

# Website Redesign First Iteration

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Lead UX Designer | Communications

10/31/2024 - 1/31/2025



INDIANA DEPARTMENT  
OF CORRECTION

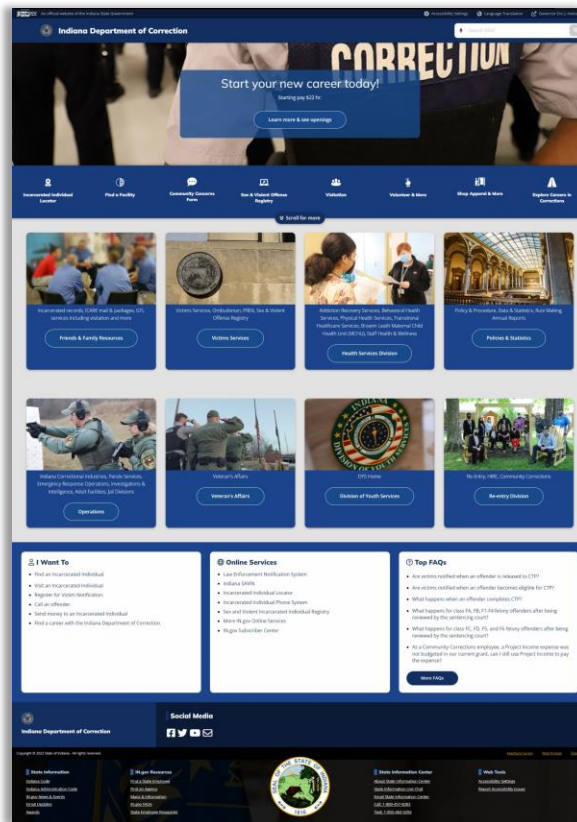
# Agenda

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- Project Overview
- Key Focus Areas
- User Groups
- Impact on User Experience
- Next Steps



# Project Overview



Improving user experience by making navigation more intuitive and content easier to find.

