

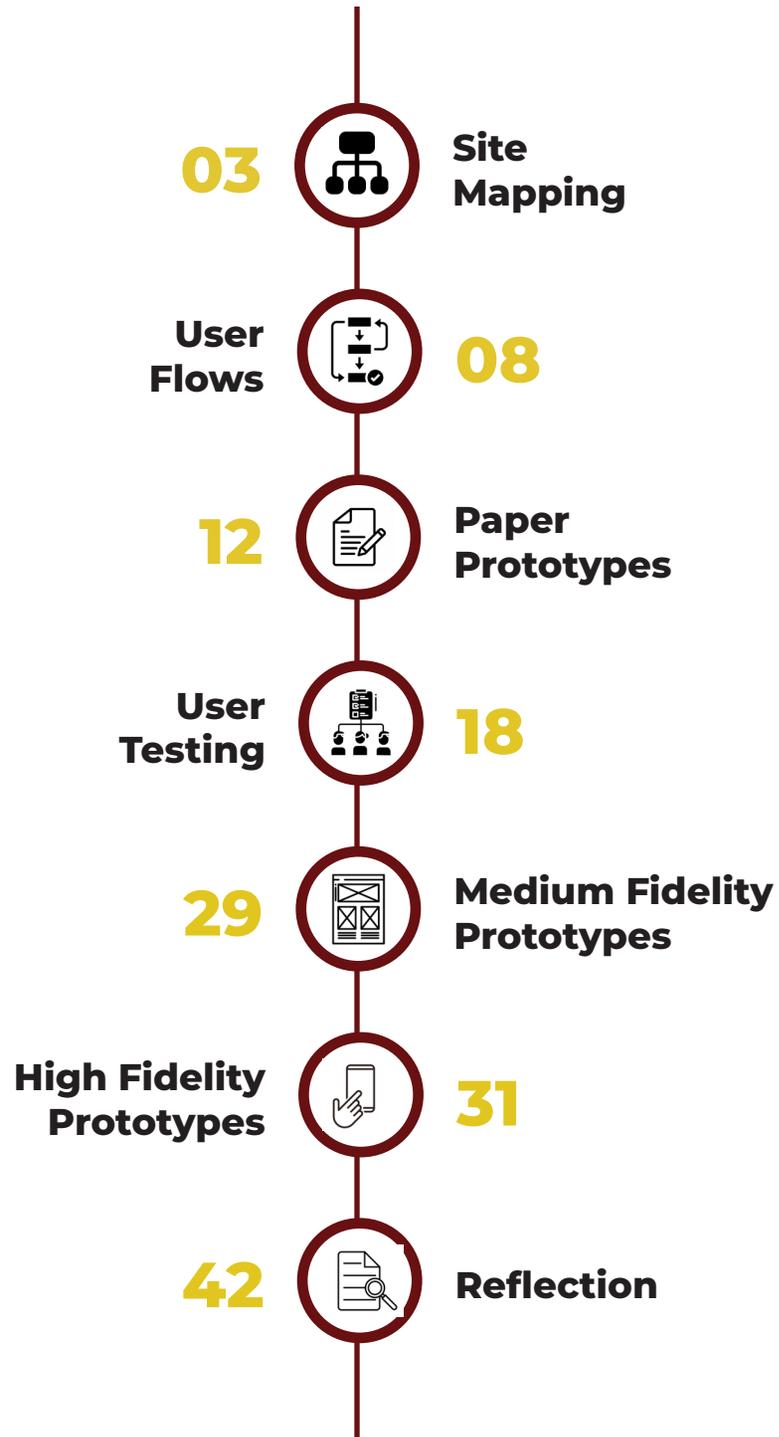
Naugatuck Connect

naugatuck-ct.gov

NaugatuckConnect serves as a centralized hub for residents, and visitors to easily access municipal services, real-time updates, and community resources. The app allows users to submit service requests, receive important alerts (such as road closures and emergency notifications), explore upcoming events, make online payments for town services, and more. Designed for convenience and efficiency, it streamlines interactions with local government while fostering greater community engagement.

Kelly Prendergast





Site Mapping

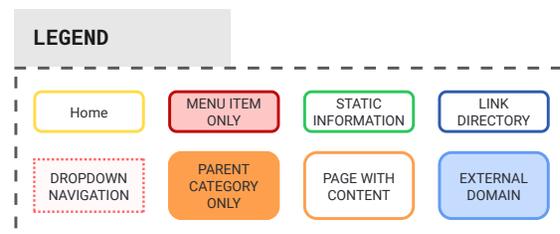
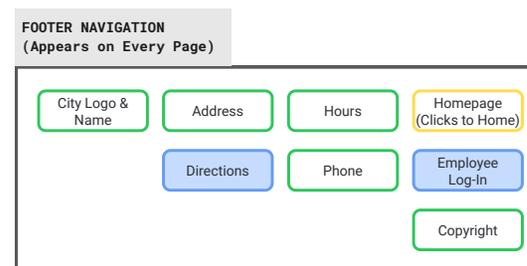
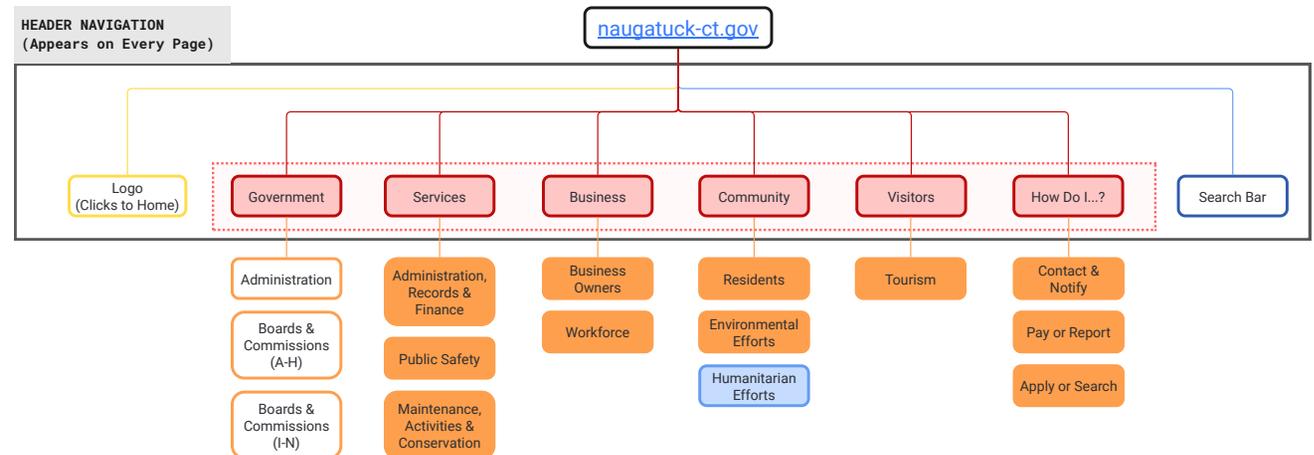
Current Website Site Map

The first step in the redesign process involved a comprehensive audit of the existing Naugatuck website to assess structure, usability, and navigation. By manually navigating through every page, I was able to:

- » Identify high-priority and frequently accessed content.
- » Locate poorly categorized or deeply buried pages.
- » Analyze structural connections across sections.

This hands-on evaluation revealed key usability issues, including:

- » Important resources hidden under multiple navigation layers.
- » Over-reliance on dropdown menus without accessible landing pages.
- » Disjointed placement of related content, making holistic topic exploration difficult.



Current Site Map:

Borough of Naugatuck, CT
naugatuck-ct.gov

Prepared by:
 Kelly Prendergast



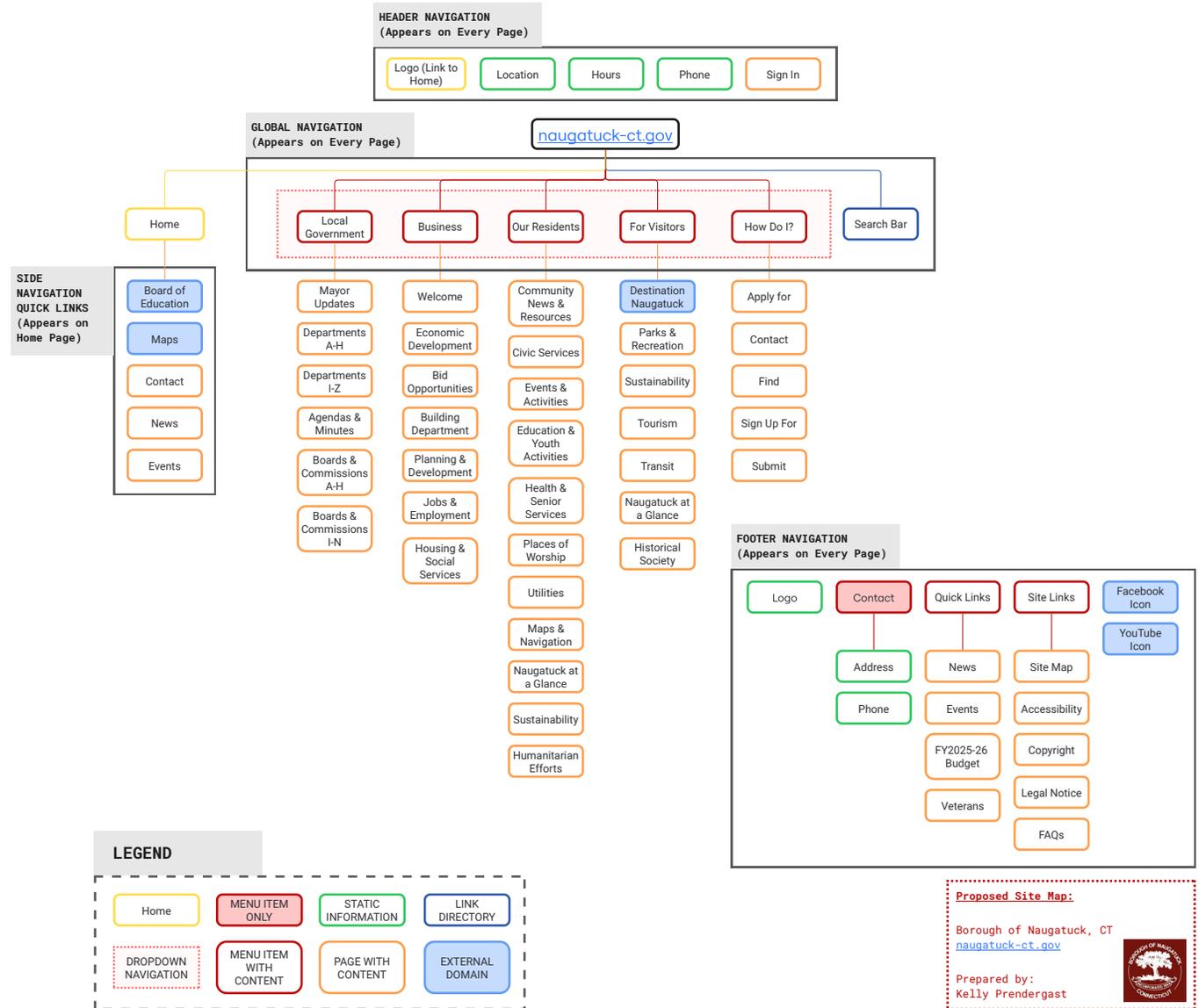
The current site structure, while comprehensive, lacks intuitive navigation. Broad categories lead to excessive clicks, and dropdown-only menus hinder efficient access. The absence of clickable parent categories further complicates content discovery, highlighting the need for a more streamlined, user-friendly sitemap.

Proposed Website Site Map

The redesigned sitemap addresses key usability issues by improving navigation, reducing redundancy, and prioritizing essential services.

Key Improvements:

- » **Simplified Global Navigation:** Reordered menu for user needs, Local Government, Business, Our Residents, For Visitors, and How Do I...?, to improve content discoverability.
- » **Enhanced Header:** Added location, hours, phone number, and a sign-in option for quick access to key info.
- » **Homepage Side Navigation:** New sidebar links to high-traffic areas like the Board of Education, Maps, News & Events, and Contact.
- » **Streamlined Footer:** Includes quick links, site info, FAQs, and social media icons for better accessibility and engagement.



