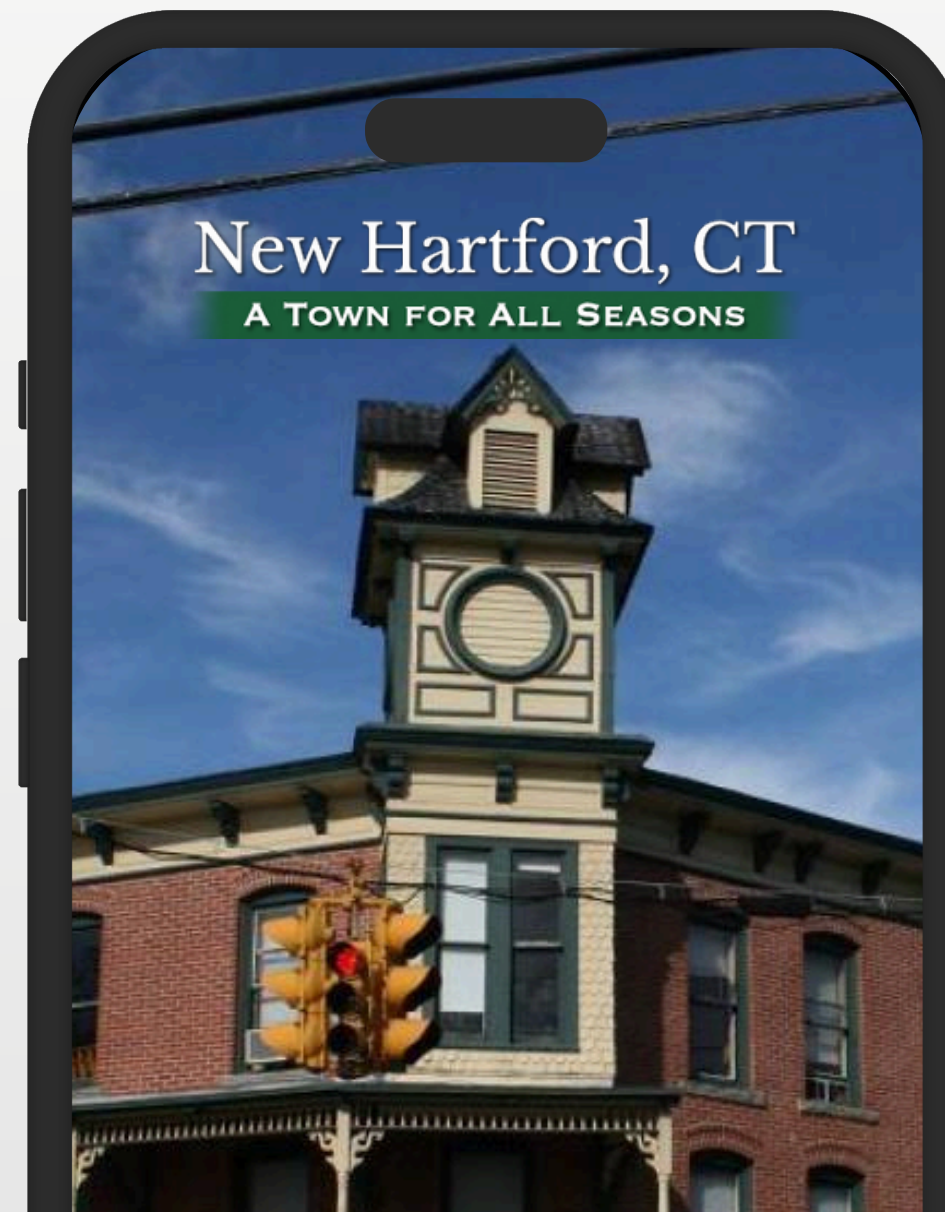


App New Hartford Connect



Project Purpose

The purpose of this app is to serve as a community hub where residents can find out about current events, news, and other useful information related to the town of New Hartford.

This app will improve civic engagement and increase efficiency for the town staff.



New Hartford, CT
A TOWN FOR ALL SEASONS

<https://www.newhartfordct.gov/>



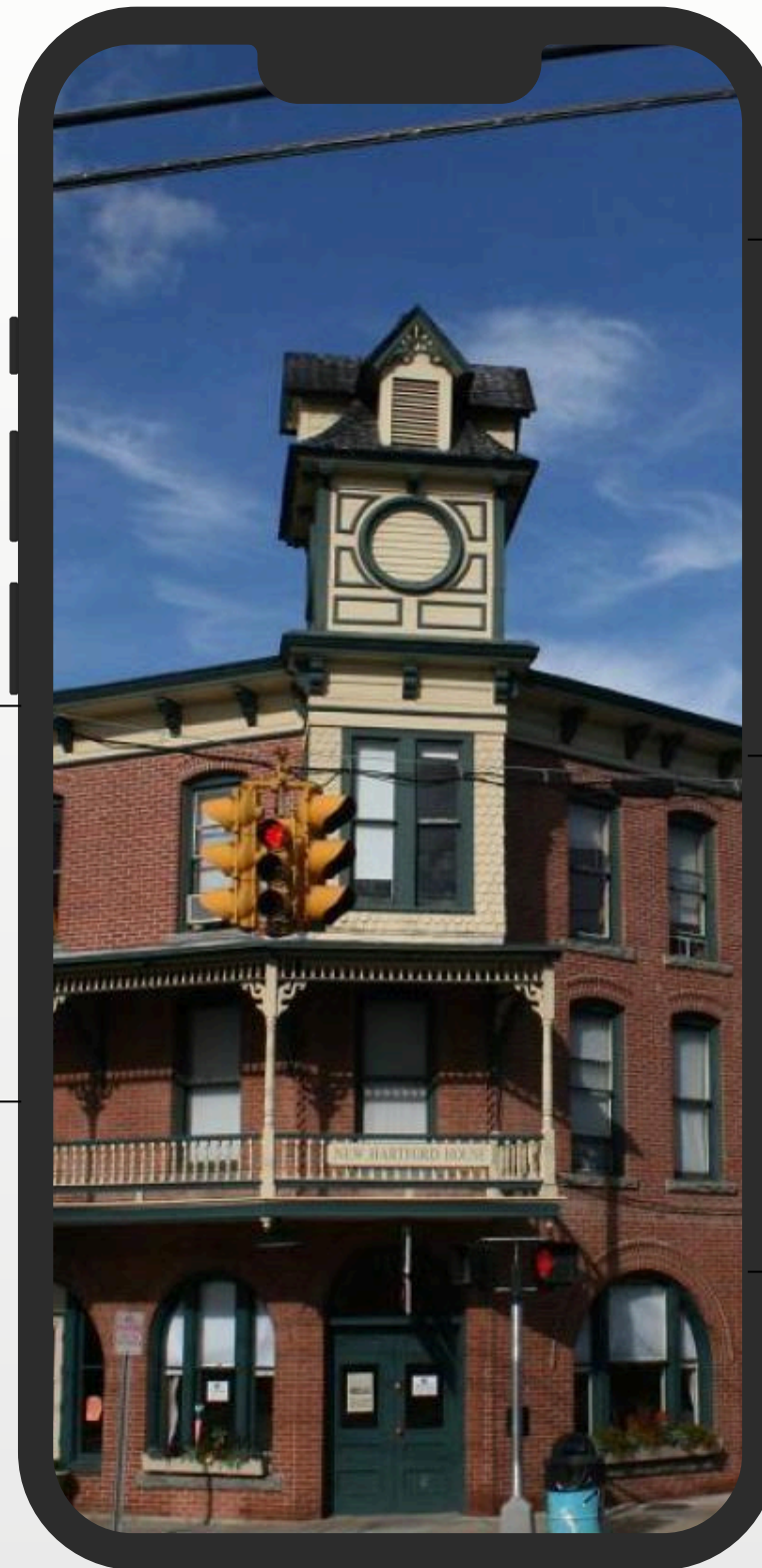
Features

Latest News

Timely Updates
Public Notices

Online Payments

Pay Utility Bills
Parking Fees
Town Taxes



Emergency Alerts

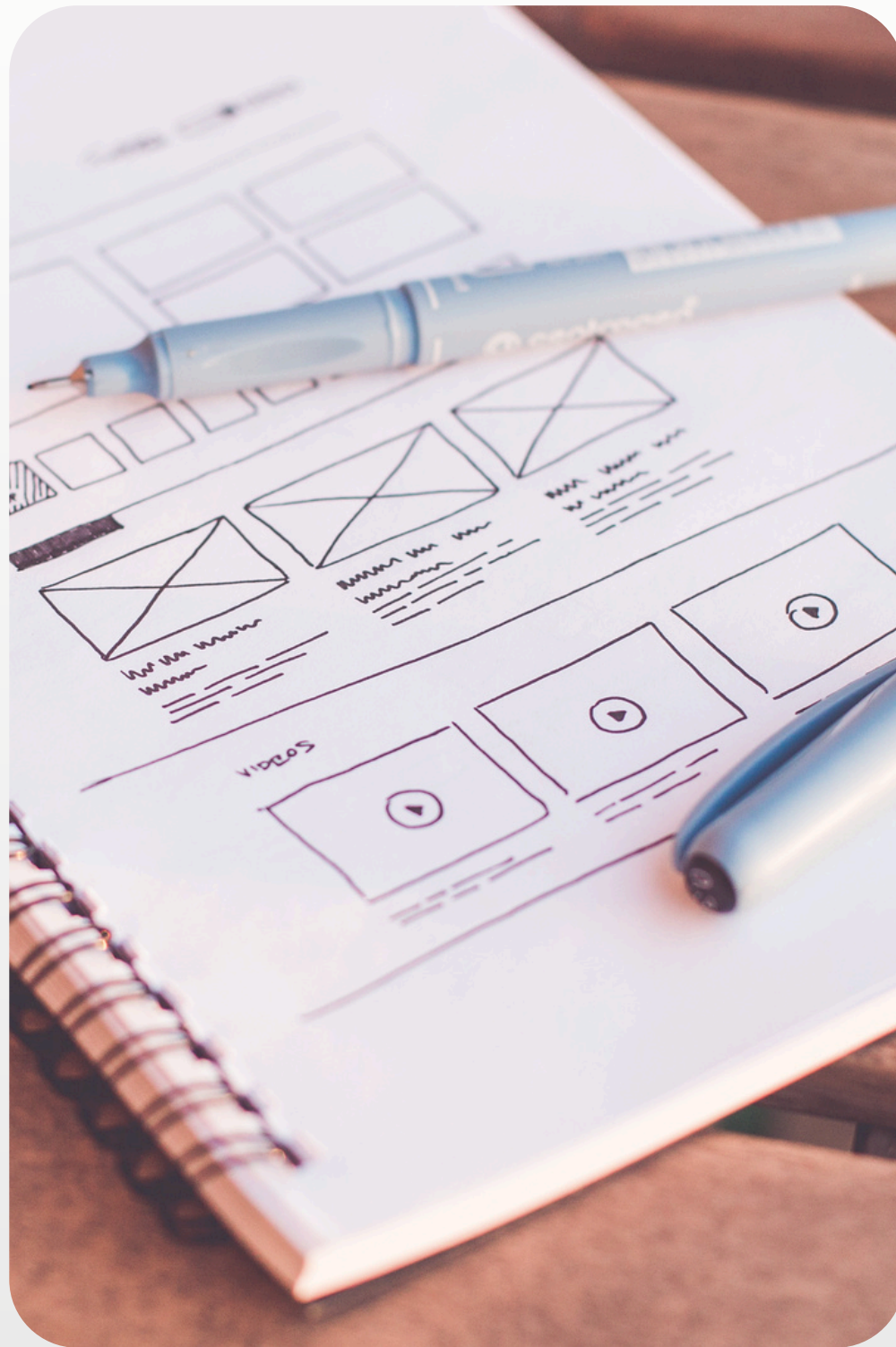
Get notified every time there's a relevant emergency around you.