- Data-Driven Design
- Navigation Cleanup
- Content Discovery

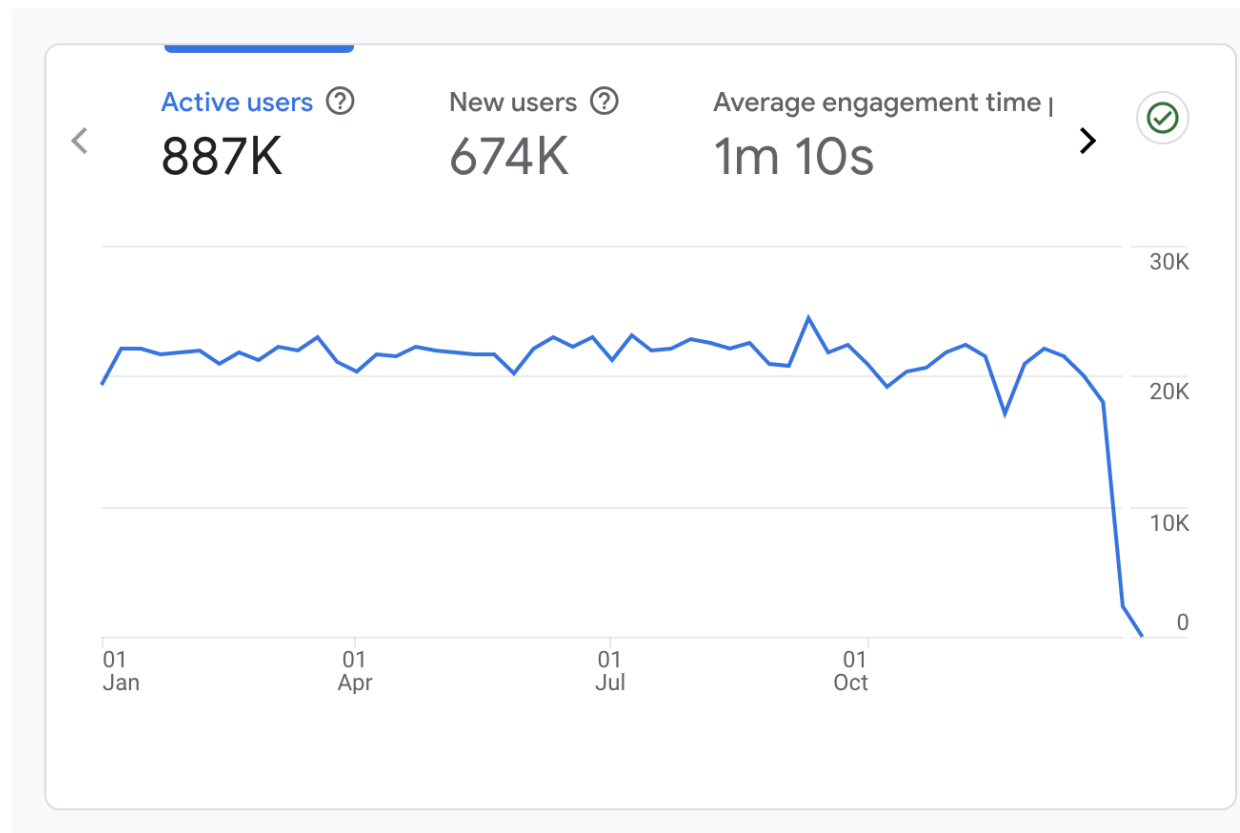


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# Key Focus Areas

## Data Driven Design

- Alignment with User Needs
- User Behavior Analytics
- Popular Pages & Applications
- Bounce Rates & Session Duration



# Key Focus Areas

## Report Snapshot (Jan 1, 2023 – Dec 31, 2023)

### HOW WELL DO YOU RETAIN YOUR USERS?

#### User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	9.2%	5.5%	4.1%	3.3%	2.7%
Sep 15 - Sep 21	<div style="width: 100%;"></div>	<div style="width: 9.2%;"></div>	<div style="width: 5.5%;"></div>	<div style="width: 4.1%;"></div>	<div style="width: 3.3%;"></div>	<div style="width: 2.7%;"></div>
Sep 22 - Sep 28	<div style="width: 100%;"></div>	<div style="width: 9.2%;"></div>	<div style="width: 5.5%;"></div>	<div style="width: 4.1%;"></div>	<div style="width: 3.3%;"></div>	<div style="width: 2.7%;"></div>
Sep 29 - Oct 5	<div style="width: 100%;"></div>	<div style="width: 9.2%;"></div>	<div style="width: 5.5%;"></div>	<div style="width: 4.1%;"></div>	<div style="width: 3.3%;"></div>	<div style="width: 2.7%;"></div>
Oct 6 - Oct 12	<div style="width: 100%;"></div>	<div style="width: 9.2%;"></div>	<div style="width: 5.5%;"></div>	<div style="width: 4.1%;"></div>	<div style="width: 3.3%;"></div>	<div style="width: 2.7%;"></div>
Oct 13 - Oct 19	<div style="width: 100%;"></div>	<div style="width: 9.2%;"></div>	<div style="width: 5.5%;"></div>	<div style="width: 4.1%;"></div>	<div style="width: 3.3%;"></div>	<div style="width: 2.7%;"></div>
Oct 20 - Oct 26	<div style="width: 100%;"></div>	<div style="width: 9.2%;"></div>	<div style="width: 5.5%;"></div>	<div style="width: 4.1%;"></div>	<div style="width: 3.3%;"></div>	<div style="width: 2.7%;"></div>

6 weeks ending Oct 26

[View retention](#) →

### WHICH PAGES AND SCREENS GET THE MOST VIEWS?

#### Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
IDOC: IDOC Home	769K
IDOC: Sex & Violent Offende...	598K
IDOC: Visitation	246K
IDOC: Search Results	243K
IDOC: Westville Correctional ...	81K
IDOC: New Castle Correction...	81K
IDOC: Careers in Corrections	71K

[View pages and screens](#) →

### WHAT ARE YOUR TOP EVENTS?

#### Event count by Event name

EVENT NAME	EVENT COUNT
page_view	3.8M
session_start	1.4M
user_engagement	1.4M
scroll_depth	1.2M
first_visit	674K
click	264K
view_search_results	224K

[View events](#) →



# Key Focus Areas

## User Engagement (Jan 1, 2023 – Dec 31, 2023)

Page path and screen class		Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Bounce rate	Average engagement time per session
<input checked="" type="checkbox"/>	Total	3,754,975 100% of total	887,357 100% of total	4.23 Avg 0%	1m 10s Avg 0%	9,648,854 100% of total	31.89% Avg 0%	42s Avg 0%
<input checked="" type="checkbox"/>	1 /idoc/sex-and-violent-offender-registry/	598,266	291,074	2.06	22s	1,878,311	33.86%	19s
<input checked="" type="checkbox"/>	2 /idoc/	762,379	262,987	2.90	23s	1,823,922	36.53%	13s
<input checked="" type="checkbox"/>	3 /idoc/search-results/	243,456	119,241	2.04	39s	752,134	71.52%	32s
<input checked="" type="checkbox"/>	4 /idoc/information/visitation/	151,687	51,555	2.94	48s	357,715	53.32%	30s
<input checked="" type="checkbox"/>	5 /idoc/offender-information/visitation/	91,947	36,505	2.52	52s	223,668	51.49%	35s



