Research Round One: Exploratory Interviews

Why:
- The purpose of the informational interviews was to gain context from community members about their:
  - General impressions of the city/government
  - Knowledge level of the resolution
  - Desires in regards to information, communication channels, and updates regarding plan and process going forward

Who:
- 5 community members completed informational interviews using guided storytelling techniques
  - 3 were Brooklyn Center residents
  - 2 worked with community members in Brooklyn Center

Major Themes:
- Communication
- Data
- Transparency

Summary

The community members we spoke with all loved the community of Brooklyn Center and were generally optimistic about the changes being made. They have seen the community change over the years and several expressed concerns about safety and uncertainty about the future. Words they associated with Brooklyn Center included home, protective, and potential. Several of the users we interviewed have lived in Brooklyn Center for many years and have seen the community change in many ways and are cautiously optimistic that Brooklyn Center can implement changes and be a model for other cities in regard to public safety

- "We need to find a common thread to pull us back together" -User 1
- "The resolution is a good step forward and to have the community's voice heard is a good step. I hope that getting this resolution out there will change things for the community and I'm optimistic that Brooklyn Center can be an influence to surrounding cities on violence and public safety" -User 5

<u>User Desires + Actionable Items</u>

5/5 users were excited about the prospect of a central location for information regarding updates to the resolution. We asked them what kind of information they would like to see in this resource and their answers are summarized below along with actionable items that will be incorporated into the design:

1. General information about the resolution in plain text (no legal-ese)
   a. Goals of results the resolution is aiming to do
   b. How will progress be measured?
      i. 5/5 users expressed a desire for improved communication regarding general information and ongoing updates about the resolution
      ii. "You really have to do your research to find out - it's not in plain sight" -User 5
      iii. "A lot of ideas they put forth in the objectives are big picture. I'd like to see the actual practical steps that they're taking" -User 4
2. Timeline, progress, next steps
   a. Calendar of events with plenty of notice
3. Data
   a. BC-specific demographic info, how this relates/backs up the resolution
4. Committee-specific information
   a. Who is doing this work? What are their backgrounds?
      i. User 5 "I want to know who these people are, humanize them"
5. Media links
   a. Specifically local news stories of how things are being reported
   b. Would like to see a variety of opinions/perspectives
6. Communication options & ways to get involved
   a. Place for comments
   b. List of ways that community members can get involved
   c. A way to sign up for updates (don't want to seek information out, want major updates to be sent when things happen)
7. Police involvement
   a. Who will respond if you call 911? (ex mental health professionals, EMS, how this is different than in the past")
      i. "It feels very community-focused but it feels like we should be engaging everyone that is going to be involved" User 4

Research Round Two: Usability Testing

Why:
- The purpose of user testing was to test the early iterations of the design in order to identify any usability problems and determine the participant's satisfaction with the product and information architecture

Who:
- 6 people were interviewed - 3 were Brooklyn Center residents and 3 were Minneapolis residents

Major Themes:

Overall, users found the website to contain good information in categories that made sense. They did find the navigation to be somewhat cumbersome and felt the navigation could be simplified/streamlined.

User desires/themes that emerged from the second round of user testing:

- Would like some clear context setting at first glance, then deeper details available elsewhere. More scannable
  - Whose website is this?
  - Who, what, where, when, why
- More community voices/stories at the front and center
  - Quotes, pictures
- Users noted some content was repeated in more than one place (calendar, contact us button) and desired fewer options for navigation

Navigation bar before testing:
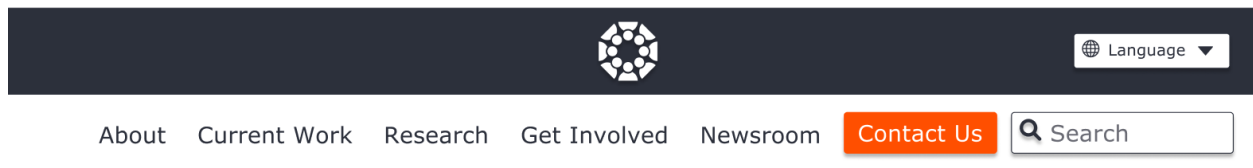
Navigation bar after testing:
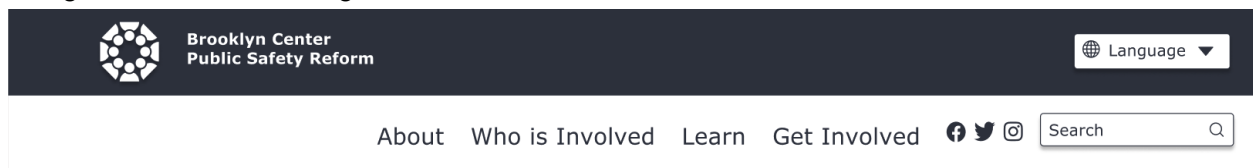
Project Next Steps

- Determine where the site will be hosted. Options include:
  - Prime Academy Full-Stack students (contact Mathias/Ange for details)
  - Software for Good
  - Squarespace or similar tool
- Updating copy/visuals as progress happens
- Translate content to other languages
  - The city is working to translate the resolution into Spanish and Hmong. The next step would be to translate the rest of the website and content so it is accessible to everyone
- Mobile/responsive design
- Many images in the design files are stock images and should be replaced with pictures from the community