Dashboard

Showcase an interactive city map including key locations such as government offices and local businesses.

Community Calendar

Comprehensive list of upcoming events, festivals, and board meetings.



Primary Functions

- A mobile companion app designed to be a one-stop shop for all things related to the town of New Hartford! Receive real-time alerts, pay for bills and access the town's online services from your mobile device.
 - **Events & Community**
 - Explore town events, meetings, and other upcoming events.
 - Discover local businesses, restaurants, and attractions.
 - **Town Services & Resident Resources**
 - Offer easy access to essential resources and town services such as trash and recycling schedules, schools, parks and rec opening hours.
 - **Alerts & Notifications**
 - Provide quick access to important town announcements and emergency notifications such as road closures, weather alerts, etc...

Target Audience

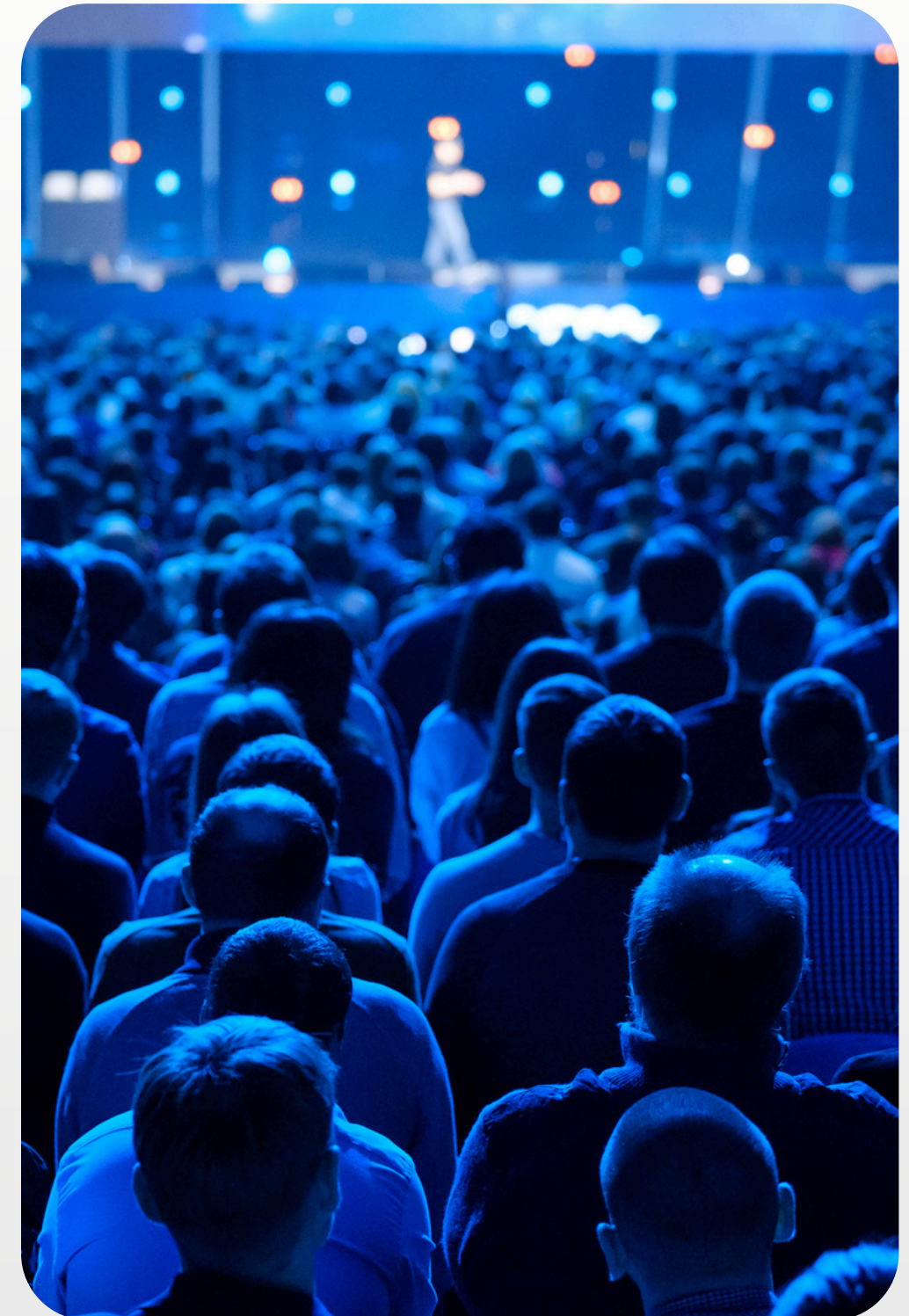
- **Long Term Residents**

- (According to New Hartford, Connecticut Population 2025)
- 6.7k residents
- 93 % White
- Average age: 47.3
- 48.79% Female
- 51.21% Male

- **Visitors & Tourists**

- **Primarily in Winter Months**
- Ski Sundown in CT, a premier skiing resort located in New Hartford, CT

This app will serve as a central hub for information all related to the town of New Hartford. Since it is a small town, this tool could be well utilized in maintaining a good relationship with the community as well as streamline some of the town's responsibilities.



User Story #1 - Mark



Name: Mark Spiegal

Age: 45 years old

Occupation: Owner of Mark's Pizza

Location: New Hartford

User Scenario:

Mark owns a local pizza shop and is hosting a Pizza-thon to celebrate "Pi-Day". Unfortunately, his business lacks a digital presence and doesn't promote on social media much.

As a local business owner, he would like a way to submit his event information to the town's community calendar in order to attract an audience to come to his event as well as bring in more customers.

Mark opens the New Hartford Companion App and navigates to the Business Directory section. He then adds his upcoming event and inputs the date, time, and location. After submitting, Mark waits for a confirmation email once its been reviewed.

Challenges:

- Mark doesn't have much of an online presence but wants to promote his upcoming event.

Motivation:

- Mark is hosting an event at his restaurant and wants to make sure residents are aware.

Needs:

- Mobile Device
- Internet Connection

User Story #2 - Katie



Name: Katie Strong

Age: 34 years old

Occupation: Teacher

Location: New Hartford

User Scenario:

Katie works in the New Hartford Public School District and is driving home from work when she encounters a tree that's fallen across the road. As a resident, she wants to report it as quickly as she can to emergency services.

To do this, she opens the New Hartford Connect App on her mobile device and submits a ticket request including her current location, a photo of the incident and description. New Hartford Emergency Services now have an accurate description of the incident and can send correct personnel.

Challenges:

- An emergency just occurred and Katie is unsure of who to contact.

Goals:

- To report an incident as quick as possible

Needs:

- Mobile Device
- Internet Connection

User Story #3 - Jim



Name: Jim Lakersfield

Age: 28 years old

Occupation: Lumberjack

Location: New Hartford

User Scenario:

Jim recently moved to the town of New Hartford because of his new role as a Lumberjack at a lumber mill in town.

Since he is new to the area, Jim wants to know the schedule and guidelines for trash and recycling collection in town.

As a new resident, Jim downloads the New Hartford Connect App. He then navigates to the Town Services & Resident Resources section where he is able to read all about how to throw away trash & recycling in town. Options include: filling up his bin at home, taking certain materials to the town dump, etc..

The page also includes a collection schedule as well as a Q&A for specific materials.

Challenges:

