



# KCTCDATA.ORG

## RECOMMENDATIONS

6.3.21

[Home](#)[Contact Us](#)[Report Login](#)[District Login](#)



### Kansas Communities That Care

[Student Survey](#)[Young Adult Survey](#)[Gambling Survey](#)

[View the survey](#)[Register for the survey](#)


#### Quick Links:

- [KCTC Student Survey Resources](#)
- [KCTC Student Survey Overview and FAQs](#)
- [KCTC Student Survey Fast Facts](#)
- [KCTC Student Survey Participation Map](#)
- [KCTC Student Survey Validity and Reliability](#)
- [KCTC Survey Administration Packet](#)

[KCTC Technical Assistance](#)

#### KCTC Student Survey Sample Reports:

- [District Summary Report](#)
- [Social Emotional Learning Report](#)
- [At A Glance Report](#)
- [Depression/Suicide Report](#)



#### How The KCTC Survey Benefits Our Communities And Our Schools

How well do we know our students? What about what goes on outside of school? How do we know how to help them if we don't have a full picture of their challenges as well as the positive influences in their lives?

[Watch Video](#)

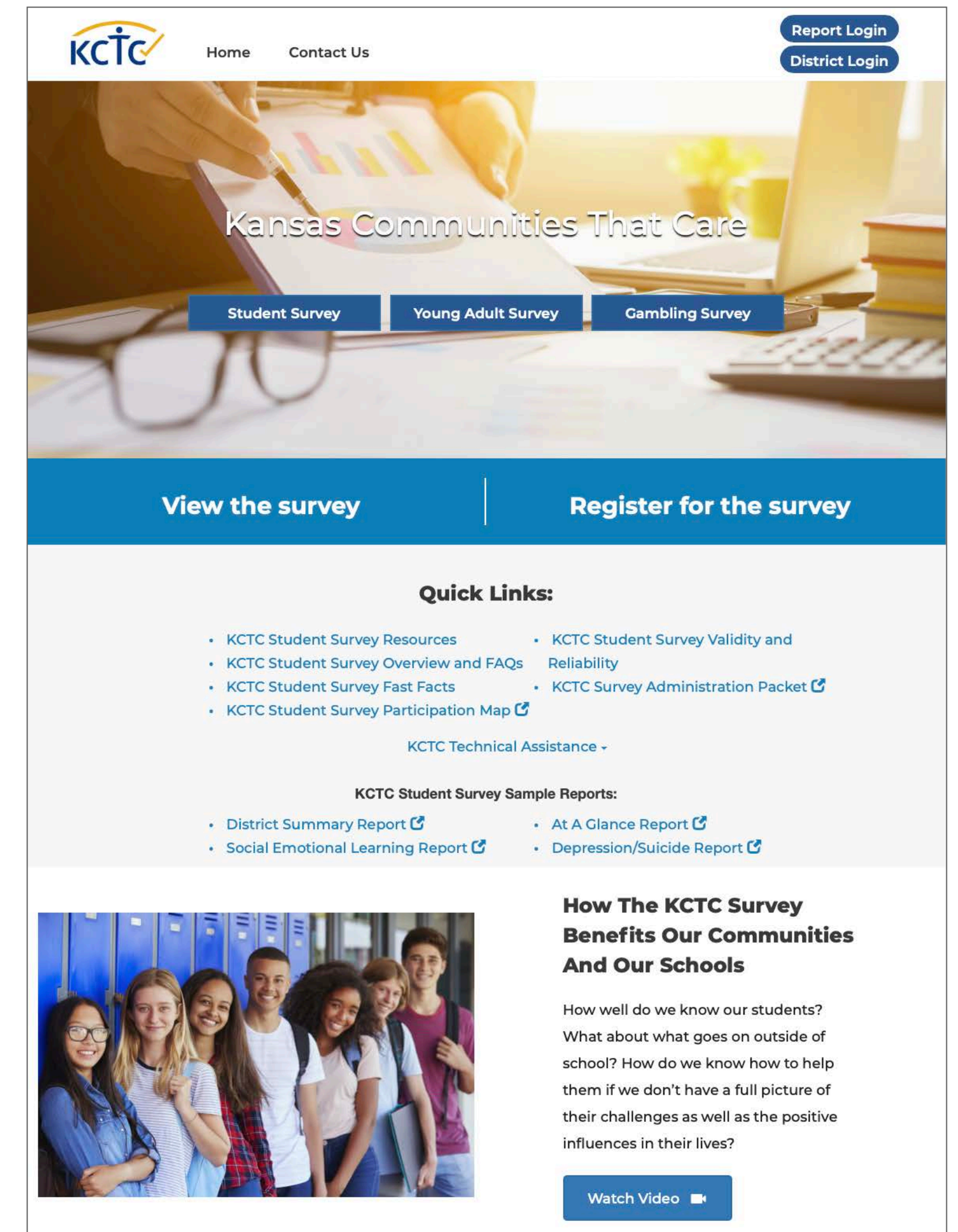


