



ClarkCountyNV.gov Executive Summary

Fall 2021

clark[®]

Clark
County,
Nevada



STRATEGIC VISION

Modernizing requires continuous innovation—fueled by our employees’ desire to serve our people better.

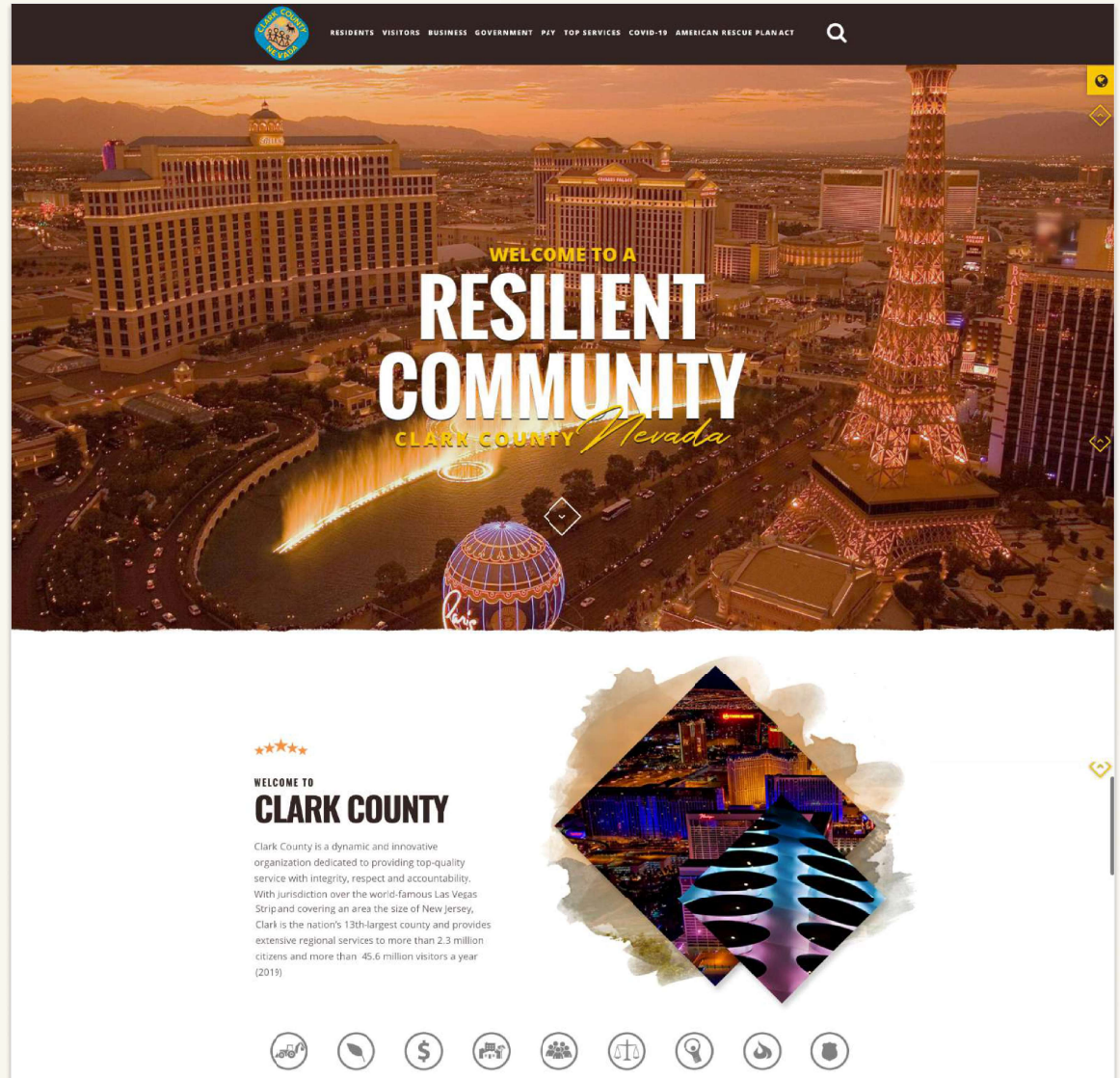
The Clark County Information Technology department is leading innovation in the use of technology through our vision of: Modernizing to provide intuitive and convenient access to Clark County integrated services.

As part of this endeavor, we are iterating upon our current website.

“What sets us apart as a county is that we really care. All the people who work here are really warm.”