The new structure creates a more intuitive, task-focused user experience for all audiences.

The NaugatuckConnect Mobile App

Target Audience

Residents – Everyday citizens who need updates, make payments, or request town services.

Commuters – Individuals who rely on municipal alerts, parking updates, and road closures.

Business Owners – Local entrepreneurs who need town permits, business-related updates, and event participation.

Newcomers & Visitors – Tourists or new residents seeking community engagement and municipal resources.

User Needs

Easy Navigation: Direct access to town services via categorized sections (Residents, Visitors, Business, Government, etc.)

Real-Time Notifications: Push alerts for traffic, emergency updates, and event reminders.

Community Engagement: Direct event registration & news feeds to keep residents informed.

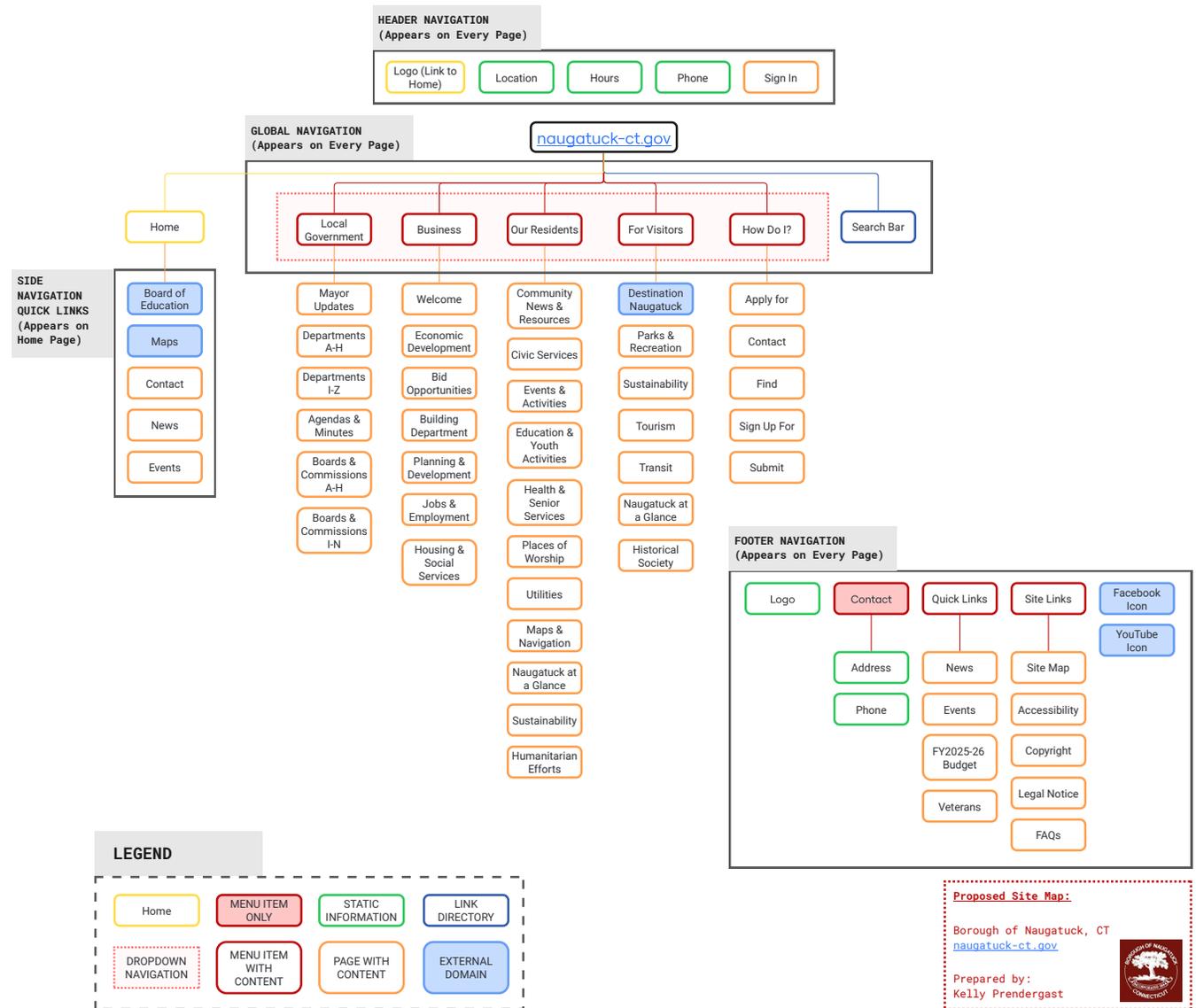
Convenience & Efficiency: Eliminates calls/emails by allowing self-service for requests & payments.

Proposed App Site Map

Alongside the website redesign, a streamlined mobile app site map was developed to prioritize quick access to essential services and real-time updates. The app complements the website by focusing on high-demand features like:

- » **Government Services** – Department contacts and mayoral updates
- » **For Residents** – Transit info, job postings, and bill payments
- » **For Visitors** – Events, attractions, and local business directories
- » **News & Alerts** – Push notifications for emergencies and weather
- » **Events Calendar & Online Payments** – Fast, mobile-friendly access

The app's lean structure avoids content overload, enhances usability, and integrates seamlessly with web content for deeper exploration. With intuitive navigation and a mobile-first design, it boosts accessibility and civic engagement for Naugatuck's community.



User Flows



LISA

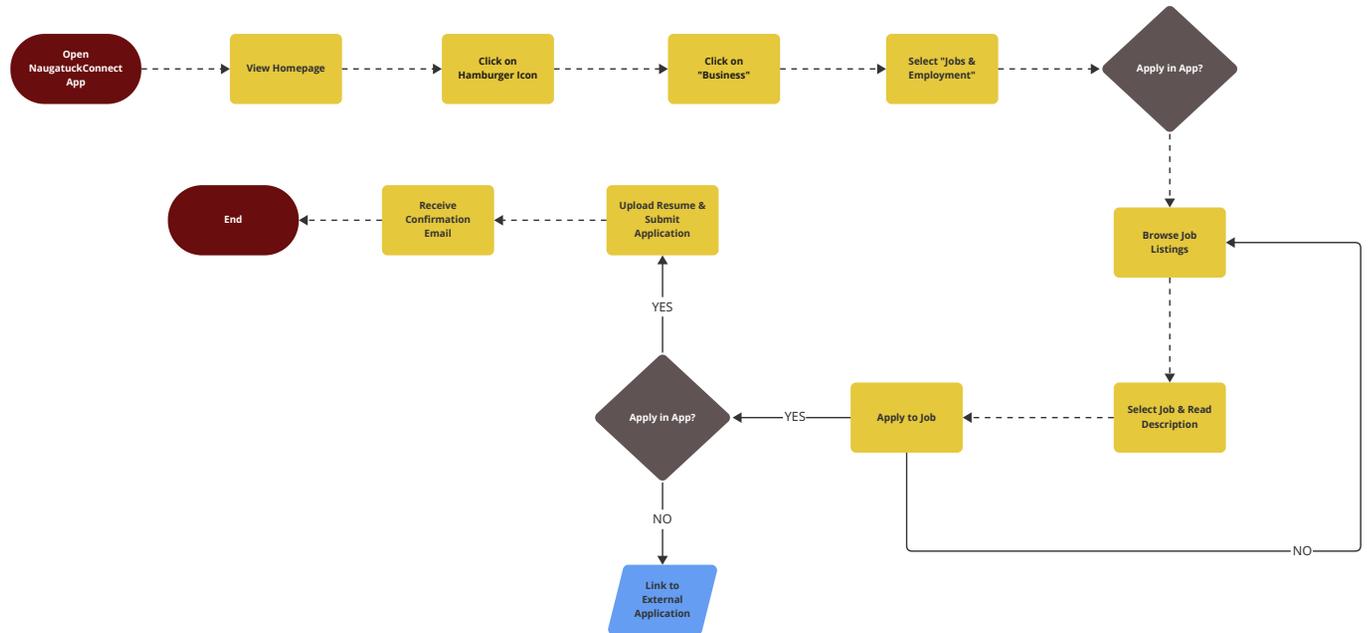
10+ YEAR RESIDENT

"I am looking to find a job closer to home that aligns with my experience in government."

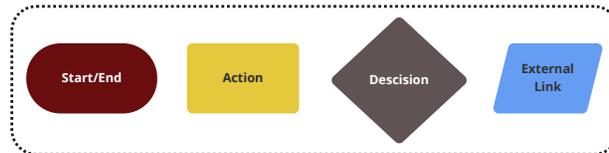
SCENARIO

Lisa has been searching for a new job and wants something close to home. She remembers hearing that the NaugatuckConnect app has a section for job postings. Instead of spending hours searching multiple websites, she opens the app and heads to the Jobs & Employment section under Business. She finds a Clerk position at Town Hall that fits her skills, reads the job description, and submits her application; all from her phone. A few days later, she gets an email about an interview, feeling relieved that the process was so easy and accessible.

User Flow



Legend





DAVID

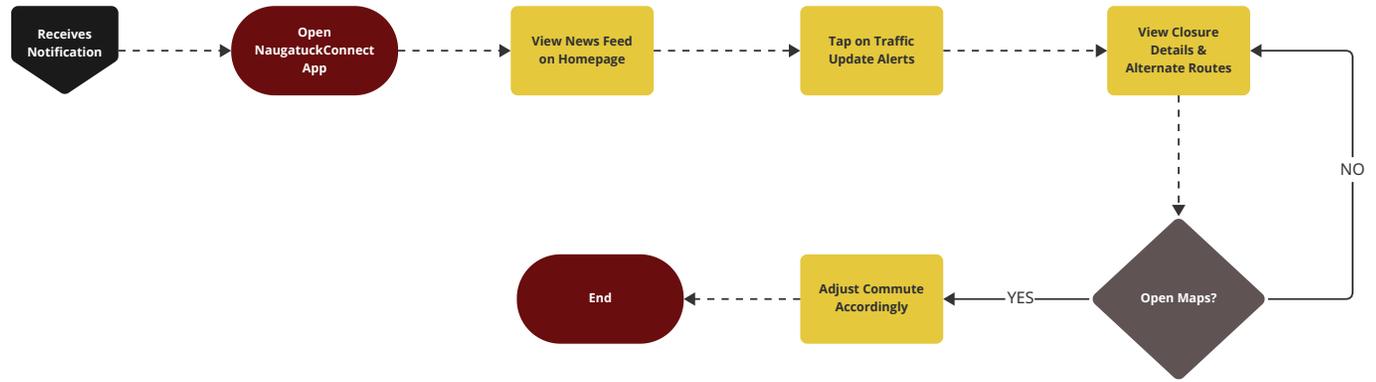
COMMUTER

"I want to receive real-time road closure alerts so that I can adjust my route and avoid delays."

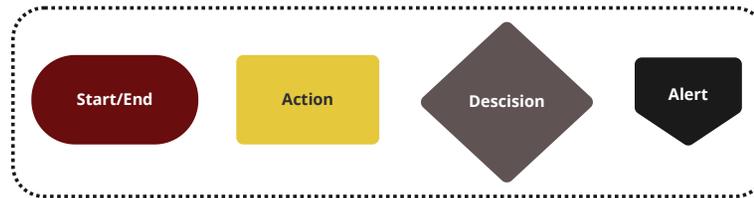
SCENARIO

David has a tight morning commute and always checks traffic updates before leaving for work. Just as he's about to head out, he gets a push notification from the NaugatuckConnect app: "Road Closure on Church Street - Check Alternate Routes." He taps on the alert, sees a suggested detour, and adjusts his route in seconds. Thanks to the app, he avoids getting stuck in unexpected traffic and gets to work on time without the stress.