# Objectives

Make [KCTCdata.org](https://KCTCdata.org) easier to use and more valuable for specific targeted audiences, prioritizing content that is most important. Overall, give the site more “curb appeal.”

Specifically:

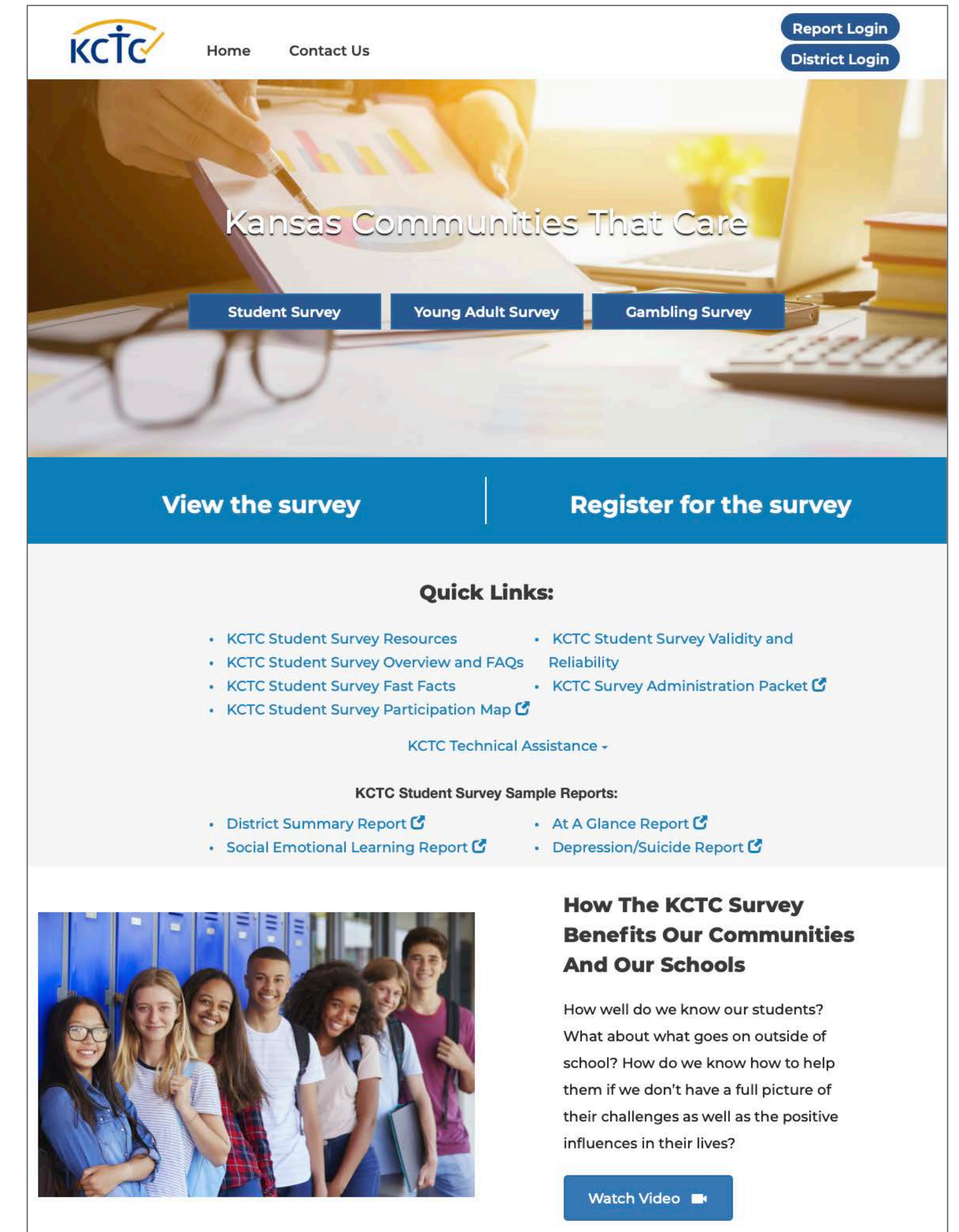
- Be more user friendly overall – make it easier to find specific pieces of data.
- Make it clearer what school districts vs. other audiences are supposed to do. Create CTAs by persona, make it obvious who needs to go where.
- Make the student survey more obvious/prevalent vs. the other two options on the home page.
- Deprioritize young adult/gambling data.
- Make it easier to drive the survey participants into the site.
- Consolidated and better present the many resource links.
- Draw more attention to the county maps.
- District logged in experience:
  - Making the experience better for districts coming in to find the responses to the questions, which are hidden.
  - Present the report list in a way that’s less overwhelming and makes it hard to find things.
  - Overall the idea is move the more prominent main questions list to the background and put the “Pre-Defined Reports” front and center