—CC employee

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IDEO

We engaged a world-renowned design firm to help identify what our constituents really need and want.

We engaged IDEO, a design and innovation firm that pioneered human-centered design, a form of design that centers on the needs of the people for which we design.

During a 7-week project, they did deep, qualitative research with 26 CC employees and 10 constituents, including two artists and indigenous advocates, to better understand their hopes, needs, and desires for the website. A set of recommendations were provided.



OUR CONSTITUENTS



“I don't give a crap about what the treasurer does. I just want to pay my taxes.”

— Bill, Business Owner



“[Clark County] is where the creator goes to dream.”

— Fawn, Co founder of Nuwu Art &
Graduate Instructor, UNLV



“The site is a bit dated. The colors look like the inside of an old hospital room...I also kept running into information that was outdated.”

— Quinney

RESEARCH INSIGHTS

People come to Clark County for all the possibilities and diversity it contains.

They come to ClarkCounty.gov to get stuff done.

1. Prioritize personal efficiency

Above everything, constituents come to our website to get things done. Services and info curated according to their priorities, and less technical descriptions help them be efficient, while still making them feel catered to, cared for, and understood.

4. Care with clarity

While constituents often come to our website in lieu of calling or visiting us in person, they should still feel that humans are ready to offer help. Things like clear contact information (and when appropriate, photos) can create a sense of empathy and care.

2. Say less, guide more

When empowering or educating people on how to get something done on our website, do not overwhelm them with everything they need to know at once. Instead, help in small increments at the right moments (think: TurboTax's step-by-step process).

5. Celebrate the full Clark County

While acknowledging the strip is important, it is even more important to showcase Clark County's incomparable amount of diversity in people and activities.

3. Be formal, but with a friendly smile

Our county is bold, fun, and inspiring, but we still have to embody the confidence and authority of a government so that people feel they can trust us.

THE BIG CHANGES

We're making it easier to get things done so you can make the most of Clark County.

1/ Streamlined Content

We've reorganized content and navigation to make it easier to get things done and find the information you need.

2/ A New Look & Feel

Updated the look-and-feel to be more reflective of who we are today—a diverse, audacious, and kind community.

3/ Content Guidelines

Provided content guidelines to our departments to create greater clarity and understanding for all.

SITE ARCHITECTURE

We've shifted away from organizing the content based on who you are to what you want to do, making it easier to get things done.

The information architecture has been organized around helping constituents find what they need.

