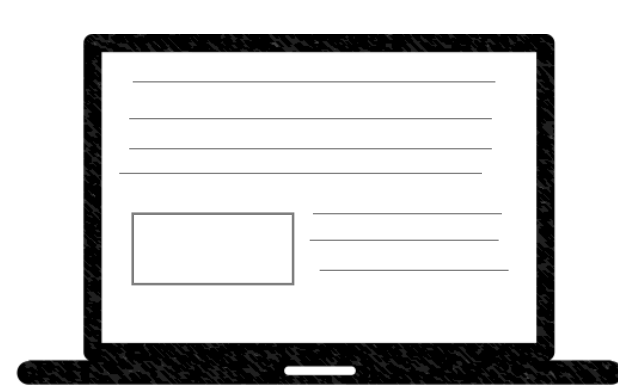


Why are we doing this?



"I can't find the information I need despite clicking through multiple pages..."



"Some of the contents are outdated. I am unsure if they are still applicable..."



"It is difficult to read contents on-the-go. I need to zoom and scroll many times..."

What do we want to achieve?

- 1 Easy navigation and quick access to key information
- 2 Updated contents from key SHP stakeholders and better content organisation
- 3 Responsive web design that orientates itself to screen size of device

What have we found?

Google Analytics was used to study the page views and behaviour patterns of SHP web users from January 2013 to September 2014.

Type of information

1. Locations
2. Queue Watch
3. Fees & Services
4. What You Need To Know
5. Appointments



It is important for users to access these top 5 pages easily from the home page (ie. not more than 3 clicks).

Relevance of information

These pages were removed to ensure information is current:



Pages with faulty icons or broken hyperlinks



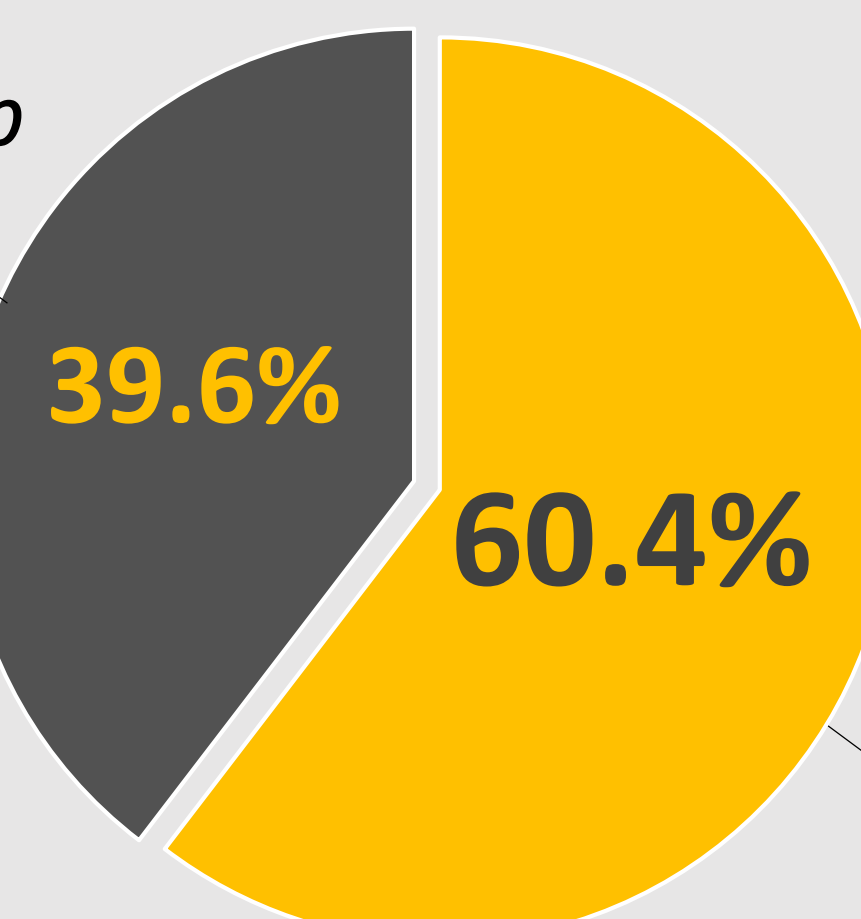
Duplicated or orphan pages that confuse users



Pages with back-dated or unclear copywriting

Mode of access

Via Desktop



Via Mobile Phone & Tablet

Out of 3,435,637 total page views*, 60.4% of users access the website on-the-go. Hence, the website should be optimised according to device used.

* Total number of pages viewed on website

How have we improved?

Clean and simple with key information on home page.
More images and videos to create vibrancy.
Larger font size to make it more reader-friendly.



Overall, the new and responsive web design provides **better viewing experience**. The team will continue to monitor the viewership data and behaviour, and a survey is planned in January 2016 to assess viewership response to the new website.