User Flow



Legend





MARK

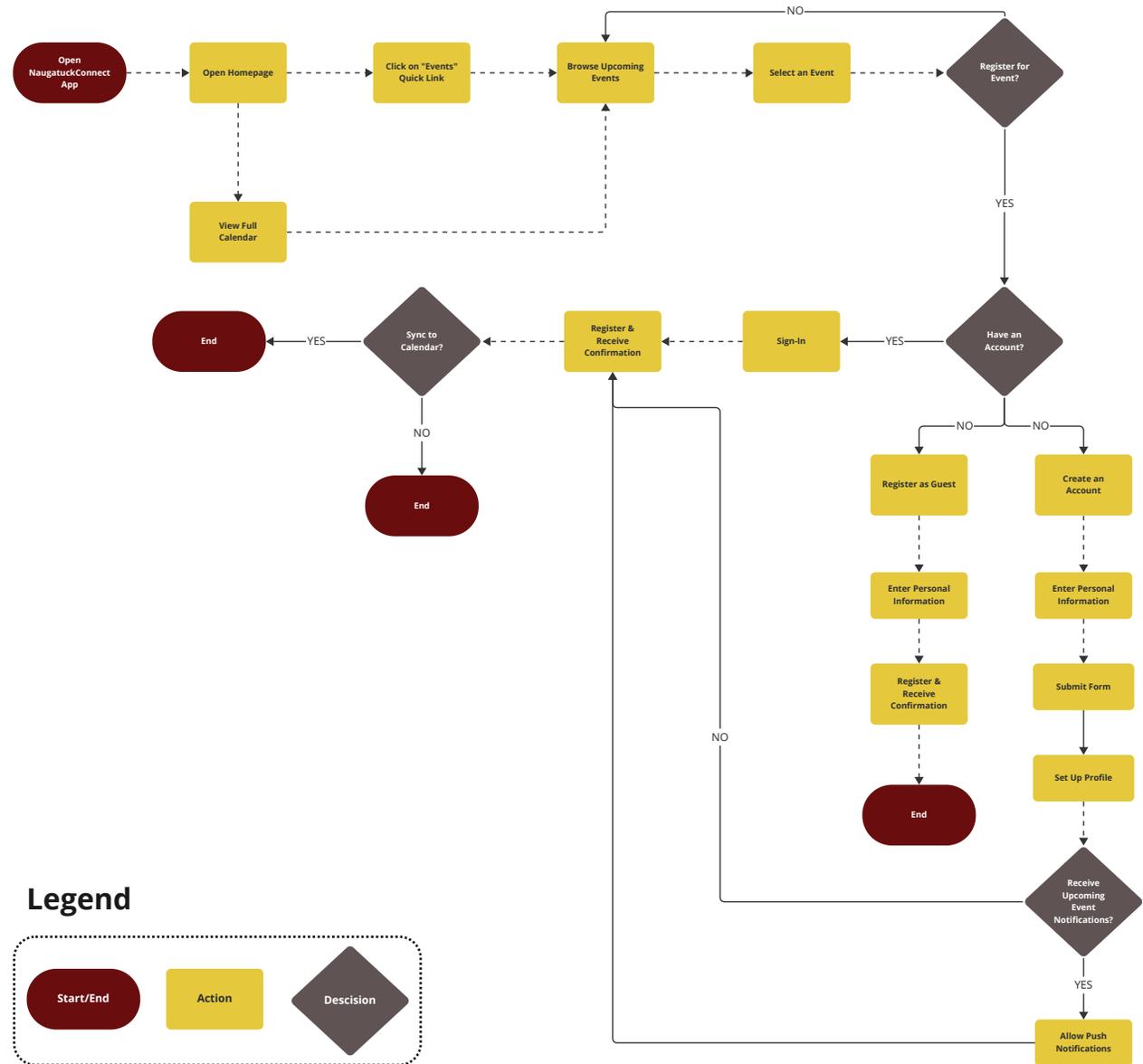
NEW RESIDENT

"I want to browse upcoming town events so that I can participate and meet people in my community."

SCENARIO

Mark recently moved to Naugatuck and wants to get involved in the community, but he's not sure where to start. A neighbor mentions that the NaugatuckConnect app has a whole section for local events. Curious, he downloads it and browses upcoming activities. A "Meet Your Mayor" town hall meeting catches his eye, and with a simple tap, he registers. A reminder notification pops up on the day of the event, making sure he doesn't forget.