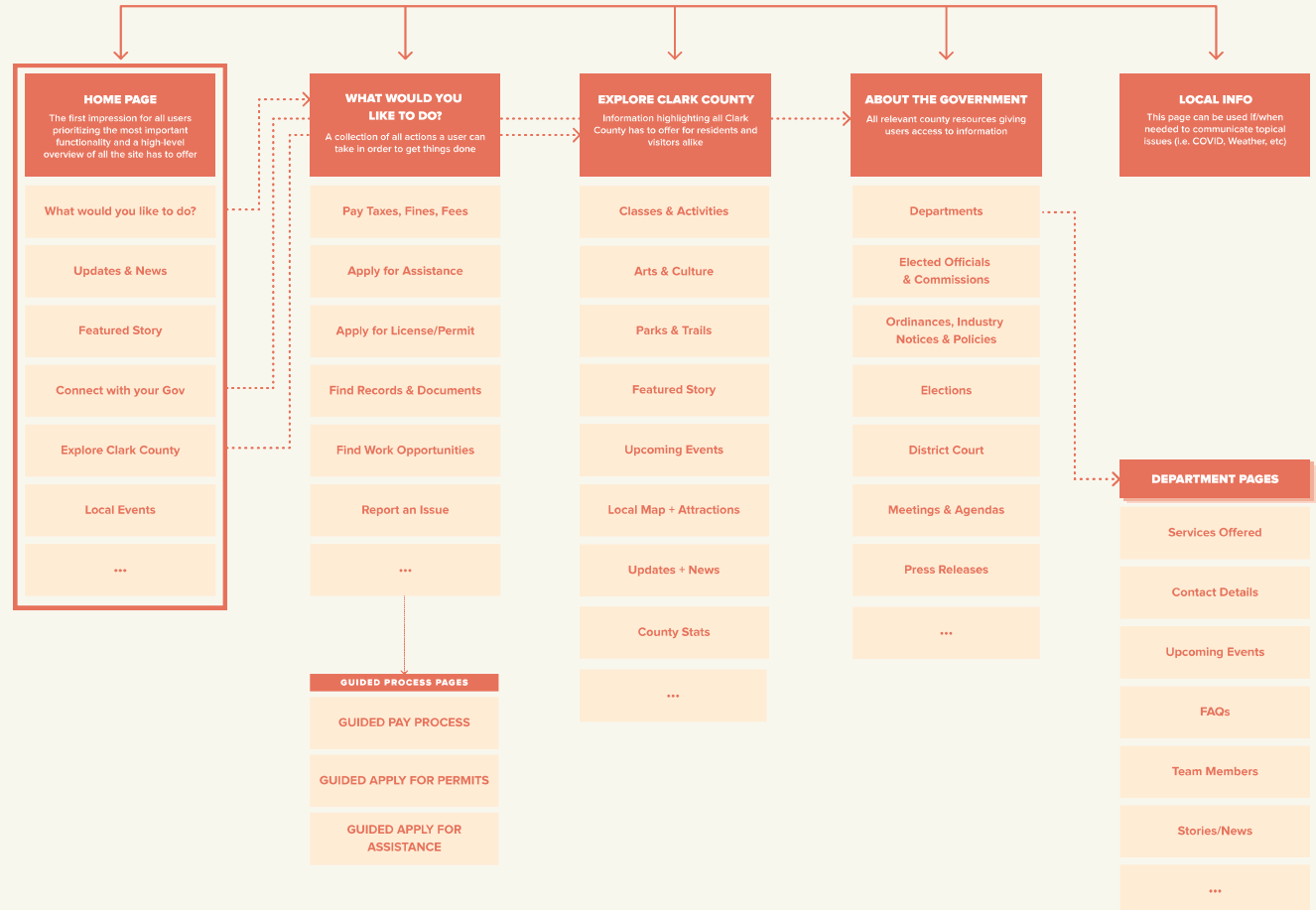
1. Key tasks

- Pay taxes, fines, & fees
- Apply for assistance
- Apply for a license / permit
- Find records / documents
- Find work opportunities
- Report an issue

2. Strategic communication

- Explore Clark County
- About Clark County government

In this way we can organize the information based on how our constituents think about the site as opposed to how we are organized internally.



SIMPLICITY

We've designed a bold, dynamic, and action-oriented homepage.

Our homepage is focused allowing our constituents to take action while also providing opportunities to learn more about the community and the county government. Rotating hero images and colorways keep the site fresh and nod at the diversity and energy of Clark County.

Site mockups featuring the homepage navigation as well as hover state for the top navigation bar

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Top Topics

Pay Taxes, Fines, & Fees

Apply for Assistance

Apply for a License / Permit

Find Records & Documents

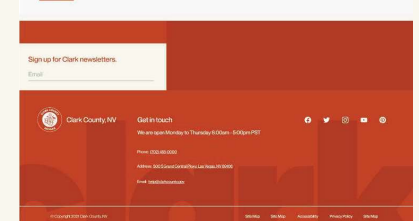
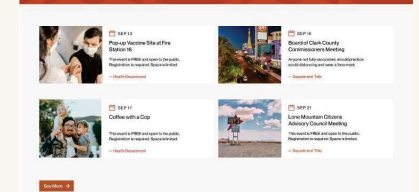
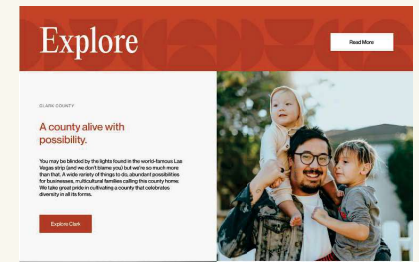
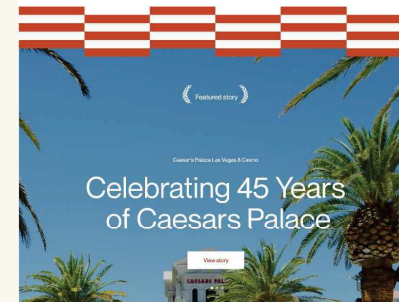
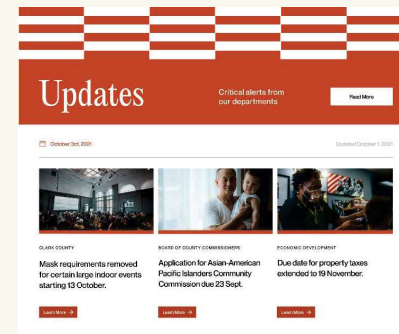
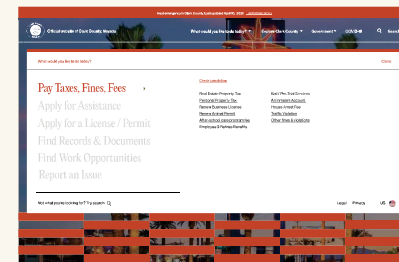
Find Work Opportunities

