

## Website Consultation feedback.

Discussions took place with a number of parents and carers involved with the implementation of the Local Offer. Although these discussions were initially around what information should be included, views were expressed around what the actual site should look like.

We took these views into account when holding talks with the company rebuilding our website and following our detailed discussions some initial designs were issued. These designs were taken around a number of parents groups across the city in order to gather the views and opinions of parents before taking the re-design any further.

The initial design included two page options for the site's Home page, two page options for the Families category page but only one option for the Local Offer page. This is because of the large amount of information that needed to be included limited the design and layout options that would be available.

The feedback/comments are split into the three relevant pages.

### Home Page

- Option 2 better design
- Option 2 better but too dark – needs lighter colours
- Prefer option 2 but remove bullet points and make clear the difference between the two choices i.e. Local Offer and Families
- Prefer option 2 – but needs to be less dark colours, **less corporate** because it restricts access and creativity
- More visuals – so people know what they are clicking on
- Choice - Page 2 for front page
- Colours need to be improved – match DDA standards
- Explanation of families and local offer – not bullet points
- Choice - Option 2
- I prefer second page
- I don't like the photo behind the cover page. A nice field of flowers would be nice
- Option 2 is the more appealing web page however I think instead of bullet points in the families and local offer boxes, it should include a brief description of what they are
- Choice - Option 2 – background picture distracting and too dark. Local Offer logo doesn't seem appropriate
- Choice - Option 2 - More clearer of what each option is
- Take away picture underneath
- Brighter colours
- Choice - Option 2 - Better logos for local offer
- Choice - Option 2 – logo is too dark in colour
- Families logo is too dark
- On each logo under heading there should be a couple of sentences to explain what it is
- Don't like background or lack of information in bubbles. Prefer second page – square. Please have another symbol under local offer
- Keep background white

- Option 1 rubbish – option 2 better (cannot see most of the colours)
- Both options are quite dark
- Option 1 – not enough info to decide what it is for – Option 2 much better but very dark
- Choice - Option 2 – but very dark, it needs to be lighter
- Band on bottom of page is too big
- Choice – Option 2 - Gives more information, maybe re-write categories
- Choice – Option 2 - More information on option 2
- Choice – Option 2 - Not enough information on option 1 – option 2 has much more information but background is too distracting
- Choice – option 2 - Colours need to be brighter so it can stand out more
- Choice – option 2 - Say what Local Offer is
- Choice – option 1 – better colouring needed

### **Families Landing Page**

- Option 2 better
- Prefer option 2
- Colours need to change and the theme carried through
- Choice - Option 2
- I prefer second page
- Choice - Option 2 – would be better with white background – much more clearer
- Brighter colours
- logos in click boxes
- Green colour very dark, logos / pictures for each section would make it more accessible for young people
- Choice - Option 2 - I think the background is too dark for people who have difficulties
- Colours on page 1 too dark and printing not clear
- Again keep background white
- Cannot see most colours – don't care which option – both poor
- 2 is easier to follow and stands out more
- Prefer the option 2 as easier to read
- Large blue banner at bottom a waste of space
- I dislike the bubble with the family
- Again colours of bands are too dark
- The white background makes it easier to read
- Choice – option 2
- Choice – option 2 – the dark green is not very nice. A lighter colour or different altogether would be better or no background colour at all and coloured writing may be nicer
- Choice – option 1 - Again colour needs to be changed for information to be highlighted more
- Choice – option 1 – differing colours would be nice. Turquoise colour would be nice
- Choice – option 1 – needs to be brighter as it dull background, blue colours – light green colour

### **Local Offer Landing Page**

- Symbol needs changing – maybe a tree
- Local offer page – needs symbols on the option buttons
- Photos – possibly one for each age group
- Don't like the green colour
- Age categories need to stand out more
- Colours make it all too dark
- Menu needs to include money information, welfare rights, benefits etc
- The background picture is dark and unappealing
- Dark green looks awful
- It is important that the Local Offer is more family friendly and easier to access
- Information needed within 3 clicks
- Usage of colour to make it more appealing for everybody to use
- Clearly impartial – not tied to Local Authority
- Add housing to families section
- Info, advice and support service
- Photos need to be local young people
- Different ages of young people
- The Local Offer sign would be better with another logo. A signpost?
- Logos would make it more accessible
- More colours / shades for different boxes
- Brighter colours
- Logos in click boxes
- Would be better with symbols next to each logo
- Should have symbols next to each logo and brighter colours
- Have a good selection of photographs of children
- A picture / photograph on the Local Offer page which shows children with SEN – a range of ages of the children from little ones (possibly during portage) up to older teenagers etc.
- Careful attention needs to be given to colours used on the Local Offer page so that it is easy to read
- Do not think this matches with guidelines – i.e. search criteria (3?). Where are the plain English questions, how many clicks to access information, cannot see most of the colours
- I prefer option B which stands out more and looks easier to find what I am looking for
- It would be better with photos of local kids
- The colours need to be different, e.g. 1 colour for titles and another for ages to pick
- I find the difference between the colours hard to distinguish
- Don't like the dark colours
- Obviously photographs should be inclusive of disabled children
- Maybe look at a choice of better colours and have the photo rotating to different age related children
- Maybe some pictures for the different information groups
- Gives more information and looks easier to find where you need to go
- The colour again is very dark
- Hard to read words on dark green
- Looks easy to find what you want. Plenty of info under headings
- Again colour changes, add symbols with wording

- Looks quite busy on the page
- Don't know if picture needs changing as it takes your eye from information
- When deciding on the colours keep in mind the colours people struggle to see when they are colour blind
- Easy read symbols attached to differing boxes
- Could 'My Shortlist' be 'My Favourites'
- Don't think picture is necessary
- It is a good idea but needs other colours so that it stands out clearer and better
- White background – bright blue – lime, turquoise colour would be better

### **General comments**

- Pages are very dark and not very welcoming as the green in the middle detracts from the information in it
- The Blue banding at the bottom of the pages is too big and makes the information all squashed
- The graphics could be improved on the website, and be presented in a more-user friendly way. The colours and photographs need updating
- The dark green isn't very friendly. Also the large band across the top and bottom take up too much room on the page. More information could take up this place.
- I don't like the large dark header and footer
- I don't like the orange on red search button
- It needs to be bright and bold, very user friendly as I am not very computer friendly