# Key Focus Areas

## Navigation Cleanup

- Facilities
- Services
- About
- Contact

## User Acquisition (Jan 1, 2023 – Dec 31, 2023)

First user prim...Channel Group) ▾ +		↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▾	Key events All events ▾
<input checked="" type="checkbox"/>	Total	898,697 100% of total	673,853 100% of total	320,742 100% of total	1m 10s Avg 0%	1.13 Avg 0%	9,648,854 100% of total	0.00
<input checked="" type="checkbox"/>	1 Organic Search	623,581	547,498	146,951	56s	0.98	5,644,263	0.00
<input checked="" type="checkbox"/>	2 Direct	284,971	113,495	175,440	1m 37s	1.48	3,845,248	0.00
<input checked="" type="checkbox"/>	3 Referral	10,375	7,252	3,844	1m 02s	0.98	96,643	0.00
<input checked="" type="checkbox"/>	4 Organic Social	6,039	5,315	439	26s	0.62	39,531	0.00
<input checked="" type="checkbox"/>	5 Unassigned	1,741	193	1,586	1m 05s	1.09	16,265	0.00



# Key Focus Areas

## Content Discovery

- Highlighted Essential Content
- Group Similar Content
- Created User Groups
- Wormholes/Quick Links

## Top Keywords (Jan 1, 2023 – Dec 31, 2023)

Rank	Keyword(s)	Count
1	inmate search	3,404
2	inmate	2,101
3	inmates	1,763
4		1,079
5	visitation	750
6	commissary	674
7	inmate lookup	659
8	cpct	649
9	westville	531
10	jobs	526





# Introducing Curated Pages

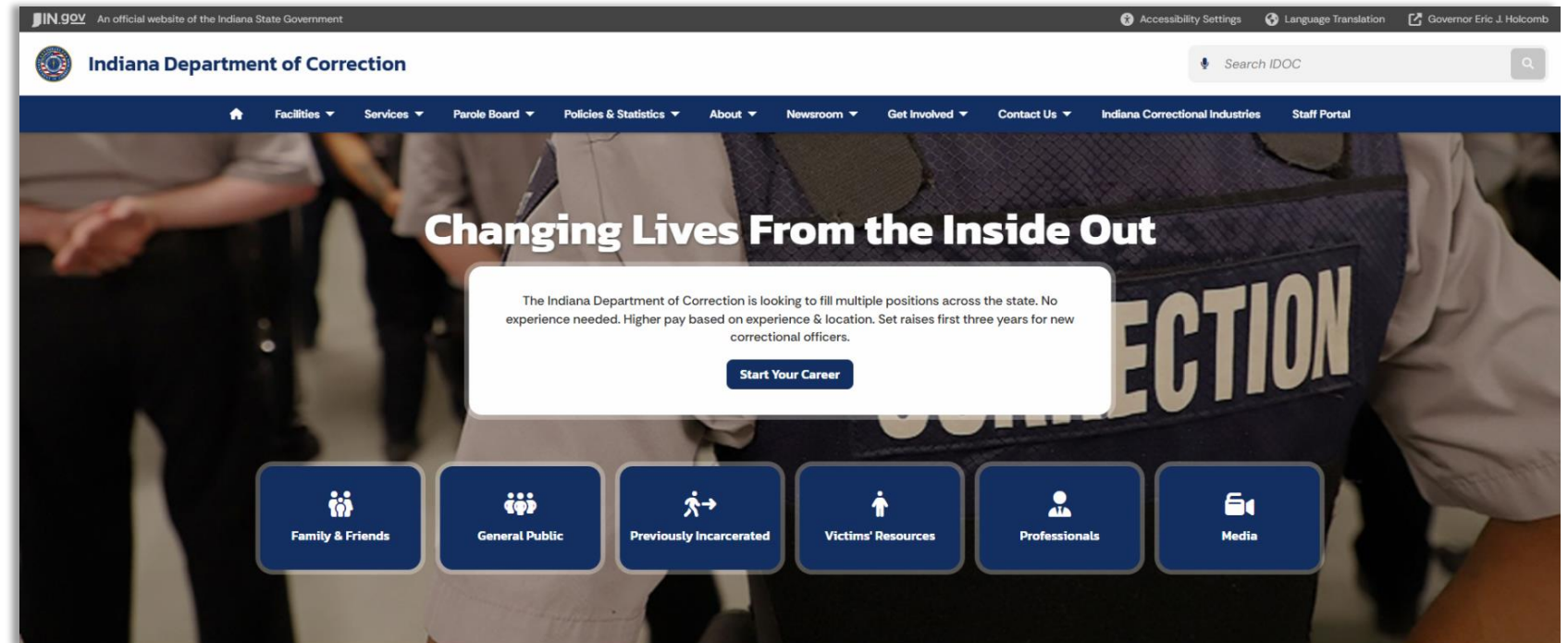
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# User Groups