- Not sure where to find the information he is looking for

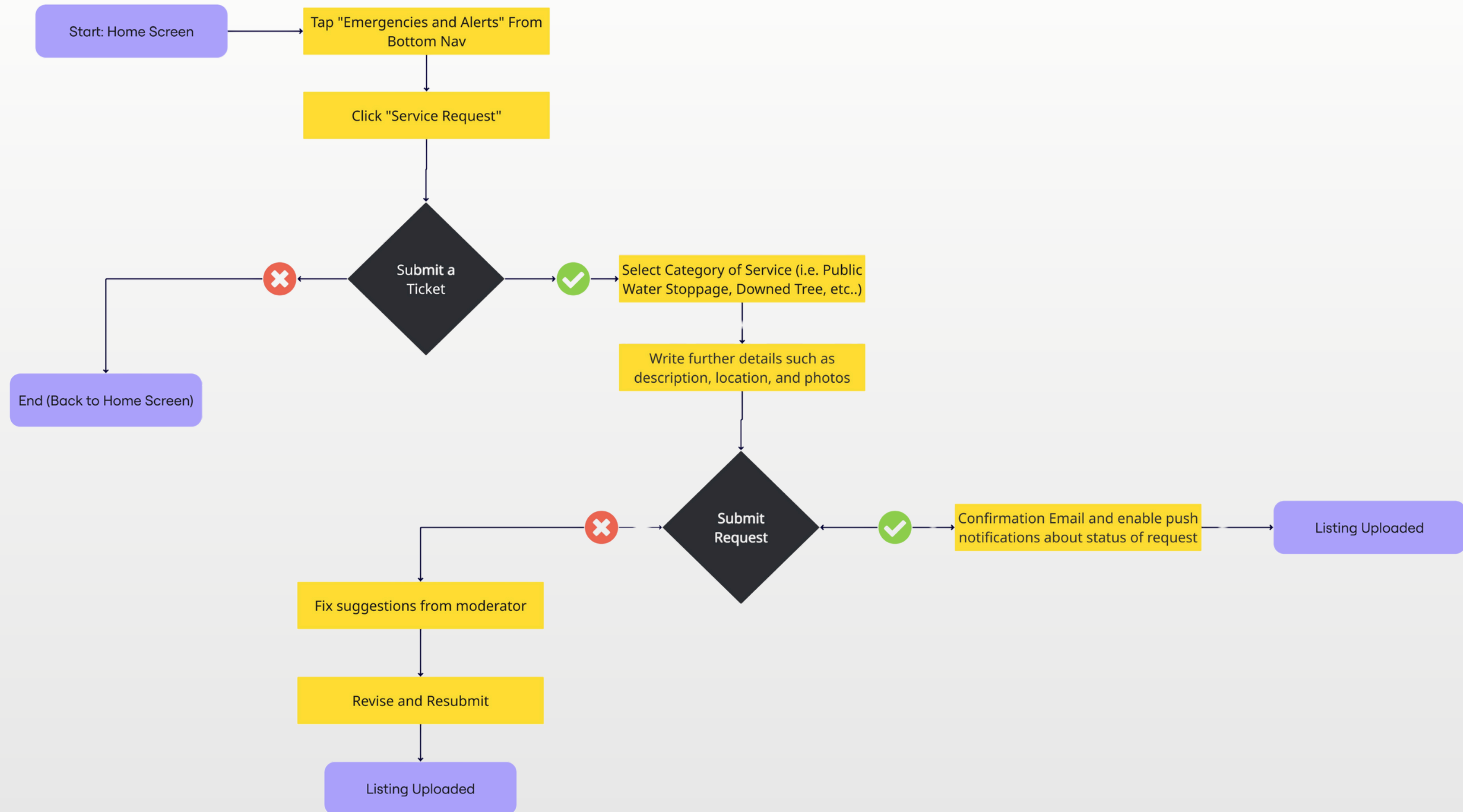
Goals:

- Find information about the local town and its services.

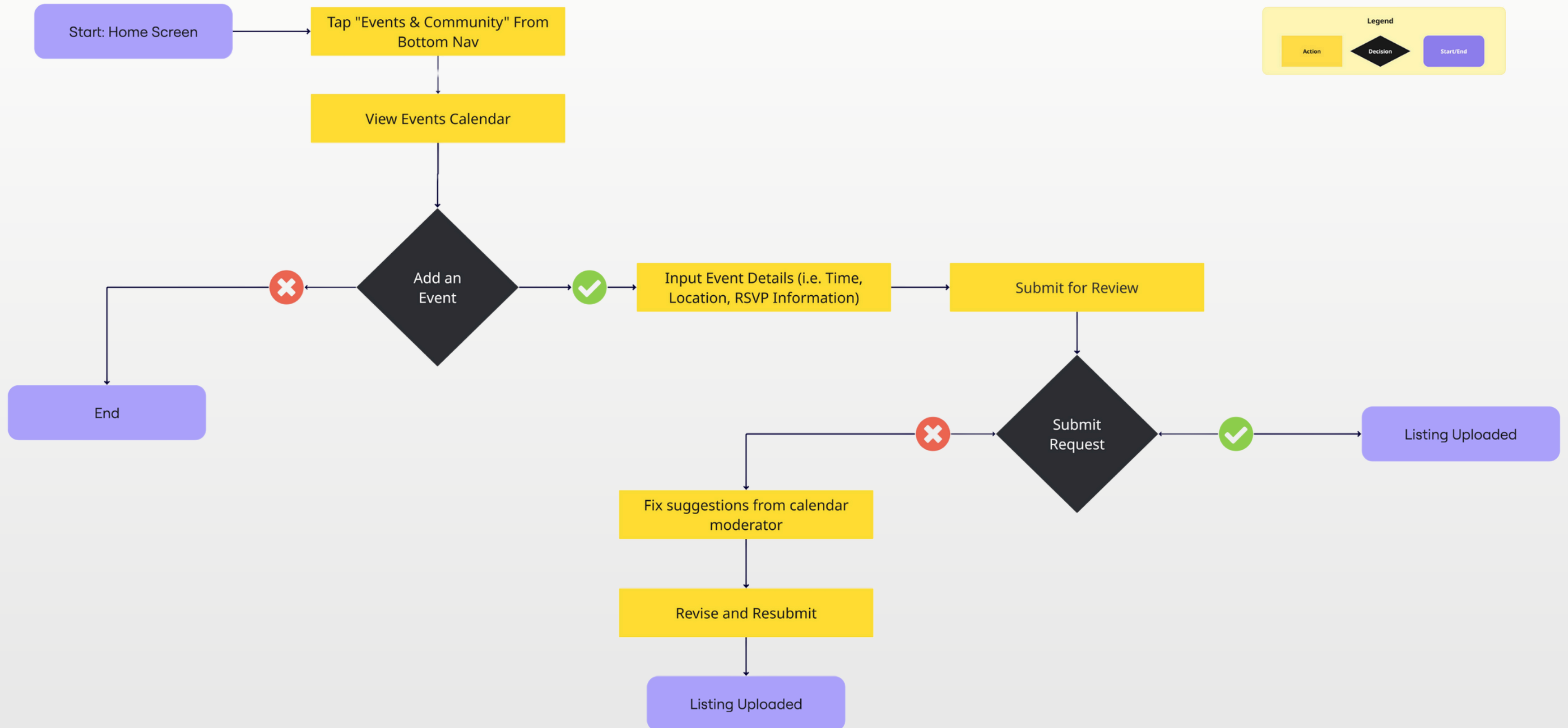
Needs:

- Mobile Device
- Internet Connection

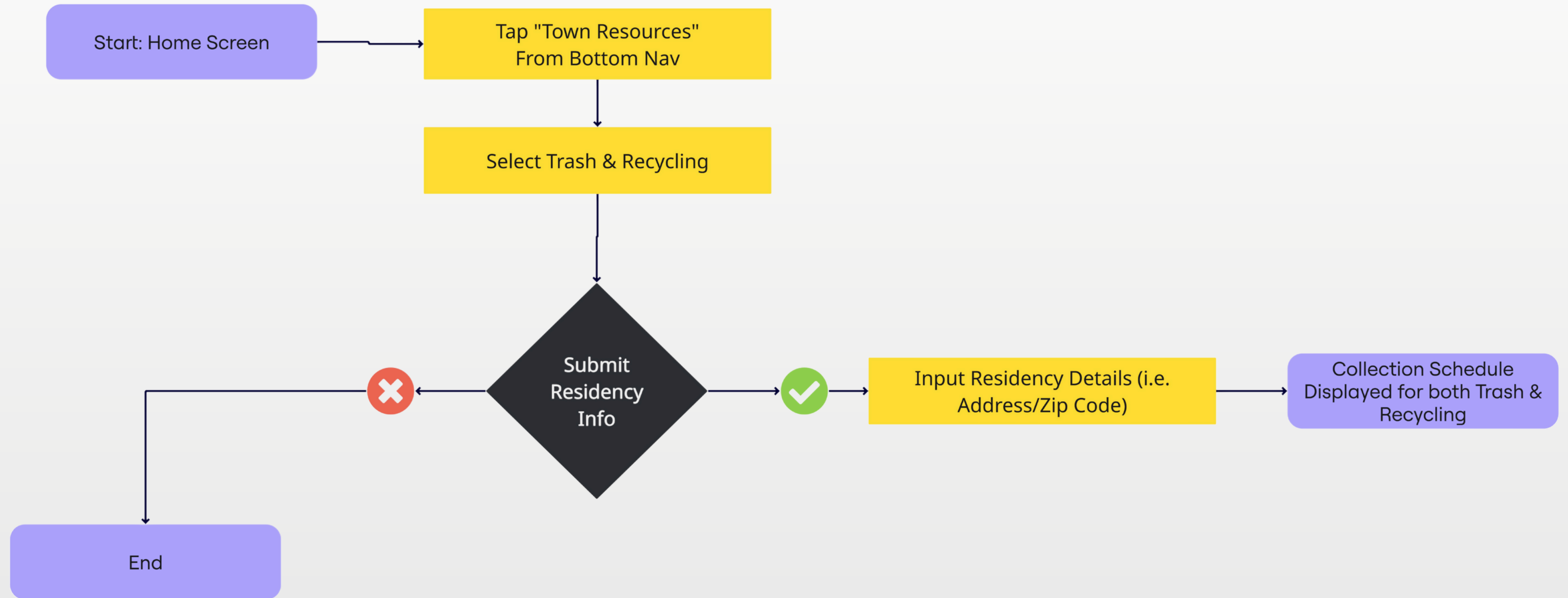
User Flow #1



User Flow #2



User Flow #3

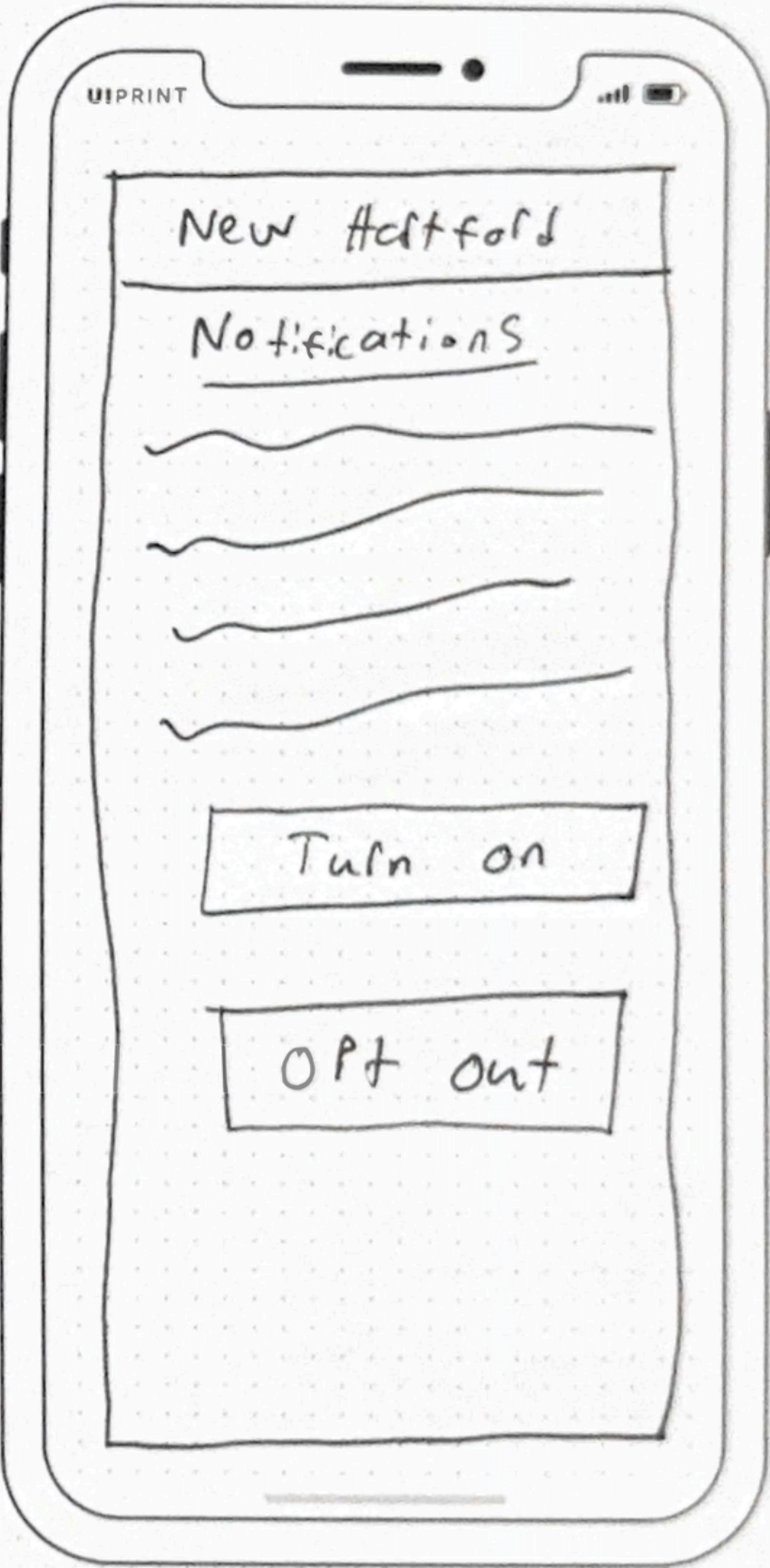
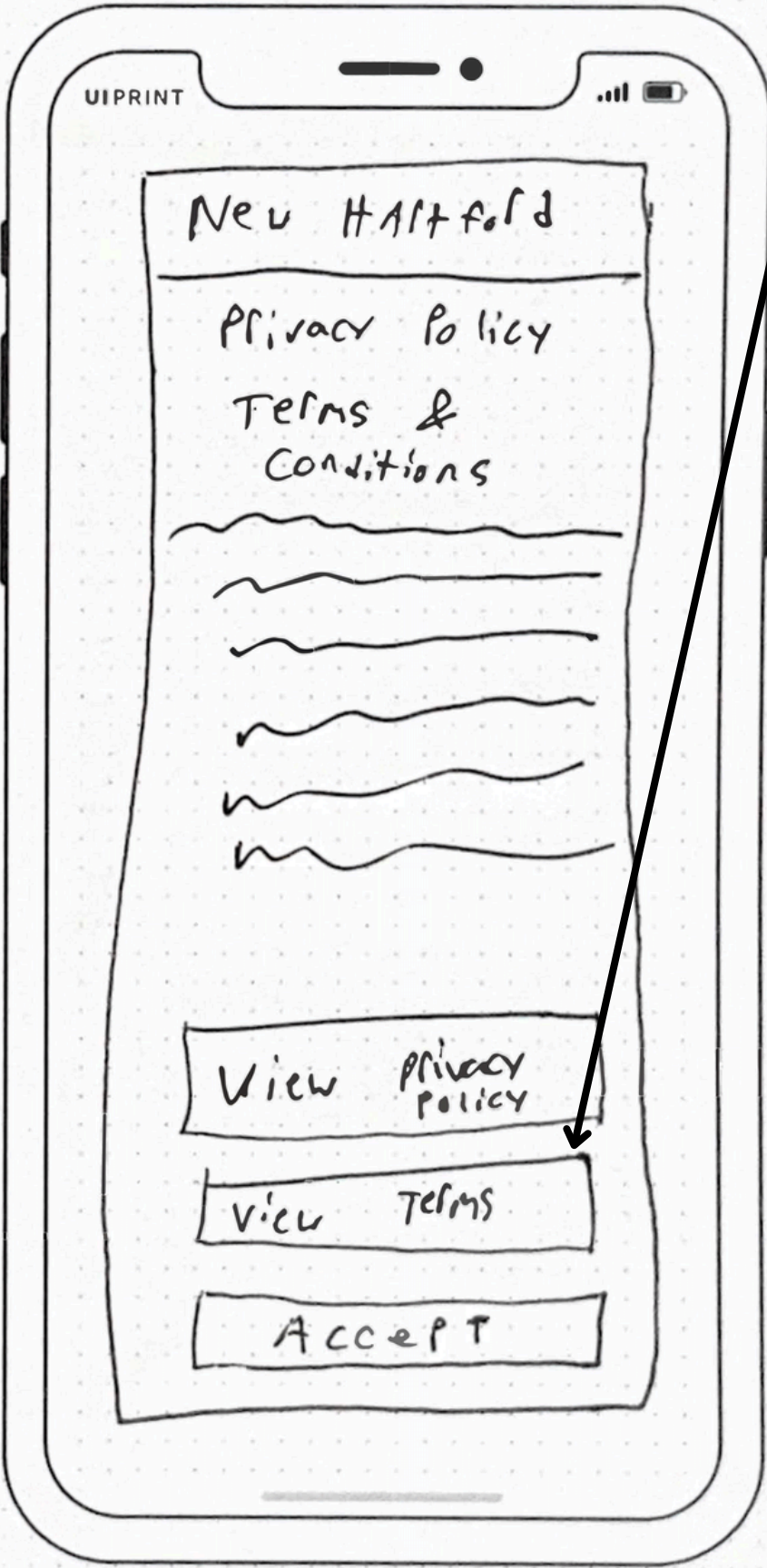