User Flow

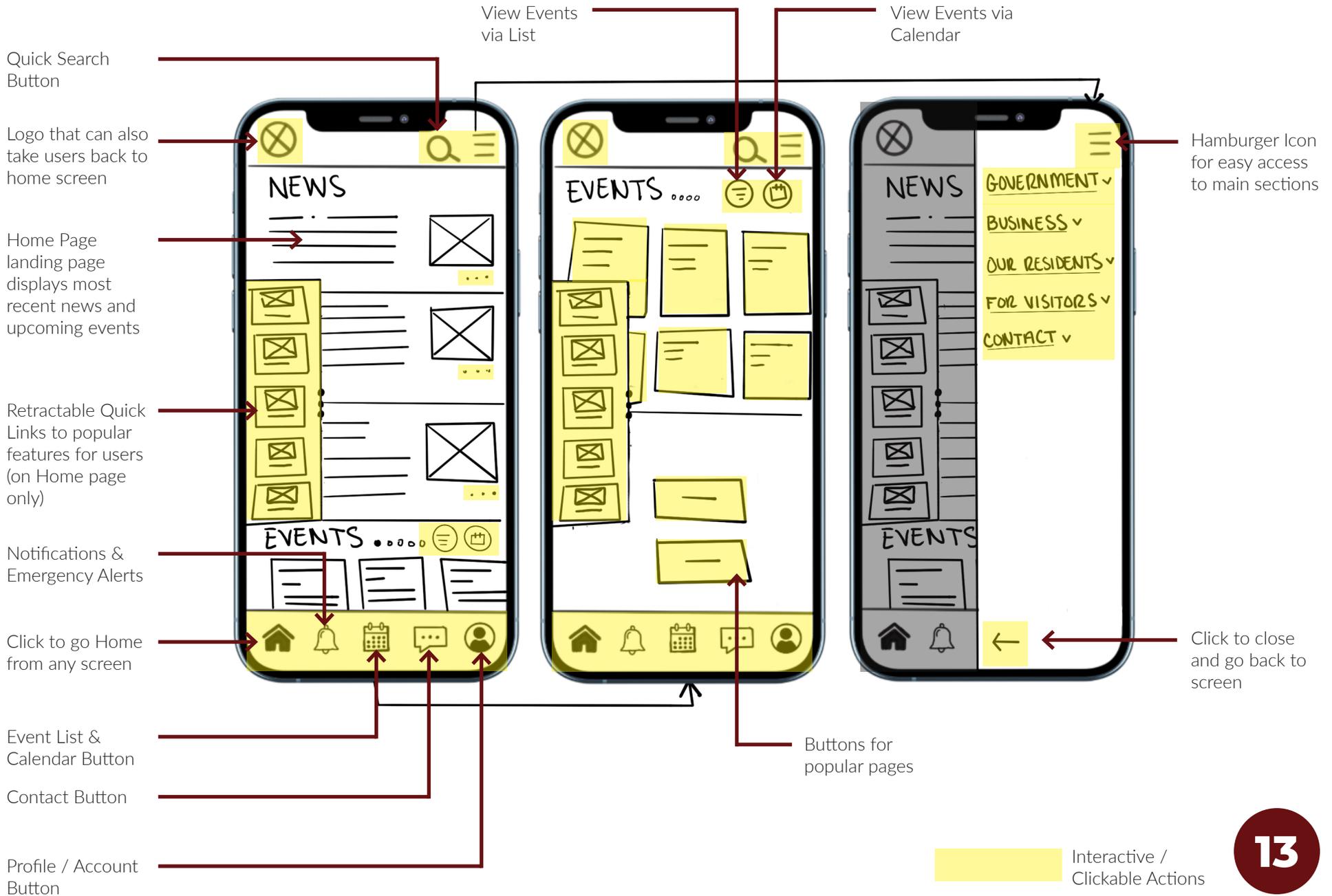


Legend

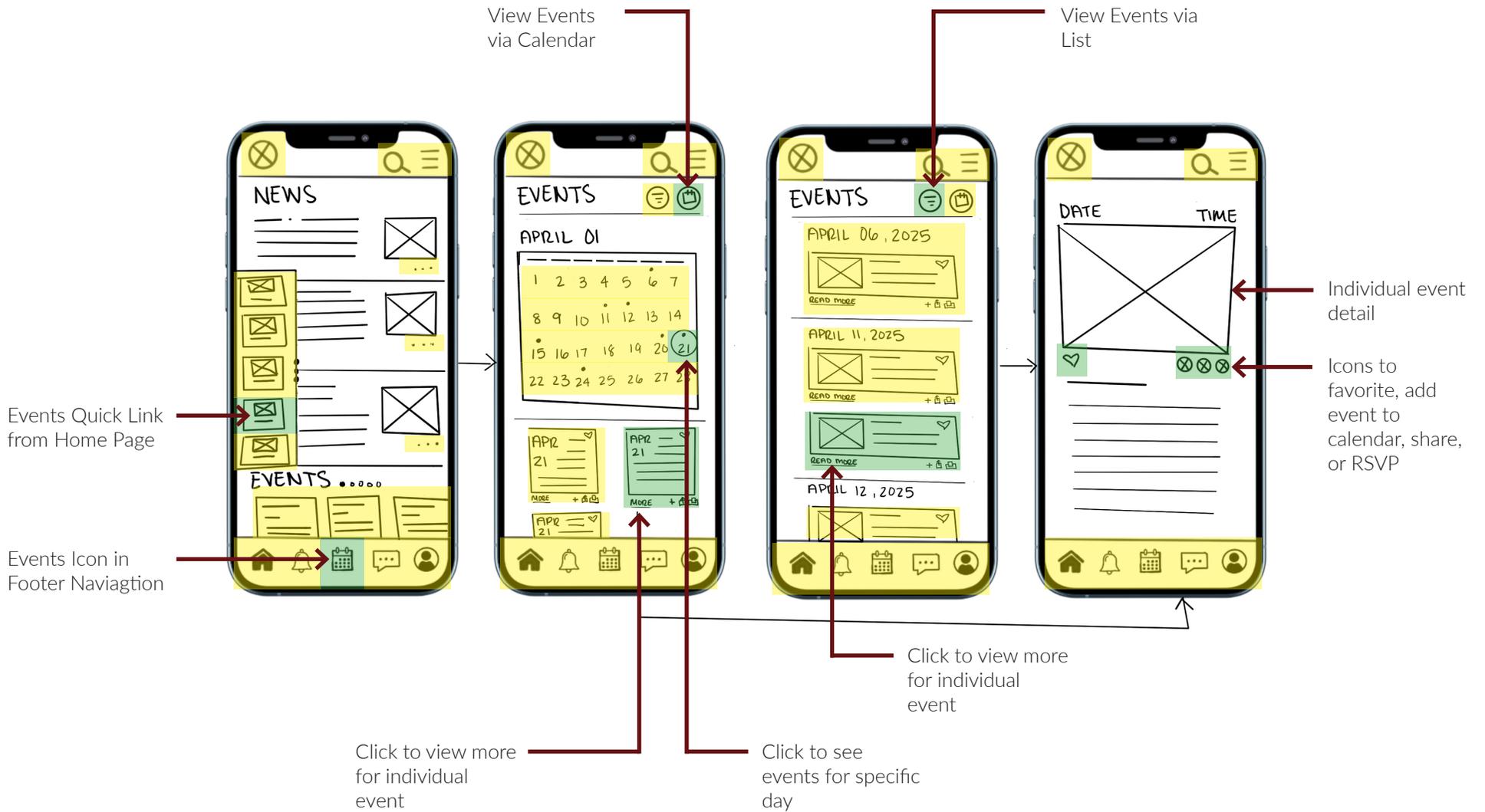


Paper Prototypes

Home Screen Guide

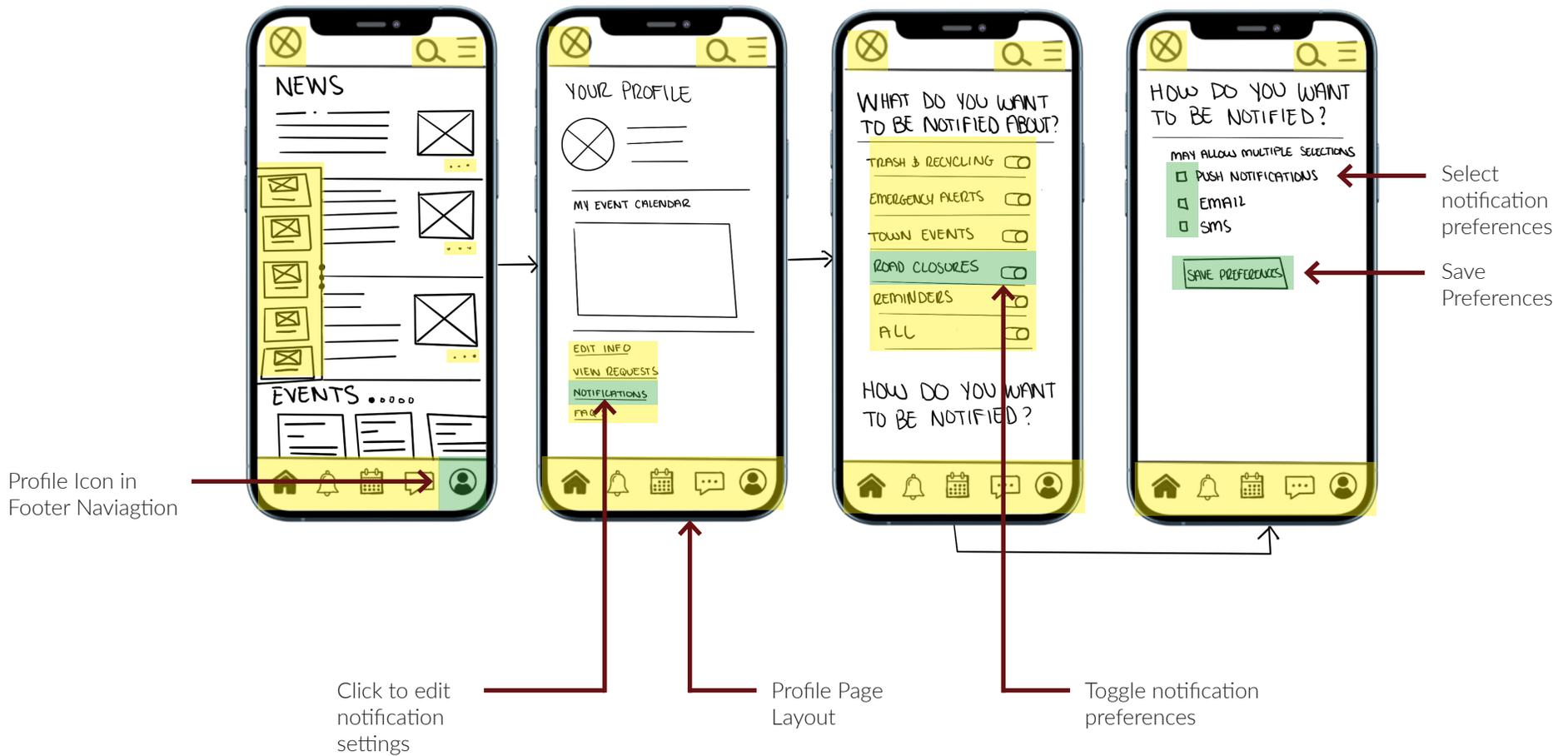


View Events Flow



User Flow
 Interactive / Clickable Actions

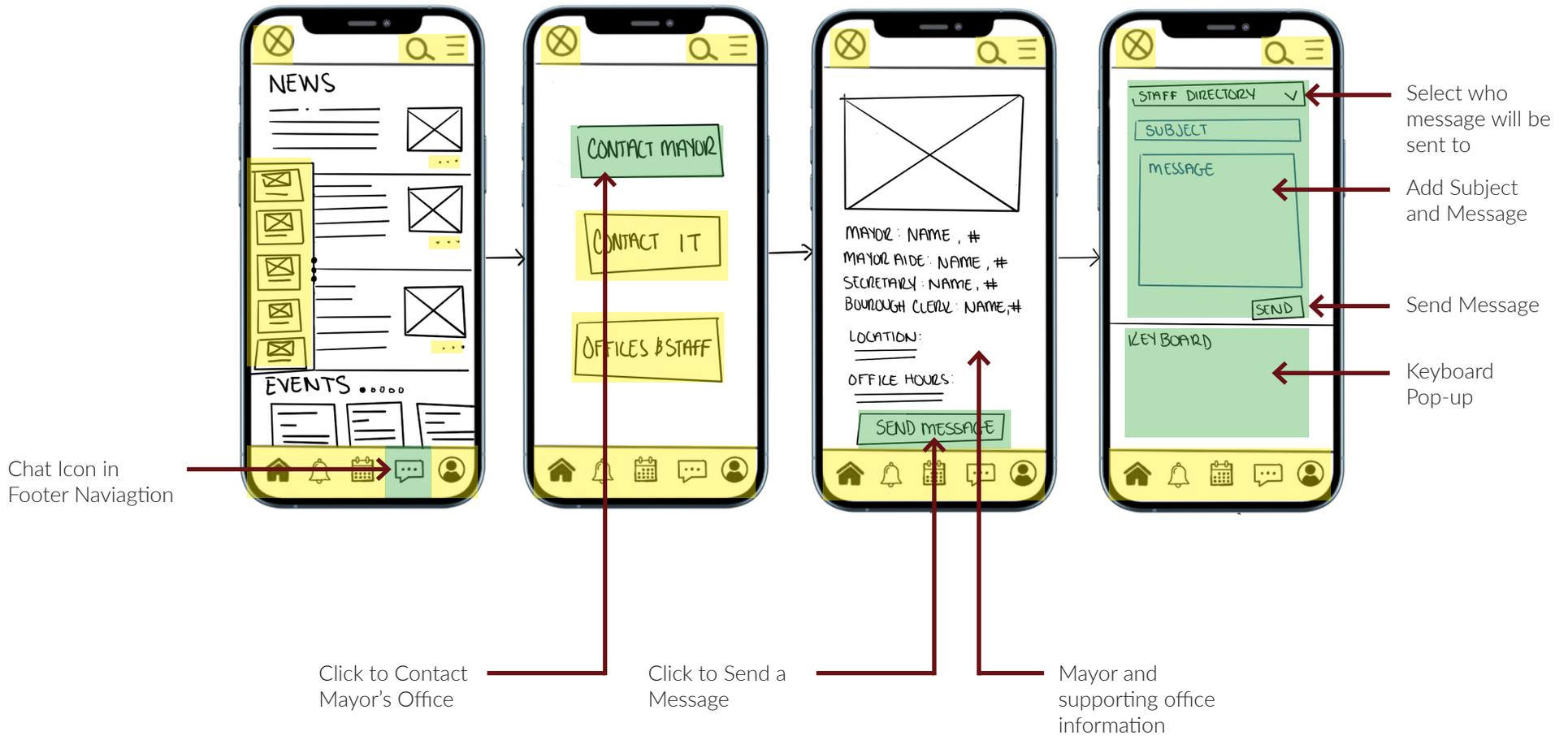
Set Up Notifications



Paying Online Bill



Contact Mayor Office



User Flow
 Interactive / Clickable Actions

User Testing

About the User Test

The purpose of this usability test is to evaluate the intuitiveness and functionality of a low-fidelity prototype for the Naugatuck, CT companion app. The app aims to simplify civic engagement by allowing users to perform key tasks such as paying fines, signing up for events, and reporting infrastructure issues from their mobile devices.

This test is intended to gather qualitative feedback on how easy the app is to navigate, how clear the interface feels to users, and whether key user goals can be accomplished without guidance. The prototype was created using a wireframe tool and focuses on layout, content placement, and basic flow.

Three participants were recruited with varying levels of tech familiarity to complete three core tasks. Each test was conducted remotely, with participants speaking their thoughts aloud while interacting with the prototype.

Usability Test Script

Introduction:

“Hi, thanks for helping with this usability test! Today, you’ll be interacting with a low-fidelity prototype of a new companion app for the town of Naugatuck, Connecticut. This app is meant to help residents interact with local services more easily on their phones.

The version you’re seeing is just a prototype, it’s not fully functional, and it’s not meant to look pretty yet. We’re mainly testing the structure and how easy it is to find and do things.

I’m not testing you, I’m testing the design. So there are no wrong answers, and if something is confusing, that’s great for us to know.

Please speak your thoughts out loud as you go, even if it feels a little weird. Say what you’re thinking, what you expect to happen, or what you’re looking for. That helps us understand your experience.

After each task, I’ll ask you a few open-ended questions. Feel free to share anything that comes to mind. Ready?”

Task Scenarios

Each participant was asked to complete the following 3 tasks with no help or prompts:

Task 1: Pay a Parking Ticket

"Imagine you received a parking ticket in downtown Naugatuck. Use the app to pay the fine."

Task 2: Sign Up for the Mayor's Charity Golf Scramble

"You saw a flyer about the Mayor's Charity Golf Scramble coming up next month and want to register through the app."

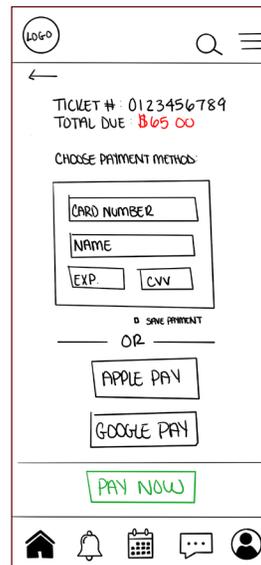
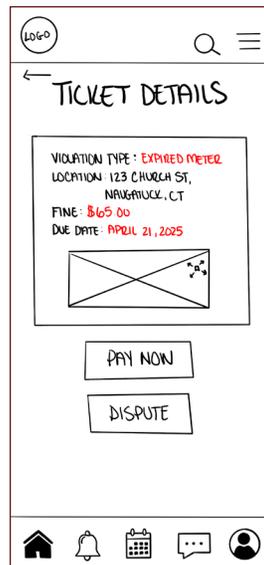
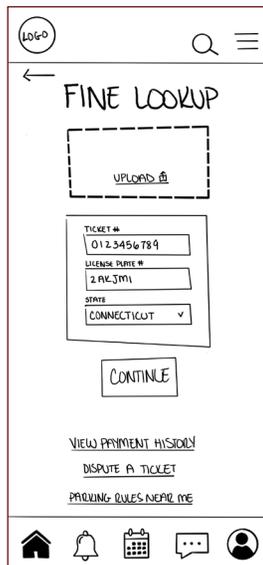
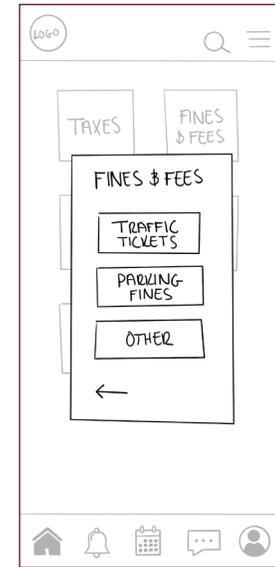
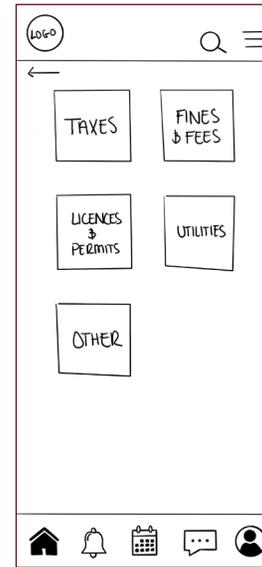
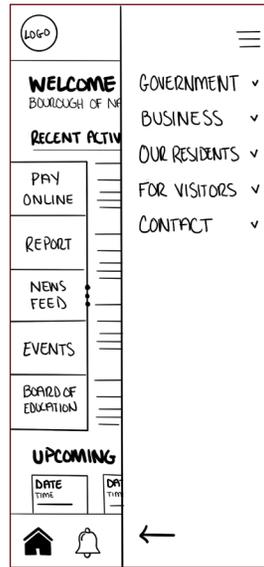
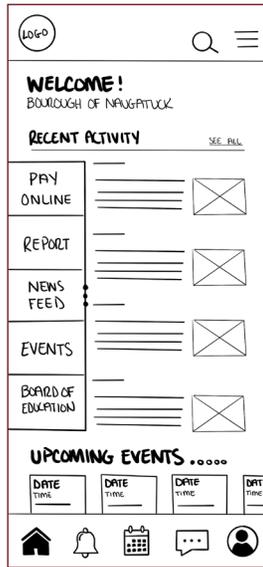
Task 3: Report a Pothole to the City

"On your way home, you hit a huge pothole. Use the app to report it to the public works department."