- Family & Friends
- General Public
- Previously Incarcerated
- Victims' Resources
- Professionals
- Media



# User Groups

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## High-Level Page Accessibility

Ensures key sections and content are easily reachable from main or top-level navigation.

- Intuitive Access
- Tailors Content to Audience
- Streamlined & Consistent Structure
- Reduces Cognitive Load

## Dynamic Spotlights on Child Pages

Content that automatically adjust showcasing the most relevant information for a specific page.

- Enhances User Experience
- Tailors Content to User's Needs
- Encourages Deeper Engagement
- Easily Expandable



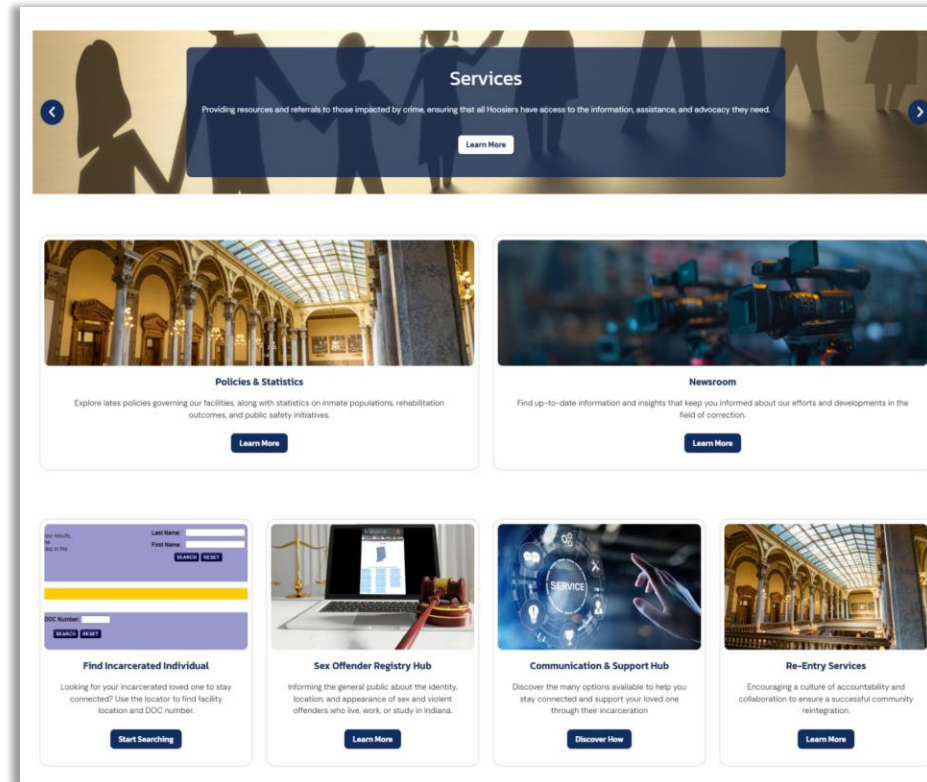
# User Groups

The screenshot displays the Indiana Department of Correction website. At the top, there is a dark blue header with the IN.gov logo and the text "An official website of the Indiana State Government". To the right of the header are links for "Accessibility Settings", "Language Translation", and "Governor Eric J. Holcomb". Below the header is a white navigation bar with the "Indiana Department of Correction" logo and name, and a search bar labeled "Search IDOC". A dark blue secondary navigation bar contains links for "Home", "Facilities", "Services", "Parole Board", "Policies & Statistics", "About", "Newsroom", "Get Involved", "Contact Us", "Indiana Correctional Industries", and "Staff Portal". The main content area features a large banner for the "Edinburgh Correctional Facility" with a breadcrumb trail: "Home > IDOC > Facilities > Adult Correctional Facilities > Edinburgh". Below the banner is a dark blue grid of six service tiles, each with an icon and text: "Search DOC Number" (magnifying glass icon), "Adult Facilities" (adults icon), "Juvenile Facilities" (children icon), "Re-Entry Services" (building icon), "Parole Districts" (scales icon), and "Communication & Support Hub" (microphone icon).