Getting Started

First Screen
Popup When
Opening App



Popup modal of
long list of terms
and policy



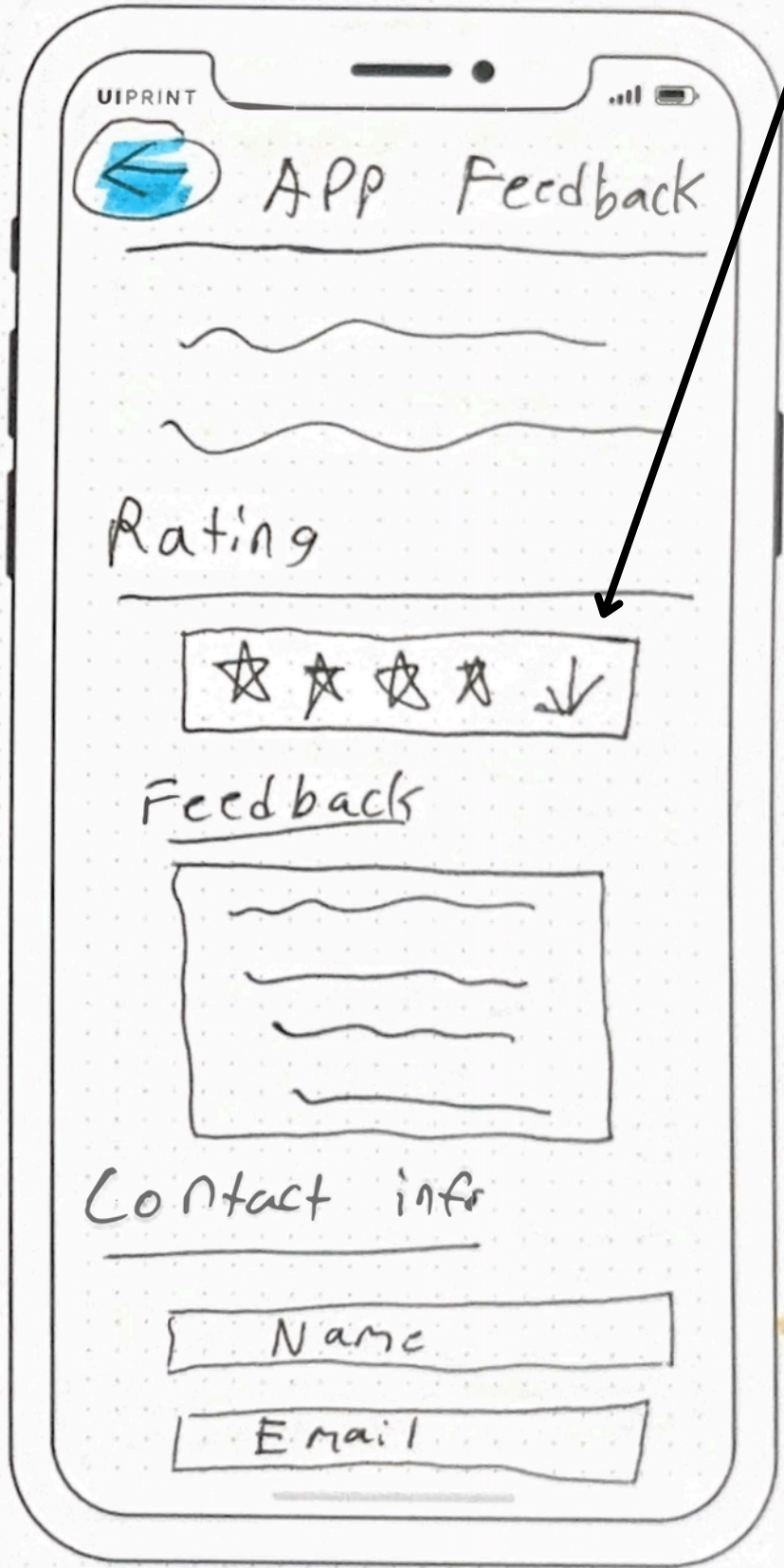
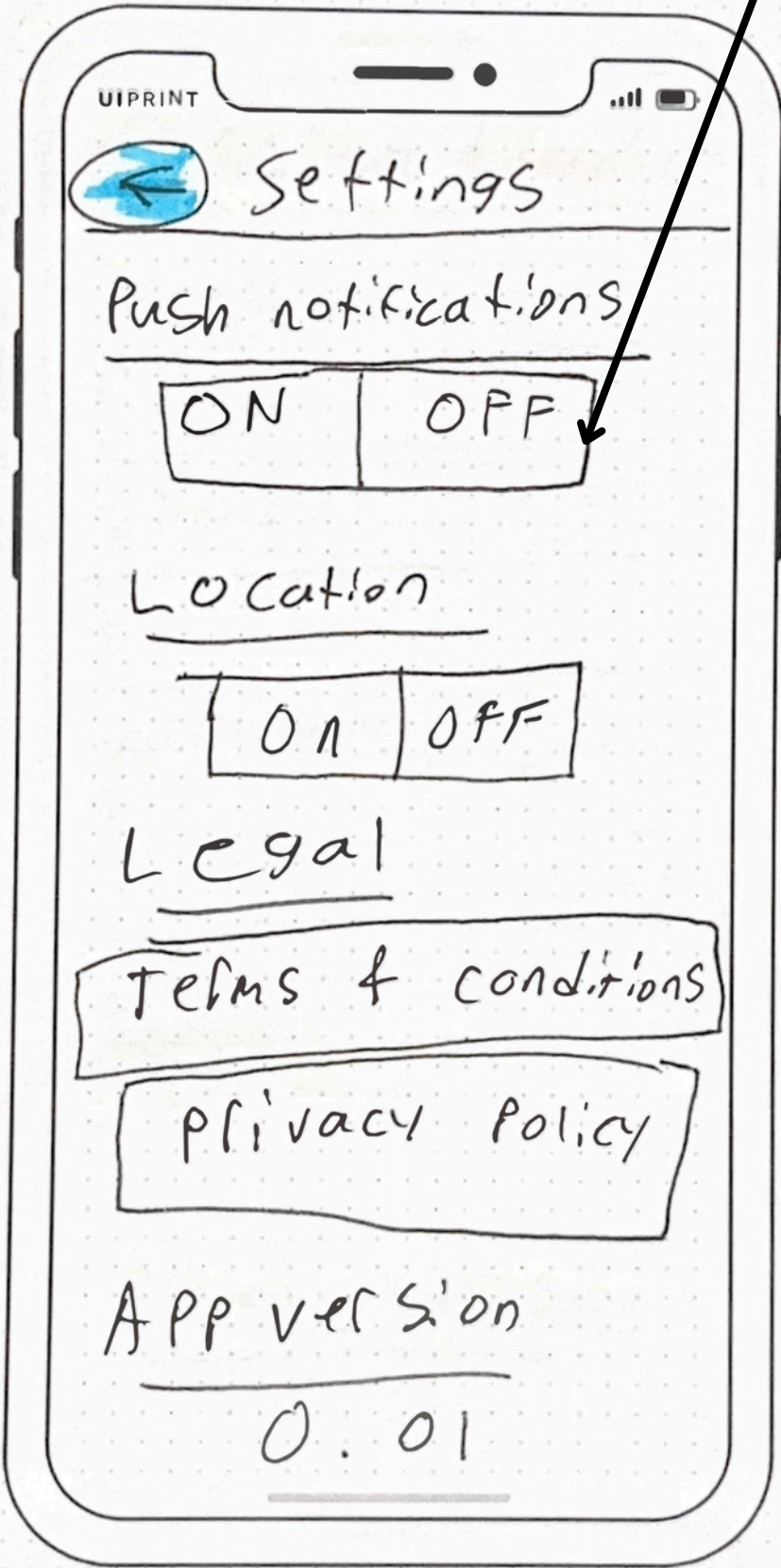
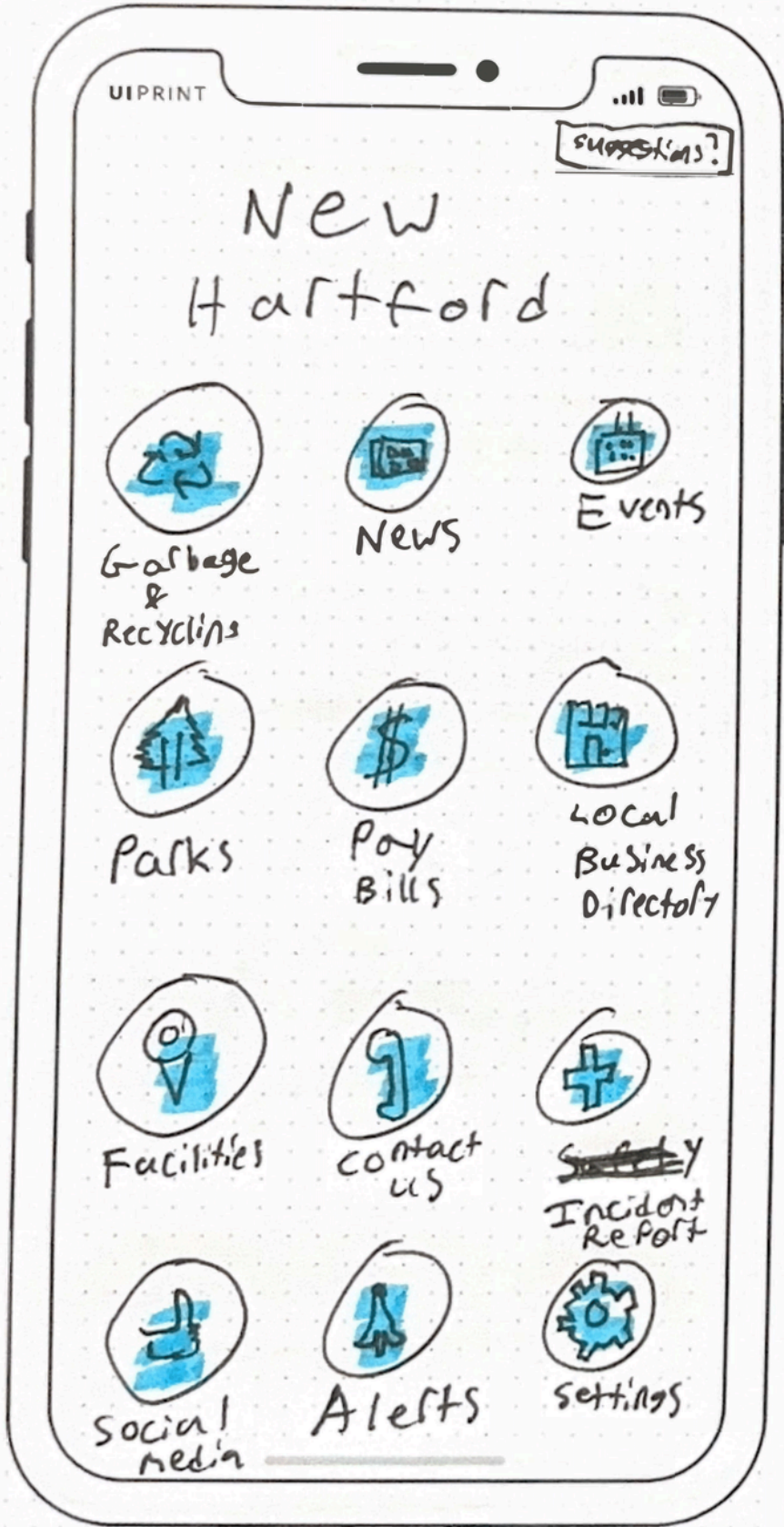
Home Screen



Indicates interactable (only for this first screen)

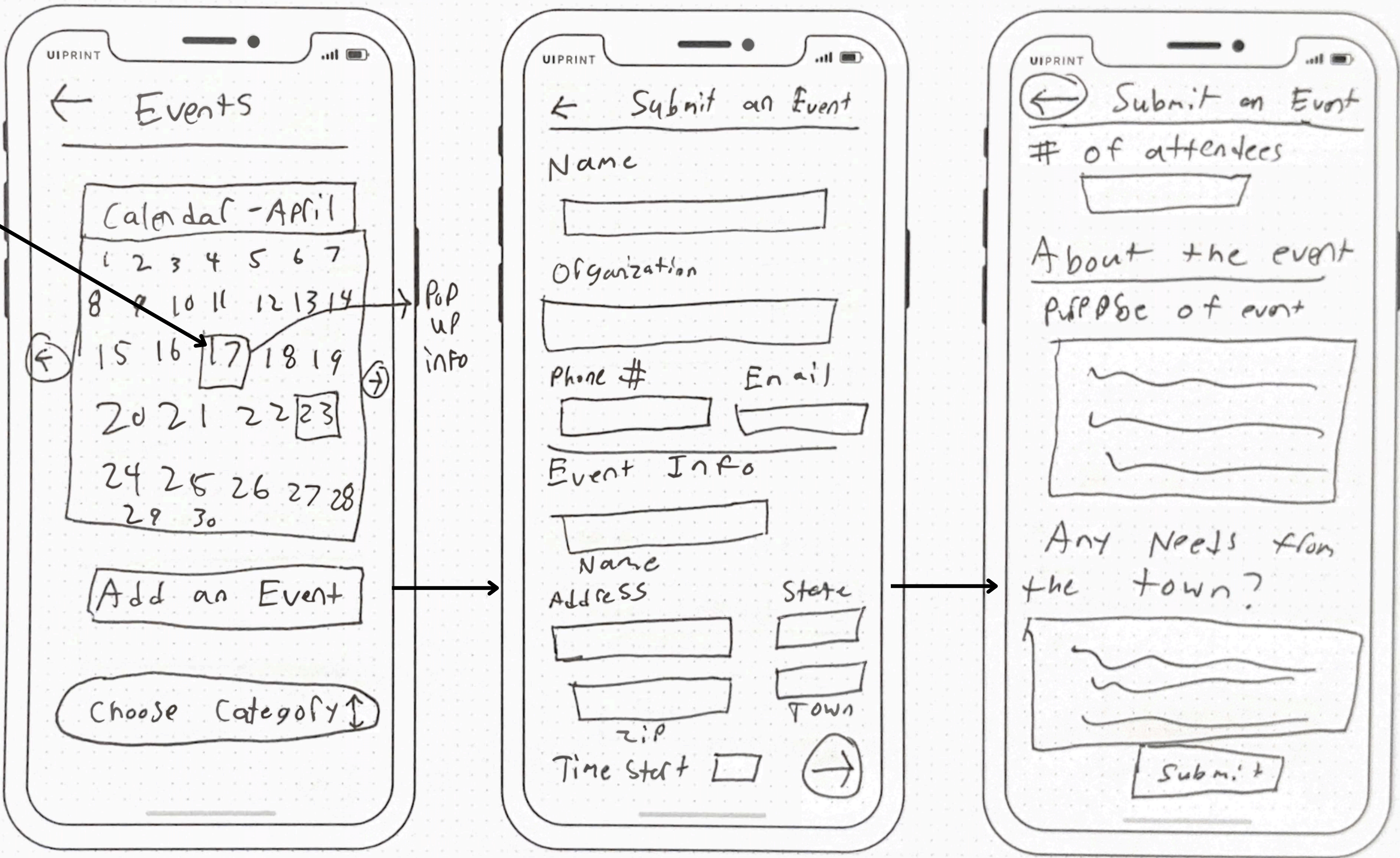
On/Off button
are toggleable

Accordion select
a star rating
from 1 - 5



Scenario 1 - Submitting an Event

Selecting a date
will generate a
pop up of events
happening that
day!