Prototype Screens for Task Scenerios

Task 1: Pay a Parking Ticket

“Imagine you received a parking ticket in downtown Naugatuck. Use the app to pay the fine.”



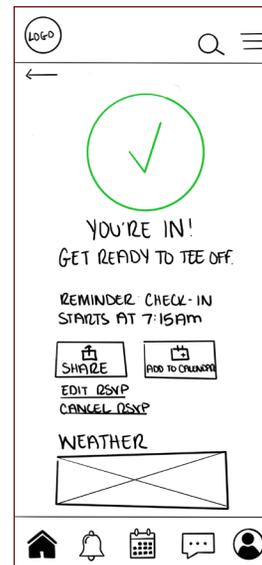
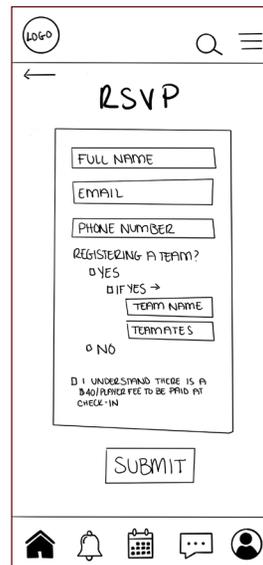
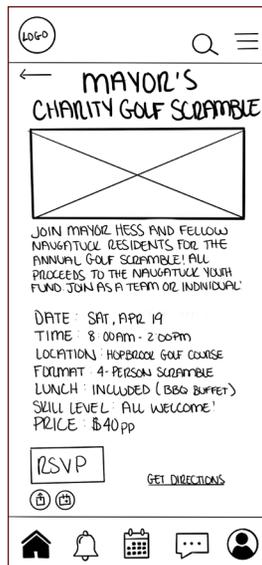
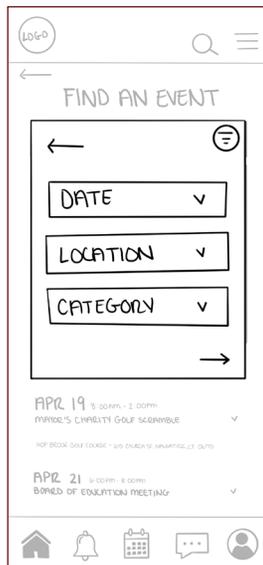
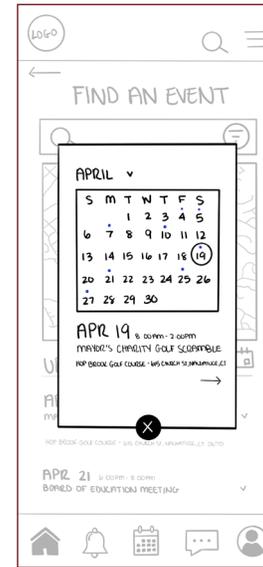
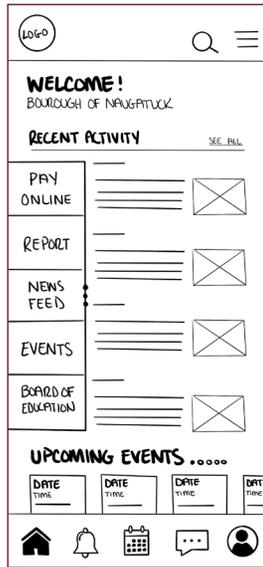
Summary of Findings for Task 1

During Task 1, which involved paying a parking ticket, users were able to complete the task successfully. A couple of participants initially hesitated when looking for the right section, some expected to see a button specifically labeled “Pay Ticket” on the home screen. Most found the feature under “Pay Online” after some light scanning even though it was also offered in the menu under “Our Residents”. Once inside, users appreciated that the payment process was simple and that a clear confirmation screen with a ticket number was included after submission.

Prototype Screens for Task Scenerios

Task 2: Sign Up for the Mayor's Charity Golf Scramble

"You saw a flyer about the Mayor's Charity Golf Scramble coming up next month and want to register throught the app."



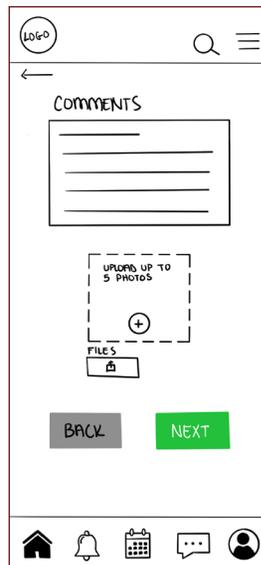
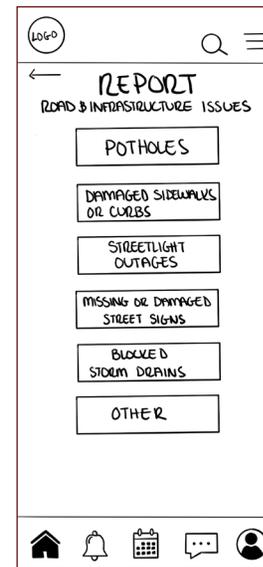
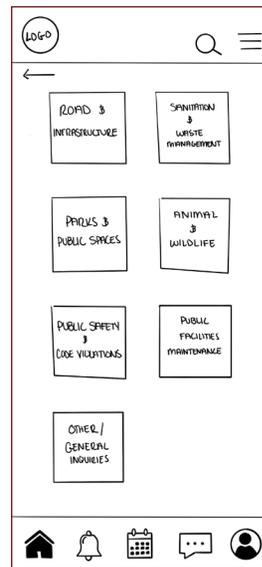
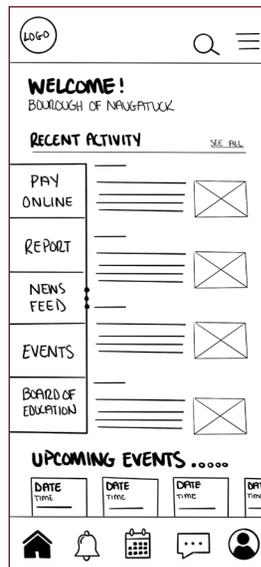
Summary of Findings for Task 2

In Task 2, participants were asked to sign up for the Mayor's Charity Golf Scramble event. All three users found the "Events" section easily and located the Golf Scramble without difficulty. They were able to complete the registration form, and each participant noticed and mentioned the confirmation screen at the end. One participant said they appreciated having the option to add the event to their calendar from the confirmation screen, and another commented that having the weather widget for the day of the event was a nice touch.

Prototype Screens for Task Scenerios

Task 3: Report a Pothole to the City

“On your way home, you hit a huge pothole. Use the app to report it to the public works department.”



Summary of Findings for Task 3

Task 3 asked users to report a pothole through the app. All participants completed this successfully and gave positive feedback about the ability to drop a pin on the map and upload a photo of the issue. The inclusion of a confirmation screen and the option to be notified with updates on the report was noted by each participant. One user mentioned they liked having the option submit a report right through the app, and another said they'd feel confident using this feature if it was available in real life.

Overall Summary of Findings

The usability tests were very helpful in highlighting what's working well in the current version of the app and where there are still opportunities to improve the experience. Overall, users found the app intuitive and easy to navigate. Most participants were able to complete tasks independently without needing help or clarification. Several users commented positively on the app's clean structure and said that the large, clearly labeled buttons made it easy to move through the different sections.

Strengths:

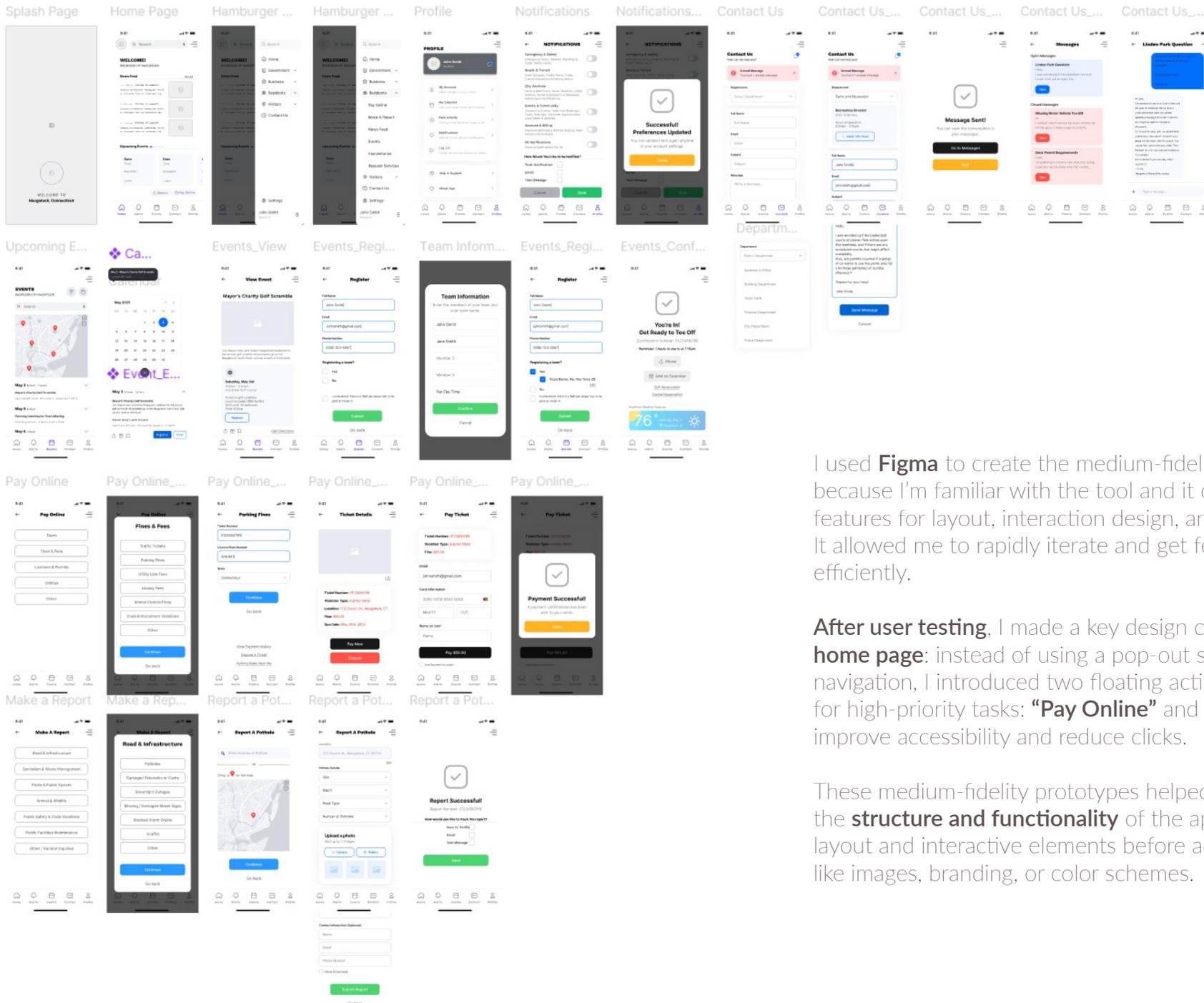
- » Core features (payment, events, reporting) are all discoverable and generally work as expected.
- » Users liked the simplicity of layout and the idea of accessing local services in one place.
- » The "Report a Pothole" task was consistently praised for usefulness and real-world application.