# Home Page

- The current home page lacks an explanation of what KCTC does and how the site can benefit specific audiences. Recommend a redesign of the home page to address this.
- The site seems to assume that the visitor is familiar with KCTC. There is no “about us” content.
- Recommend using the home page to orient the visitor, present benefits for each audience, and lead each audience to a second-level page designed specifically to prioritize content that’s most relevant or important for that audience.
- See next page for a wireframe of this approach.





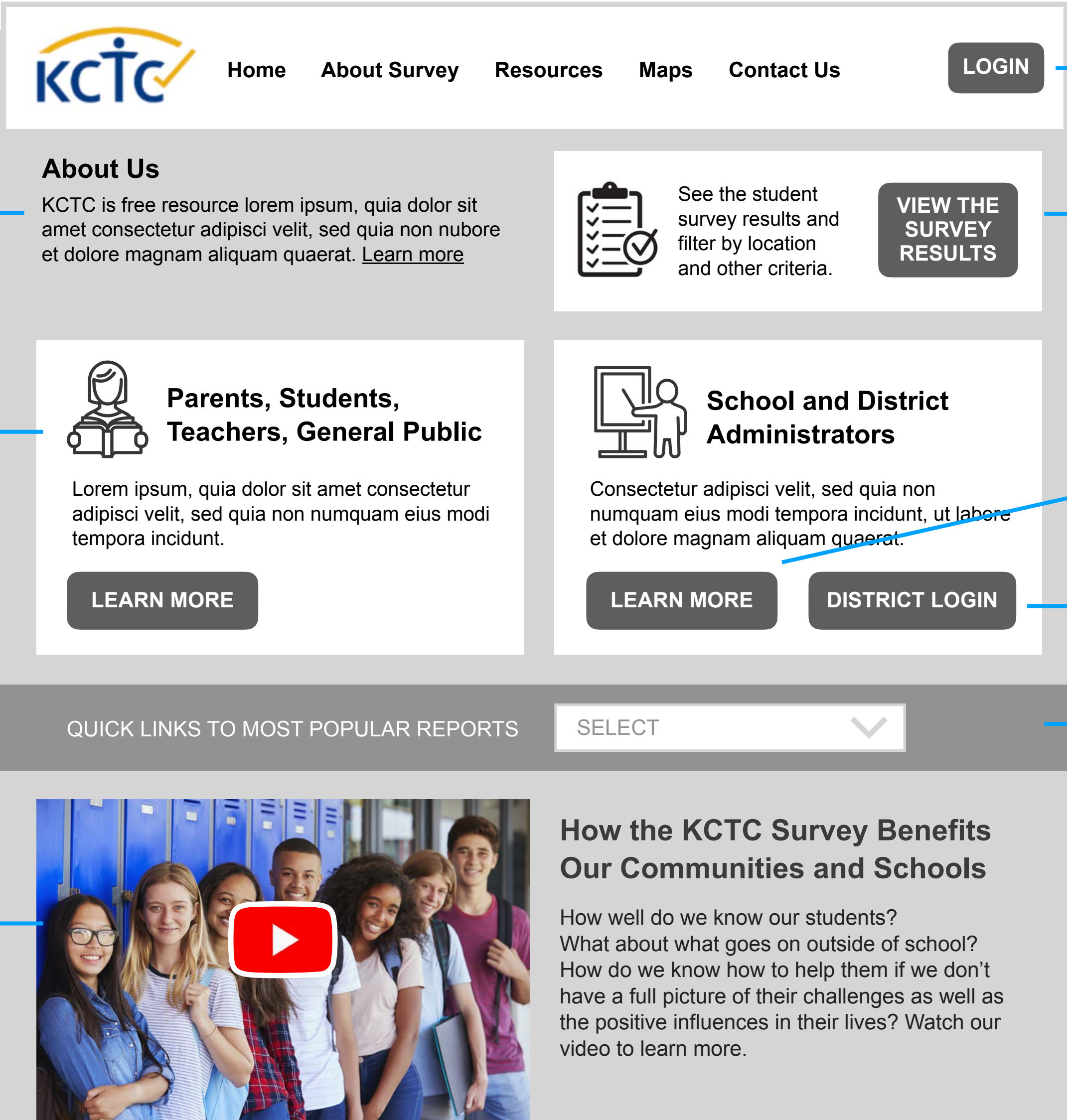
# Recommended Home Page Approach

*This is wireframe, not a visual design.*

Briefly explain what KCTC is and the benefits it provides. Link to more content if needed.

