



Title:	Approval to Open Beta Testing for New Website	
Resolution:	#23-035	
Prepared by:	Name: Samantha Maul, Acting Outreach Manager Phone: 952.641.4518 smaul@minnehahacreek.org	
Recommended action:	Board approval of the draft website for beta testing	
Schedule:	06/22 - Board of Managers approves site for beta testing; beta testing period opens 07/07 - Beta testing period closes, feedback analyzed and incorporated 08/07 - Site content finalized, and site prepared for launch 08/10 - Board of Managers approves site for launch 08/14 - New website launches for the public	
Past Board action:	Res #: 21-093	Release Request for Proposals for Phase II Website design and build
	Res #: 22-009	Authorize Contract of Phase II Website Design/Build Project
	Res #: 23-032	Authorization Contract for Website Hosting and Managed Services

Website Development Background:

Following a request for proposals, on February 10, 2022, the Board of Managers, approved [Resolution 22-009](#) authorizing a contract with Love Communications (Love), to design and build a new website for MCWD. Love's work builds on an [organizational outreach strategy](#), and a [website content strategy](#), previously approved and adopted by the Board of Managers, both of which drew on guidance from the Citizens Advisory Committee, public and private stakeholders, residents, staff and advisors.

Within MCWD's Outreach Strategy, the overarching goals for the website included:

- Connect people to the information they want quickly and intuitively with a visually engaging design
- Highlight MCWD's Balanced Urban Ecology vision, partnership approach, and project portfolio throughout
- Focus on curating the most important content, and move the website away from being an archive

More discrete goals of the site map included:

- Serve as a hub for key data sets that people frequently want
 - Water quality information about their local waterbody
 - Water levels in relation to Gray's Bay Dam and paddling conditions
- Connect residents to resources that support local clean water action
 - Volunteer opportunities and partner resources
 - Resources to support best management practices
- Improve online permitting process navigation
 - Clearer process and connection to resources
 - Integrating the MCWD permitting portal
- Provide high-quality communication of MCWD's balanced urban ecology, partnership, and project emphasis

At the March 23, 2023, PPC meeting, staff provided a walkthrough of the draft website, to provide a status report, collect feedback, and map next steps and timeline for moving the website to launch in 2023. Since that meeting, staff and Love have made progress toward completing remaining work across the website, and provided the Board of Managers with briefings on the proposed plan for beta testing the website prior to launch.

June 22, 2023 Meeting:

At the June 22, 2023, Board meeting, staff will provide an overview of the draft website focusing on areas of new development since the March 23, 2023, PPC meeting, outline the beta testing process, and seek Board approval of the draft website for beta testing.

Beta testing is intended to gauge user acceptance of a nearly finished product, by evaluating product performance and uncover bugs or issues before general release. Beta testing is a critical step, in providing one final round of refinement to MCWD's website before the launch.

Beta Testing Process

The beta testing process seeks to identify and rectify issues related to content and functionality on the new website. To ensure a robust review of the draft site, staff have designed beta testing to unfold in two clear review processes:

1. Technical Review:
 - a. Internal staff providing technical review of the site for functionality, development errors, and bugs.
2. General Review:
 - a. A larger stakeholder group, including staff, Citizens Advisory Committee members, Managers, and external stakeholders, review the site's usability, visual appeal, functionality, and content accuracy by replicating the experience of a typical user.

The internal technical review team will conduct their review alongside general reviewers, testing development-heavy parts of the site. Pending Board approval of the site for beta testing, general review participants will be provided with login information, background, and instructions for testing the site and providing feedback. Participants will be asked to review and provide feedback on the site over the course of two weeks.

MCWD will use a Survey123 feedback form to collect input from the general review participants of the beta testing process. The feedback form will include open-ended questions, comment submission boxes, and Likert scale questions to assess how the new website is delivering on its goals. Participants will be asked to share the URL of the page relevant to their feedback and may also choose to send a picture of issues they're reporting.

The feedback form will include questions and prompts related to the following areas of website content and functionality:

- Personal and device information
- General feedback on site usability
- Goal-oriented questions
- Input for specific decision points

Next Steps:

Provided the beta testing period closes on July 7, 2023, staff and the website contractors, Love Communications and fjorge, will review all feedback received, incorporate revisions, and prepare the site for launch over a three-week period.

On August 10, 2023, when all content has been finalized and migrated to the hosting server, staff will seek the Board's authorization to launch the new website.



RESOLUTION

Resolution number: 23-035

Title: Approval of the Draft Website for Beta Testing

WHEREAS on December 16, 2021, the Board adopted Resolution 21-093 authorizing the release of a request for proposals for consulting services for the Phase II website design and build; and

WHEREAS the Board adopted Resolution 22-009, on February 10, 2022 selecting Love Communications as the vendor to build and develop the District’s new website; and

WHEREAS the District’s strategy and overarching goals for the website include: connect people to the information they want quickly and intuitively; highlight MCWD’s Balanced Urban Ecology vision and partnership approach; and focus on curating the most important content to move the website away from being an archive; and

WHEREAS District staff provided a status update and collected feedback on the draft website at the March 23, 2023, Policy and Planning Committee Meeting; and

WHEREAS since that time, the District and Love have made progress in advancing the website build in preparation for beta testing prior to launch; and

WHEREAS the beta testing process is designed to include both technical and general review of the site for functionality, development, usability, visual appeal, and content accuracy; and

WHEREAS the Board of Managers has reviewed the draft website build and the proposed beta testing plan in coordination with staff, and finds that the draft website build is ready to undergo testing and the testing process will yield valuable feedback to inform refinement prior to launch.

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers hereby approves the draft website build to undergo beta testing.

Resolution Number 23-035 was moved by Manager _____, seconded by Manager _____. Motion to adopt the resolution ___ ayes, ___ nays, ___ abstentions. Date: 6/22/2023

Secretary Date: _____