Scenario 2 - Reporting a Downed Tree in Town

Submit a photo, pdf, or any other helpful document

UIPRINT

Report an Incident

AA-MM-YYYY

HH:MM

AM or PM

Date

Name

Last

Who was involved?

incident details?

Scroll down to pg. 2

pg 1

UIPRINT

Report an Incident

Address

State

Town

ZIP code

Phone #

upload files

Need further Assistance?

Fire Department

Submit Incident

pg 2

UIPRINT

Report an Incident

Thank you for Submitting!

✓

You will receive a Confirmation via email. For immediate assistance, please dial 911.

Home

Scenario 3 - Find info about Garbage + Recycling

UIPRINT

Garbage & Recycling

When is my Garbage day?

Waste Collection Map

Recycling Collection Schedule

New Hartford

UIPRINT

Garbage & Recycling

Address

Line 1

Line 2

City

State

Zip code

Find Your Day

UIPRINT

Garbage & Recycling

← April 2025 →

30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	
19	20	21	22	23		
24	25	26	27			
28	29	30				

Legend

☐ Recycling ☐ Trash

Specialized Holidays

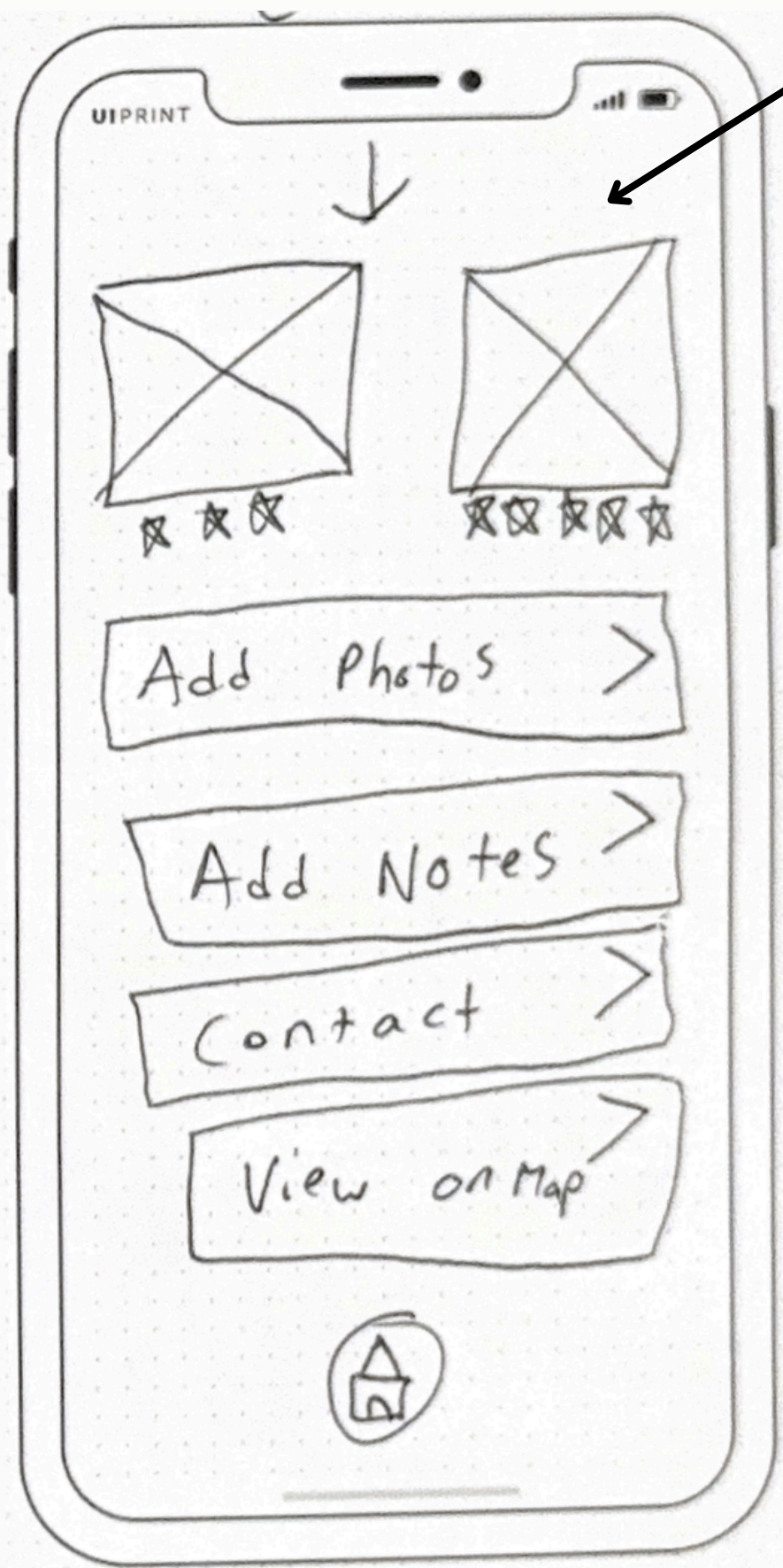
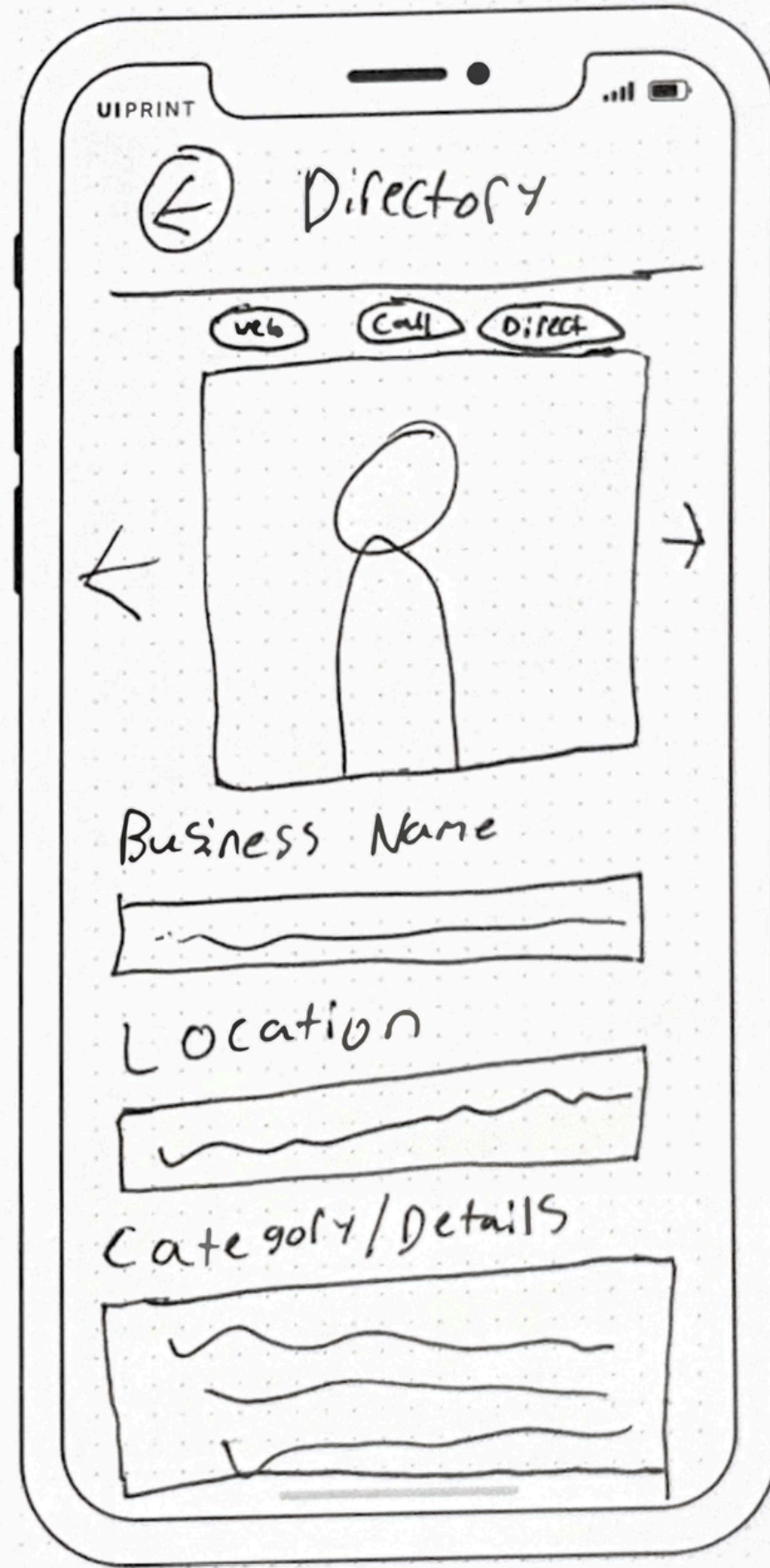
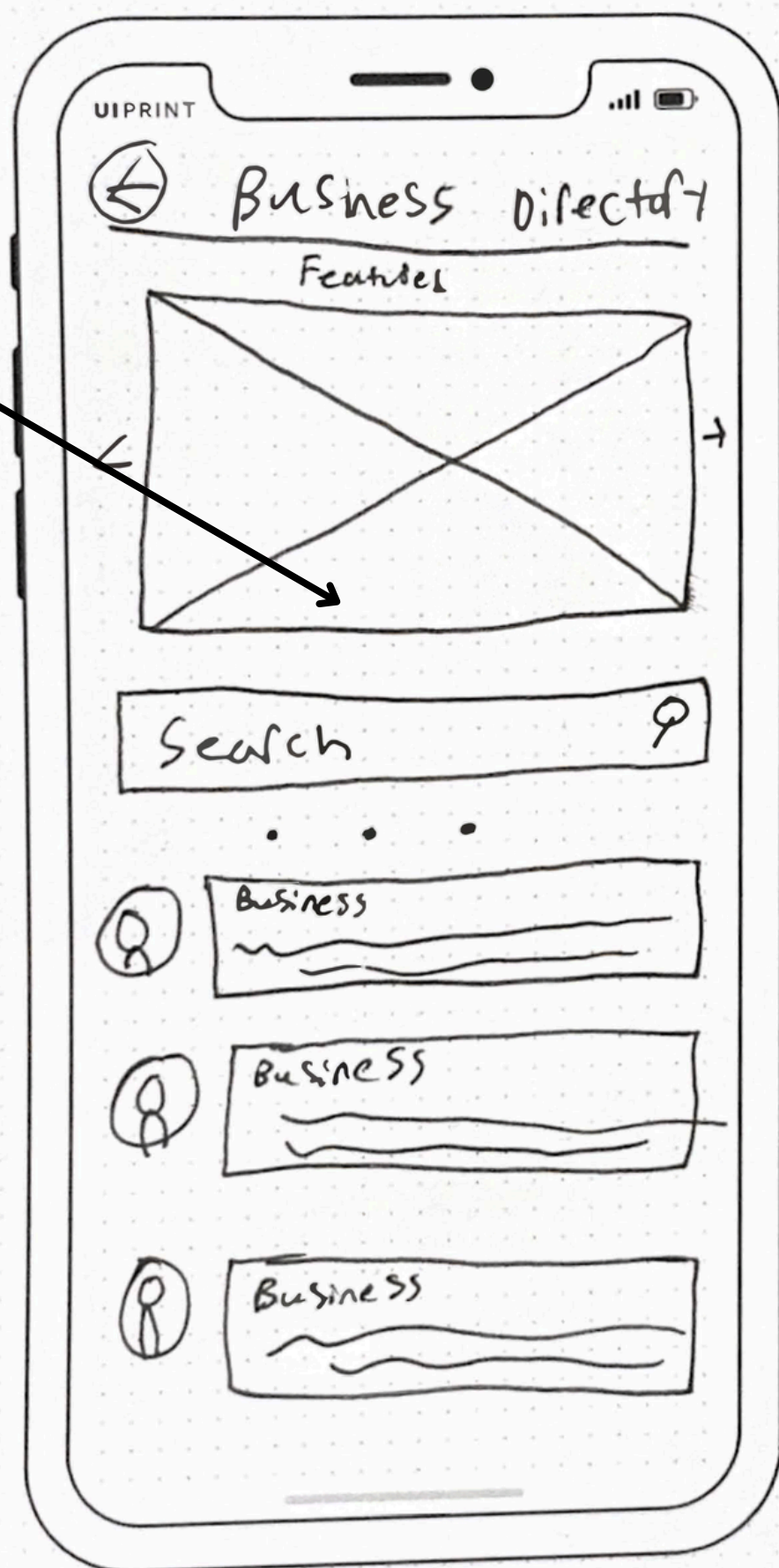
General map of New Hartford's recycling zones

