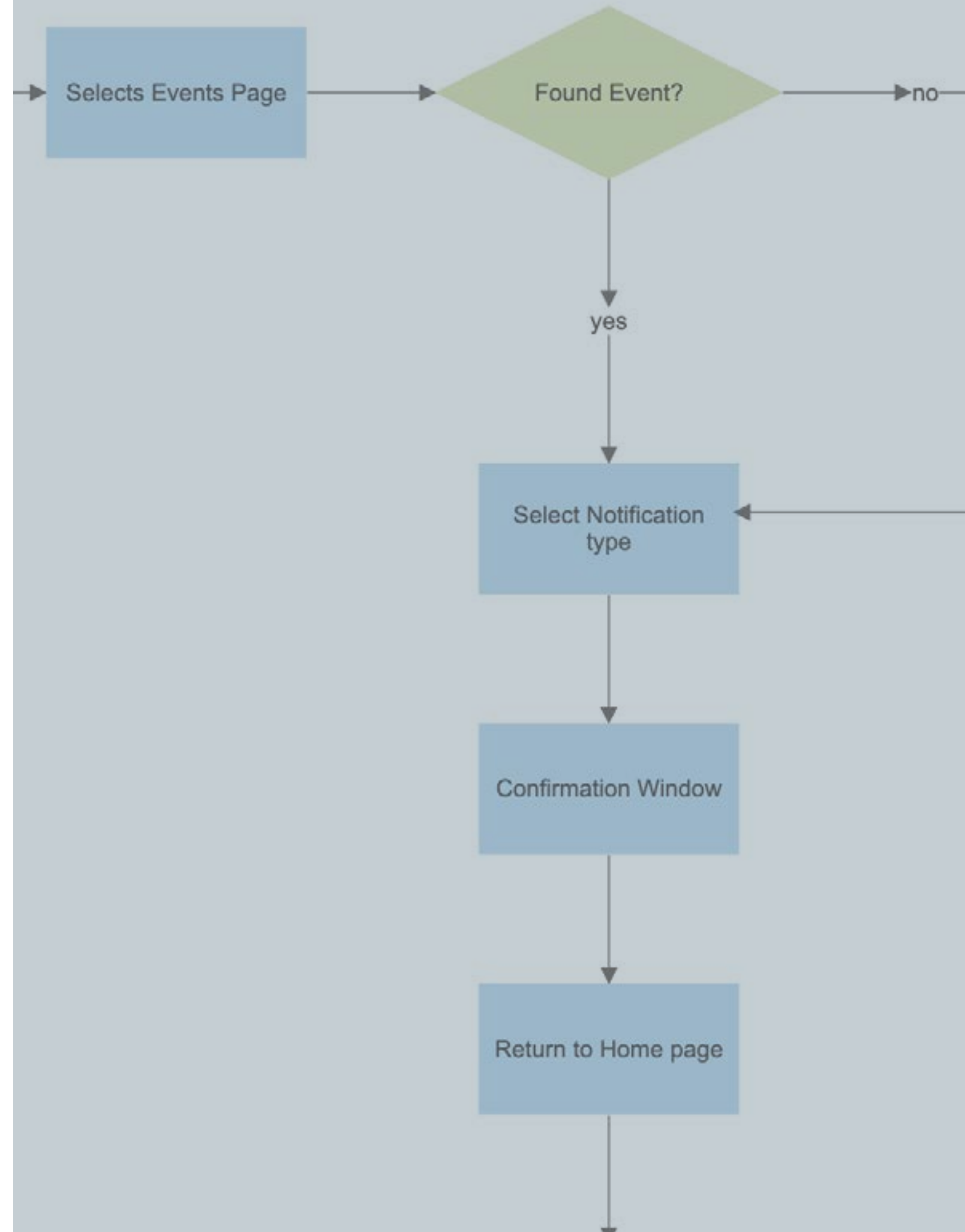


IA: Explore Trumbull App

May 2021



User Stories & Flow Charts





Jay – New Resident

“As an active dad, I need to see the town calendar of events. I don’t want to miss out on the fun events my town has to offer, like the concerts on the green, summer fireworks, and the parks and pools.”

Scenario

The weather is warming, and Jay heard that the town puts on summer concerts. He wants to take his two young kids to enjoy music and get some ice cream as a special treat. He heard about the town app and wants to set up notifications to be alerted of when the concerts are, who is playing, and the type of music.



Melanie – Current Resident

“As a resourceful mother, I need to sign my kids up for the town camps and swim lessons so they can socialize with friends and I can get my work done from home.”

Scenario

While cleaning out her son’s backpack, Melanie found a town flyer announcing summer camp registration is open. The flyer states she can now sign her kids up through the town app. She’s excited to try it out because, in the past, the town website version was challenging to navigate.



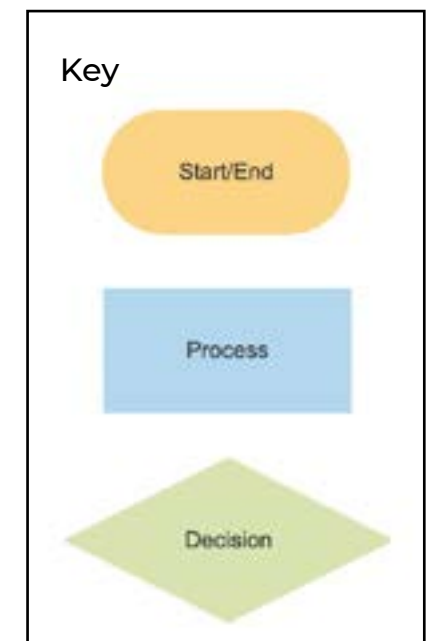
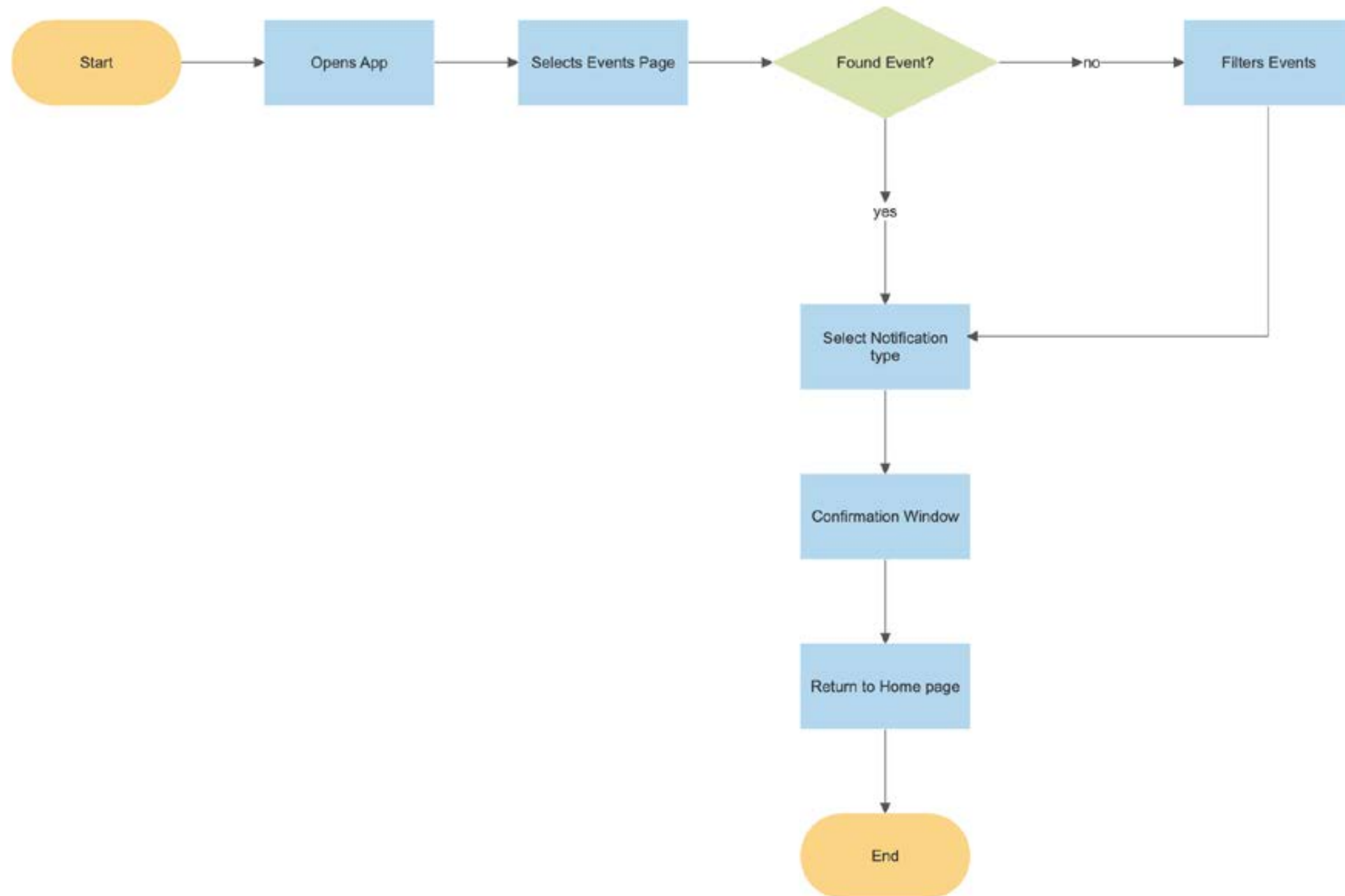
Peter – Lifelong Resident

“As a longtime resident, I want to pay my taxes online because I prefer the convenience of an app overwriting a check and mailing it in.”

Scenario

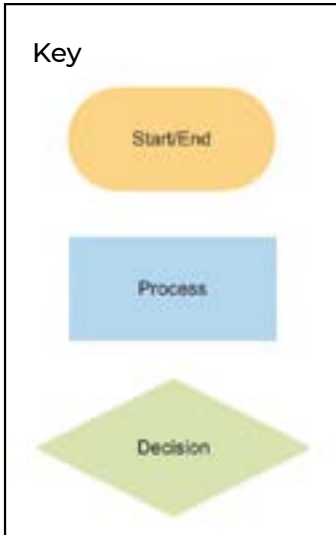
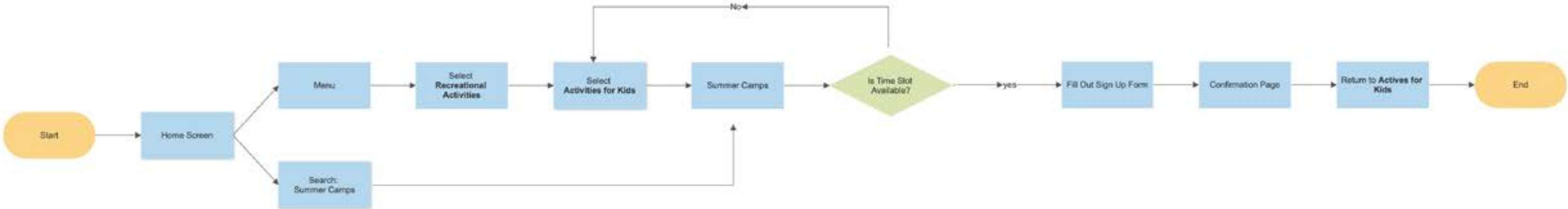
Pete’s property tax statement just came in the mail today, and it says he can now pay using the town app. As a longtime taxpayer, he wants to use this new technology because he knows his tax dollars paid for it. He hopes the app works well and it was money well spent. He is also happy that he does not have to take time out of his day to go to Town Hall and risk exposure to the virus.

Signing Up for Event Notifications



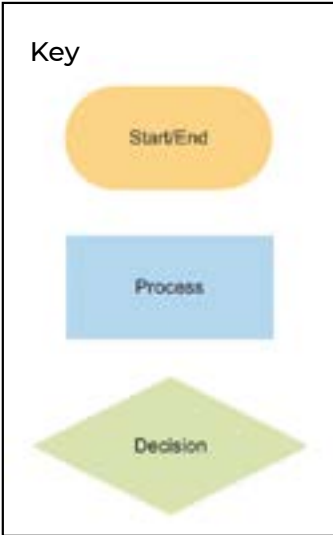
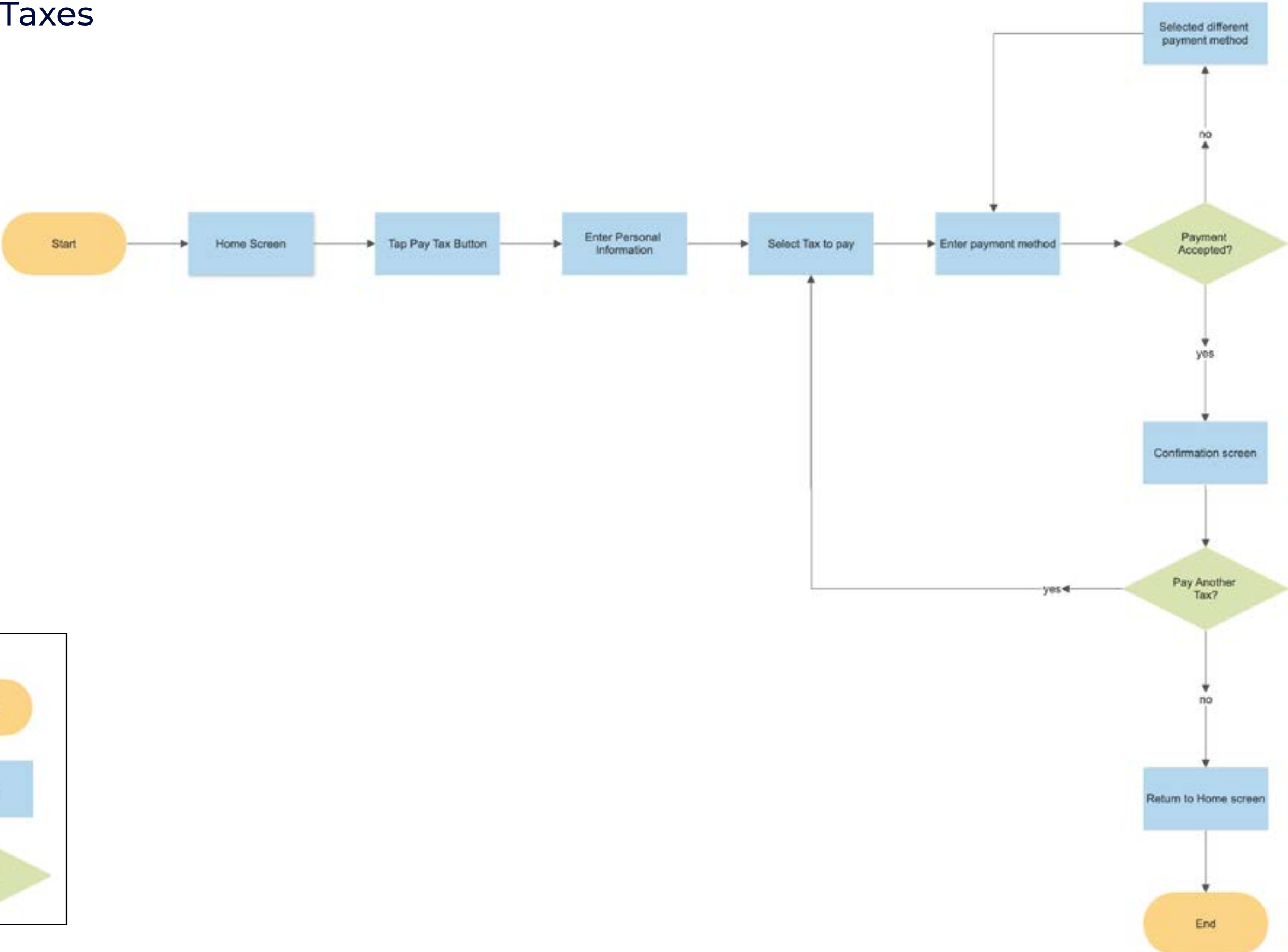
User Flow: Melanie