In summary, participants were able to complete all tasks with minimal friction. While navigation labels like "Our Residents" could be more specific or renamed for clarity, users consistently praised the overall organization and flow. The inclusion of confirmation screens and numbers across tasks was seen as a strong point, increasing trust and satisfaction. Most importantly, users felt the app served real, practical needs, and they could see themselves using it regularly.

Low Fidelity Prototype:

[NaugatuckConnect_User Testing Prototype](#)

Medium Fidelity Prototypes

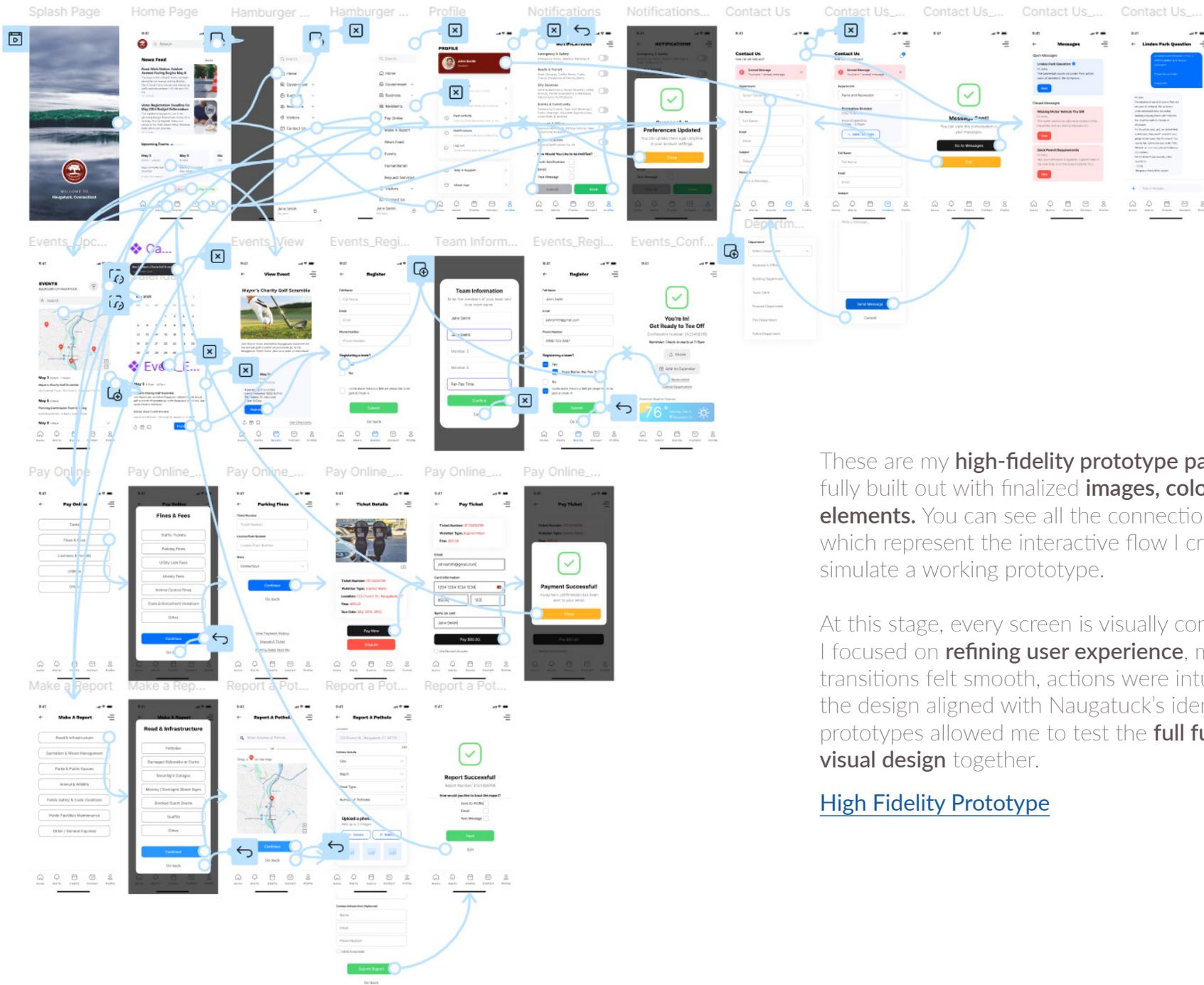


I used **Figma** to create the medium-fidelity prototypes because I'm familiar with the tool and it offers powerful features for layout, interaction design, and user testing. It allowed me to rapidly iterate and get feedback efficiently.

After user testing, I made a key design change to the **home page**: instead of using a pop-out sidebar for navigation, I introduced two floating action buttons for high-priority tasks: **"Pay Online"** and **"Report"** to improve accessibility and reduce clicks.

These medium-fidelity prototypes helped me finalize the **structure and functionality** of the app, focusing on layout and interactive elements before adding visuals like images, branding, or color schemes.

High Fidelity Prototypes



These are my **high-fidelity prototype pages** in Figma, fully built out with finalized **images, colors, and design elements**. You can see all the connection lines here, which represent the interactive flow I created to simulate a working prototype.

At this stage, every screen is visually complete, and I focused on **refining user experience**, making sure transitions felt smooth, actions were intuitive, and the design aligned with Naugatuck's identity. These prototypes allowed me to test the **full functionality and visual design** together.