Report an Issue

Links

Check jurisdiction

After-school care program fee
Bail / Pre-Trial Services
Employees & Retiree Benefits
House Asset Fee
Inmate's Account Transfer
Personal Property Tax
Real Estate Property Tax
Renew Business License
Renew Animal Permit
Traffic Violation
Other fines & violations

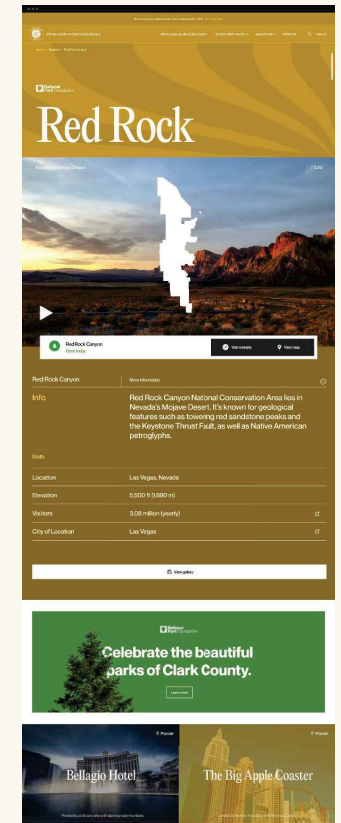
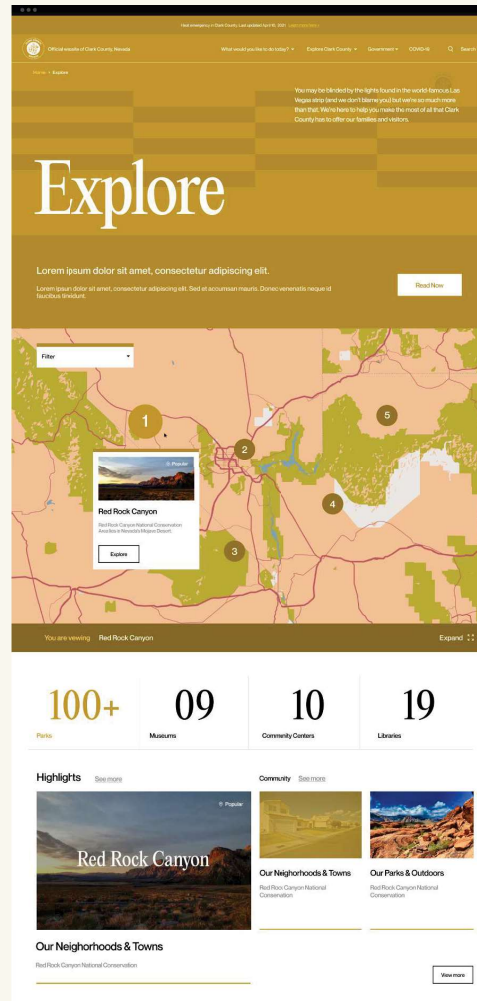


SIMPLICITY

We're celebrating more than just the Strip.

We have combined all the content that's relevant to both residents and visitors to create one page that sparks everyone's curiosity as to all the possibilities Clark County holds.

Site mockups for the Explore page featuring stories, stats and a map of local attractions and opportunities.

