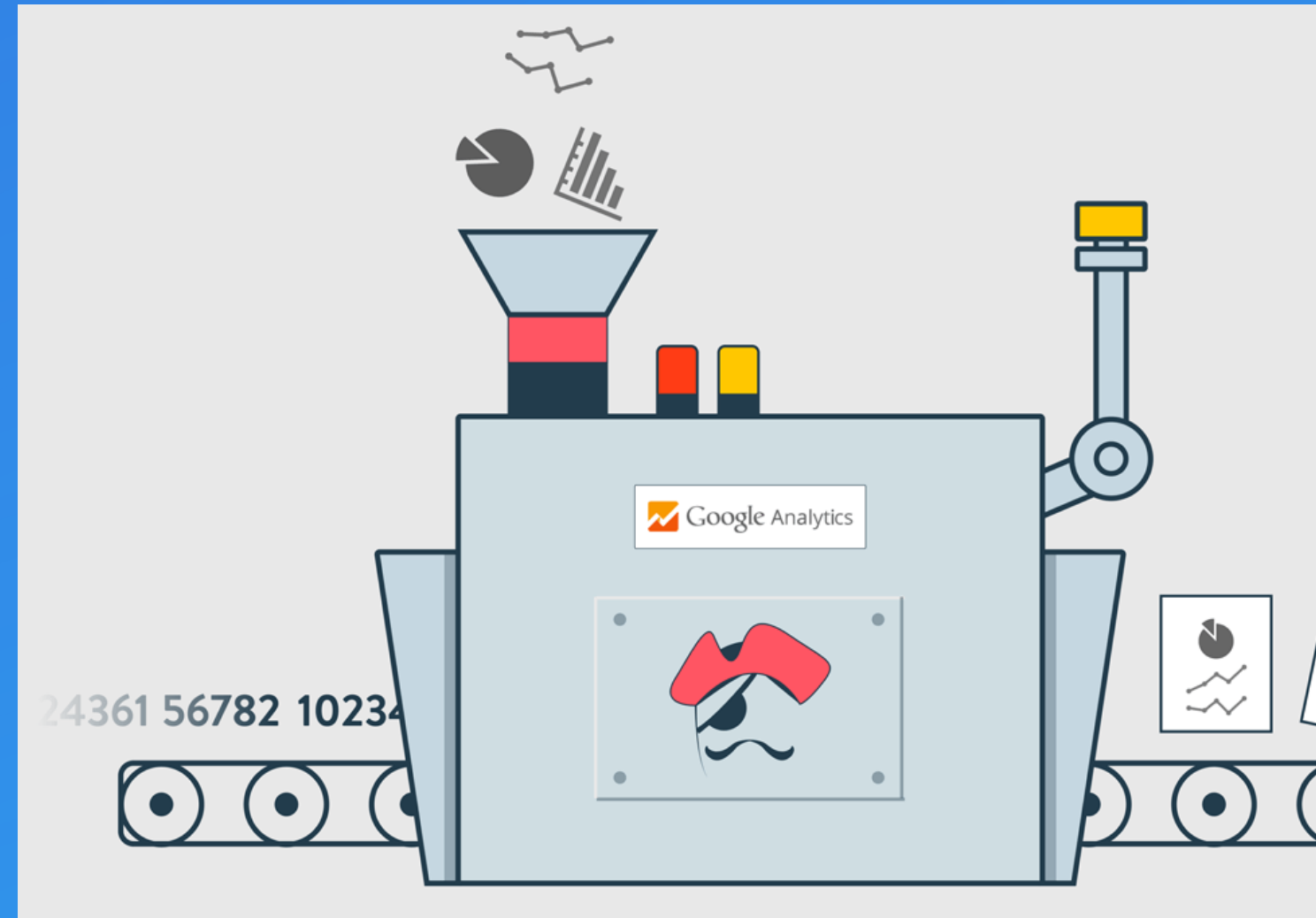


PROJECT RAINIER

HELPING THE CITY
DEMOCRATIZE INFORMATION



THE INFORMATION PROBLEM

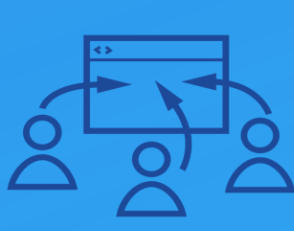
The City of Seattle is responsible for providing effective information to Seattleites. However, they struggle while understanding user behavior and assessing the performance of their website.

OUR SOLUTION - KPI CATEGORIES

A framework to understand content performance and user behavior



Content availability
Search terms



User acquisition
Traffic source analysis



Content findability
Fulfillment of user goals



Audience analysis
Technologies used



Content popularity
Usage of site content



User loyalty
User retention

IMPACT

- Content creators can use insights from these KPIs to understand users and enhance the discoverability of content.
- Seattle IT can regularly track performance and drive continuous improvement of the online experience that users and potential users have.