Signing Up for Summer Camp

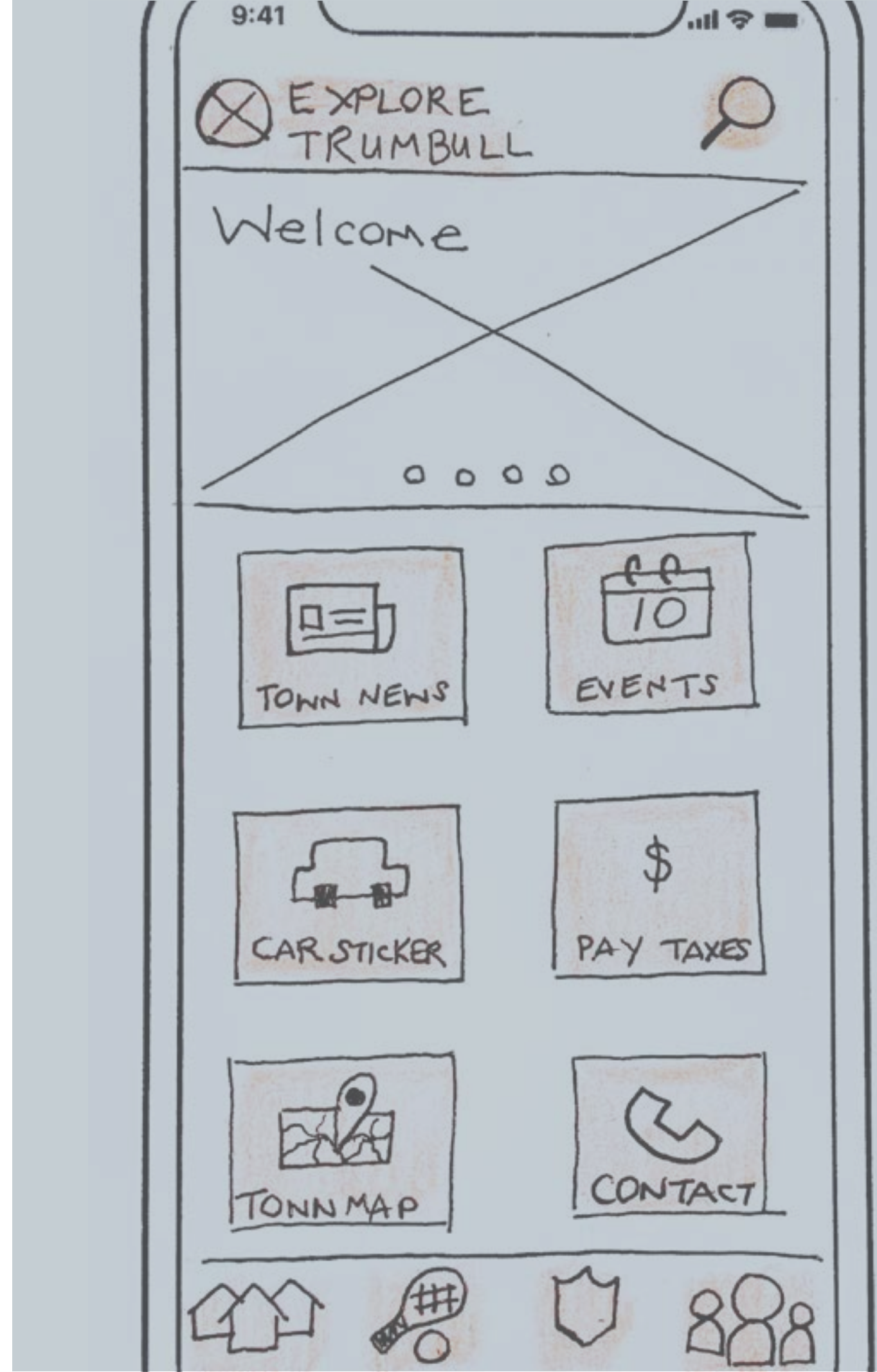


User Flow: Pete

Paying Taxes



Low-Fidelity Prototypes



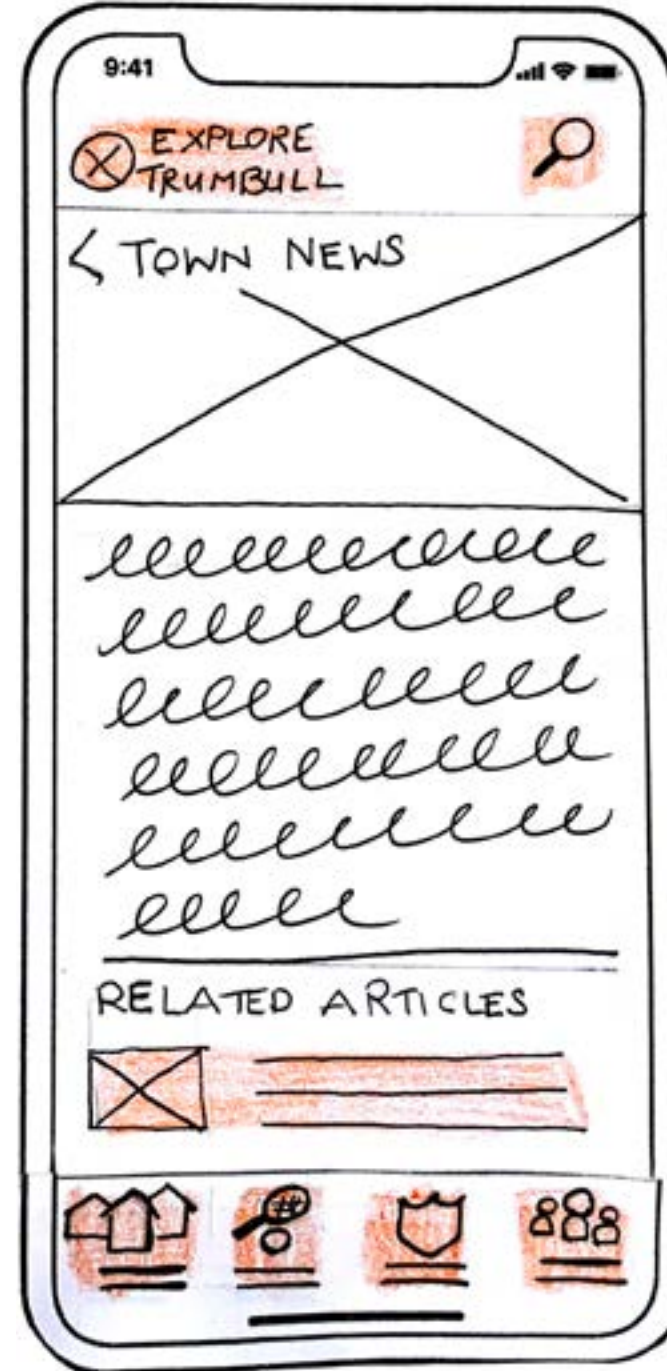
Home Screen

Home



↑ Neighborhood
↑ Recreation
↑ Public Safety
↑ Government

Town News



Contact

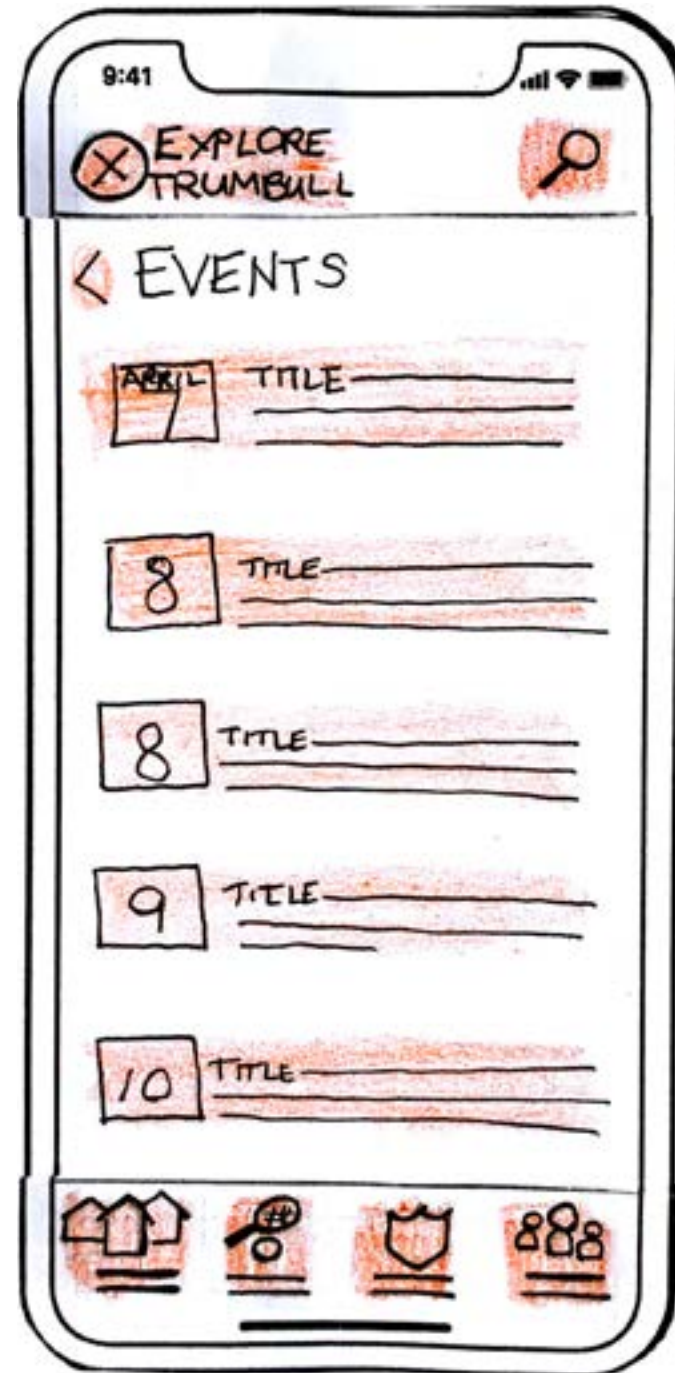


Interactive areas marked in orange 

Town Events

May 2021

Events



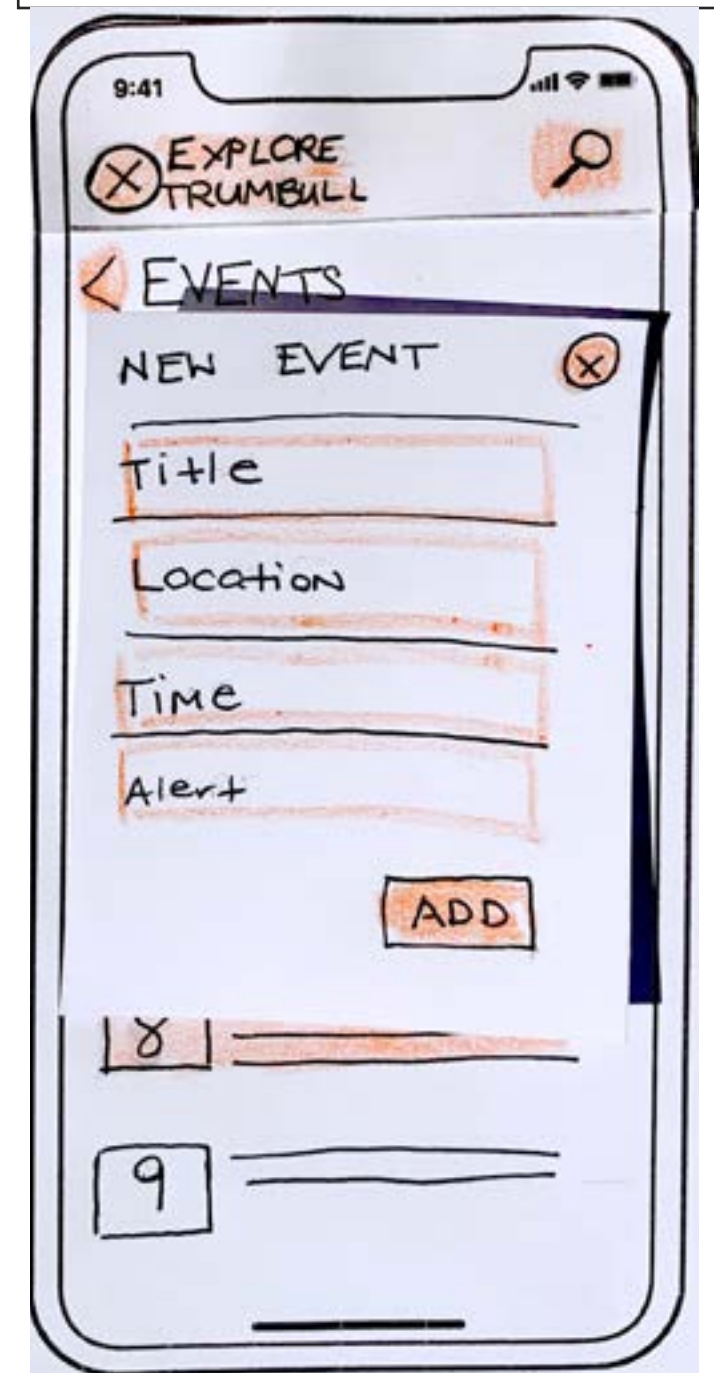
Events are sorted by date. Users can scroll down to view the list of town events

Event Details



When users tap on an event, it expands to reveal more details plus and the ability to add it to their phone **calendar**

Add Event to Calendar



Phone's event feature **pops up** for users to add the event. Event details would be pre-populated.

Maps Feature

Maps



Tapping **Go** will open the users phone map app and begin giving directions.

Tapping **Details** will open the Info page (on right)

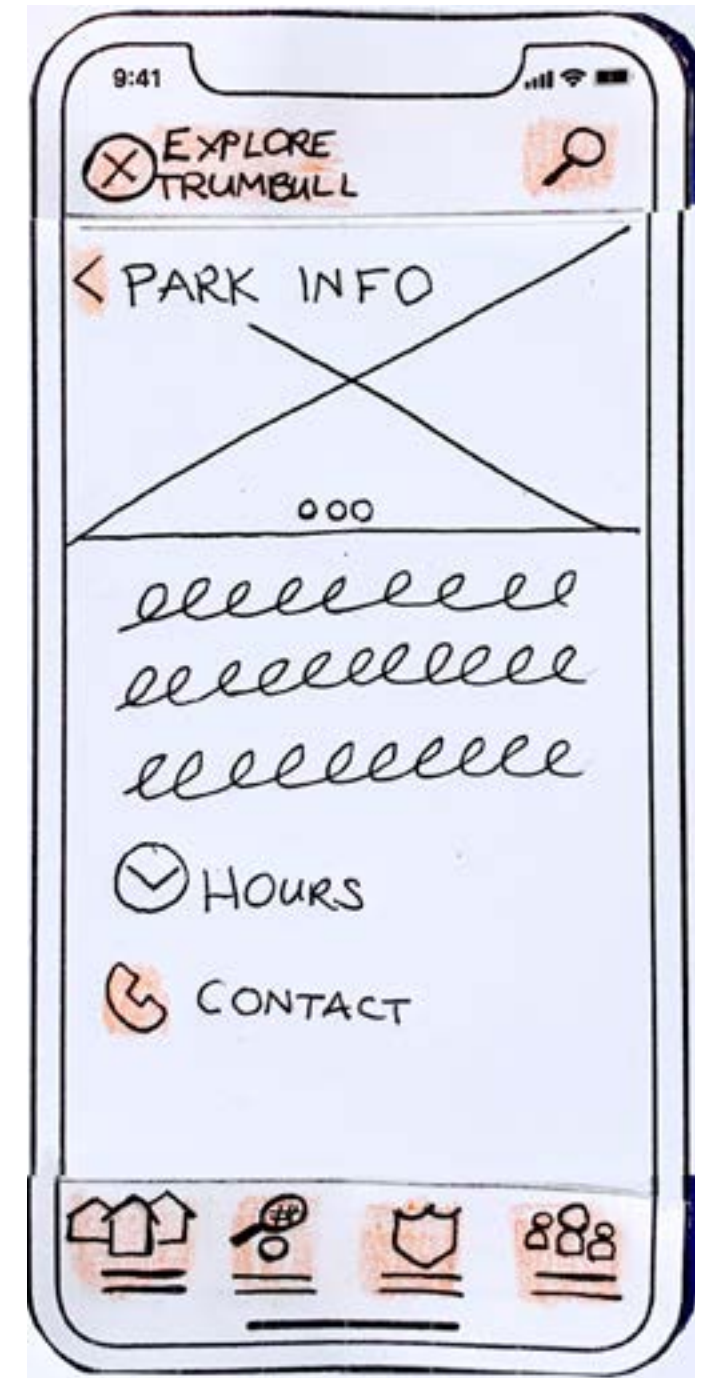
Map of town with **numbered pins** is on top half of screen. Below is the list of town landmarks along with a brief description and photo.

Maps - Sort Menu



Open **Sort** Menu drop down list

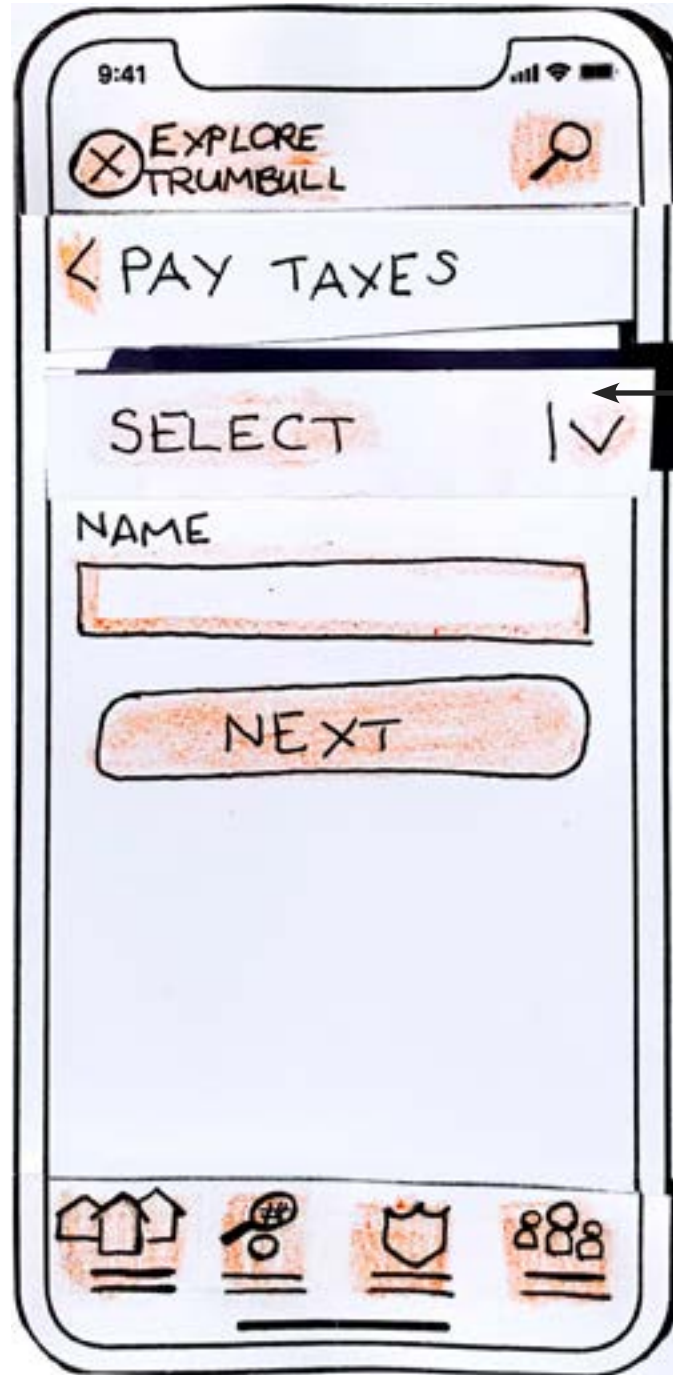
Maps - Park Info



Info will show additional images and more detailed description. I will also include location **hours** and a **phone number** to call.

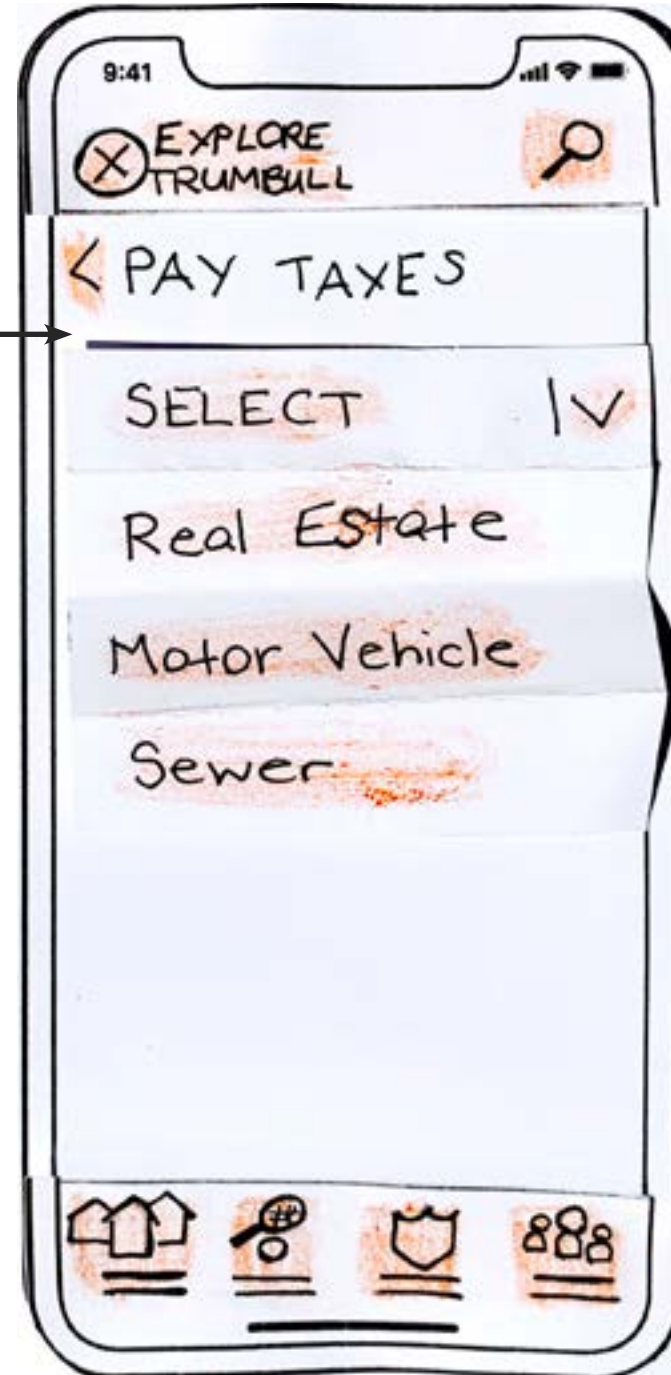
Pay Taxes

Pay Taxes

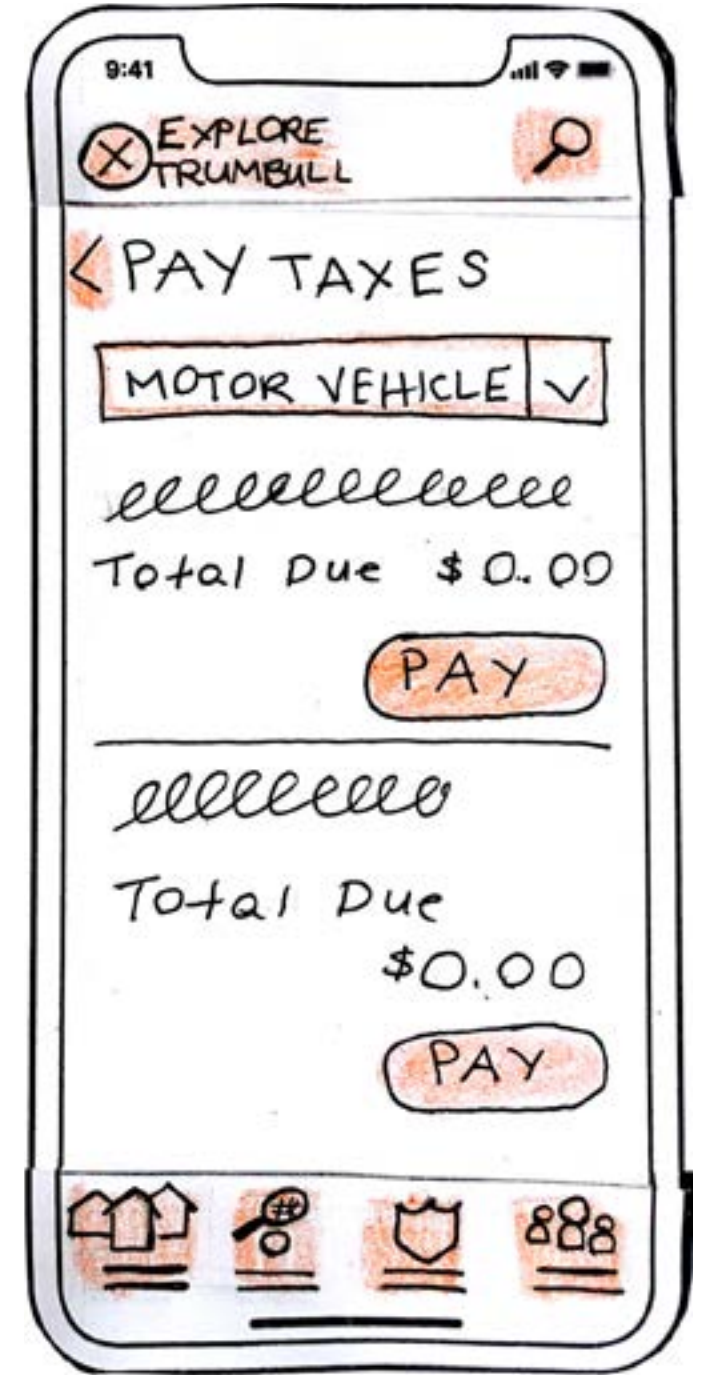


To Pay Taxes, users select from the **drop down menu** (shown center) which tax they would like to pay. Then they enter their **name** and tap on **next** to begin the payment process.

Taxes - Drop Down Menu



Taxes - List of Items Due



Users are presented with a list of their taxes due. They scroll through the list and tap **Pay** on the one they wish to pay.

