

	Direct Competitors			Indirect	
	NYC.gov	NY.gov	CityofRochester.gov	Twitter	NYTimes
Value Proposition	A one-stop site for information related to NYC	Website providing information related to the governance of NY state and its municipalities	Take personal responsibility for serving customers-residents, tax payers, visitors and investors. Guided by personal integrity, accountability, customer focus, collaboration and "can do" attitude	Send, receive, and interact with short posts from users around the world	Journalism to enrich people's lives, inform and help society understand the world and likeso make society more just.
Target Audience	<ul style="list-style-type: none"> <li>New York City residents</li> <li>Ages 18+</li> </ul>	New York State residents and travelers/visitors	People who live in, work in and want to visit Rochester	<ul style="list-style-type: none"> <li>Technology users</li> <li>Ages 18-65</li> </ul>	Society at large
<b>FEATURES</b>					
Create an Account	<ul style="list-style-type: none"> <li>For 311 section</li> <li>Jobs portal</li> </ul>	<ul style="list-style-type: none"> <li>For Dept. of Labor, DMV, etc.</li> </ul>	✗	<ul style="list-style-type: none"> <li>For entire site</li> </ul>	<ul style="list-style-type: none"> <li>Sign up is free, option to subscribe</li> </ul>
Sign up/in with Social Media	<ul style="list-style-type: none"> <li>Sign in with Facebook</li> </ul>	✗	✗	<ul style="list-style-type: none"> <li>Sign up with email or phone number</li> </ul>	<ul style="list-style-type: none"> <li>Google, Facebook, or Apple</li> </ul>
Private Information (must have account to view)	✗	✗	<ul style="list-style-type: none"> <li>users must apply for city records access</li> </ul>	✗	<ul style="list-style-type: none"> <li>Must sign in/up to read stories</li> </ul>
Geolocated Information	✗	<ul style="list-style-type: none"> <li>✓</li> </ul>	✗	<ul style="list-style-type: none"> <li>Must approve location access</li> </ul>	<ul style="list-style-type: none"> <li>Automatically geolocates</li> </ul>
Paid Content	✗	✗	✗	✗	<ul style="list-style-type: none"> <li>Limited number of reads without paid subscription</li> </ul>
Search Bar	<ul style="list-style-type: none"> <li>Search throughout entire site: filter by: Events and 311; sort by: relevance &amp; date</li> <li>Search within 311: no sort by or filter</li> </ul>	<ul style="list-style-type: none"> <li>Allows search throughout entire site</li> </ul>	<ul style="list-style-type: none"> <li>Displayed at the top of the page</li> <li>Filter by Content Type and Topics</li> </ul>	<ul style="list-style-type: none"> <li>Search by keyword, hashtag, user, location</li> <li>Filter by Top, Latest, People, Photos, Videos</li> </ul>	<ul style="list-style-type: none"> <li>Search bar with filters to help refine search after initial keyword search</li> </ul>
<b>CONTENT</b>					
Social Media Links	<ul style="list-style-type: none"> <li>Links to social media throughout site</li> <li>Page dedicated to links by department (<a href="#">here</a>)</li> </ul>	<ul style="list-style-type: none"> <li>Links to social media throughout site</li> </ul>	<ul style="list-style-type: none"> <li>Links to social media in top navigation</li> </ul>	<ul style="list-style-type: none"> <li>It is a social media platform</li> <li>Allows users to link to others</li> </ul>	✗
City Council Information	<ul style="list-style-type: none"> <li>Links to dedicated page</li> <li>Includes info about budget, "find my district," explore committees, hearings, etc.</li> </ul>	<ul style="list-style-type: none"> <li>State level elected officials</li> </ul>	<ul style="list-style-type: none"> <li>Includes About Us, Council Office mailing address as well as members' pictures and contact info</li> </ul>	✗	<ul style="list-style-type: none"> <li>Articles about city council's political involvement and actions; but, no specified section for solely city council nor contact info</li> </ul>
Elected Representatives List	<ul style="list-style-type: none"> <li>Categorized under "Office of the Mayor"</li> <li>Listed by department</li> <li>Sort list by topic (eg. Health)</li> <li>Doesn't make distinction between who is elected vs. appointed</li> <li>Option to connect with officials</li> </ul>	<ul style="list-style-type: none"> <li>Statewide elected officials</li> <li>Dedicated section</li> <li>Contact information</li> </ul>	<ul style="list-style-type: none"> <li>"Office of Mayor" listed under departments</li> <li>List of city council members under City Council section</li> </ul>	<ul style="list-style-type: none"> <li>✗</li> </ul>	<ul style="list-style-type: none"> <li>Articles about elected representatives but not a specific list of them</li> </ul>
Live Chat	✗	✗	✗	<ul style="list-style-type: none"> <li>Mention or message other users</li> </ul>	✗
Status Check	<ul style="list-style-type: none"> <li>Accessible from home page</li> <li>"Look Up Service Requests"</li> <li>Search by number or via map</li> </ul>	<ul style="list-style-type: none"> <li>Ability to check the status of many applications, permits, licenses, service requests, refunds, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to check status of records request</li> </ul>	✗	✗
Event Listings	<ul style="list-style-type: none"> <li>Dedicated page in main nav</li> <li>Search events by borough, date, category</li> <li>"See all" to view list of upcoming</li> <li>Includes things like alternate side parking, school closures, markets</li> </ul>	<ul style="list-style-type: none"> <li>Events throughout state</li> <li>Agency Events</li> <li>Hearings &amp; Meetings</li> <li>Women's Suffrage</li> <li>Taste NY</li> <li>Arts &amp; Culture</li> <li>Citizen Preparedness</li> <li>Family</li> <li>Lake Ontario Mobile Command</li> </ul>	<ul style="list-style-type: none"> <li>Calander section on main page</li> <li>Bureau of Communications and Special Events links to city events</li> </ul>	✗	<ul style="list-style-type: none"> <li>NYC Events Guide Section; however, not specifically government related events</li> </ul>