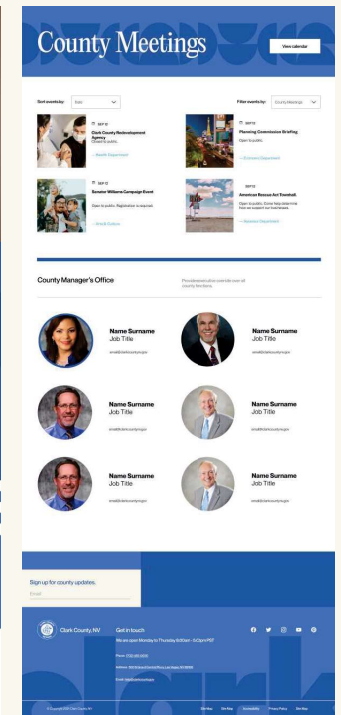
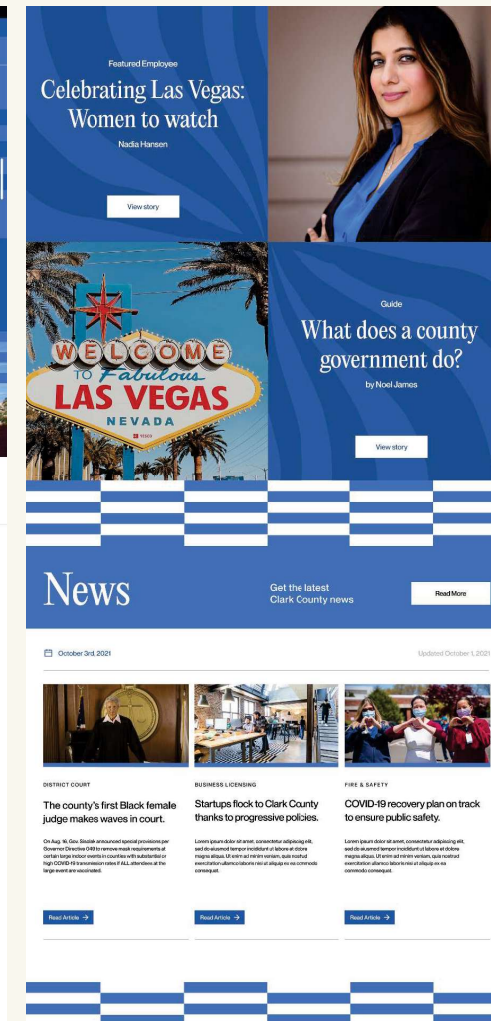
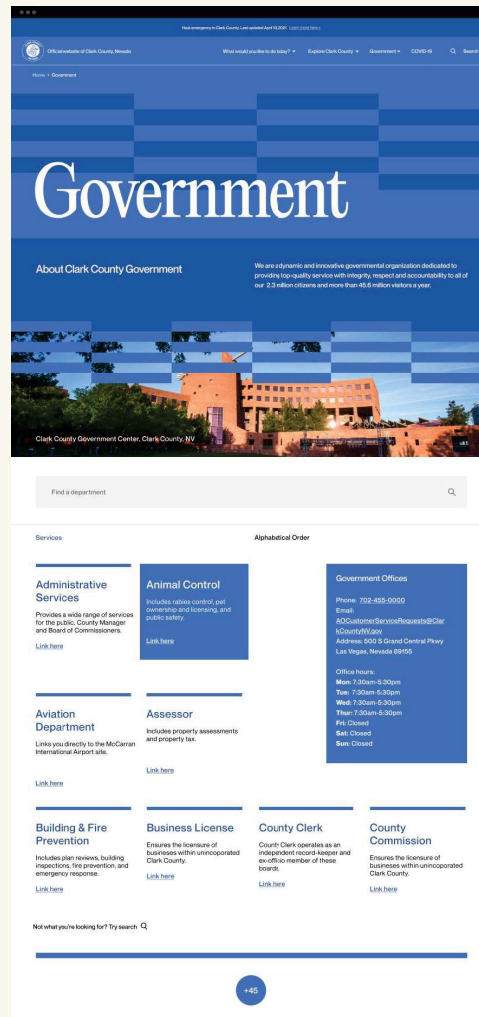


SIMPLICITY

We've created a simple overview of all that we do.

