



**Adirondack  
Park Agency**

# **APA.NY.GOV REVAMP**

IMPROVING THE USER EXPERIENCE

**May 22, 2025**

# KEY TAKEAWAYS

- Website layout and design have been updated.
- Changes made based on website analytics, current best practices, and audience needs.
- Removed duplicate/old versions of files and webpages.
- The old website has been archived.

# A MODERN, PUBLIC-FOCUSED WEBSITE

- Websites should:
  - Support the public's informational needs.
  - Have defined pathways that guide users.
  - Use an interface that reflects expectations.
- Well-designed and maintained websites save time and resources.

# WEBSITE AUDIENCES

- **Primary (Action)**
  - Current and prospective landowners
  - Land developers, engineers, and consultants
  - Local government
  - Local businesses
  - Prospective employees
- **Secondary (Awareness)**
  - News media
  - NGOs
  - Partner agencies
  - Staff and board members

# PROJECT GOALS

- Problems:
  - Out of alignment with modern website interface and best practices
  - Confusing user interface
- Solutions:
  - New user interface tools
  - Reorganized layout
  - User feedback opportunities
  - Established new internal management process
- Outcomes:
  - Information access and transparency
  - Long-term user-responsive website experience

# GOALS ACHIEVED: TRANSPARENCY PLAN & STATE LEVEL

- Successful launch with minimal interruptions to the public
- Supports core goals of 2021 Transparency Plan, including:
  - Making it easier to find and access agency information
  - Making it easier to contact the Agency
- Incorporates state branding
- Supports accessibility goals and needs
  - Working to minimize use of PDFs where possible
  - Better supporting use of translation tools

# WEBSITE TOUR

# LOOKING FORWARD

- Monitor for and incorporate updated best practices
- Find solutions to dynamic pages to improve public comment process
- Incorporate more data/mapping
- Continue working on accessibility
- Review public feedback





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