Enter Payment Info



Review of the tax to be paid is above. Then a **form** to collect payment information is below

Confirm Payment



Payment Confirmation



Once user clicks Submit, a **pop up** appears to ask the user what they would like to do next.

Signing Up For Summer Camp

May 2021

Recreational Activities



Users get to the **Recreational Activities** page from the main navigation buttons at the bottom of the app

For Kids



Summer Camp



After choosing **Summer Camp**, users are prompted to select which camp they would like to enroll in with a **drop down menu**

Signing Up For Summer Camp

Selecting A Camp



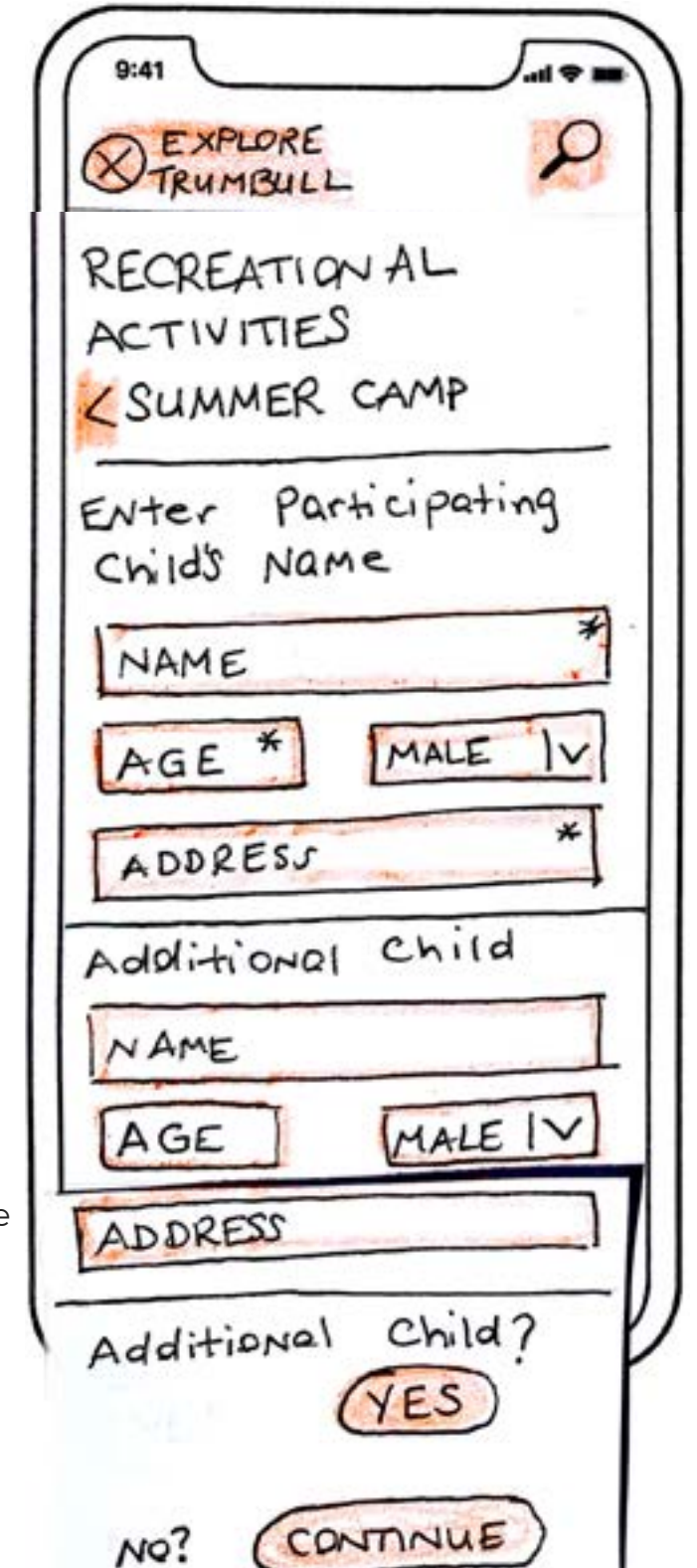
Summer Camp drop down menu

Camp Options



User can select camp weeks they would like to participate in by clicking the + button. Once weeks are selected, the user clicks **Enroll Now**

Participant(s) Info



After clicking **Enroll Now**, users are asked to fill out the participating child's information. Once complete they can click **Continue**

Signing Up For Summer Camp

Payment

9:41

EXPLORE TRUMBULL

RECREATIONAL ACTIVITIES
< SUMMER CAMP

Enter Payment Info

Name on card

Address

TOWN ZIP ST

Card Number

00/00 CVC

SUBMIT

After clicking **Continue**, users then fill in their credit card information and tap **submit** when done

Confirm Enrollment

9:41

EXPLORE TRUMBULL

RECREATIONAL ACTIVITIES
< SUMMER CAMP

Confirm Enrollment

NAME

INFO

AMOUNT \$ 0.00

CONFIRM

make change

SUBMIT

A pop up will appear for the user to **Confirm** their enrollment information or **make a change**.

Once the users taps confirm, they are redirected to the **Recreational Activities** page for Kids

Interactive areas marked in orange



Public Safety and Car Sticker

Public Safety Information



Users can scroll to see all of the **Public Safety** departments. They will see a brief description of the department as well as have the ability to **click for more information**.

Town Car Sticker



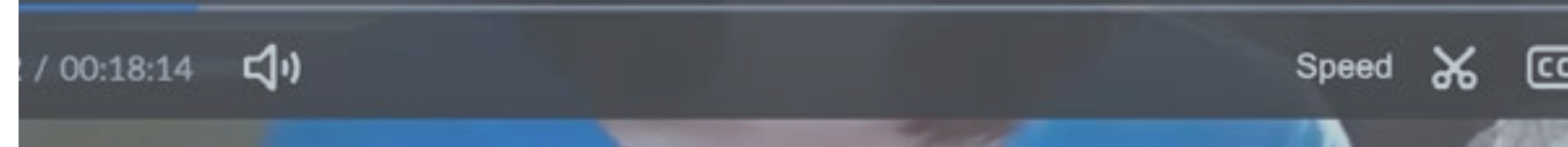
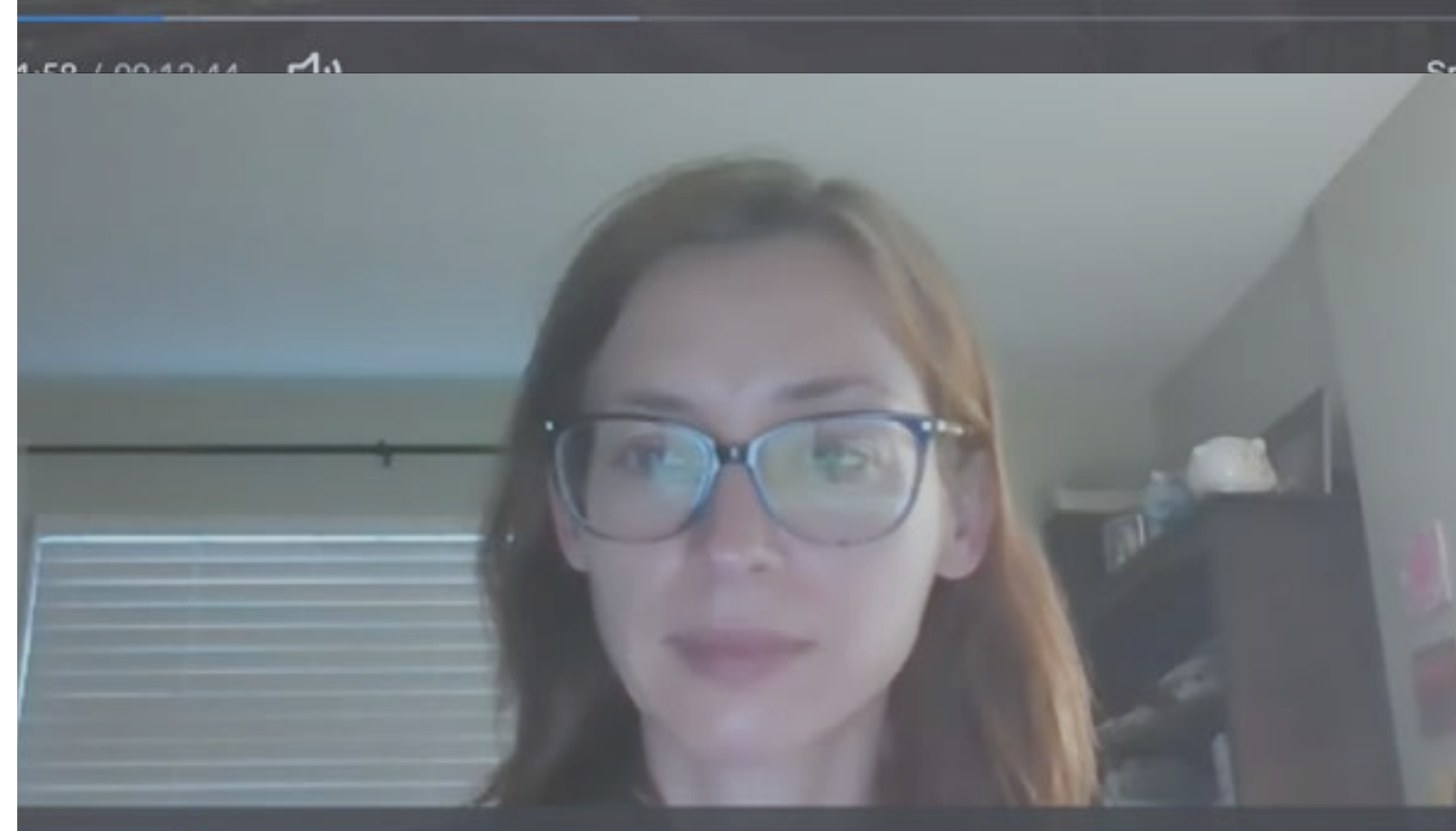
Town Car Sticker details as well as **FAQ's** and the ability to **call** the town for questions or to book an **appointment** to discuss any issues in person.

User Testing

After researching, determining user goals, creating site maps and user flows, the next phase of is to test prototypes on paper (POP). Hand drawings of the Explore Trumbull app have been uploaded to the website MarvelApp.com to create interactive prototypes. These prototypes are an inexpensive and very efficient way to communicate ideas with others and to gain constructive user feedback.

The following pages walk you through a user-testing script, the four scenarios that will be used, and the predicted steps the user would take. Video links and results of the testing are also included.

[Explore Trumbull Prototype](#)



Hi, _____. Thank you for taking the time today to meet and test out an app I'm working on. The main purpose of this session is to see if this app is working as it is intended.

Before we start, I want to let you know a few things. First, this is a test for the app, not you. You can't make a mistake; if anything does not go right, it is a problem with the app. Please don't worry.

As you use the app, please 'think out loud as much as possible. Tell me about what you're seeing and thinking. It will be very helpful. Also, don't worry about hurting my feelings. The purpose of this meeting is to gain an understanding of what is working or not working currently with the app to help improve it later.

If you have any questions, please ask. However, I won't be able to answer each one because this test is to simulate how you would use the app by yourself. I can answer you once the session is complete. And let me know if you need a break, although I do not expect this to take more than 20 minutes.

Lastly, because this is a zoom call, can I please record this session? The recording will only be seen by a handful of people, including my professor and a few classmates but it will help me figure out how to improve the app. I would also like to post a few images or video clips of this session to my blog with your permission.

Do you have any questions so far?

Before we dive in, I want to ask you a few questions:

Now, roughly how many hours a week would you say you spend using the Internet, including Web browsing and email, at work and at home?
What kinds of sites are you looking at when you browse the Web?

Do you have any favorite Web sites?

OK, great. We're done with the questions, and we can start looking at things.

(User clicks link to prototype: <https://marvelapp.com/prototype/59a6h98>)

Don't click on anything yet.

Please tell me what you think of this first page. What strikes you about it, whose site do you think it is, what you can do here, and what it's for. Just look around and give me a little narrative.

Thanks. Now I'm going to ask you to try doing some specific tasks.

(Take the user through each scenario, listen and observe)

Thank you very much for taking the time to test these prototypes with me. Your comments and input were very helpful.

Do you have any questions or any additional comments?

Thanks again.

User Scenario 1

May 2021

It's summertime, and a friend of yours told you about the concerts on the green the town puts on. You want to find out when the events are and add one to your phone's calendar, so you don't forget to go.

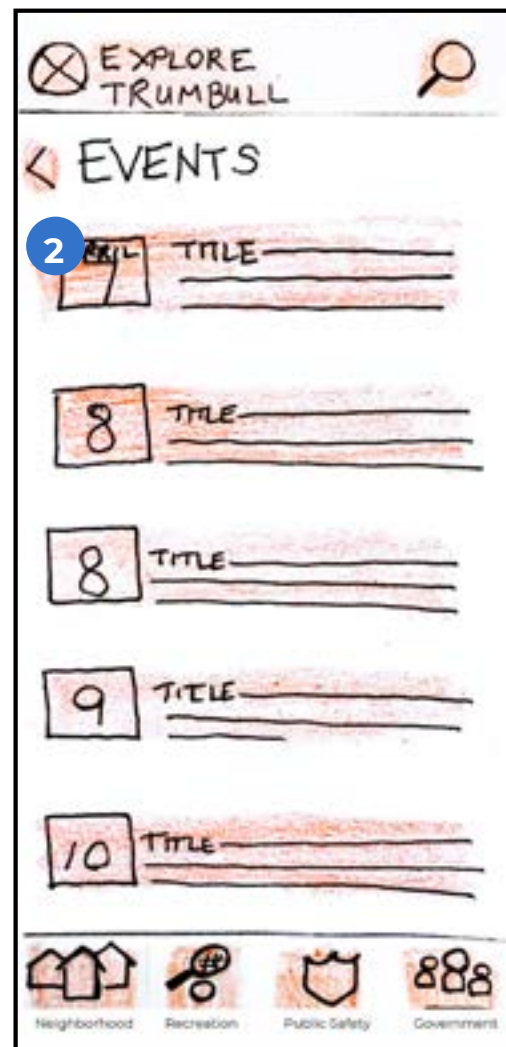
Task 1

Look at the town's events and add one to your calendar.

Predicted steps a user would take



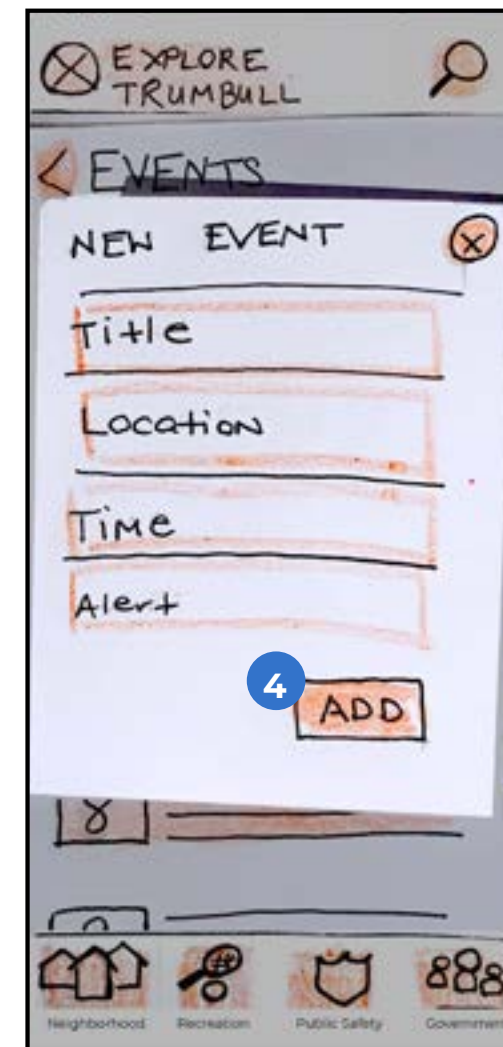
1. User taps on **Events** button



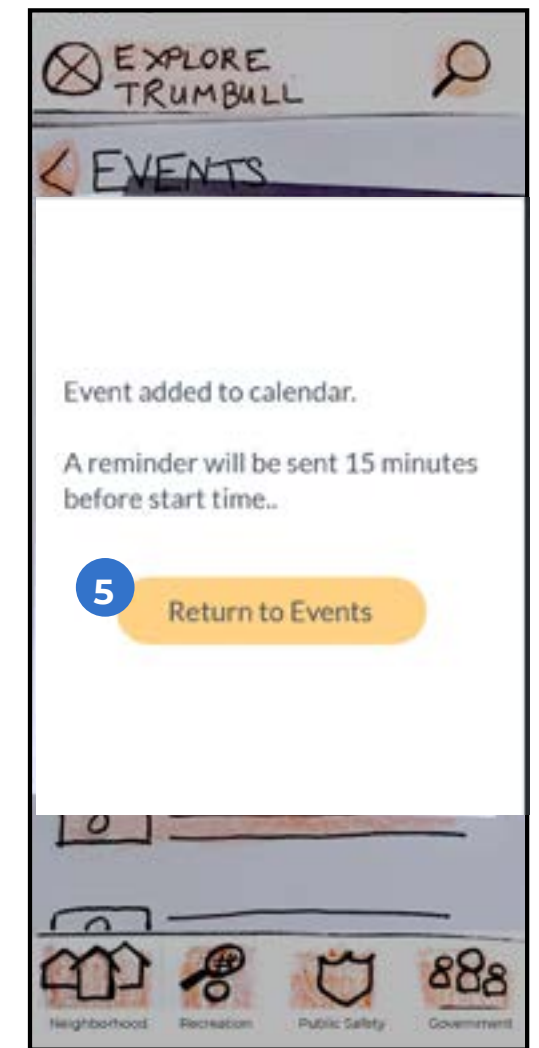
2. They select an **Event**



3. The user taps the + button



4. The phone's calendar events page opens and the user can edit the event and **Add** it to their phone's calendar.



5. User is notified that task is complete and they can **Return to Events** page.

User Scenario 2

You just received your car tax bill in the mail. As you read through it, you notice you can now pay using the Explore Trumbull app. You think let's try this out, it beats going to the town hall to pay.

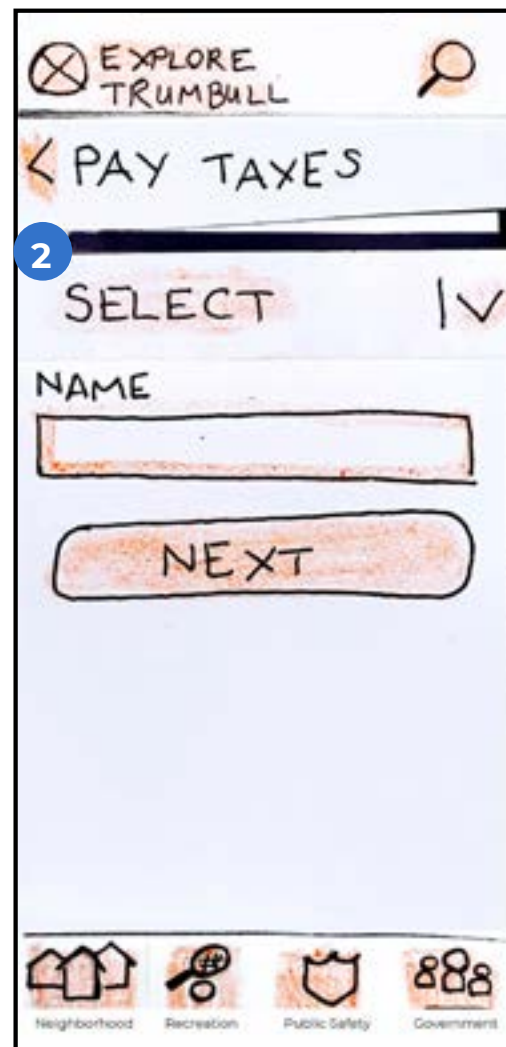
Task 2

Pay your Car taxes.