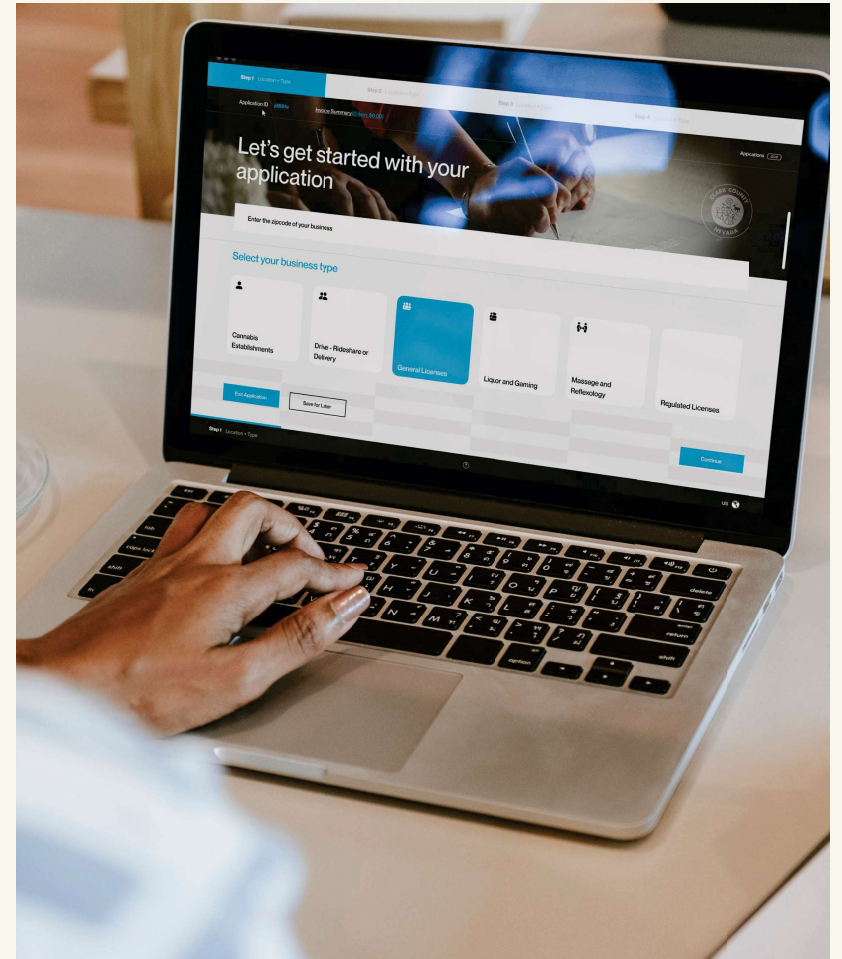
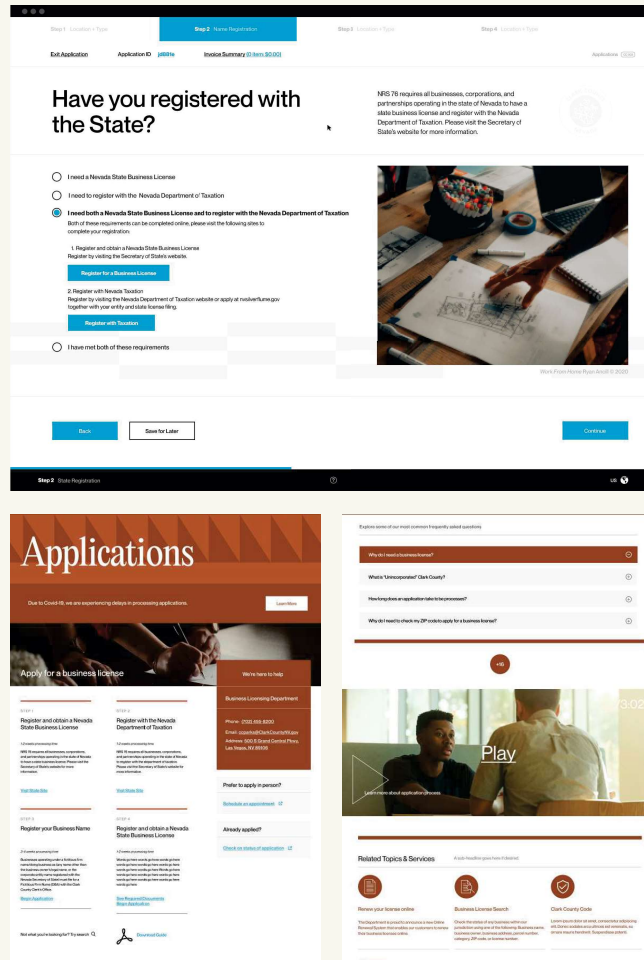
We're consolidated all the more informational content about the county government itself to help people understand exactly what it does while celebrating the people behind the services.

Site mockups for the Government page outlining departments, services and stories adding clarity to the role that the county government plays



We're providing a guided experience online for those big tasks.

Instead of dense informational pages, we have simplified the experience and created a step-by-step guide with a fool-proof flow.