Different shapes indicate what sort of trash will be picked up on what day

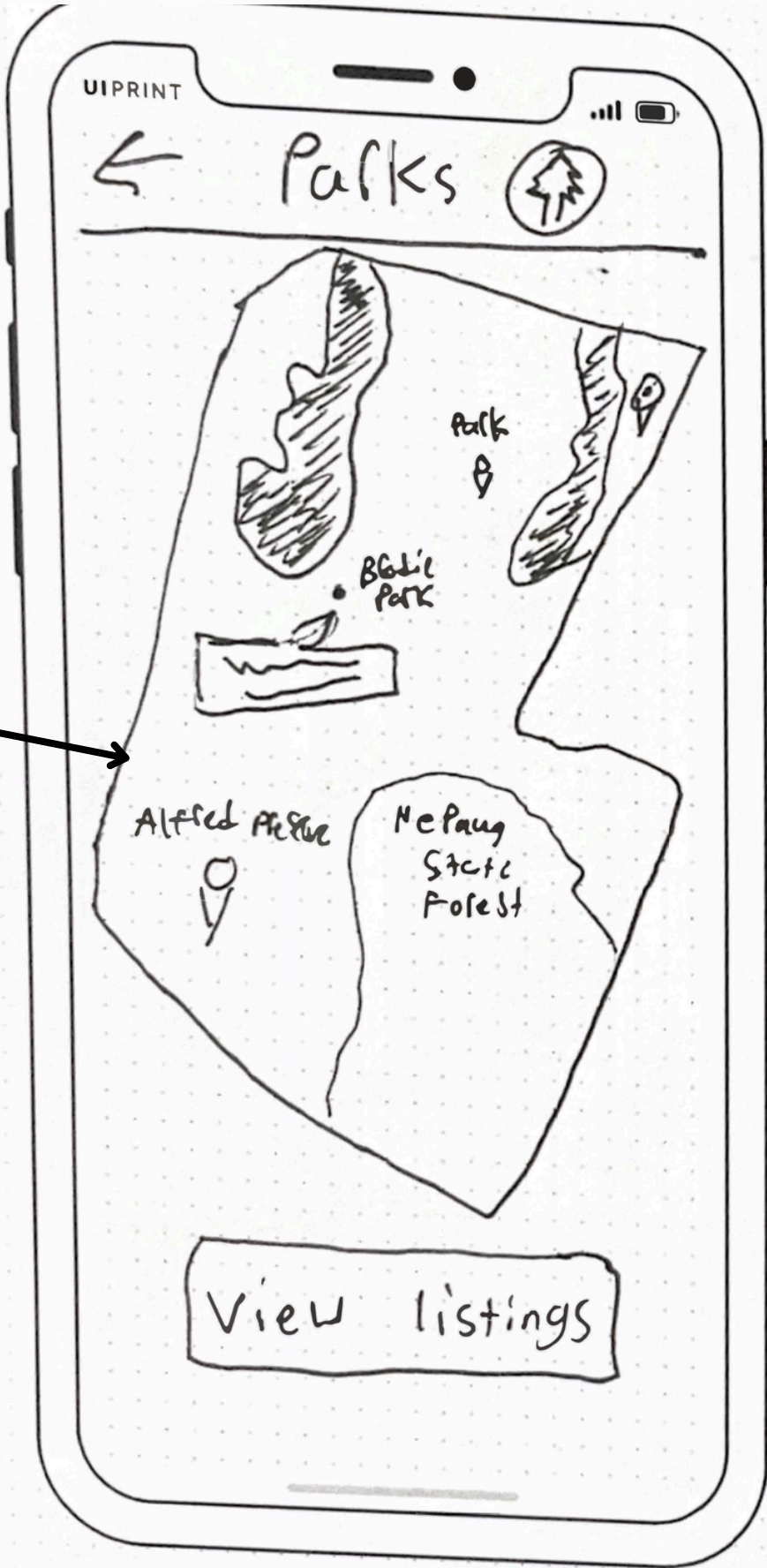
Scenario 4 - Find a Nice Restaurant in Town