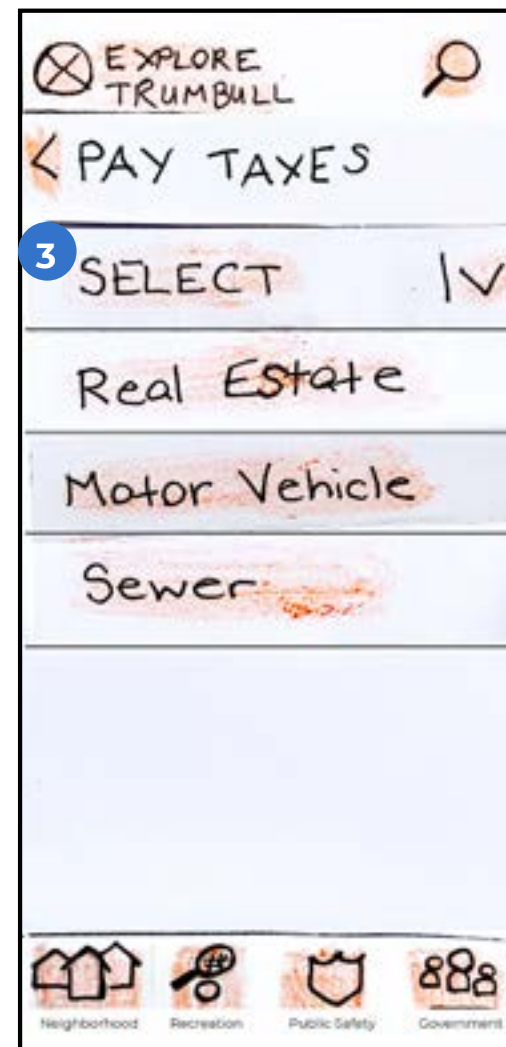
Predicted steps a user would take



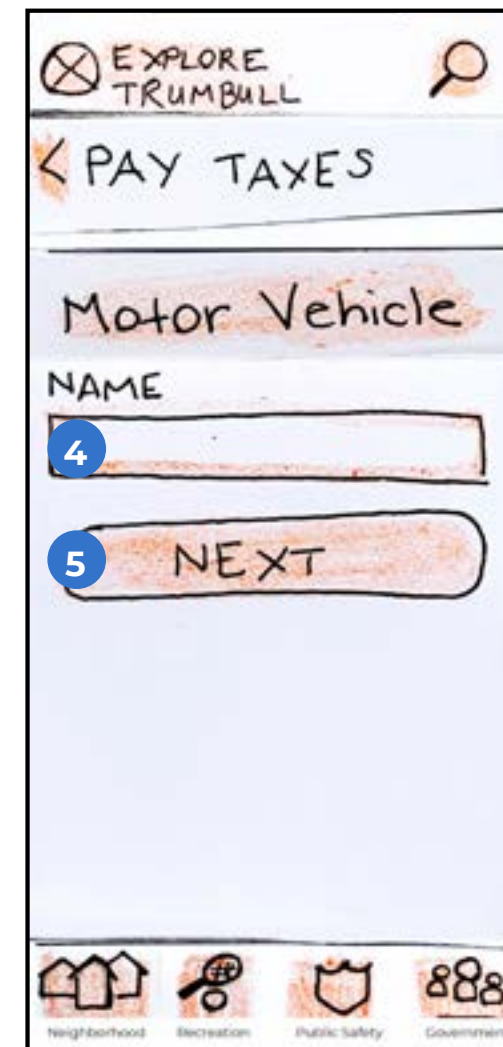
1. User taps on **Pay Taxes** button



2. They use the drop down menu to **Select** the tax to pay



3. The user selects **Motor Vehicle**

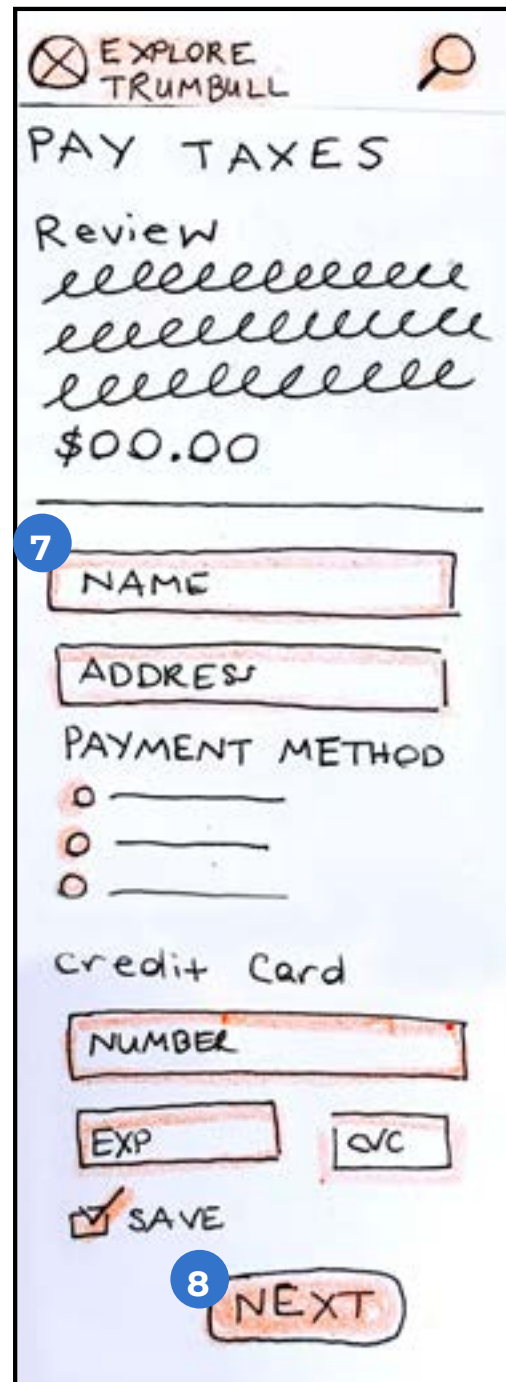


4. The user enters their name
5. Then taps **Next**



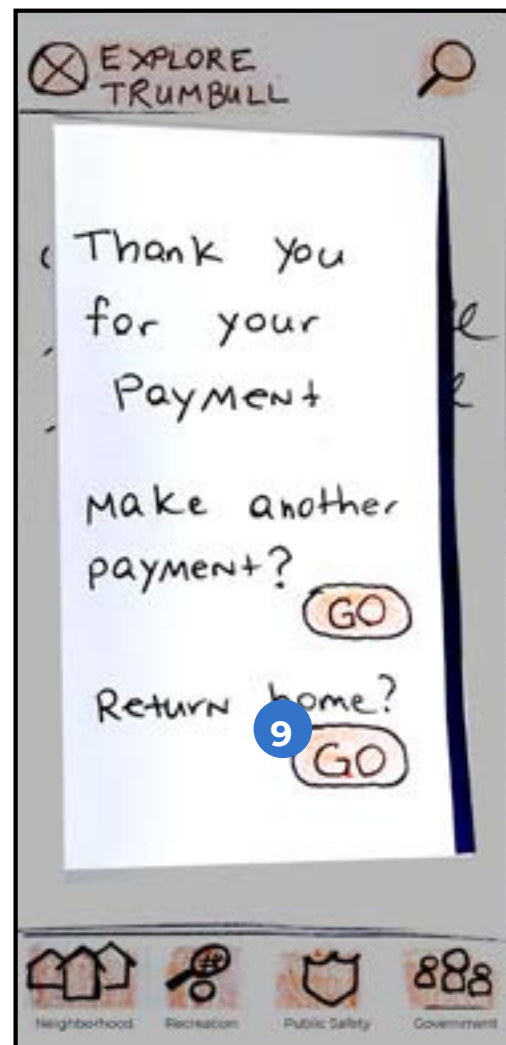
6. User reviews taxes to pay and selects **Pay**

User Scenario 2 Continued



7. User enters their personal information and credit card information.

8. Then they tap **Next**.



8. User taps **Go** to return back to the home page.

User Scenario 3

As a relatively new resident, you've heard so many great things about the parks in Trumbull. But you don't know where they are located.

Task 3

Find a park.

Predicted steps a user would take



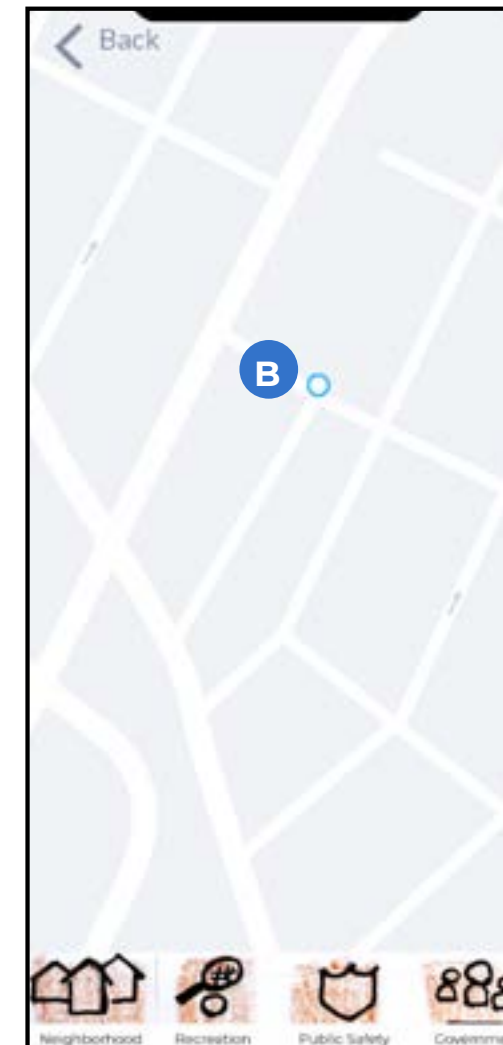
1. User taps on **Town Map** button



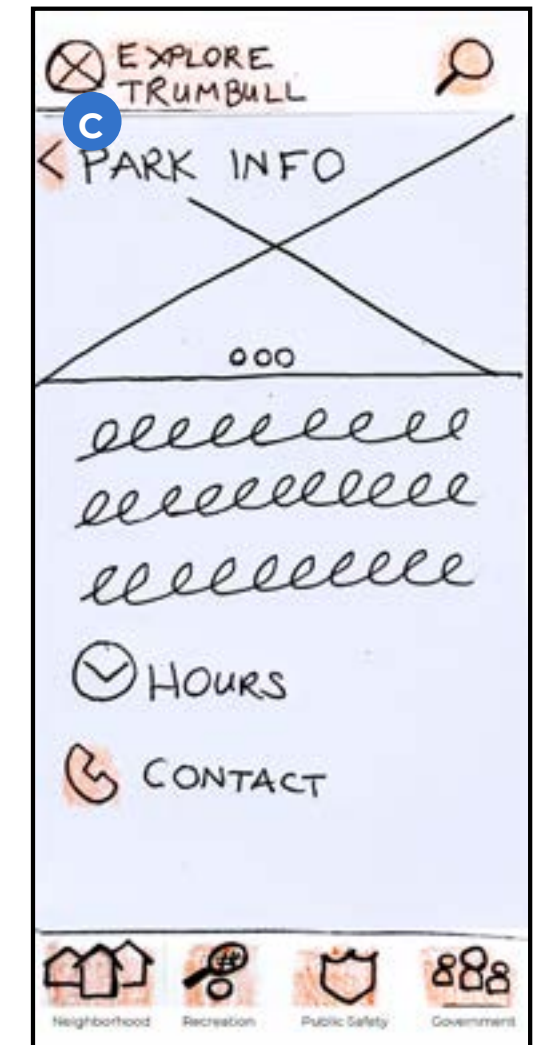
2. The user can choose one of three options:
A. Sort the map
B. Tap Go to get directions
C. Tap Details for more information



A. Sort will allow users to filter through various town destinations



B. Go will open an interactive map to show the user where the destination is located.



C. Details will give the user more information about the destination such as photos, hours and contact information.

User Scenario 4

Your son/daughter just came home from school with a Summer Camp flyer in his backpack. You think great; let me sign up right away, so he gets a spot.

Task 4

Sign up your child for Lego summer camp

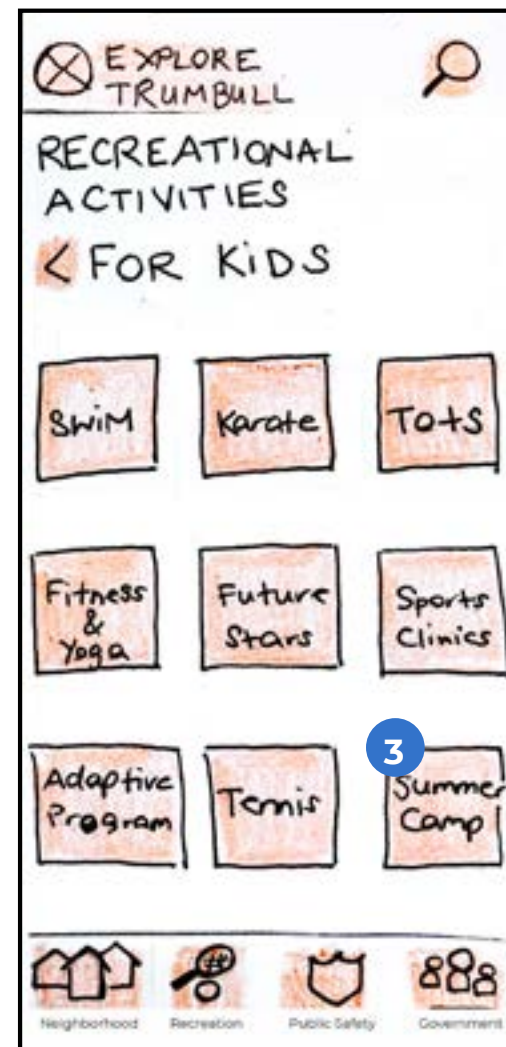
Predicted steps a user would take



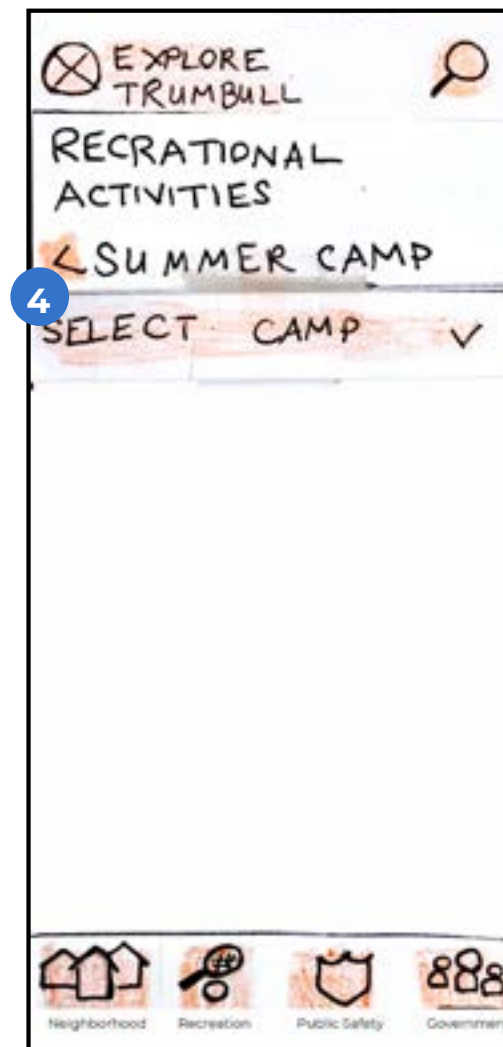
1. User taps on **Recreation** button



2. From the list of buttons, the user chooses **For Kids**



3. The user sees all of the options available, then selects **Summer Camp**



4. The user has to start with the **Select Camp** drop down menu



5. Then chooses **Lego Camp**

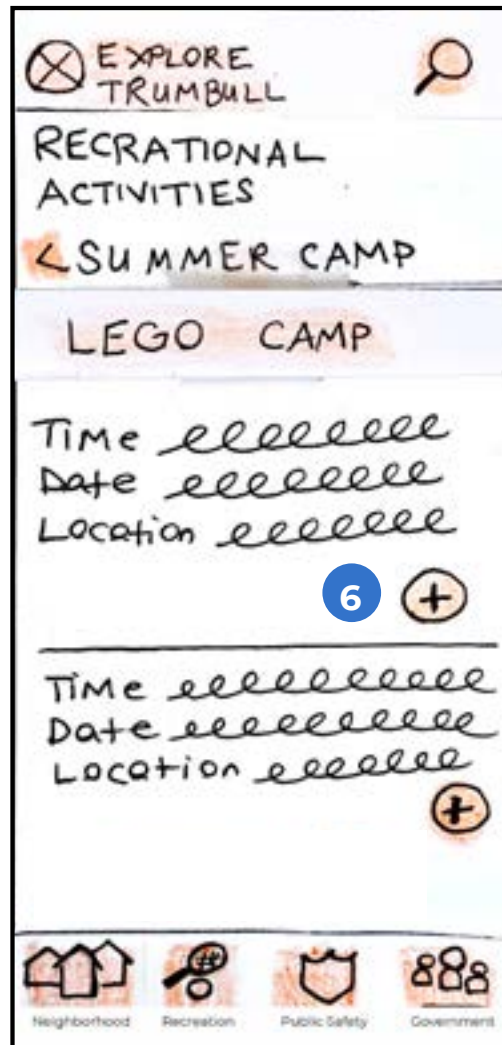
User Scenario 4 Continued

Your son/daughter just came home from school with a Summer Camp flyer in his backpack. You think great; let me sign up right away, so he gets a spot.

Task 4

Sign up your child for Lego summer camp

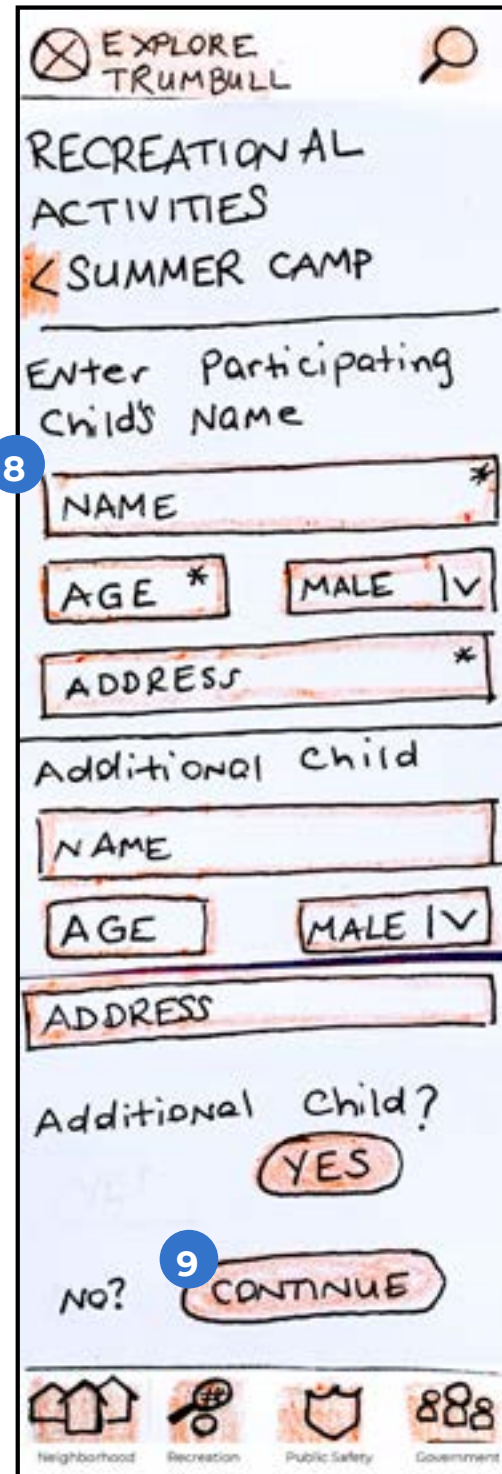
Predicted steps a user would take



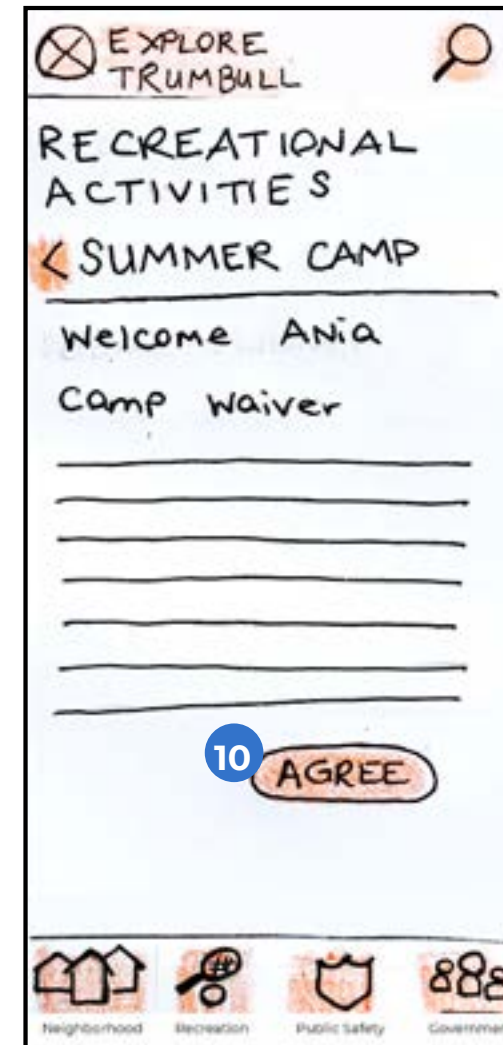
6. User taps on + button for the camp option they wish



7. A check mark will appear on selected camp, then the user taps **Enroll Now**



8. The users will enter their child's information then tap **9. Continue**



10. A camp waiver will appear. Once they read the terms, they can click on **Agree**.



11. **Payment Information** must be entered, then the user can tap **12. Submit**

User Scenario 4 Continued

Your son/daughter just came home from school with a Summer Camp flyer in his backpack. You think great; let me sign up right away, so he gets a spot.