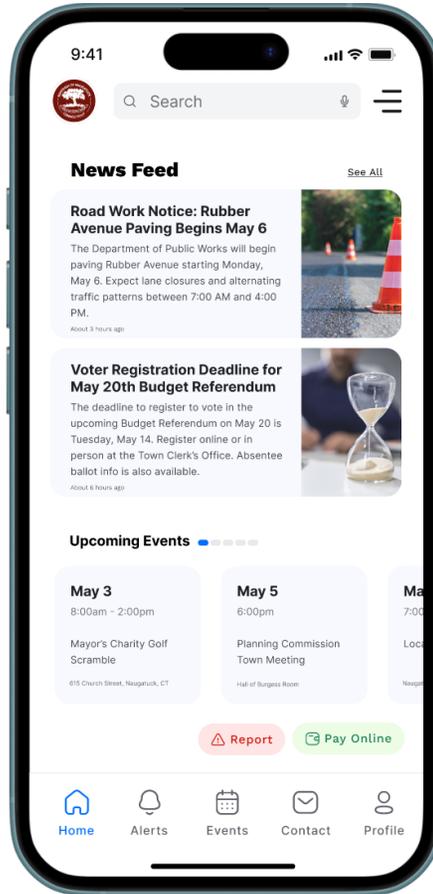
High Fidelity Prototype

Splash Page, Home Page & Hamburger Menu

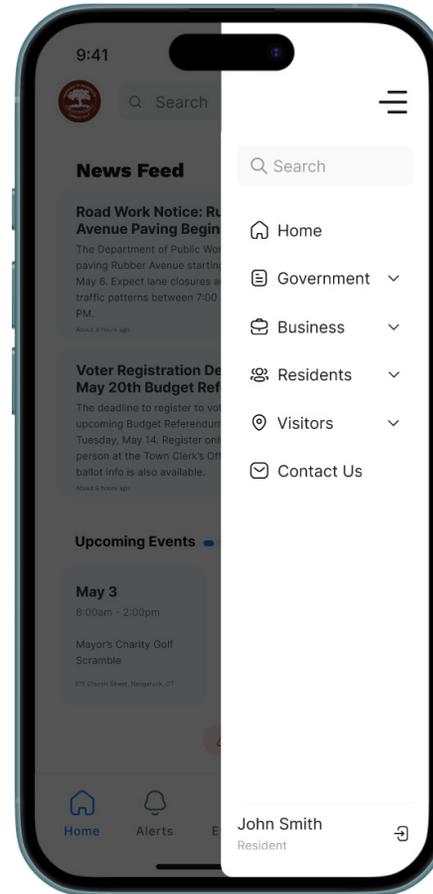
Splash Page



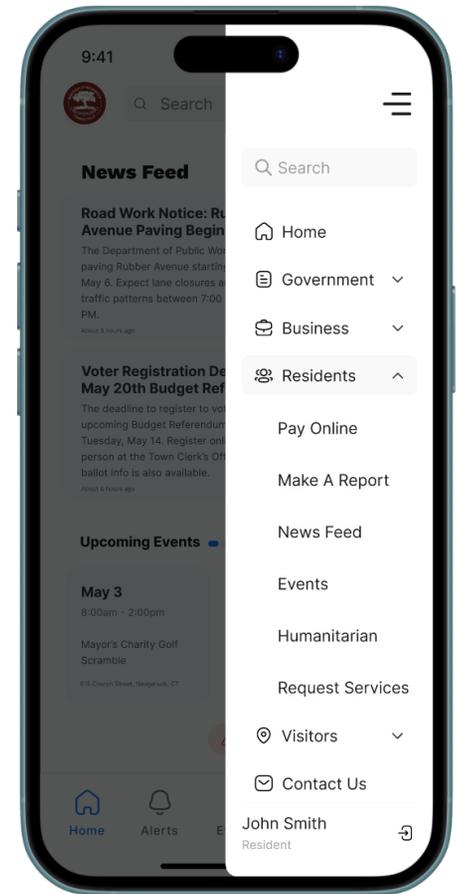
Home Page



Hamburger Menu_Open

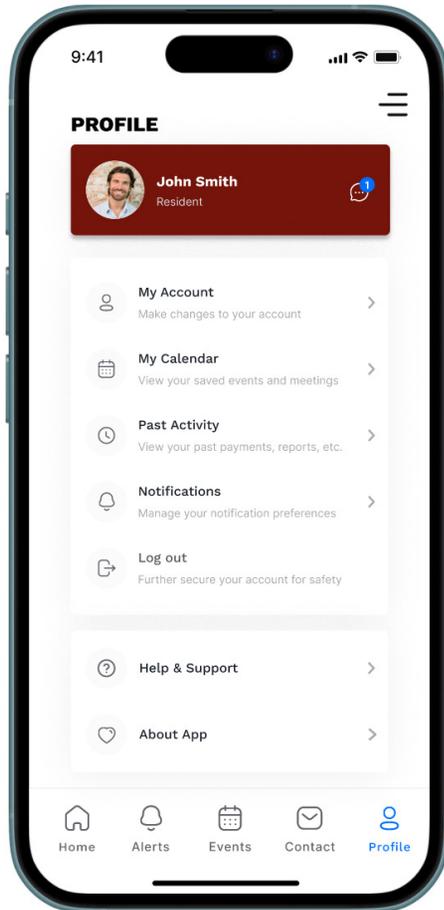


Hamburger Menu_Sub Open

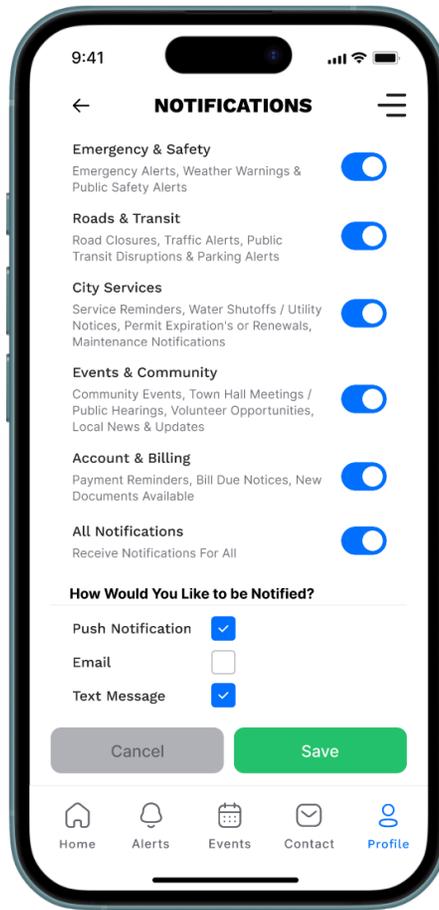


Profile Page & Setting Notification Preferences

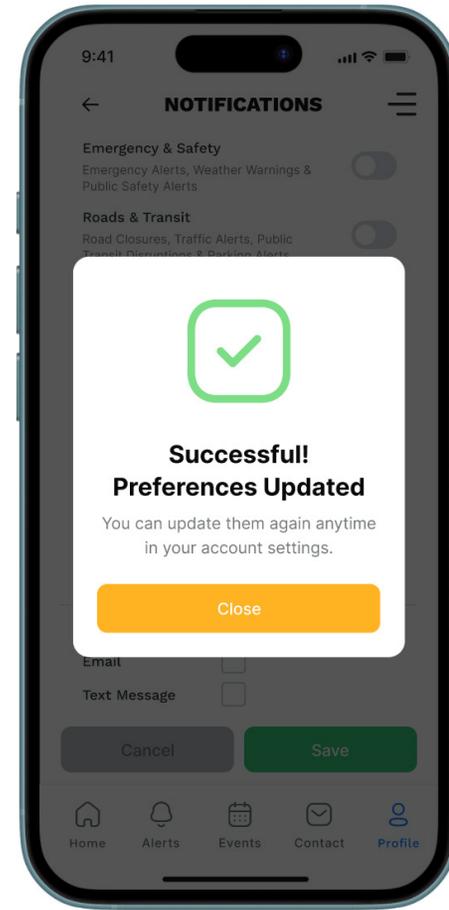
Profile Page



Notification Preferences

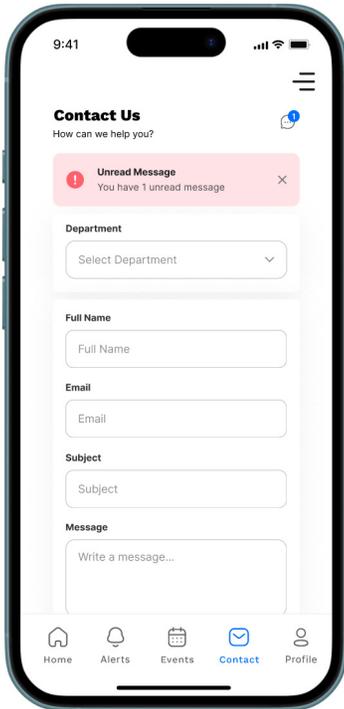


Preferences Saved

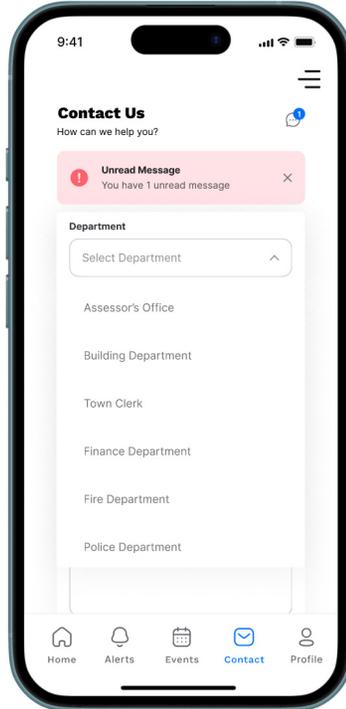


Contact Us Page & Contacting Parks and Rec Department

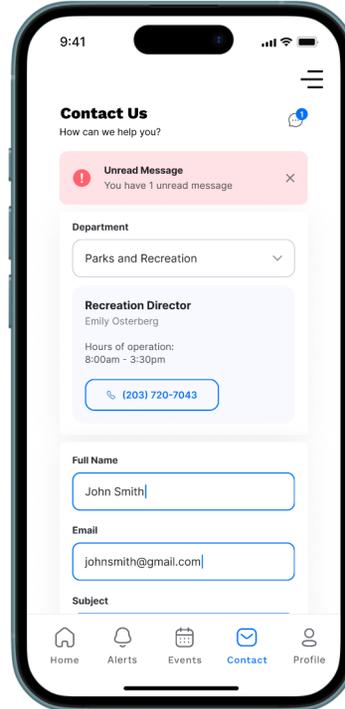
Contact Us Page



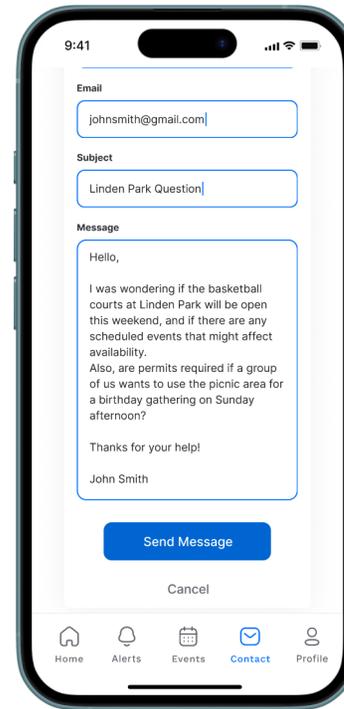
Select Department



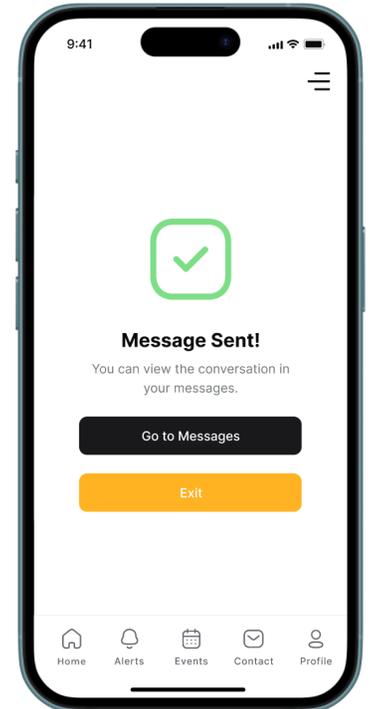
Fill Information



Fill Information Scroll

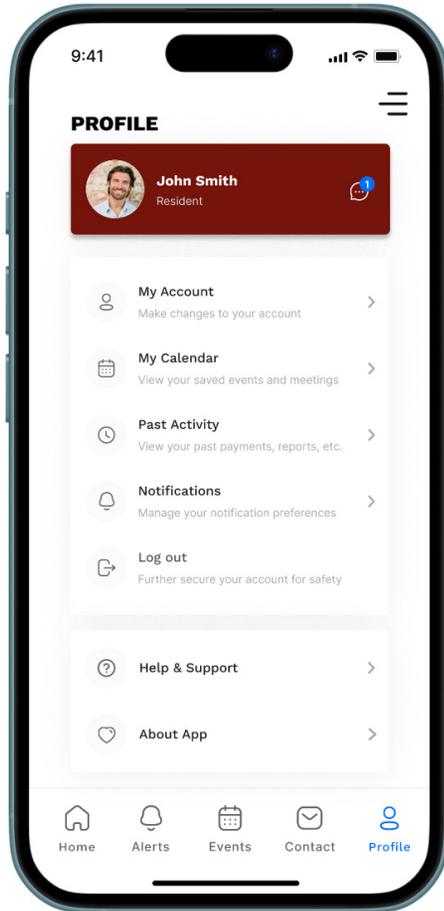


Confirmation

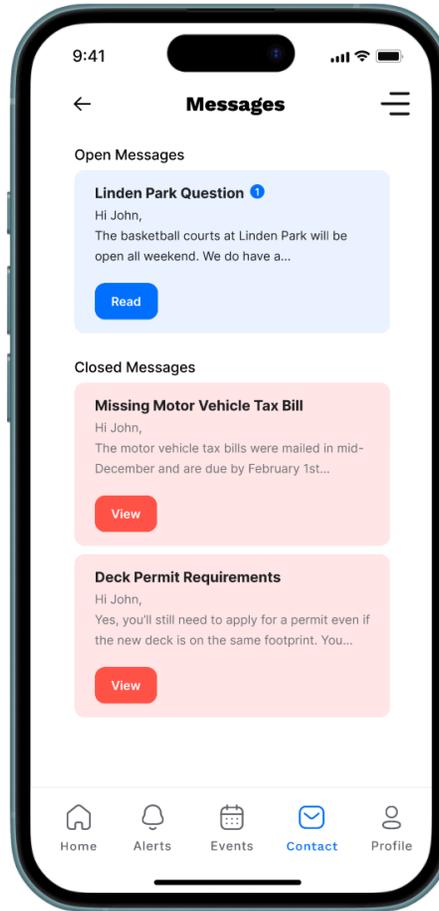


Profile Page & Viewing Messages in app

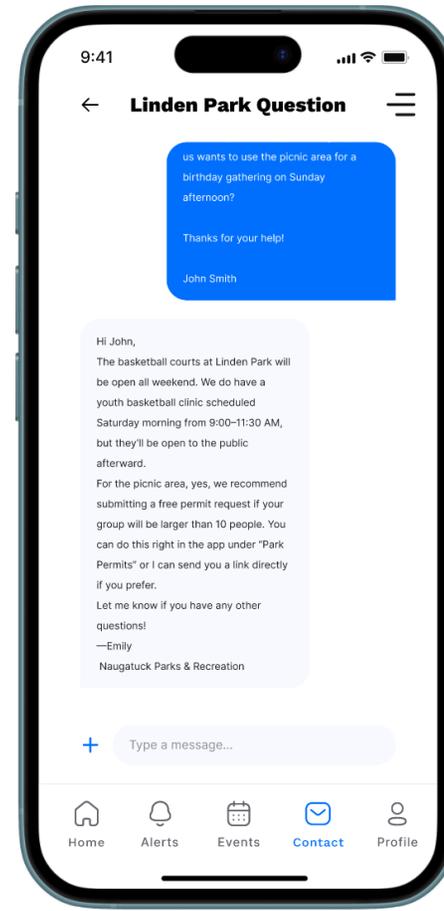
Profile Page



Open Messages

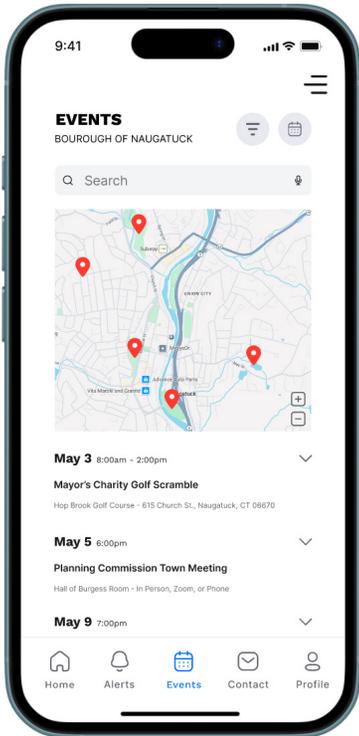


View Message

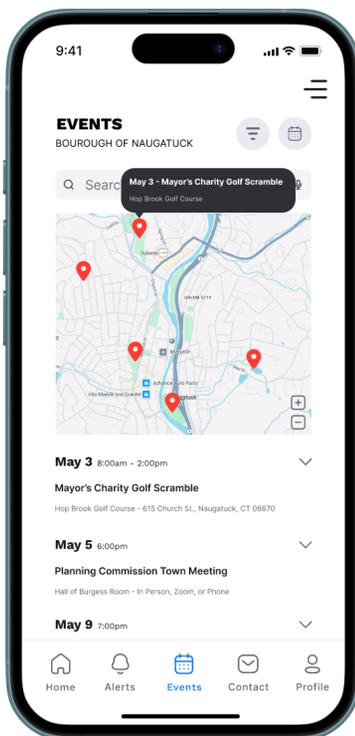


Events Page & Viewing Event

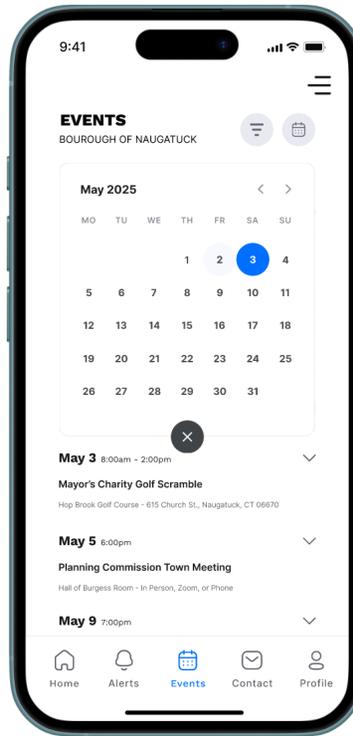
Events Page



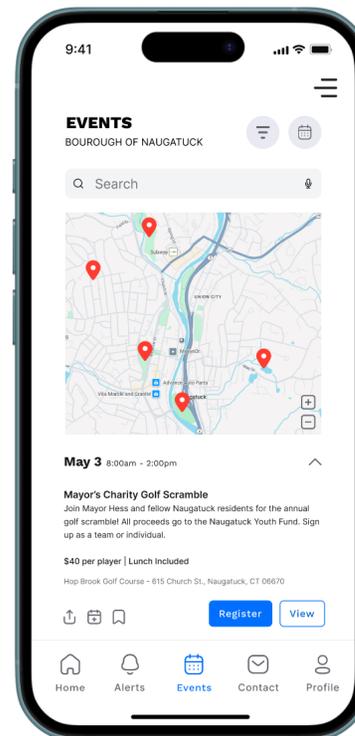
View Event by Pin



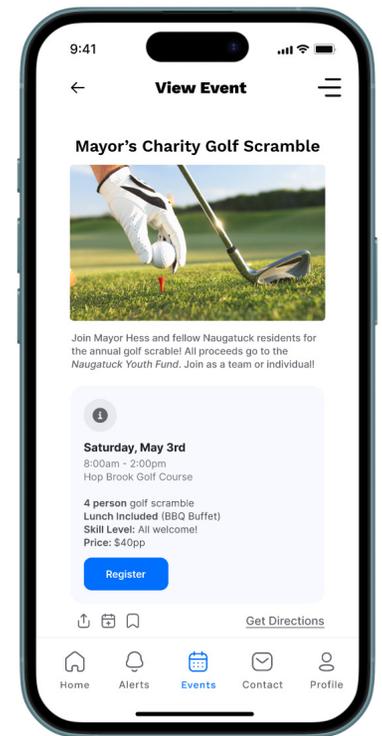
View Event by Calendar



Expand Event Details



View Event



Register for Event

Register Page

9:41

← Register

Full Name

Full Name

Email

Email

Phone Number

Phone Number

Registering a team?

Yes

No

I understand there is a \$40 per player fee to be paid at check in

Submit

Go back

Home Alerts Events Contact Profile

Enter Information

9:41

← Register

Team Information

Enter the members of your team and your team name.

John Smith

Jane Smith

Member 3

Member 4

Par-Tee Time

Confirm

Cancel

Home Alerts Events Contact Profile

Review Details

9:41

← Register

Full Name

John Smith

Email

johnsmith@gmail.com

Phone Number

(000) 123-4567

Registering a team?

Yes

Team Name: Par-Tee Time (2) [Edit](#)

No

I understand there is a \$40 per player fee to be paid at check in

Submit

Go back

Home Alerts Events Contact Profile

Confirmation

9:41

Checkmark icon