# Impact on User Experience

- Improved Navigation (More Options)
- Discoverability of Key Content
- Reduced Cognitive Load



# Impact on User Experience

## Additional Community Corrections Supervision Programs

The [Community Corrections Division](#) is a unit under the Indiana Department of Correction (IDOC) Re-Entry and Youth Services Division. The division provides state aid through the [Community Corrections and Justice Reinvestment Funding](#) as an annual grant under IC 11-12 and administers the [Community Transition Program](#).



### Community Transition Program

Balancing re-entry planning against maintaining an appropriate level of supervision necessary to maintain public safety to transition offenders from incarceration to the community.

[Learn More](#)



### Court Recidivism Reduction Programs

Providing an immediate and highly structured judicial intervention for high needs offenders who could not be adequately addressed in a traditional court setting.

[Learn More](#)



### Pretrial Services

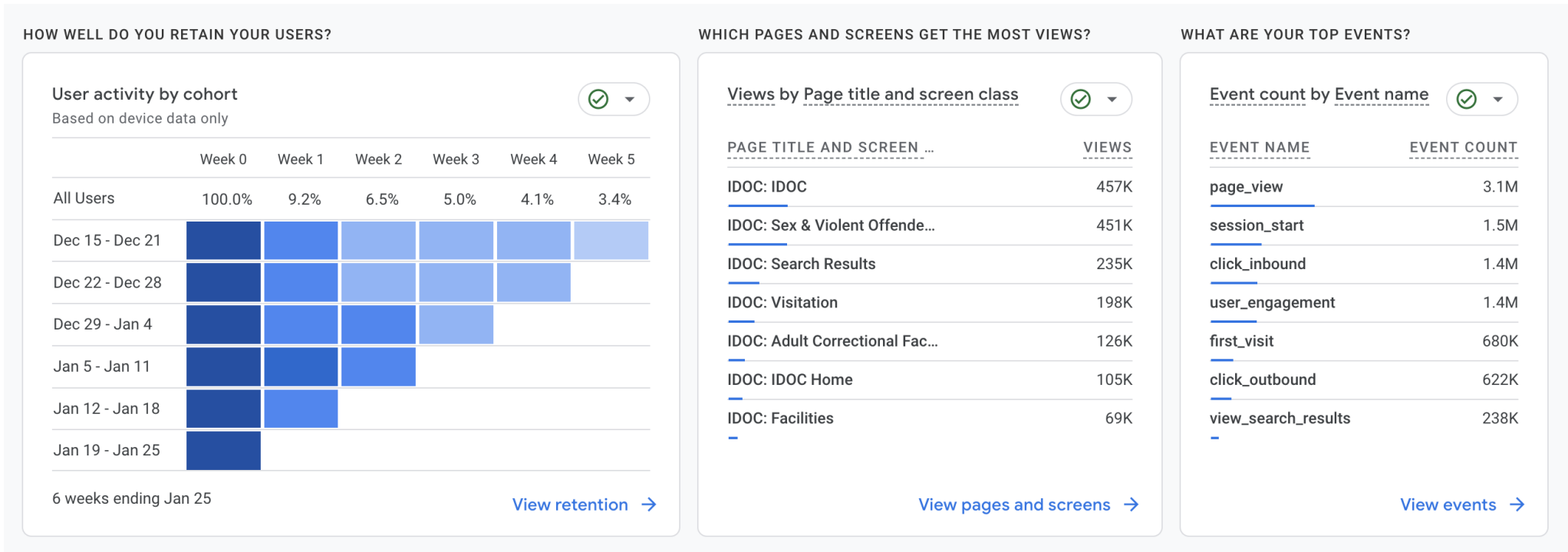
The goals of pretrial supervision are to maximize the release of pretrial defendants while maximize public safety and court appearance.