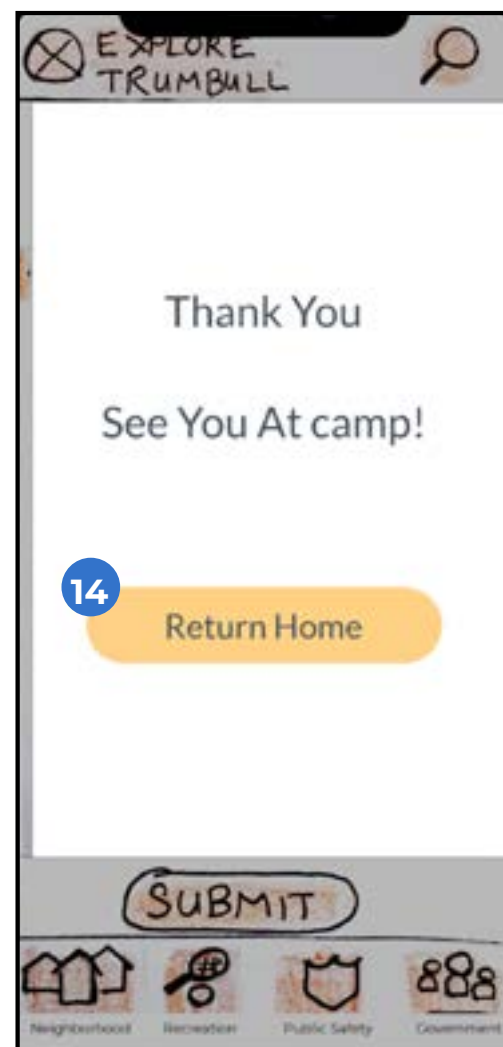
Task 4

Sign up your child for Lego summer camp

Predicted steps a user would take



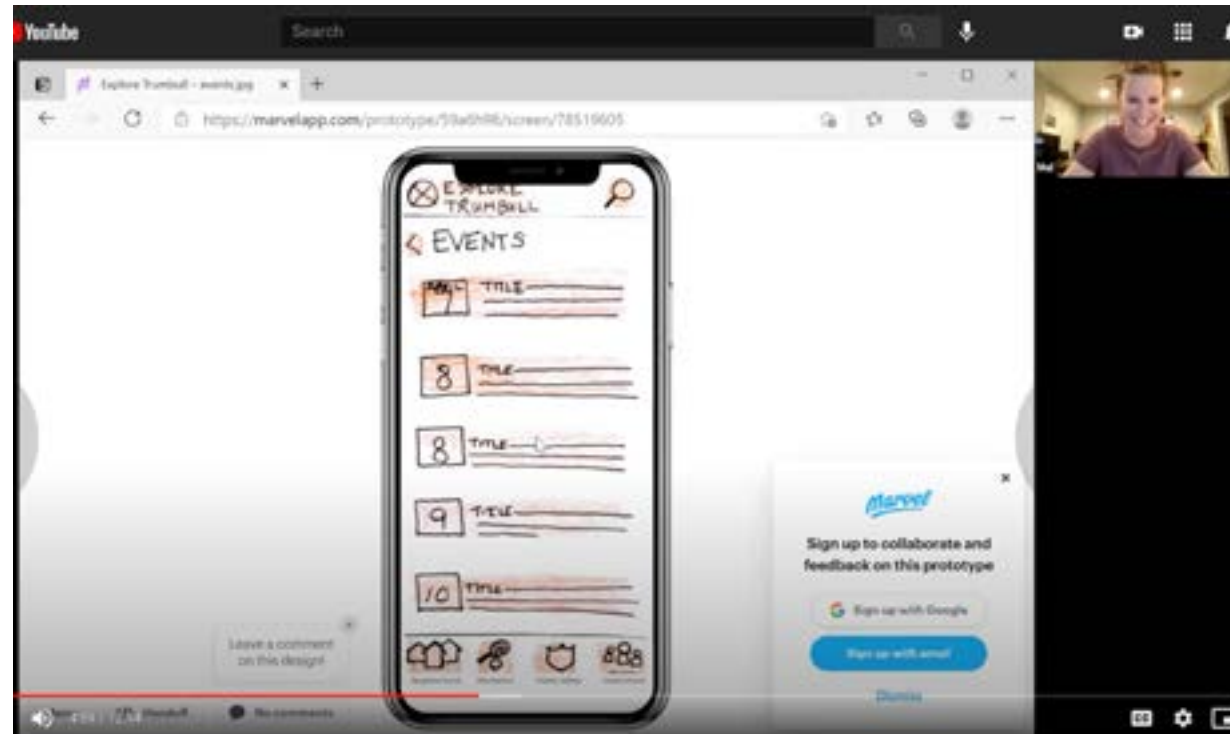
13. User reviews their information and taps the **Confirm** button to finalize camp registration



14. User is notified that their process is complete and they can **Return Home**.

User Testing Videos

May 2021



[Click here to watch the video](#)

Participant 1 Key Learnings

Task 1: Add An Event To Calendar

She was confused by the lack of information on the Events page. Eventually she figured out lines and scribbles were placeholder text.

Task 2: Pay Car Taxes

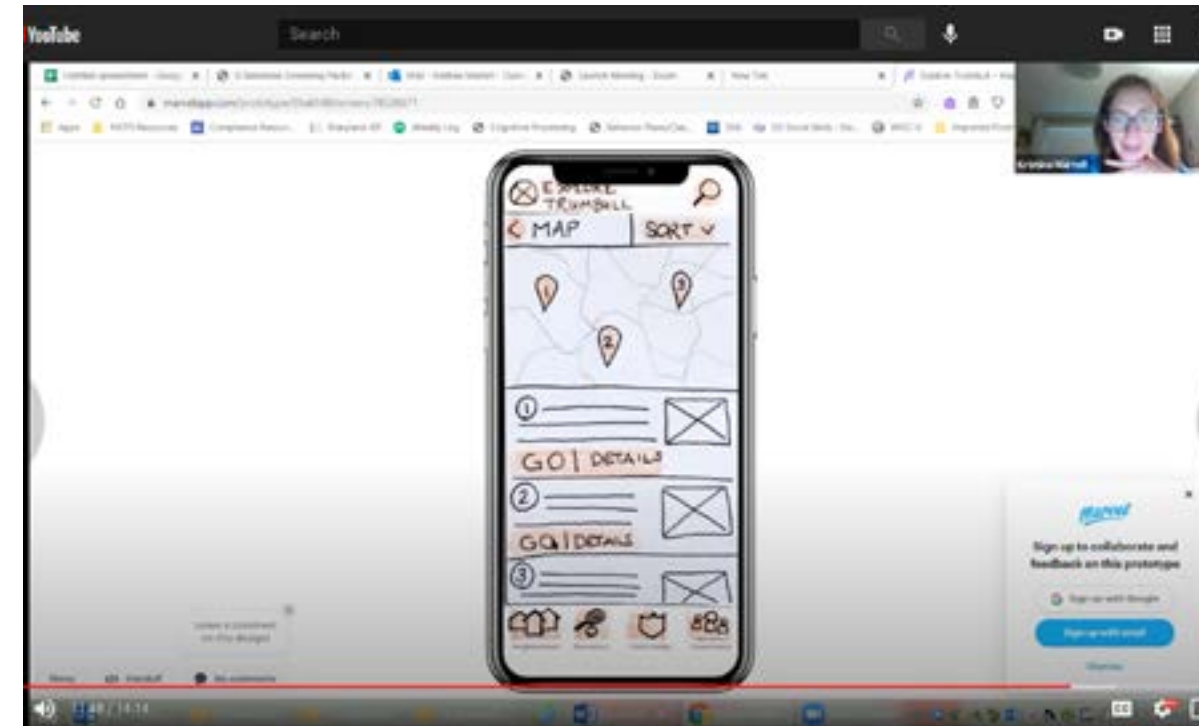
Participant 1 did not understand the drop-down menu; it was not clear in the prototype. She also wanted to make a second payment, which was not part of the task but prototype worked.

Task 3: Find A Park

The lack of details in the prototype drawings made it difficult for the participant to know where to click. She did not click on the park "Details," but she completely figured out how to sort the map information and how the map would work.

Task 4: Sign Up Child For Summer Camp

On the participant's third try, she found Recreation was the right place to fund Summer Camps then she moved through the process quickly and easily.



[Click here to watch the video](#)

Participant 2 Key Learnings

Task 1: Add An Event To Calendar

Participant 2 found an event quickly and added it to the calendar. She understood the drawing represented an iPhone's event pop-up.

Task 2: Pay Car Taxes

She was not sure where to start and went into the Name field which was not active. She also found the payment method selection confusing.

Task 3: Find A Park

Participant 2 figured out the Maps and sorting quickly. She was looking for what the amenities of the park were and later noticed the Details button. She was also trying to click on the map pins.

Task 4: Sign Up Child For Summer Camp

She knew to click Recreation and easily navigated to sign her child up for camp. She wanted an 'add to calendar' feature.

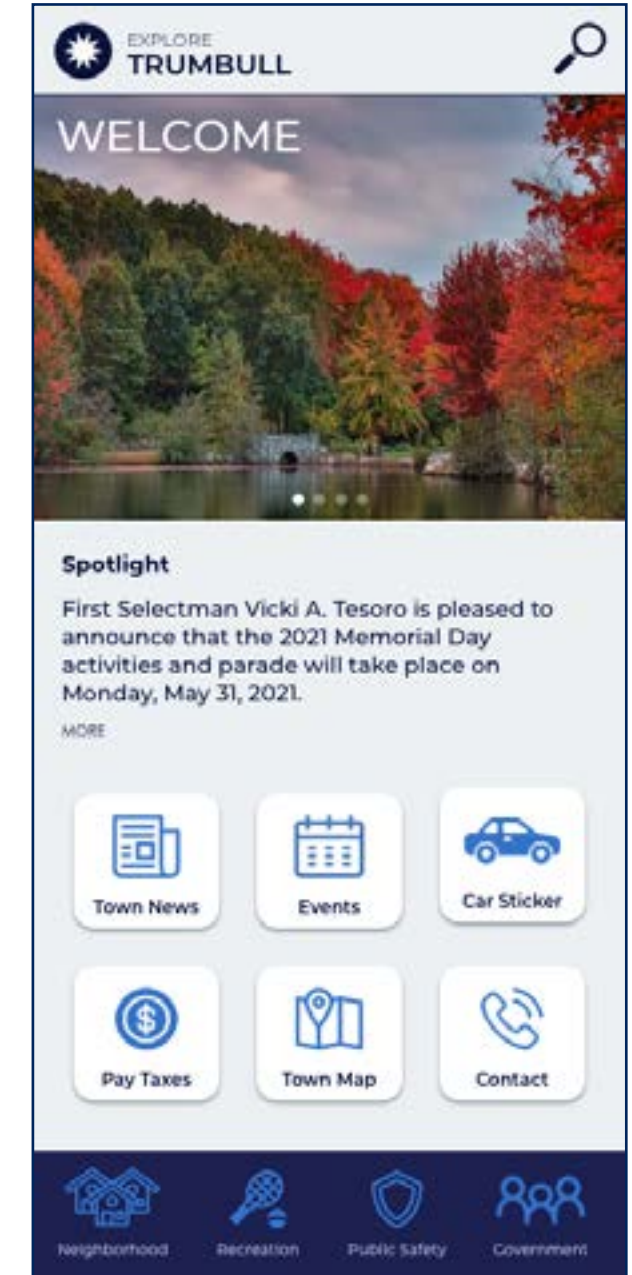
Revisions

Considering the user feedback, the high-fidelity prototype of the Explore Trumbull app incorporates much more details, including descriptive text, town photography, and color. The lack of descriptors was a stumbling block for the participants. The next area of concentration was presenting tasks in a more precise step-by-step process to eliminate confusion.

Additionally, the Map pages was revamped to include landmark names and clickable map pins. Because the word “Sort” was a stumbling block, it was replaced with a filter icon. The Details button was eliminated, and the Go button was changed to “Get Directions” for more clarity.

The last significant change to the app was the addition of the “Add to Calendar” feature to complete “Summer Camp” sign up.

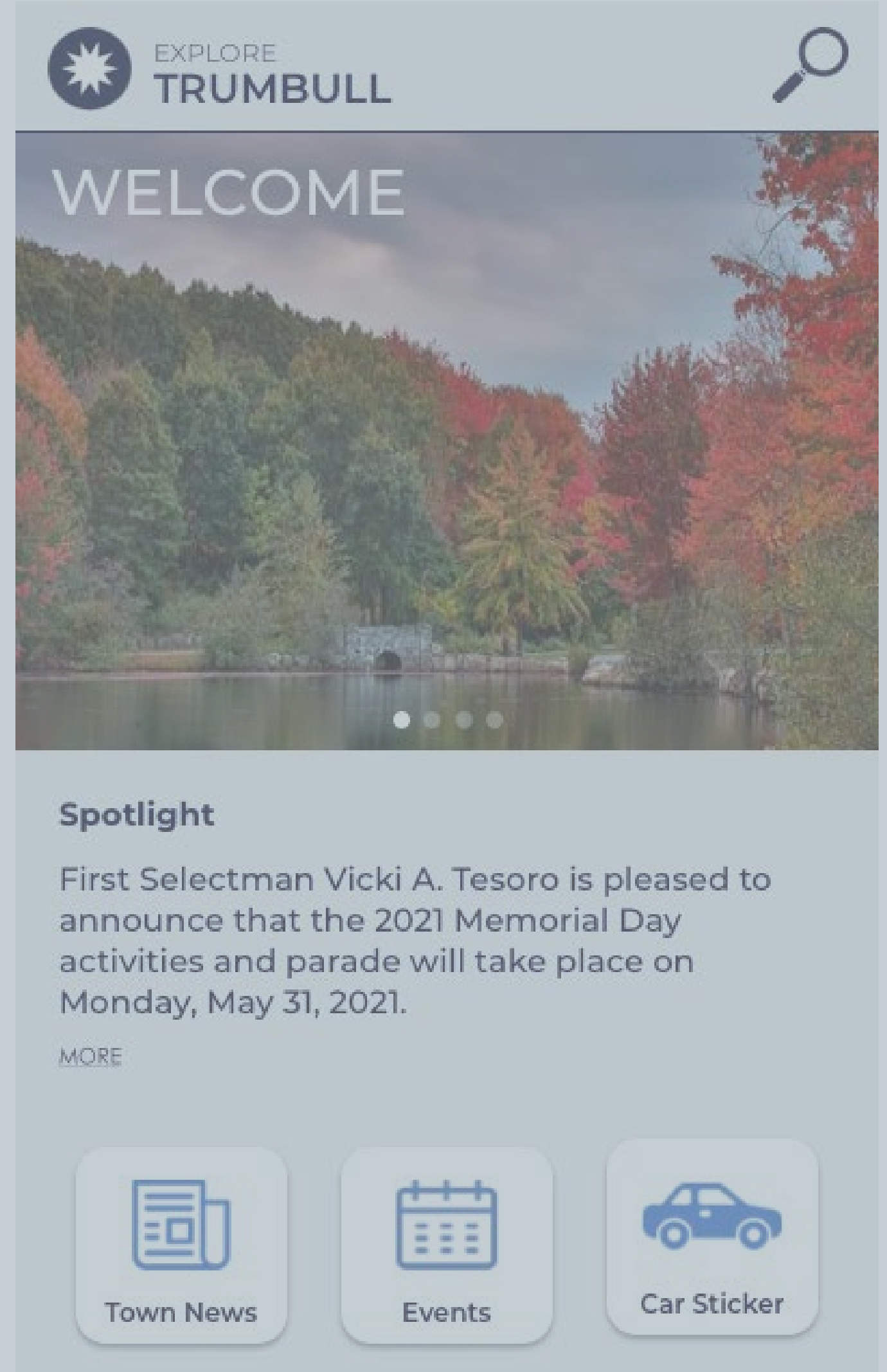
Overall, the high-fidelity prototype looks and feels like a real app, and it allows users to gain a true sense of how the app will function.



High-Fidelity Prototypes

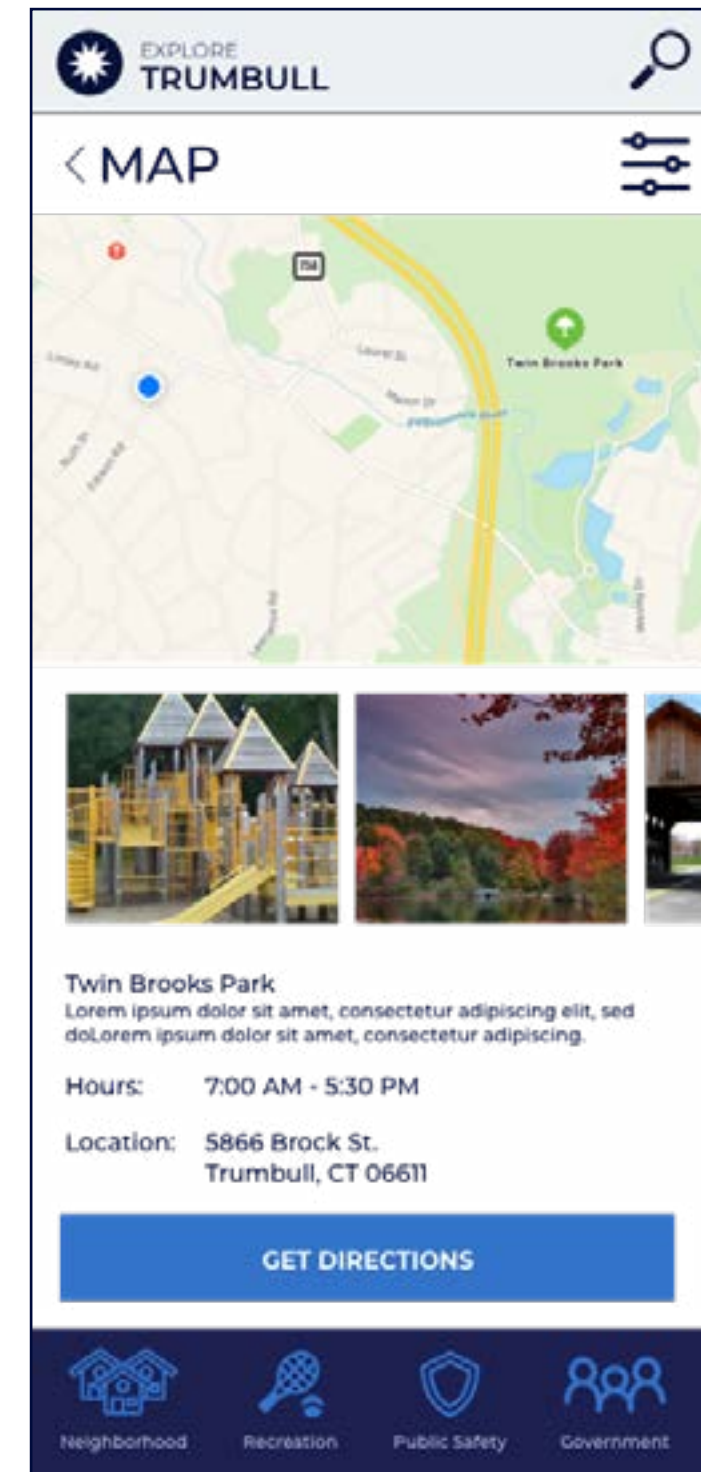
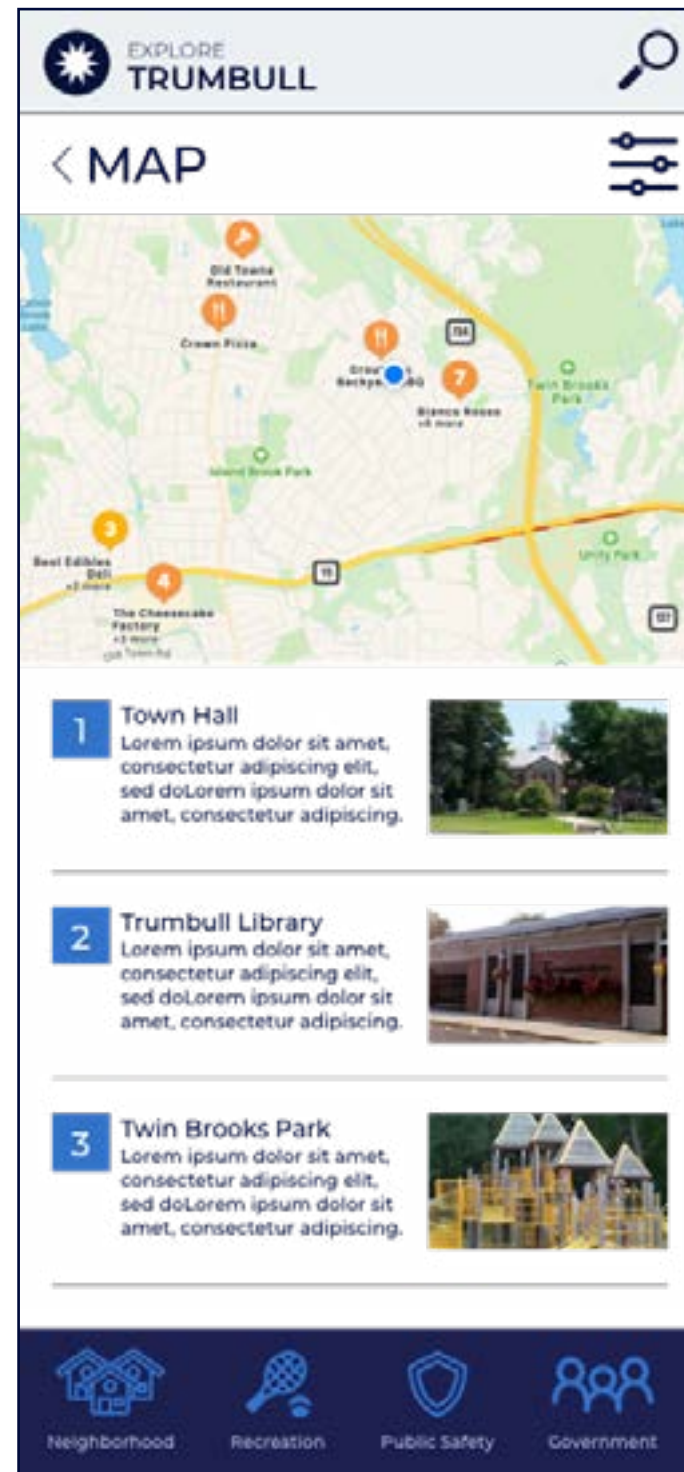
The Explore Trumbull App high-fidelity prototype was created using Sketch. This wildly popular prototype software is often required for UX/UI designers to know.