You're In!

Get Ready to Tee Off

Confirmation Number: 0123456789

Reminder: Check-in starts at 7:15am

Share

Add to Calendar

[Edit Reservation](#)

[Cancel Reservation](#)

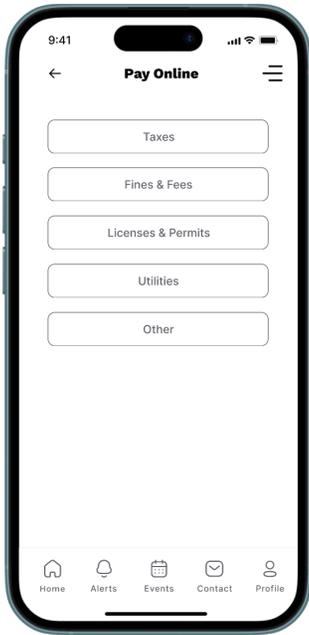
Predicted Weather Forecast

76° Saturday, May 3 Naugatuck, CT

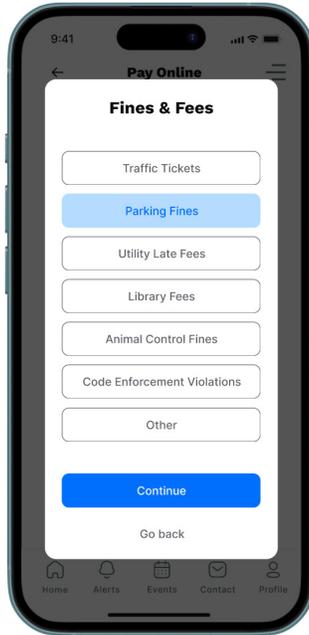
Home Alerts Events Contact Profile

Pay Online Page & Paying Parking Ticket

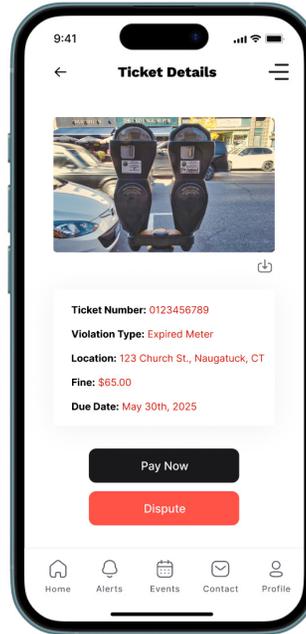
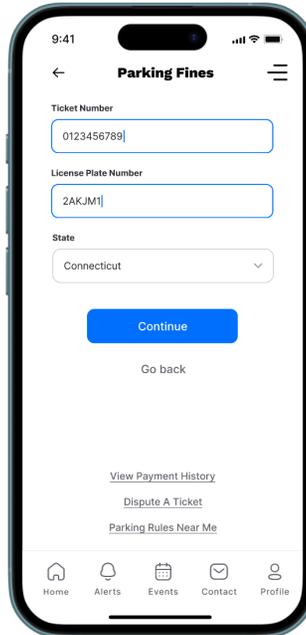
Pay Online Page



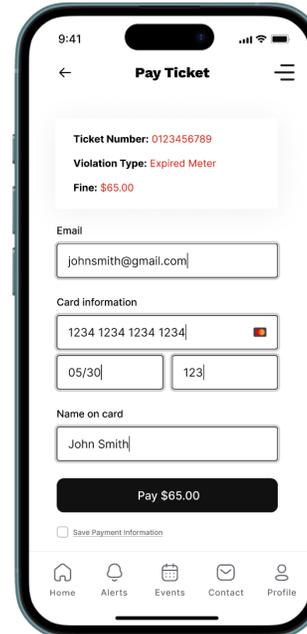
Pay Parking Fine



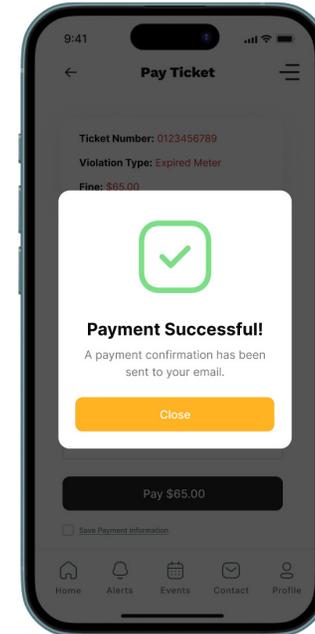
Ticket Information



Ticket Details



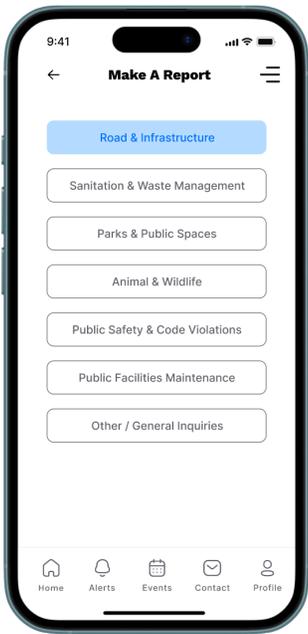
Pay Ticket



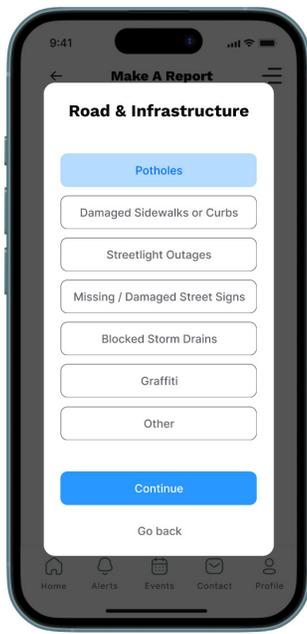
Confirmation

Report Page & Reporting a Pothole

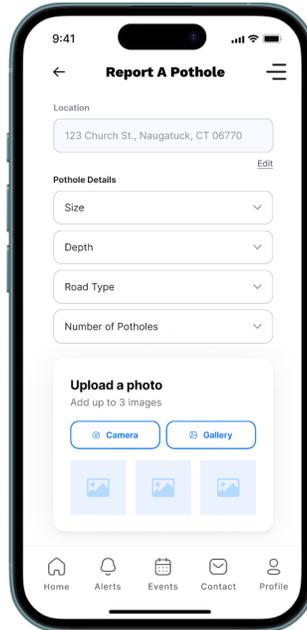
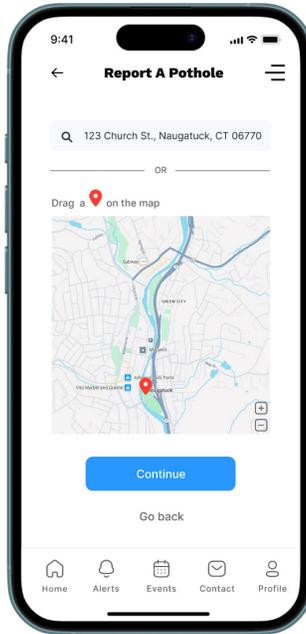
Report Page



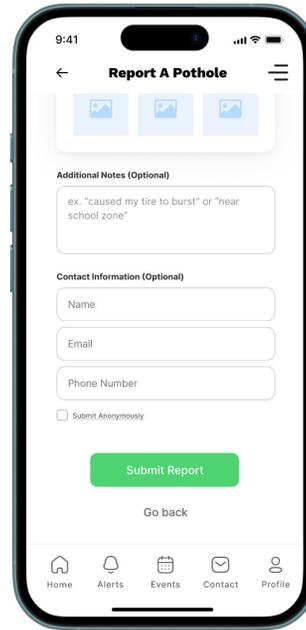
Report Pothole



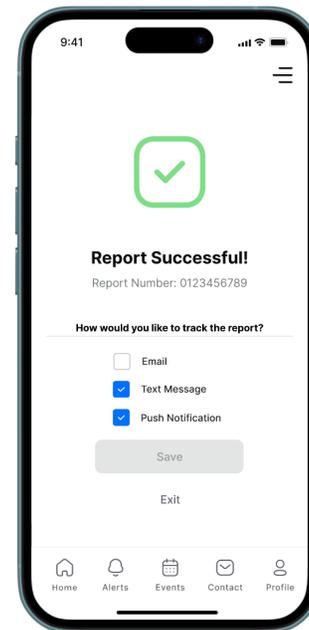
Enter Location



Pothole Details



Pothole Details Scroll



Confirmation

Watch a walkthrough of the app:
[NaugatuckConnect_High-Fidelity Prototype Walkthrough](#)

Reflection

Working on this project gave me a deeper appreciation for the UX process and the importance of testing and iteration. While my initial wireframes and concepts gave me a solid foundation, it was through real user feedback that I was able to uncover blind spots and improve the app's usability. It reminded me that good design is not just about aesthetics; it's about functionality, clarity, and meeting the user's needs in real contexts.

I've also learned how essential it is to stay flexible throughout the design process. Early ideas will almost always change, and embracing that change is part of being a thoughtful designer. This project taught me how to let go of perfection in early drafts, experiment with solutions, and trust that continuous testing will lead to better results. I feel more confident now not just in my technical design skills, but also in my ability to empathize with users and let their needs drive the final product. This experience has affirmed my interest in UX design, and I'm excited to carry these lessons into future projects.

Thank You For Viewing!