[Learn More](#)



# Impact: Key Focus Areas

## Report Snapshot (Jan 1, 2024 – Dec 31, 2024)



# Impact: Summary

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25.93% Increase in Users Retained by Cohort

- Improved User Experience
- Better Retention Strategies
- Higher Quality Users Acquired

42.59% Decrease in Home Page views

- Shifts in User Behavior
- Changes in Traffic Sources
- Navigation or UX Changes

18.42% Decrease in Page Views

- Website Changes
- Content Adjustments
- Shifts in User Behavior

15.30% Increase in Bounce Rate

- Declining User Engagement
- Homepage Drop-Offs
- Shifts in Search Intent



# Impact: Key Focus Areas

## User Engagement (Jan 1, 2024 – Dec 31, 2024)

Page path and screen class		Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Bounce rate	Average engagement time per session
<input checked="" type="checkbox"/>	Total	3,118,875 100% of total	930,812 100% of total	3.35 Avg 0%	1m 14s Avg 0%	9,301,889 100% of total	36.77% Avg 0%	43s Avg 0%
<input checked="" type="checkbox"/>	1 /idoc/	558,733	260,035	2.15	23s	1,709,125	38.63%	12s
<input checked="" type="checkbox"/>	2 /idoc/sex-and-violent-offender-registry/	435,948	293,237	1.49	22s	1,422,446	37.28%	18s
<input checked="" type="checkbox"/>	3 /idoc/search-results/	234,886	124,718	1.88	38s	715,484	4.45%	31s
<input checked="" type="checkbox"/>	4 /idoc/facilities/adult/	105,128	56,974	1.85	34s	243,021	8.13%	26s
<input checked="" type="checkbox"/>	5 /idoc/facilities/support-hub/visitation/	73,800	25,946	2.84	1m 04s	191,553	18.96%	38s



# Impact: Summary

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## .04 Second Increase in User Engagement

- Stable Engagement
- No Changes in User Behavior
- Deeper Engagement

## 4.82% Increase in Active Users

- Steady Growth
- Successful Acquisition Strategies
- Retention Improvements

## 20.80% Decrease Views per Active User

- Users Are Browsing Fewer Pages Per Visit
- Shift in User Behavior
- Changes in Content or Navigation

## 16.94% Decrease in Views

- Declining User Engagement
- Increased Bounce Rate
- Homepage Decline



# Impact: Key Focus Areas

## Navigation Cleanup

- Facilities
- Services
- About
- Contact

## User Acquisition (Jan 1, 2024 – Dec 31, 2024)

First user prim...Channel Group) ▾ +		↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▾	Key events All events ▾
<input checked="" type="checkbox"/>	Total	945,804 100% of total	680,109 100% of total	358,129 100% of total	1m 14s Avg 0%	1.08 Avg 0%	9,301,889 100% of total	0.00
<input checked="" type="checkbox"/>	1 Organic Search	672,564	520,431	220,584	1m 06s	0.99	5,982,863	0.00
<input checked="" type="checkbox"/>	2 Direct	257,942	143,810	125,282	1m 35s	1.34	3,079,980	0.00
<input checked="" type="checkbox"/>	3 Referral	16,357	10,761	6,520	1m 14s	1.08	155,679	0.00
<input checked="" type="checkbox"/>	4 Organic Social	4,953	4,531	627	49s	0.72	37,409	0.00
<input checked="" type="checkbox"/>	5 Unassigned	2,309	158	2,053	1m 29s	1.27	23,084	0.00



# Impact: Summary

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## 7.86% Second Increase in Organic Traffic

- Improved SEO Performance
- Higher Visibility in Search Results
- Not Exploring as Deeply

## 57.66% Increase in Referral Traffic

- Stronger External Partnerships & Backlinks
- Increased Exposure from Third-Party Sites
- Higher Quality Traffic

## 9.48% Decrease Views per Active User

- Fewer Users Navigating Directly to the Site
- Potential Shift to Other Traffic Sources
- Impact of Homepage Drop-Off

## 17.98% Decrease in Organic Social Media

- Lower Engagement on Social Media
- Fewer Social Media Campaigns or Posts
- PIO's Need to update Facility Link



# Next Steps

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Improving the navigation and discoverability of the site aided us enhancing collaboration within the department and enhanced usability for our end users as we continue working on updating content.

## Upcoming Priorities:

- Update Home Page/ Publish Curated Pages Delete DYS site
- Update Facilities Pages, (Waden pic/bio, policy updates, dress code)
- Build HIRE, Leath, & Recruiting Subsites
- Update Policies for ADA Compliance



*The End*

# Conclusion

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- Questions
- Action Items



# Thank You!

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