The benefits of using Sketch include the ability to create 'symbols' which are design elements repeated across multiple pages. Symbols help keep the design consistent and organized. Sketch gives the user the ability to pin navigation elements to the bottom and top of pages to mimic a page scrolling without the navigation moving. Lastly, designers can flag specific areas that can link to other pages; users can tap on the specified areas to navigate like a real app.



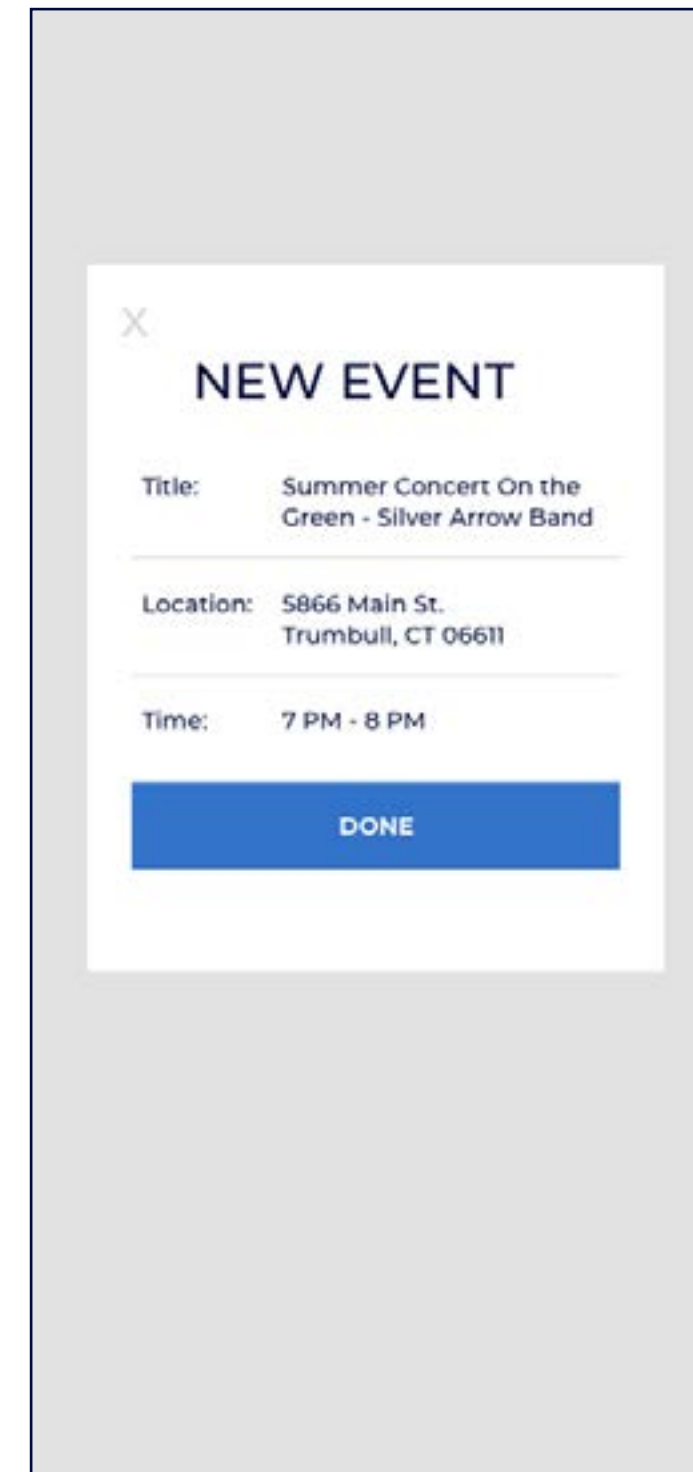
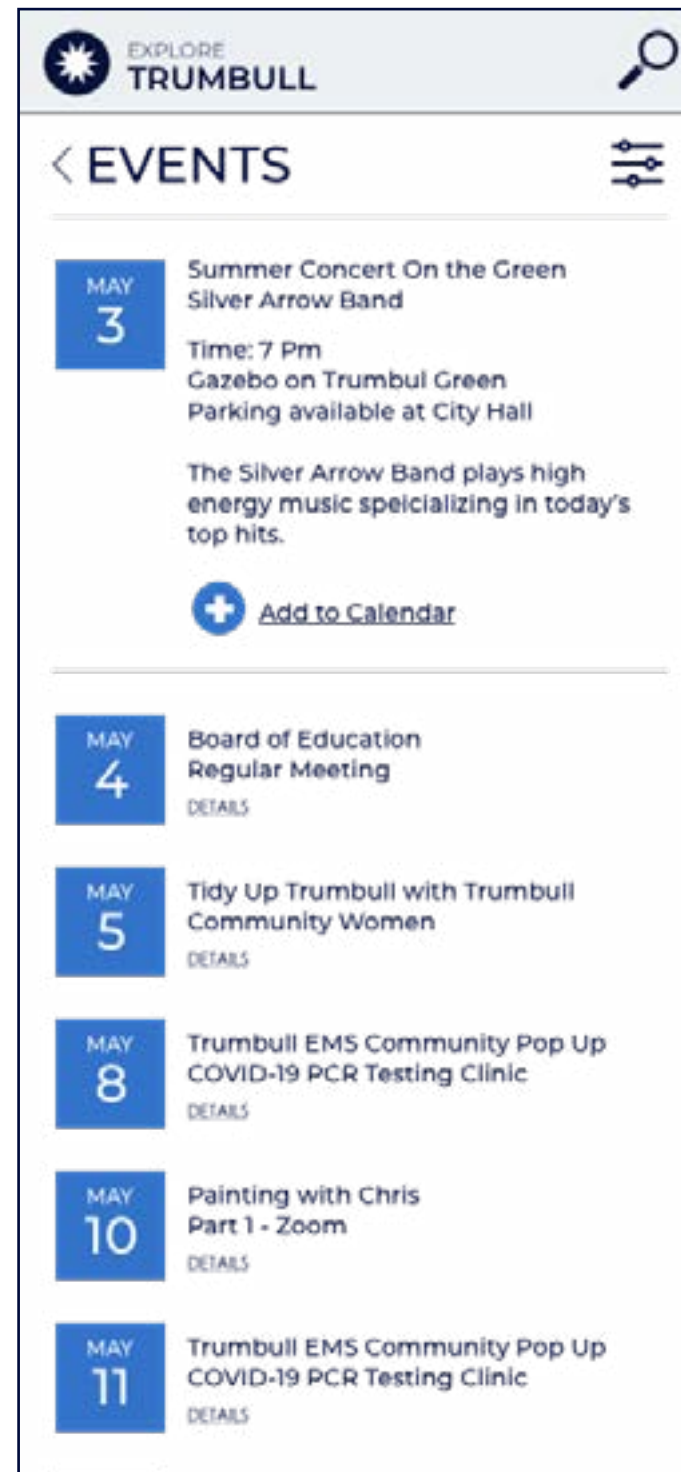
Explore Trumbull Screen Captures (1 of 10)

May 2021

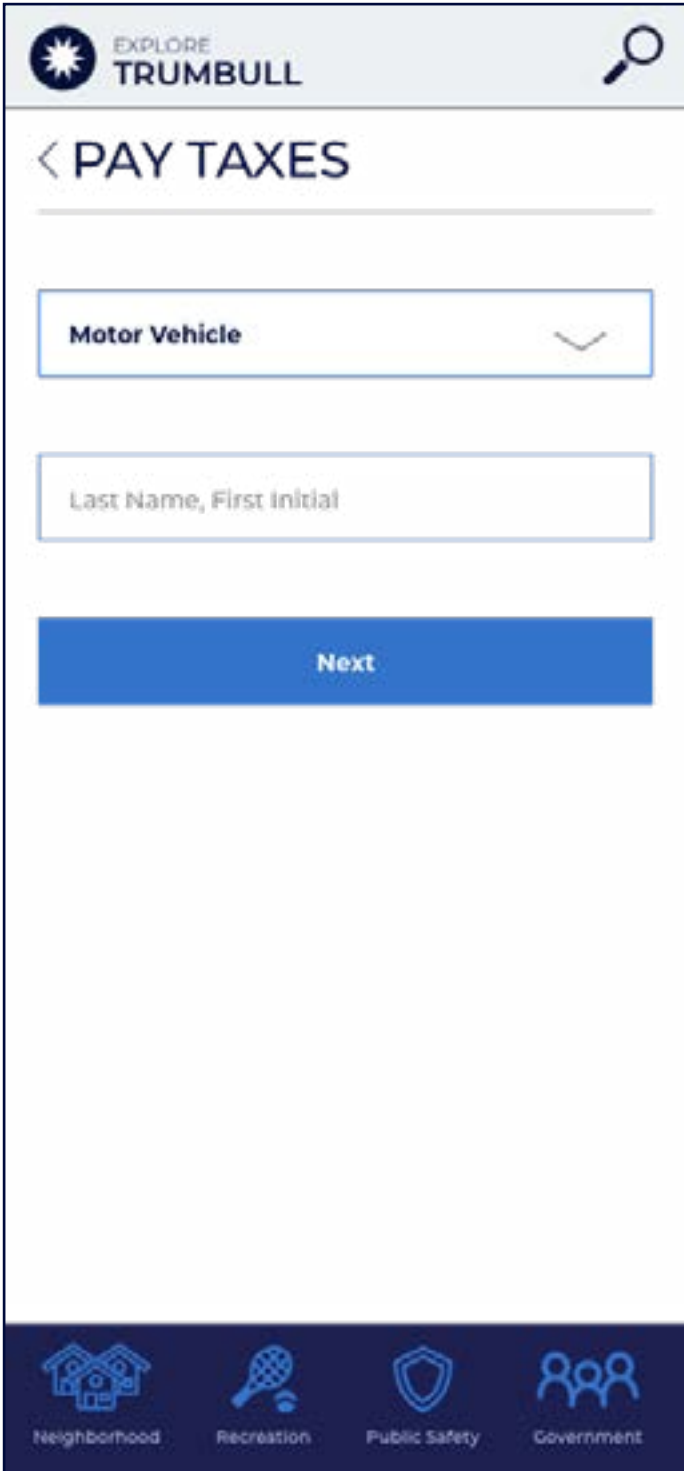
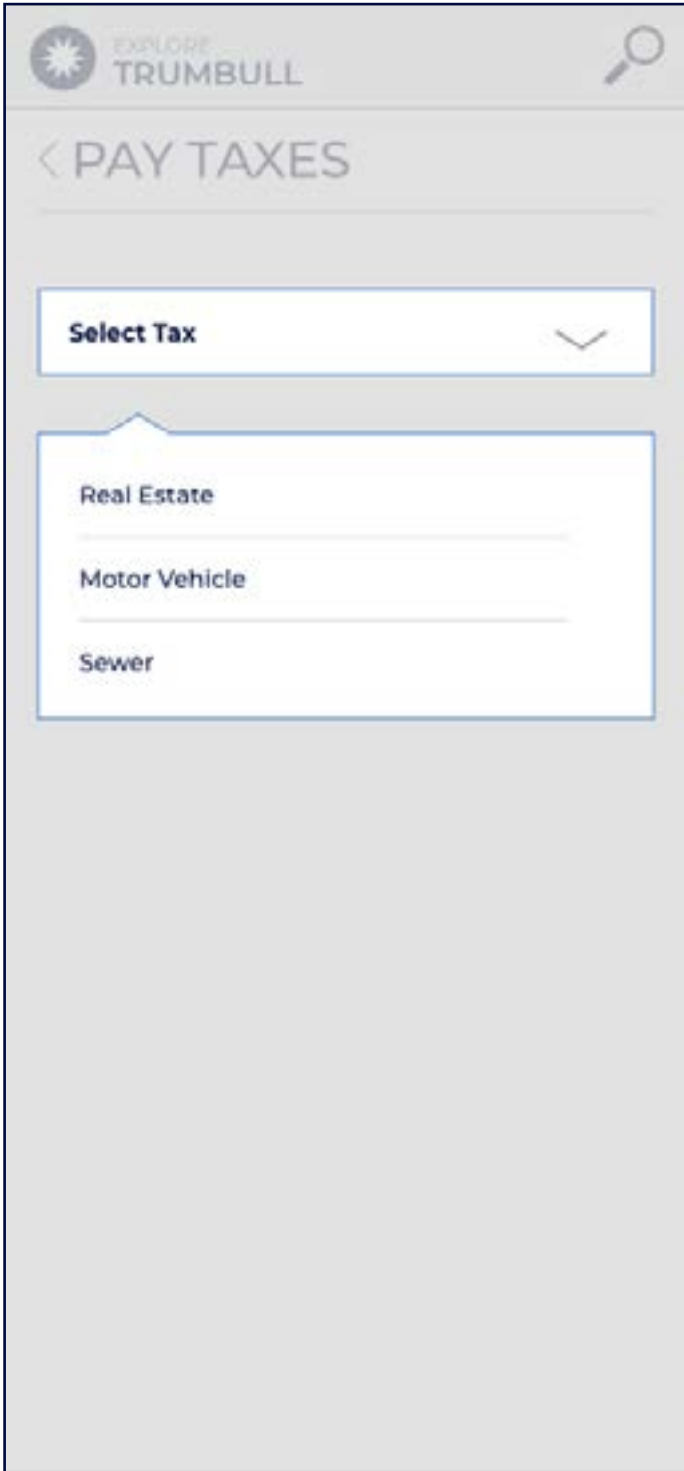
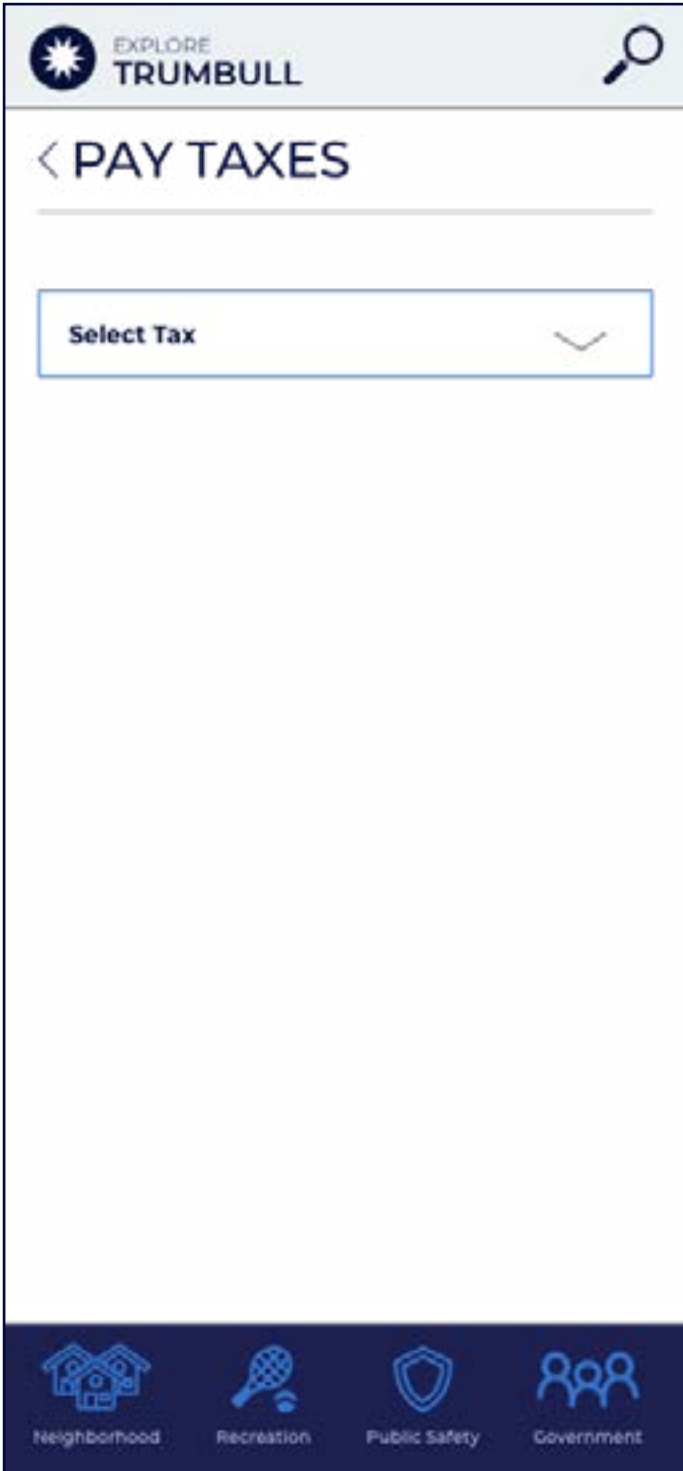


Explore Trumbull Screen Captures (2 of 10)