Scrolling Header
of featured local
businesses

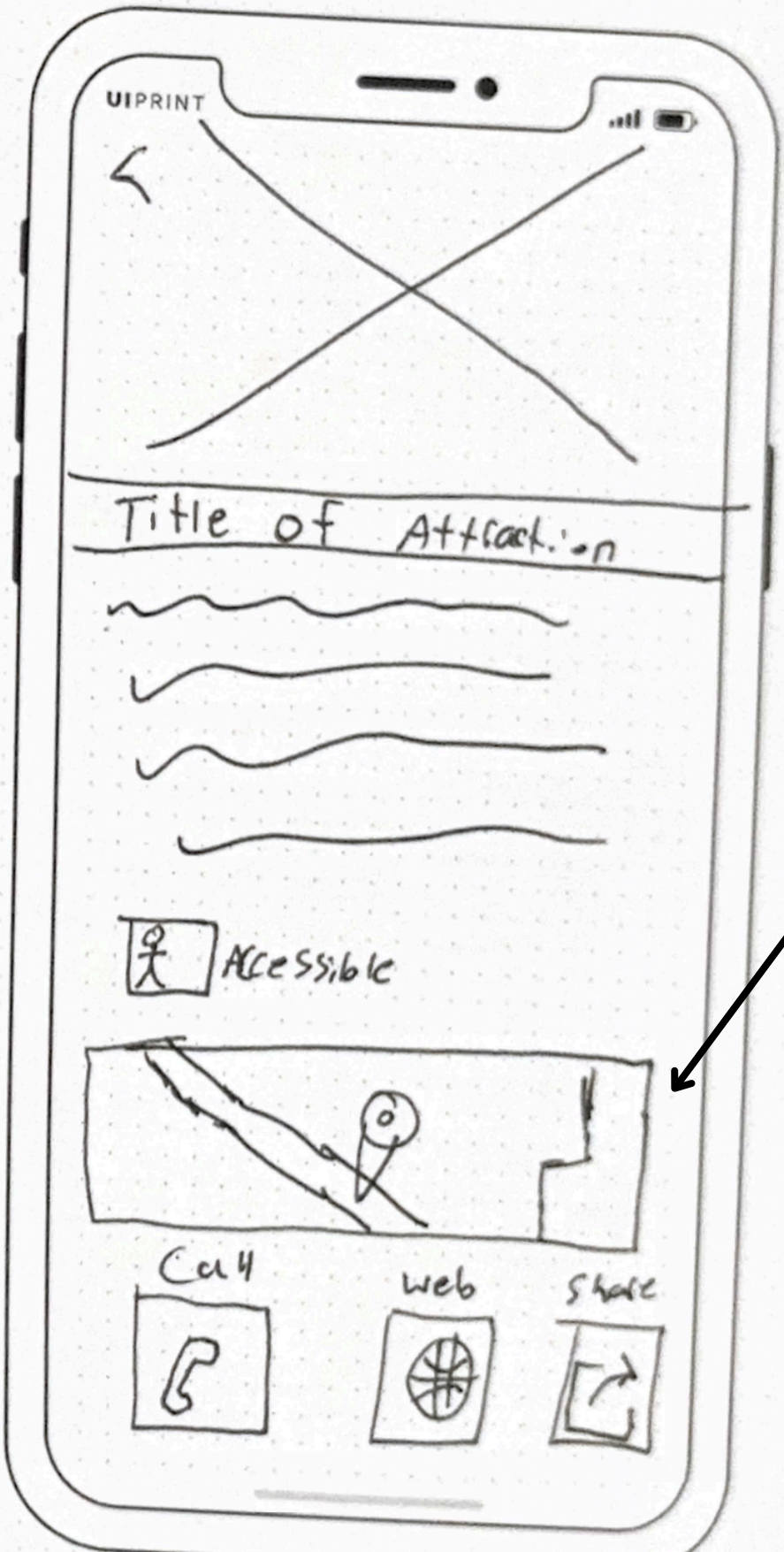
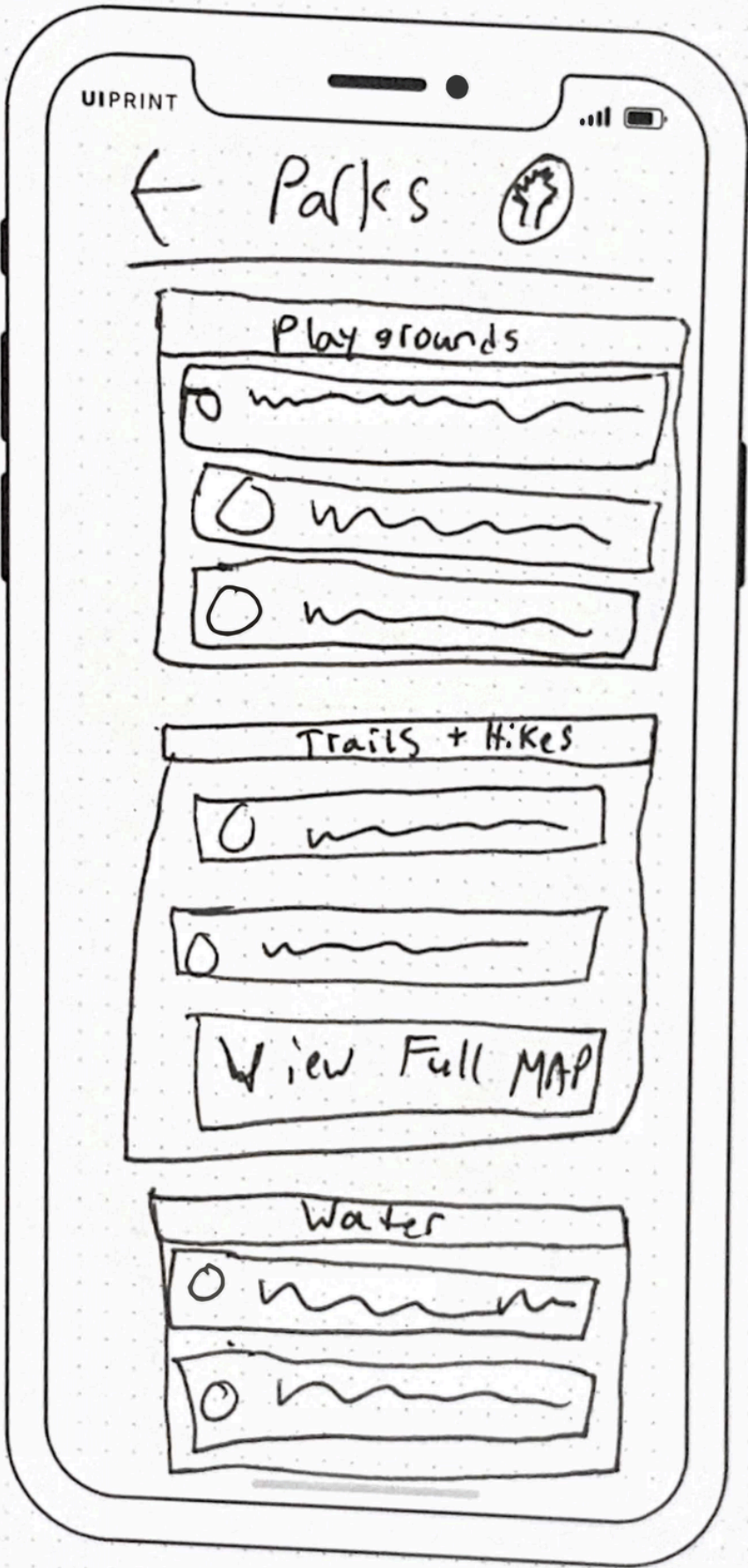
User-generated
reviews of
businesses



Scenario 5 - Looking for a local trail to hike.



Overall Map of New Hartford



Detailed post of a singular trail. Where it is on the map

Scenario 6 - Subscribing to New Hartford's eNewsletter

UIPRINT

⬅

News

✉

Sub

Title

Title

Title

Pg. 1 2 3 4 5 6

UIPRINT

⬅

Article

Title

Sub

UIPRINT

⬅

Subscribe

First Name

Last Name

Email

Confirm email

Submit

Pg. numbers are clickable



New Hartford Connect - User Testing

By using the platform POP by Marvel, I was able to turn my paper prototypes into actual interactive screens. This then allowed me to test the New Hartford app on two individuals: Shayla and Viet. I decided to test these two users in specific because they are well versed with the town of New Hartford.

Shayla is currently a school counselor in town and Trevor has visited the town consistently for years.

Script

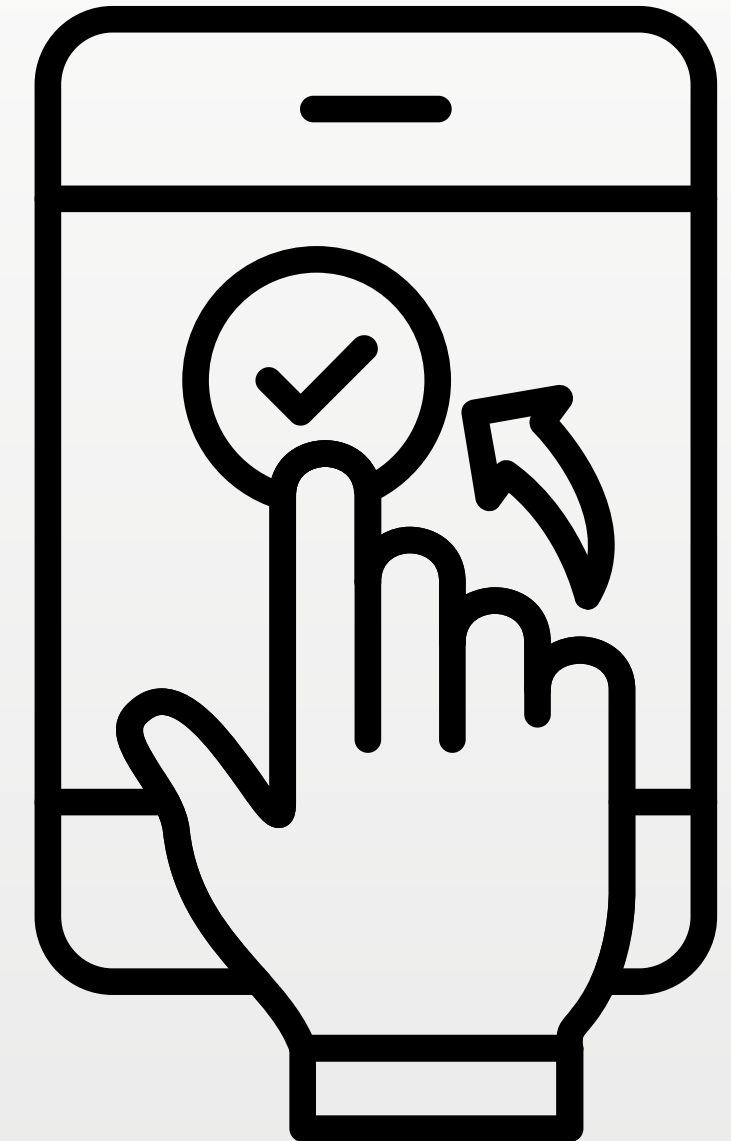
Hi, _____. My name is Austin, and I'm going to be walking you through this session today. Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using a app for the town of New Hartford that we're working on so we can see whether it works as intended. The session should take about 20 minutes. The first thing I want to make clear right away is that we're testing the app, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes. As you use the app, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the app, so we need to hear your honest reactions. If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know. You may have noticed that we are on Zoom. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes. If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project. First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, whose site you think it is, what you can do here, and what it's for. Just look around and do a little narrative. You can scroll if you want to, but don't click on anything yet.

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy. I'm also going to ask you to do these tasks without using Search. We'll learn a lot more about how well the site works that way. And again, as much as possible, it will help us if you can try to think out loud as you go along.

Scenarios and Questions

3 USABILITY TASKS

- Report an Incident (Downed Tree on the Road)
 - Goal: The User can report an incident that has happened quickly to the authorities
 - Assumed Steps:
 - Get through Initial App startup screens (Privacy Policy, Notifications)
 - Select Incident Report
 - Enter Information about Incident
 - Turn to page 2
 - Click Submit an Incident
 - Receive Confirmation Email and Go homepage
- Find out when is Garbage Day
 - Goal: The User can find their correct schedule for Garbage Day
 - Assumed Steps:
 - Get through Initial App startup screens (Privacy Policy, Notifications)
 - Select Garbage & Recycling
 - Select When is my Garbage Day?
 - Enter Location Info and select Find Your Day
 - Calendar pops up showing specific dates for collecting
- Looking for a new Trail to Hike
 - Goal: The User can find a list of trails and hikes available in New Hartford.
 - Assumed Steps:
 - Get through Initial App startup screens (Privacy Policy, Notifications)
 - Select Parks
 - View Listings
 - User selects Trails & Hikes listing from category
 - User views details about the specific trail



Testing Participant #1

Participant 1:

Shayla

27 Years Old

Female

Educator at New Hartford Public Schools

Feedback:

Task 1: Address not needed

Task 2: Legend is a little confusing

Task 3: Map should include more

Summary: Navigable, Needs tweaking

Testing Participant #2

Participant 1:

Viet

40 Years Old

Male

Feedback:

Task 1: confusion in what to click homescreen

Task 2: Slight missclick

Task 3: Needs a home button somewhere, involves too many steps to go back

Summary: a good start