# **MOTIVATIONS**

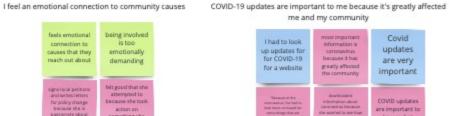


feel more connected to politicians on social media because



because it's where I'll see the most change





Having a gov't account makes finding info easier



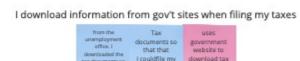
I think it's important to be involved in local politics

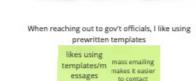


# **BEHAVIORS**



from gov't sites permit for new some absence application ID stock and for the some absence application application. application ID





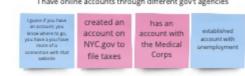


I rely on other accurate means to get gov't info





## I have online accounts through different gov't agencies



## Accessing information is easy for me because I've had to do it for a long time



I don't participate in the politics of this community



they are unorganized

# I need my local officials to be accessible

It's difficult for me to find specific civic neighborhood information

I wish gov't information was more centralized

I'm nervous to reach out to officials because I feel like I won't be

I have trouble navigating through city websites because

thinks

gov't sites

are messy



I have trouble trusting some information from



### I feel frustrated seeking election information



I want a gov't website that is better organized with less text

## The gov't has to have diverse ways of communicating don't

**FRUSTRATIONS** 

I feel it takes too many clicks to find info

I receive too many notifications, so it's hard to figure out what is

actually important

It's tough to trust in the gov't because I feel like there

I'm looking for civic information about my community

I feel gov't info isn't easily accessible

I feel lots of information is irrelevant because

are old

school

isn't enough transparence

I want to be more involved with local government but time poses an issue to me



# **GOALS**

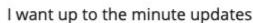






I feel city-wide information covers all I need to know

I want to be more involved in local politics





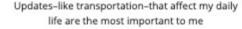




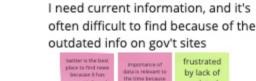


want access to unbiased, factual information











# **USER ATTITUDES**





I feel like I can count on community council members to respond to my messages with care



I don't want an account for gov't sites if I don't absolutely have to

for gov sites

I feel diverse forms of contact help me get the info I need

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nardcopy







Language accessibility is important to me



I believe to be truly transparent, our government is obligated to release all of its data



I feel transparent communication is factual and not up for should not be up for interpretation







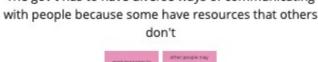




info I'm looking for

I don't know where to navigate to on the gov't site, so I just search the

that I actually go to their website first." site





## Gov't sites don't clearly label information

I feel government language can come off as confusing

when it is not presented in a clear and direct manner

by gov

I want transparency from my gov't

Gov't sites are jarring and unwelcoming

I wish there was an easier way to contact someone about

important issues surrounding work

I don't feel a connection with officials on social media

because it feels like I'm talking to a wall

There are times when the information I'm looking for is not

It feels like the gov't isn't listening when I reach out to them

good at responding

labels aren't clear	time frame of law wasn't made clear	

I feel gov't websites should have more interactive and engaging options

It's the graphics, the technology behind it. That makes it interactive.	likes tools where you can enter zip code and it tells you who to contact	So seeing the a map of it, and the representatives and the district, that for me, it's like, Okay, great,
gov pages aren't engaging	It's not, it's not interactive.	"It's not engaging"