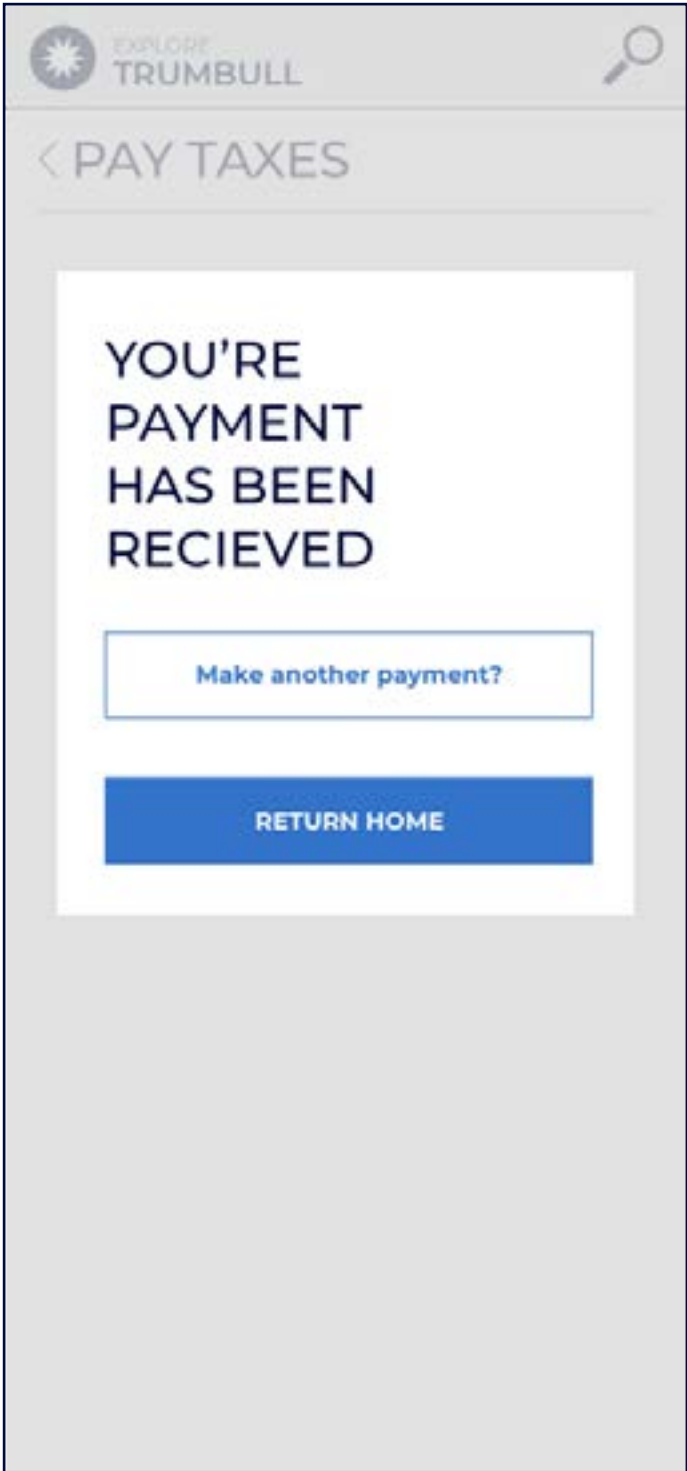
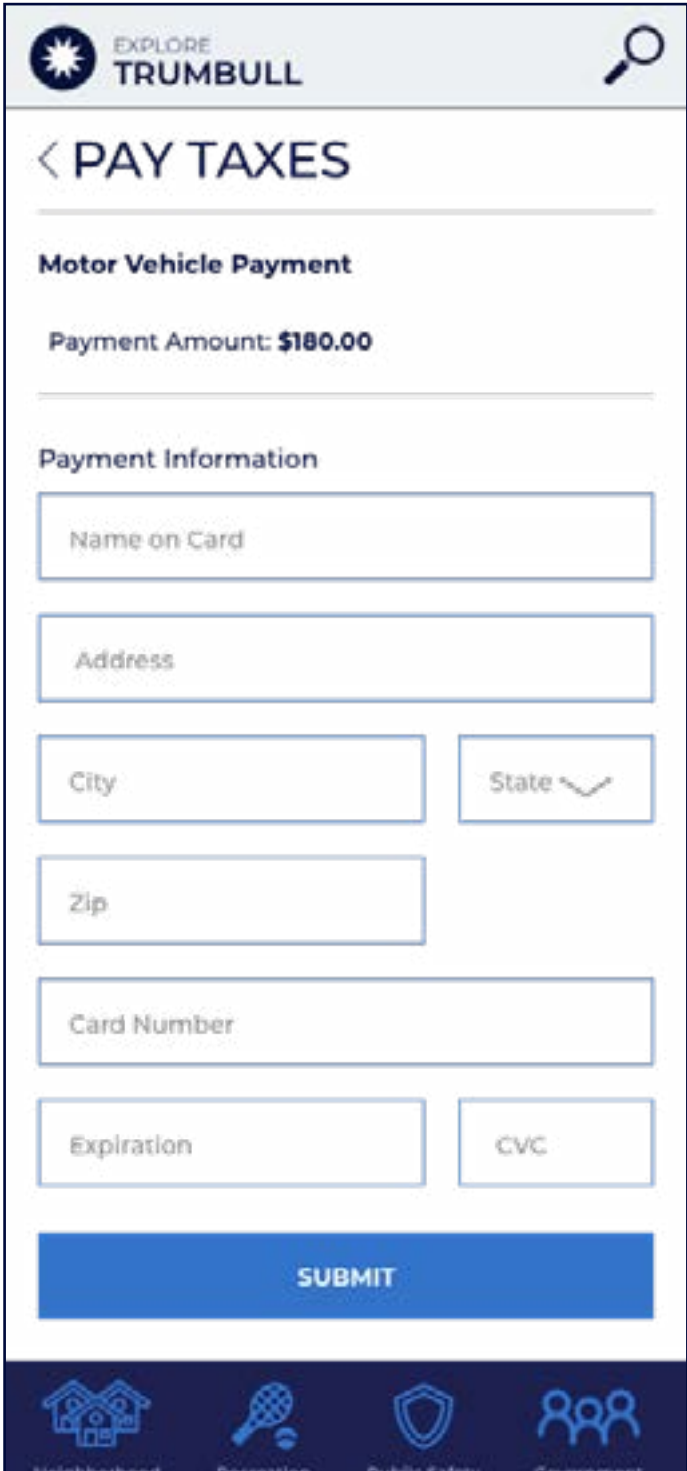
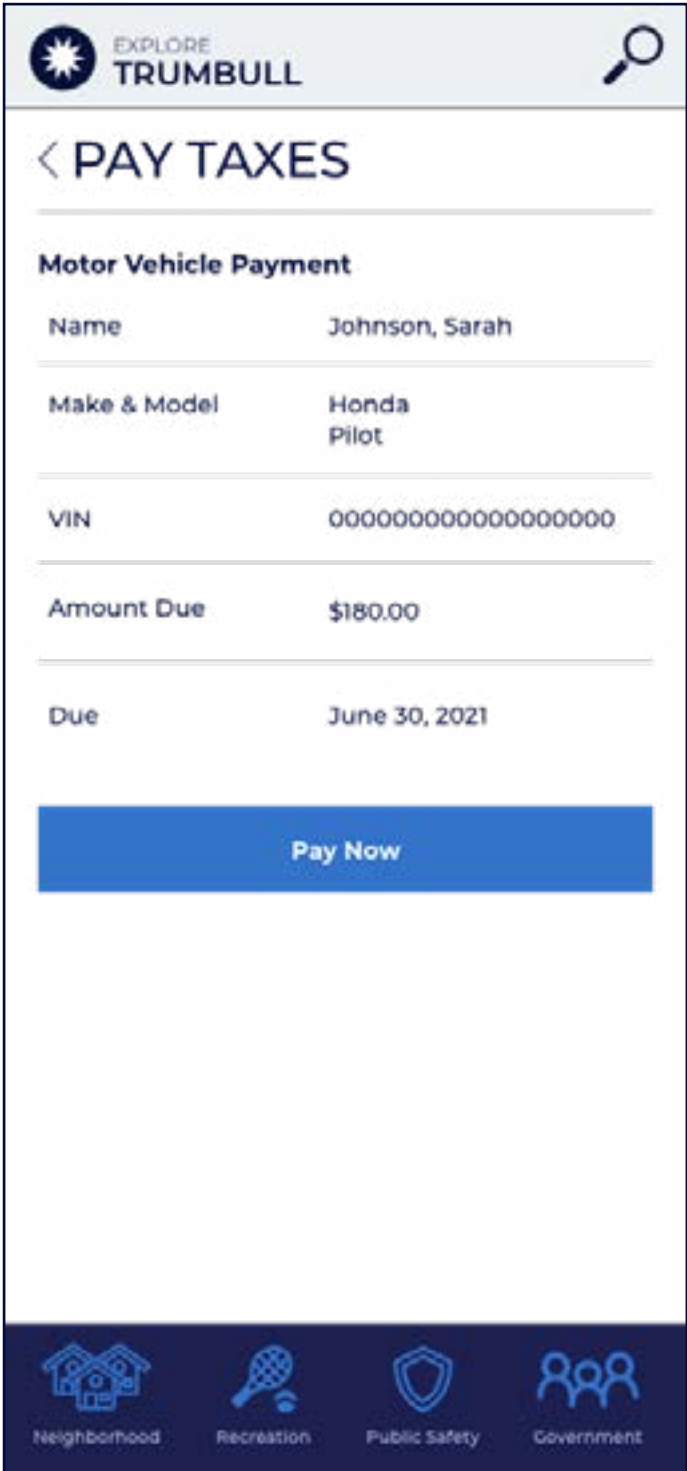
May 2021



Explore Trumbull Screen Captures (3 of 10)



Explore Trumbull Screen Captures (4 of 10)






< TOWN NEWS



First Selectman Covid-19 Message to the Town of Trumbull

Vicki Tesoro
April 26, 2021



As First Selectman, I have directed all Town Hall departments to focus efforts to aid Trumbull residents and businesses as we experience COVID-19 in our community during this unprecedented time. Usual town services, with some modifications, are also ongoing. See the Trumbull COVID-19 Closures, Operations & Reopening Statuses for more information.

I encourage you to use the Coronavirus Information page for the latest information from our Public Health Director and the COVID-19 Business Recovery Resources page from our Economic and Community Development Director. This information is updated continuously as new information becomes available. If you have any additional questions or concerns, please feel free to contact my office. I wish health and safety to all during this challenging time.

2021 Memorial Day Activities and Parade on Monday, May 31

April 26, 2021

[Read more](#)



Sustainable Trumbull is proud to be hosting our very first Earth Week Celebration!



April 26, 2021

[Read more](#)








< PUBLIC SAFETY



Trumbull Police Department

Address: 123 Edison Rd.
Contact: 203.452.0000
[MORE INFO](#)

Long Hill Fire Department





Address: 123 Church Hill Rd.
Contact: 203.452.0000
[MORE INFO](#)



Trumbull Emergency Medical Services

Address: 123 Church Hill Rd.
Contact: 203.452.0000
[MORE INFO](#)


Animal Control

Address: 123 Church Hill Rd.
Contact: 203.452.0000
[MORE INFO](#)

< CAR STICKER





Vehicle Parking Permits / Park Stickers


Our new blue 2020-2021 Park Stickers were mailed out with your motor vehicle tax bill in July. The 2019 (red) and 2020 (green) park stickers were valid until August 1, 2020.





Residents
While entrance to all Trumbull Parks is open to the public, parking within the parks requires a Vehicle Parking Permit year-round (July 1st -June 30th). In accordance with the Parks and Recreation Commission regulations, Vehicle Parking Permits shall be issued to Trumbull Town residents at no cost. Vehicle registration will serve as proof of residency.

Non-Residents
Please note: Due to the limited park access, non-resident park stickers are not being issued at this time. All previously issued 2019 non-resident stickers expired August 1, 2020. Previously issued 2020 non-resident stickers must be replaced with a new hang tag or sticker. Please call our office to set up an appointment at 203-452-5060. Thank you for your patience and understanding.

 [Frequently Asked Questions](#)

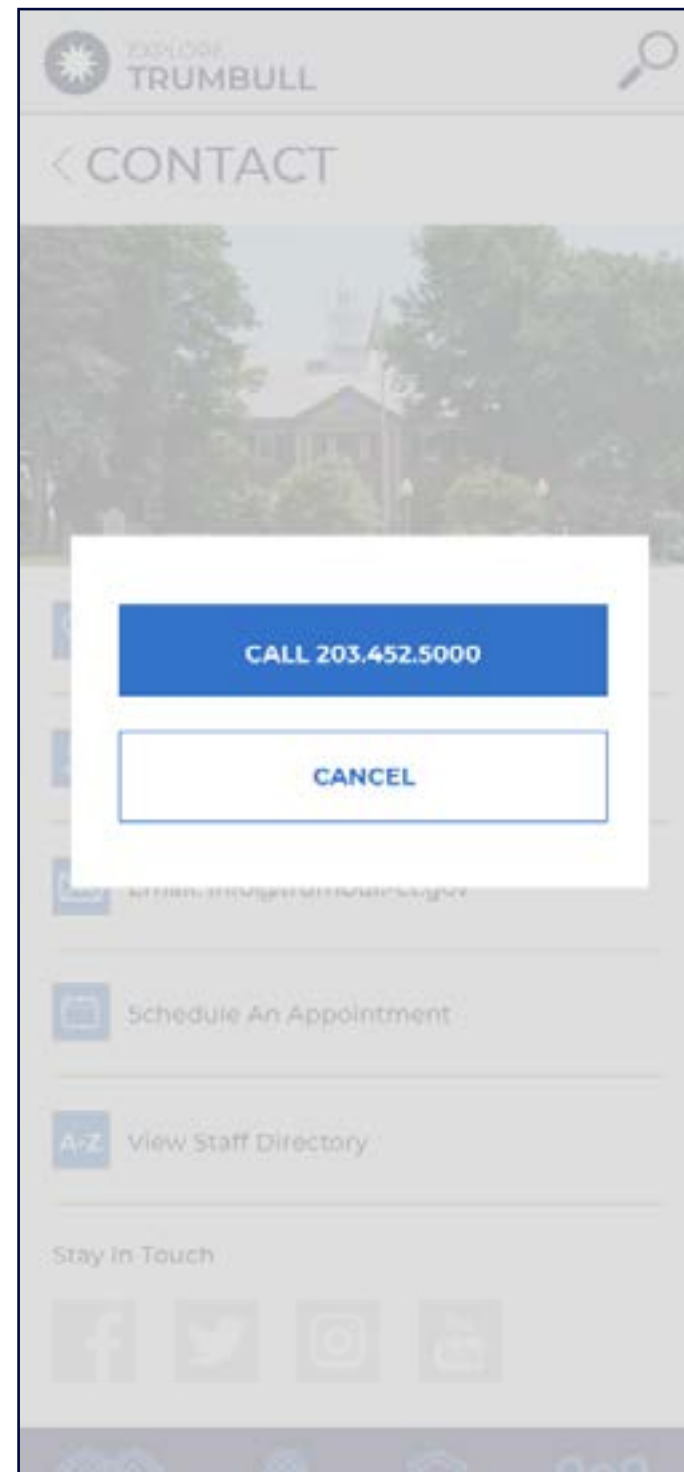
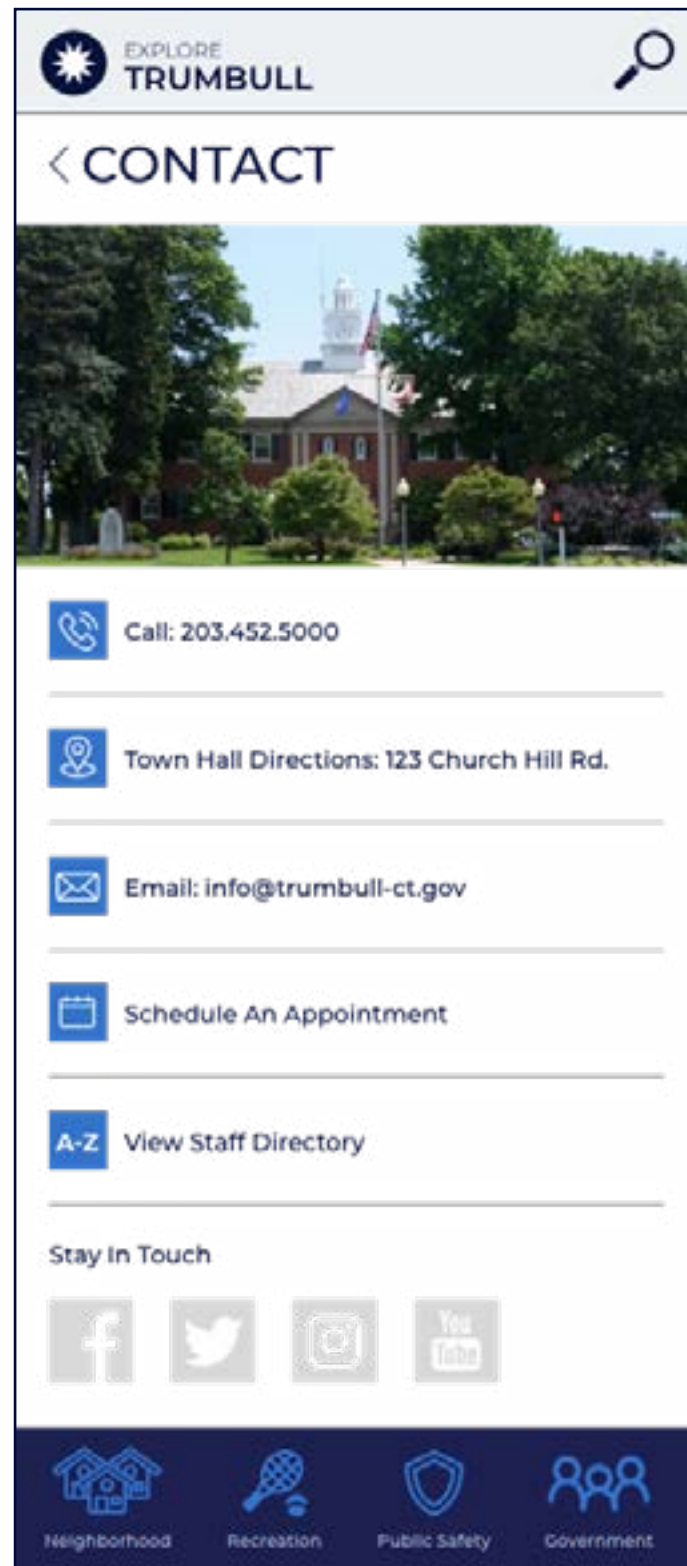
 [Schedule An Appointment](#)

 [Call: 203.452.5000](#)

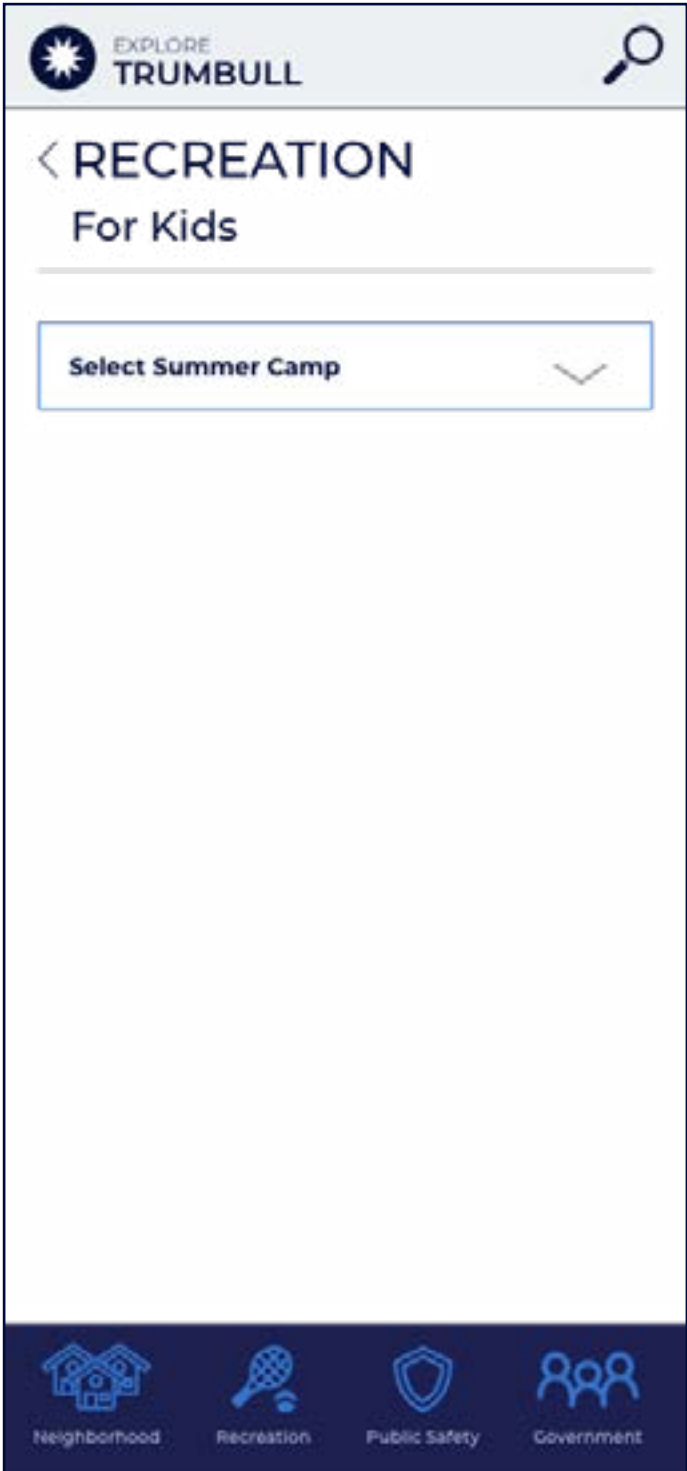
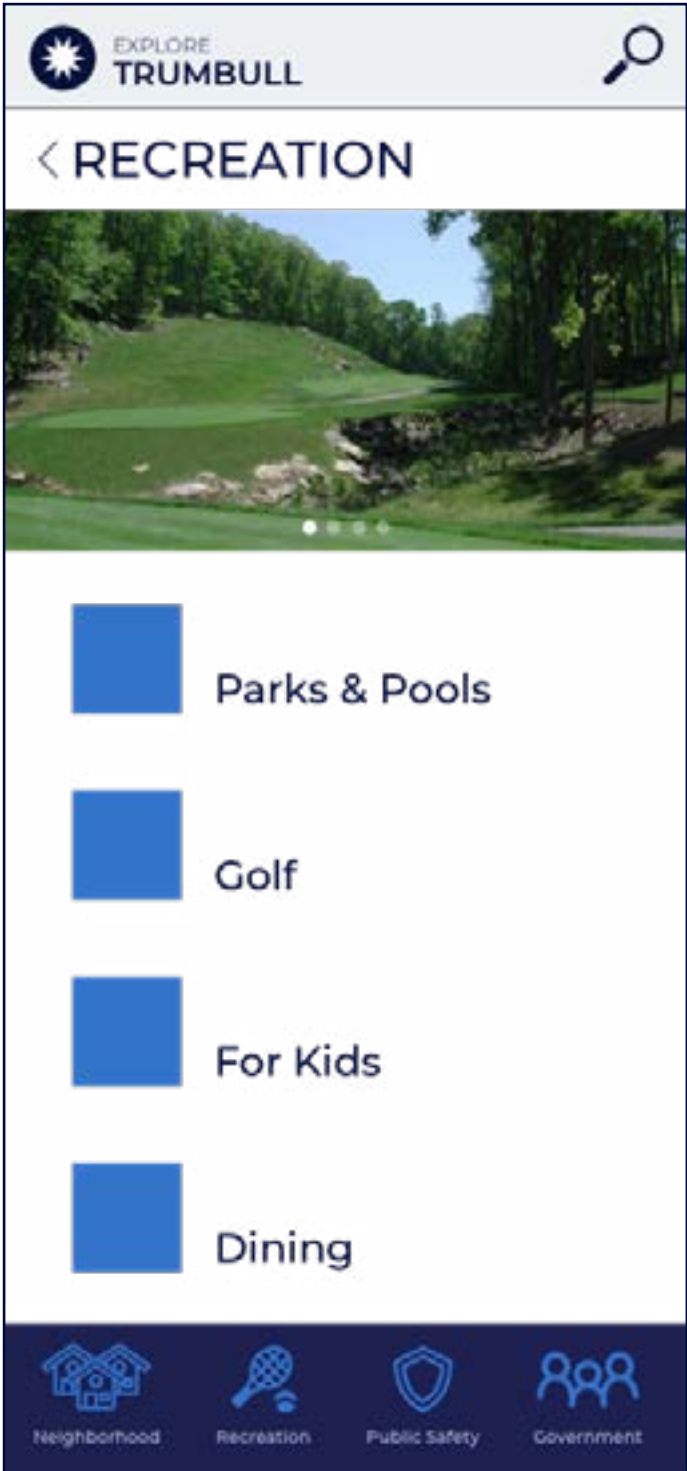