NEW LOOK

We've created a visual identity that's as dynamic of our county.

We've updated the visual language of the site to be more bold, modern and dynamic.

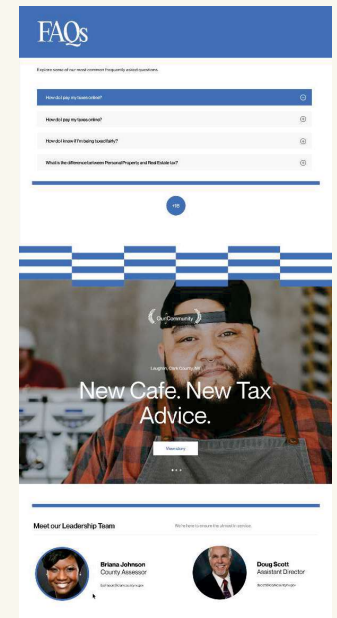
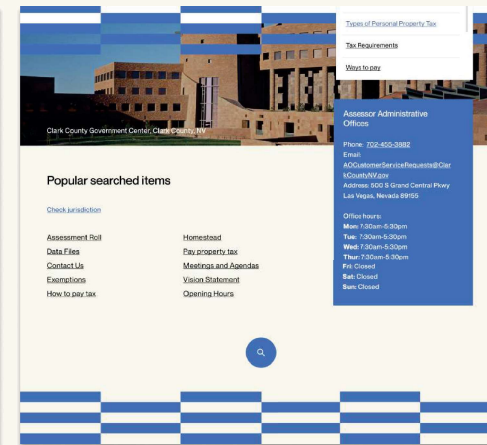
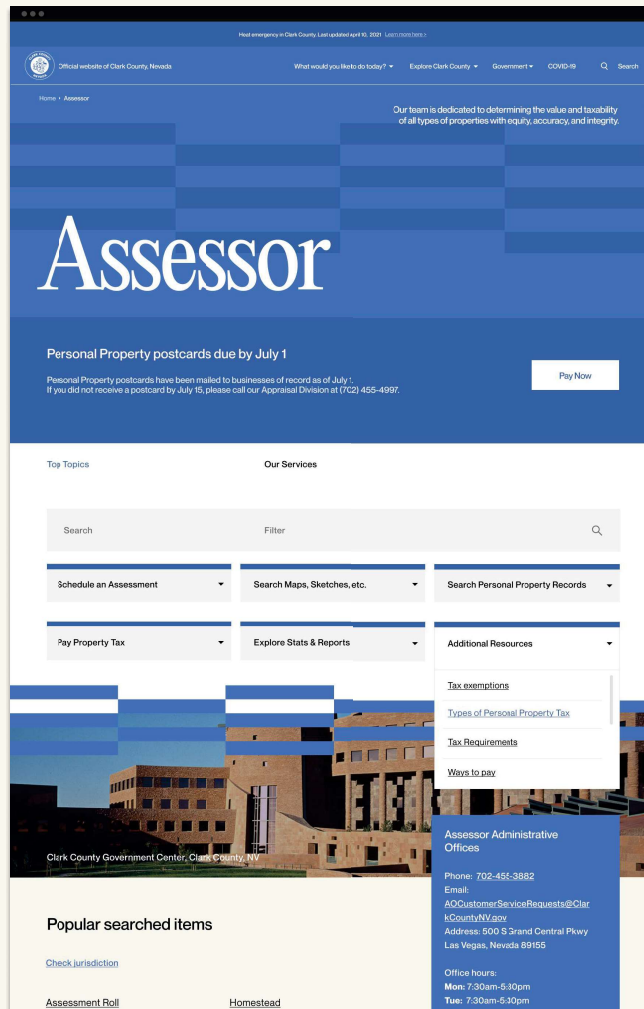


CONSISTENCY

We've provided content guidelines so all our departments can showcase themselves at their best.

We've created a standardized template to create consistency across departments, highlighting their services, people, relevant stories and pertinent updates for our constituents.

Site mockups for the department page template using the county assessor as an example



HOW WE'LL GET THERE

These changes will be implemented in separate phases over time.

PHASE 1

Now

Updating content and navigation using the current site design and visual look & feel.

PHASE 2

Near

A pilot strategy which we deploy a new homepage design and build out one or two heavily used functions of the site to solicit feedback from users.

PHASE 3

Far

Migration of everything to the new structure, look & feel.

Thank You

