

## Attachment E: Auckland Plan 2050 website improvements

Improvement	Rationale
<p>1. Adjustments to design of website header</p> <ul style="list-style-type: none"> <li>• replace the logo to read 'Auckland Plan 2050' and increase the size</li> <li>• reduce the size of the welcome text</li> <li>• drop back the black on the left side and make the weave more prominent.</li> </ul>	<p>To reflect the name agreed for the plan – Auckland Plan 2050, and improve the overall look of the landing page and make it clear that this is a plan for Auckland (not for Auckland Council).</p>
<p>2. Design change for headings - adjust headings on outcome pages so that the name of the outcome/direction/focus area is on the next line.</p>	<p>To improve clarity for readers and the overall look of the web pages.</p>
<p>3. Improve navigation belt - change the navigation belt so that it starts at the next direction of focus area rather than 'outcome explained'.</p>	<p>To make the belt easier to use and support more intuitive navigation.</p>
<p>4. Footer change – add a visual and wording that conveys the plan is for Auckland and delivered by a range of stakeholders, not just Auckland council.</p>	<p>Feedback highlighted that many people did not understand that the Auckland Plan will be delivered by a range of stakeholders, and is not just the responsibility of Auckland Council.</p>
<p>5. Add a 'What's new' section</p> <ul style="list-style-type: none"> <li>• establish a new space on the website to allow news and updates to be shared and communicated easily.</li> </ul>	<p>To support:</p> <ul style="list-style-type: none"> <li>• keeping the plan up to date and sharing new relevant information</li> <li>• communications and engagement activity to facilitate the delivery of the plan and communicate progress.</li> </ul>
<p>6. Improve user journey by:</p> <ul style="list-style-type: none"> <li>• opening a new tab when the user is taken outside of the Auckland plan website e.g. to an external website</li> <li>• clearly sign-posting when a user is being taken to an external site</li> <li>• creating a section at the bottom of each page with quick links to all supporting information for that section, including relevant print-versions that can be downloaded.</li> </ul>	<p>Feedback highlighted a number of areas where users found the website journey confusing or found it difficult to find supporting content they were looking for.</p> <p>In the draft plan, case studies and other supporting information is accessed via links within the narrative only. Creating an additional section with a list of relevant supporting information will improve visibility and access, and also reduce the risk associated with broken links.</p>
<p>7. Improve visibility and access to the print version of plan - throughout the digital plan, especially from home page.</p>	<p>Feedback highlighted that people did not find it easy to locate the print version of the plan.</p>
<p>8. Include the Overview document and translations to the digital plan (accessed from home page).</p>	<p>The updated overview document and translations of the overview document will be loaded on to the Auckland Plan website so that users can have a single destination to download printable versions of the plan in one place</p>
<p>9. Clearer direction on the home page that you are 'in the plan' not in a gateway site.</p>	<p>Feedback received indicated that some users were confused about the plan being a website and requested direction on where to find the plan.</p>
<p>10. Reduce the amount of mihi text that shows when viewing landing page on mobile device.</p>	<p>Feedback that some users found the navigation on the landing page unclear when viewing on a mobile device, particularly understanding the need to scroll down for more information.</p>