Explore Trumbull Screen Captures (6 of 10)

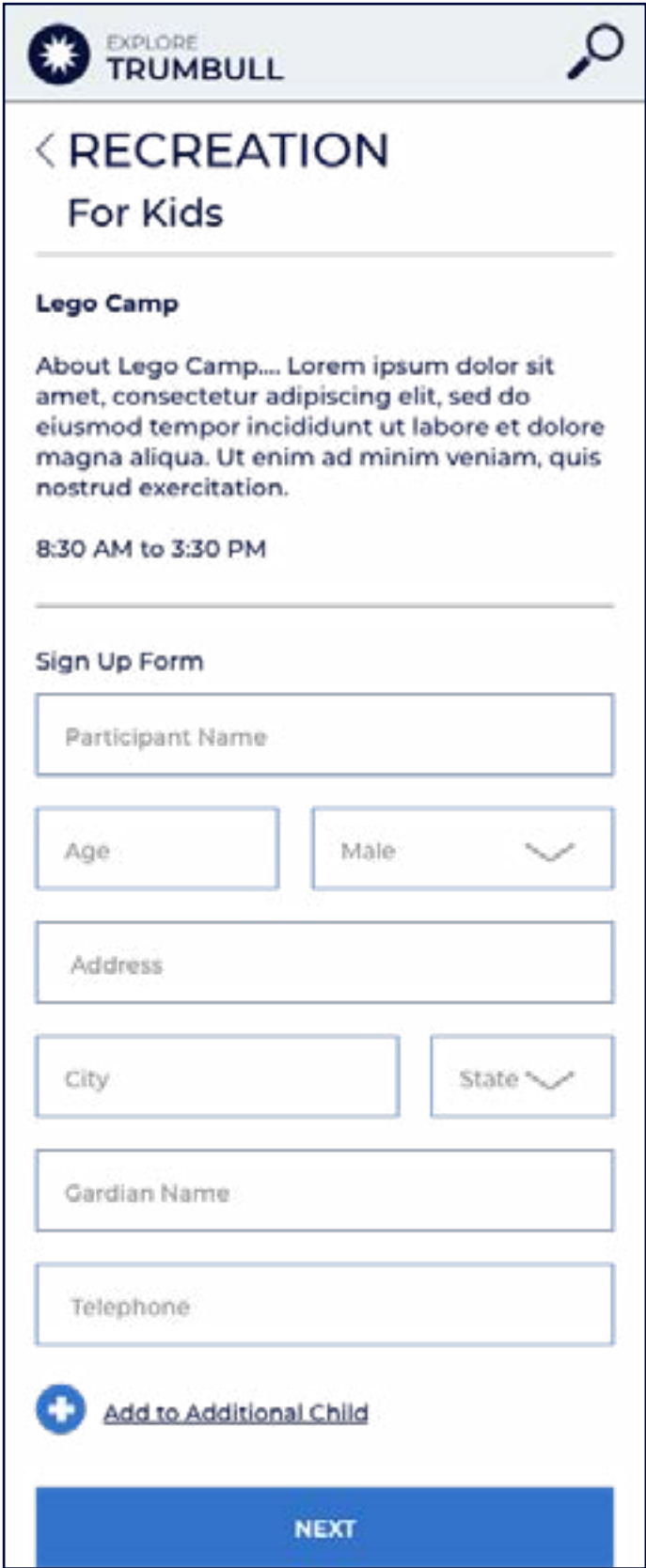
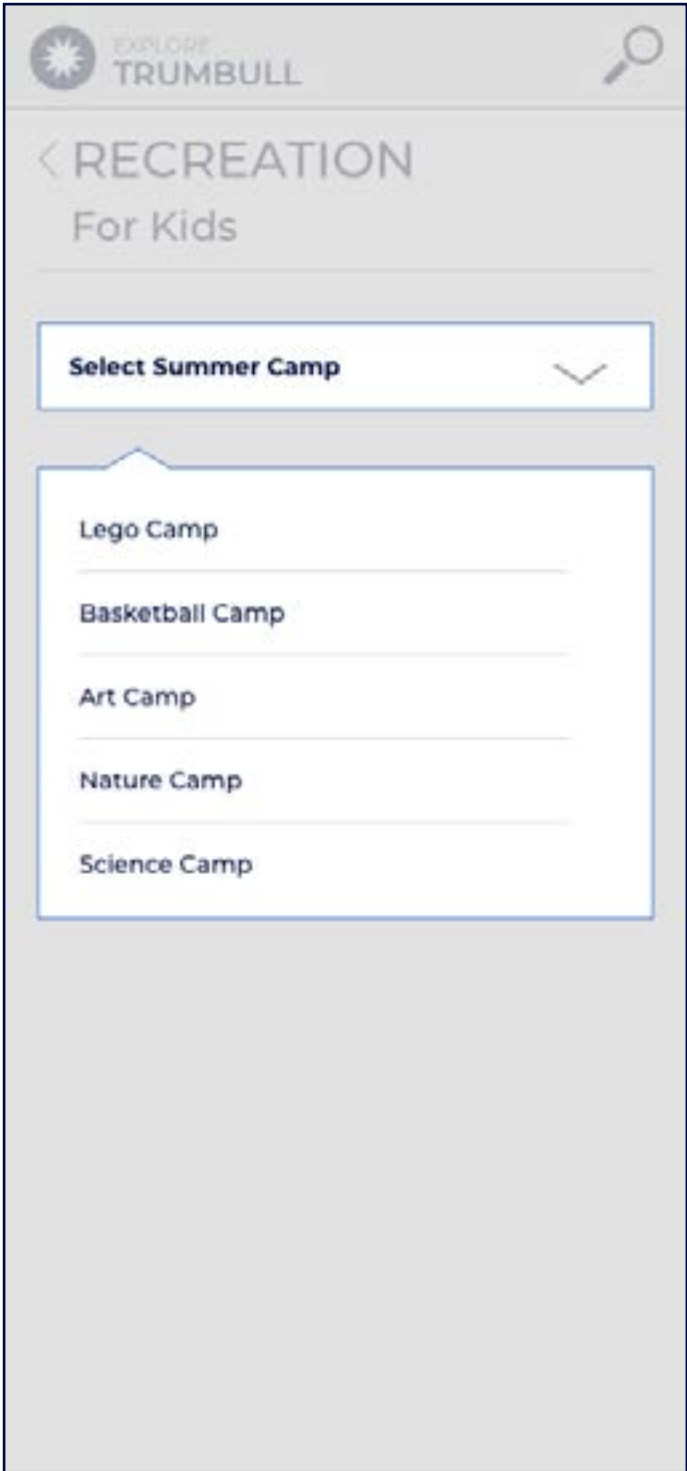
May 2021



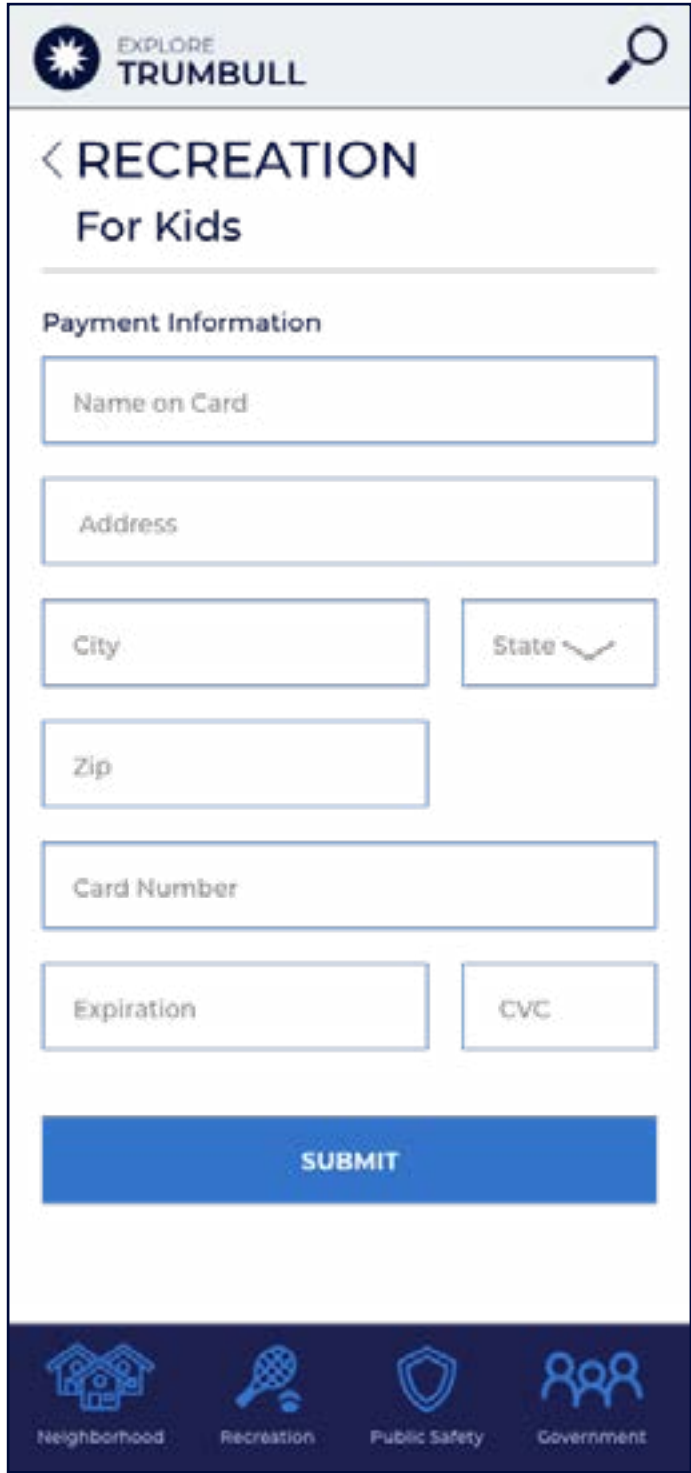
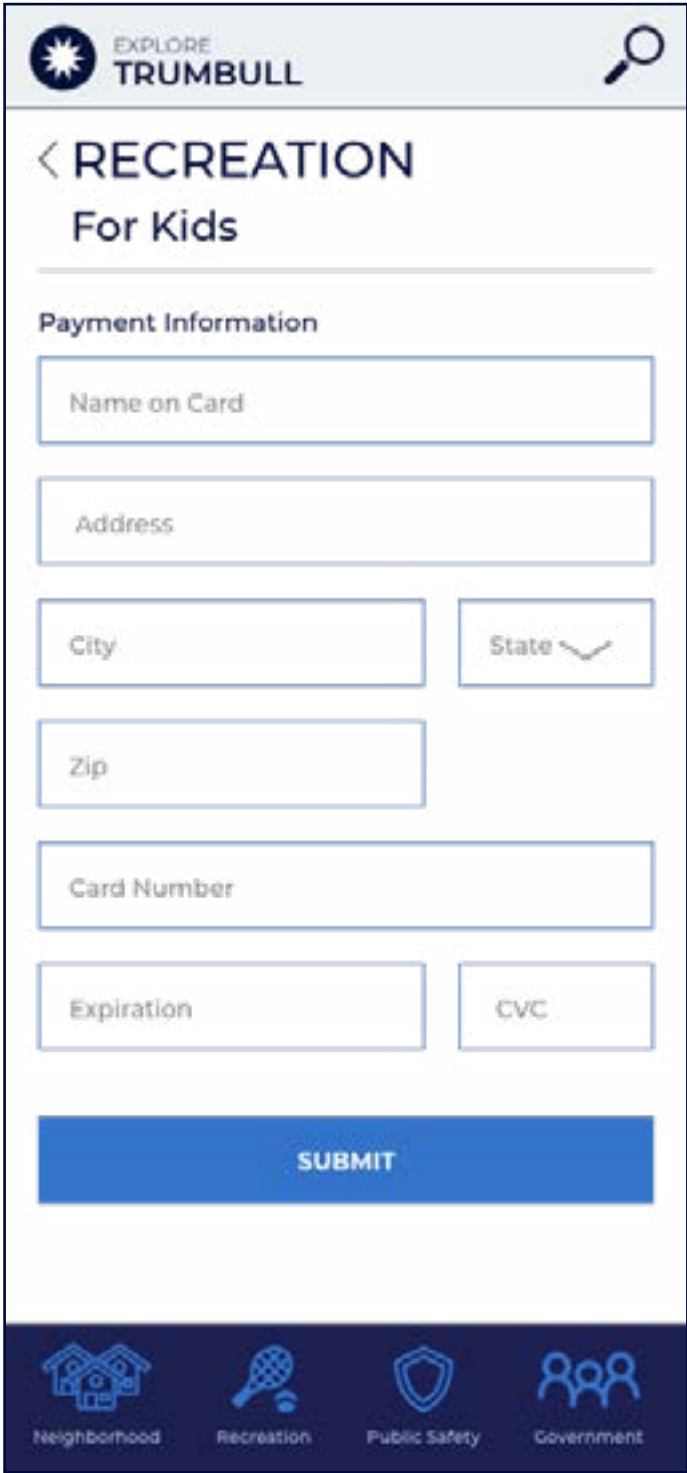
Explore Trumbull Screen Captures (7 of 10)



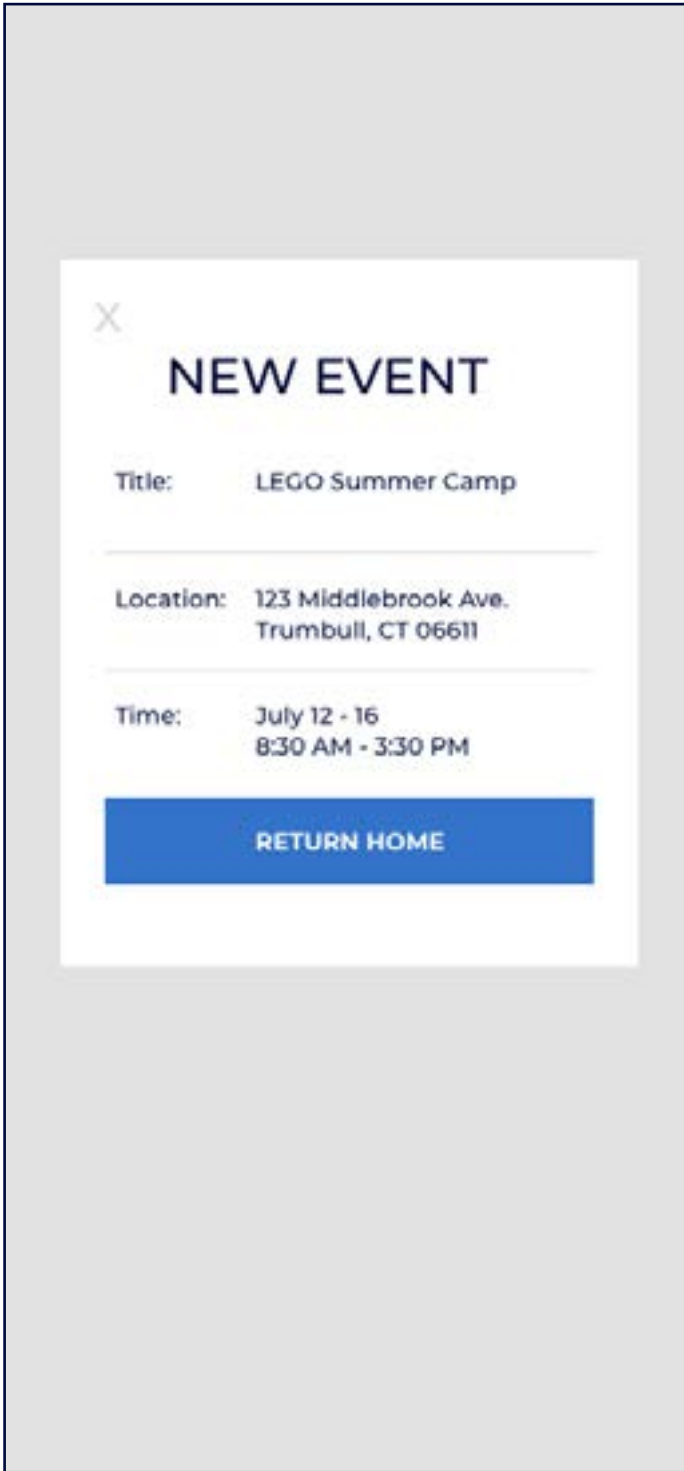
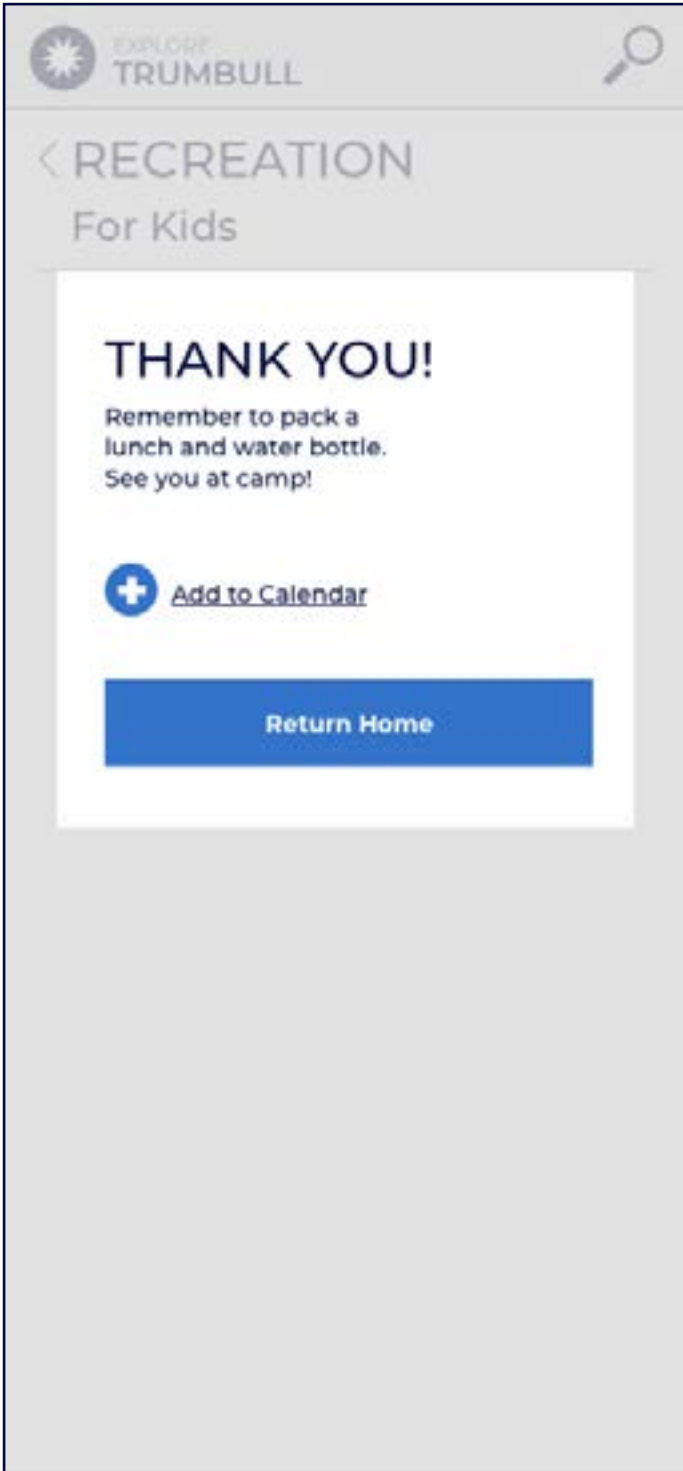
Explore Trumbull Screen Captures (8 of 10)



Explore Trumbull Screen Captures (9 of 10)



Explore Trumbull Screen Captures (10 of 10)



Town websites have so much information that filtering through to figure out the most critical aspects users need is a challenge. Each step of the Design Thinking process was necessary to help create a cohesive, functional app. It was imperative to listen to and learn from users to determine what they use their town website for most and what they hope to achieve from using the site. From the information gathered, it was possible to develop prototypes. Testing was a vital element of the process for the designer to know they were on the right path. Speaking with the users a second time helped find flaws in the design, and gave solid direction to make the necessary corrections.

Overall the Explore Trumbull app boils the town website down to its most essential tasks and helps highlight the town's attractions. It is an excellent tool for new to lifelong residents to learn more about their town or to complete everyday tasks.

[Click her to watch the walk through video.](#)