Local News Stories	<ul style="list-style-type: none"> <li>(kind of)</li> <li>Includes notices and updates</li> <li>Press releases</li> <li>No actual news stories (or links to them)</li> <li>"News" reports within Mayor's Office</li> <li>Links to "City Scoop" YouTube channel</li> </ul>	<ul style="list-style-type: none"> <li>announcements, notices and updates on issues of statewide importance</li> <li>Regional government news</li> <li>Press Releases</li> <li>Dept. updates and press releases</li> </ul>	<ul style="list-style-type: none"> <li>City news section on front page with news releases</li> <li>Spotlight section on front page</li> </ul>	<ul style="list-style-type: none"> <li>"What's Happening": trending hashtags and stories on home page</li> </ul>	<ul style="list-style-type: none"> <li>Local news on local politics amongst other things as the NY Times is an online version of the newspaper.</li> </ul>
Alert/Notification System	<ul style="list-style-type: none"> <li>Email update signup within different sections</li> <li>Links to free app Notify NYC</li> <li>No sitewide update signup</li> </ul>	<ul style="list-style-type: none"> <li>NY Alert which gives the option of various alert types to subscribe</li> </ul>	<ul style="list-style-type: none"> <li>Register phone number with 911</li> </ul>	<ul style="list-style-type: none"> <li>Notifications when user is interacted with</li> <li>Set up notifications for hashtags and users</li> </ul>	✗

311	✓ • <a href="#">Dedicated section in main nav</a> • <a href="#">Highlighted on home page</a> • <a href="#">Includes "most popular"</a> • <a href="#">Divided by subcategory</a>	✓ • Link to NYC 311	✓ • Located under Resident Services on Services page • Includes Online Transactions, Service Requests, City Council, Events, Jail Info and Frequently Requested Forms	✗	✗ Articles about 311; however, no links to it.
Downloadable Content	✓ • PDFs for applications, forms, educational packets, reports • Export events to calendar	✓ • Event reminders • Application forms • Reports • Forms • Education materials	✓ • PDFs for applications, forms, pamphlets and some documents • City Plans and Studies includes downloadable reports and studies	✗	✗
Budget Information	✓ • Access through department within Mayor's Office section	✓ • <a href="#">Agency page Dept of Budget</a> • <a href="#">Link to Dept. of Budget site https://www.budget.ny.gov</a>	✓ • under departments section • includes downloadable budget documents	✗	✓ Ability to search for articles about New York City Budget
Tax Information	✓ • <a href="#">Category within "Resources"</a> • <a href="#">Prep, business, income, property, sales, fraud</a> • <a href="#">General info, links to NYS Dept of Tax &amp; Finance</a>	✓ • NYS Dept of Taxation & Finance • Ability to file online • Tax prep & help	✓ • Accessed through search function • Property taxes under Assessment Bureau • Ability to pay online	✗	✓ Archives of "Articles and videos from The New York Times on taxation and the Internal Revenue Service, including help on tax preparation, tax deductions, changes in the tax code, filing of state and federal forms, and the alternative minimum tax." - NY Times
Voting History	✓ (kind of) • Find information about passed laws, ordinances, etc. within updates, but no direct log of voting history	✓ • Information on laws being passed but no direct voting history	✗	✗	✗
Voter Information / Registration	✓ • Election & voter information • Poll site locator • Sign up for election alerts	✓ • Election & voter information • Poll site locator • Sign up for election alerts	✗	✗	✗
Ordinances	✓ • Not immediately obvious • Search within ordinance sections (eg. "noise")	✓ • Not obvious state website (ordinances are municipality specific) • Search and links to local ordinances	✓ • Not immediately obvious • Displayed in search	✗	✗ No specific section for ordinances; but may have articles relating to those they feel the public should be informed of.
Permits	✓ • Not immediately obvious • Search within sections (eg. "Parks")	✓ • Dedicated section	✓ • On services page	✗	✗
Licenses	✓ • Within sections	✓ • Dedicated section	✓ • On services page	✗	✗
Inspections	✓ • Within sections • Businesses & Buildings	✓ • within Dept	✓ • Not immediately obvious • Displayed in search	✗	✗
<b>TAKEAWAYS</b>					
What they do well	• Provide information on a wide-array of NYC topics • Organize most information by category, so a little easier to navigate	• Provide access to information covering all areas of the state with links to the local government site needed. • Location services for quick access to local information	• Provide and abundance of information organized by departments and services • Search bar to easily find specific information • Protect secure information by either allowing limited access, requiring users to apply for access, or requiring users to use a secure browser for access • Some applications and forms are available for online completion and submission	• Organization through hashtags and topics • Character limit on posts = easier to read and digest • Allow for discussion amongst users	• The home page actually feels like a Newspaper's front page which is understandable for a digital newspaper trying to keep that feel • Well categorized sections to explore at the top of the page • Search bar works well • Hamburger menu
What to improve	• Difficult to find specific information without searching for it • Some categories aren't clearly labeled (eg. elected officials are all under "Office of the Mayor" - I expected a section labeled "elected officials" or the like	• Difficult to find specific information without using search	• No information on voting or voting registration • Some information is buried within several subpages • Seemingly important links to pages of content referred to in paragraphs rather than navigation • Some information can only be found through search	• Anyone can create an account and post • Information is not always accurate • User-generated content requires users to post	• The home page actually feels like a Newspaper's front page which means it comes off jumbled and confusing.