Triage user flow by audience. Label the audience, give a brief statement of content available and benefits. Use “Learn More” button to go to an audience-specific landing page with relevant content presented in a way that’s most helpful for that audience (see page 7).

Embed the YouTube video on the page to keep visitors on the site.

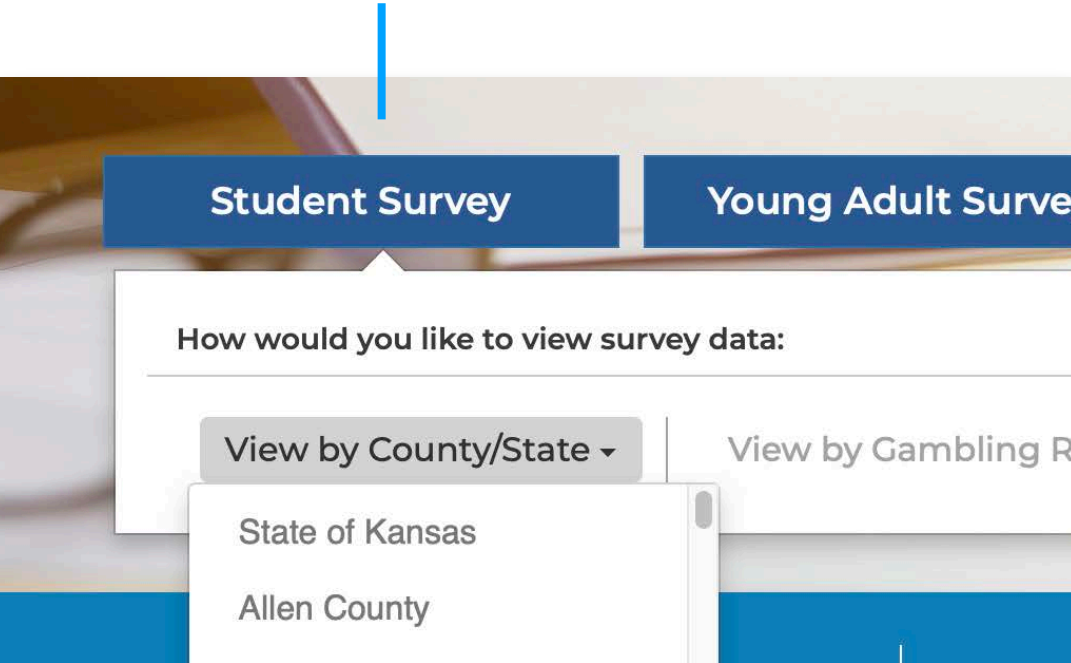


- Keep main navigation consistent throughout the site.
- Make the link to the survey results prominent. Recommend removing the geo filters on the home page. (See page 5 for further explanation.)
- See page 7 for recommended District landing page.
- See pages 11-12 for recommended logged-in landing pages.
- If site analytics show that the current home page Quick Links are frequently used, limit to the most-used links and place them on a menu to help reduce home page clutter.
- Young Adult Survey and Gambling Survey links can be included on Quick Links menu (also see page 7).

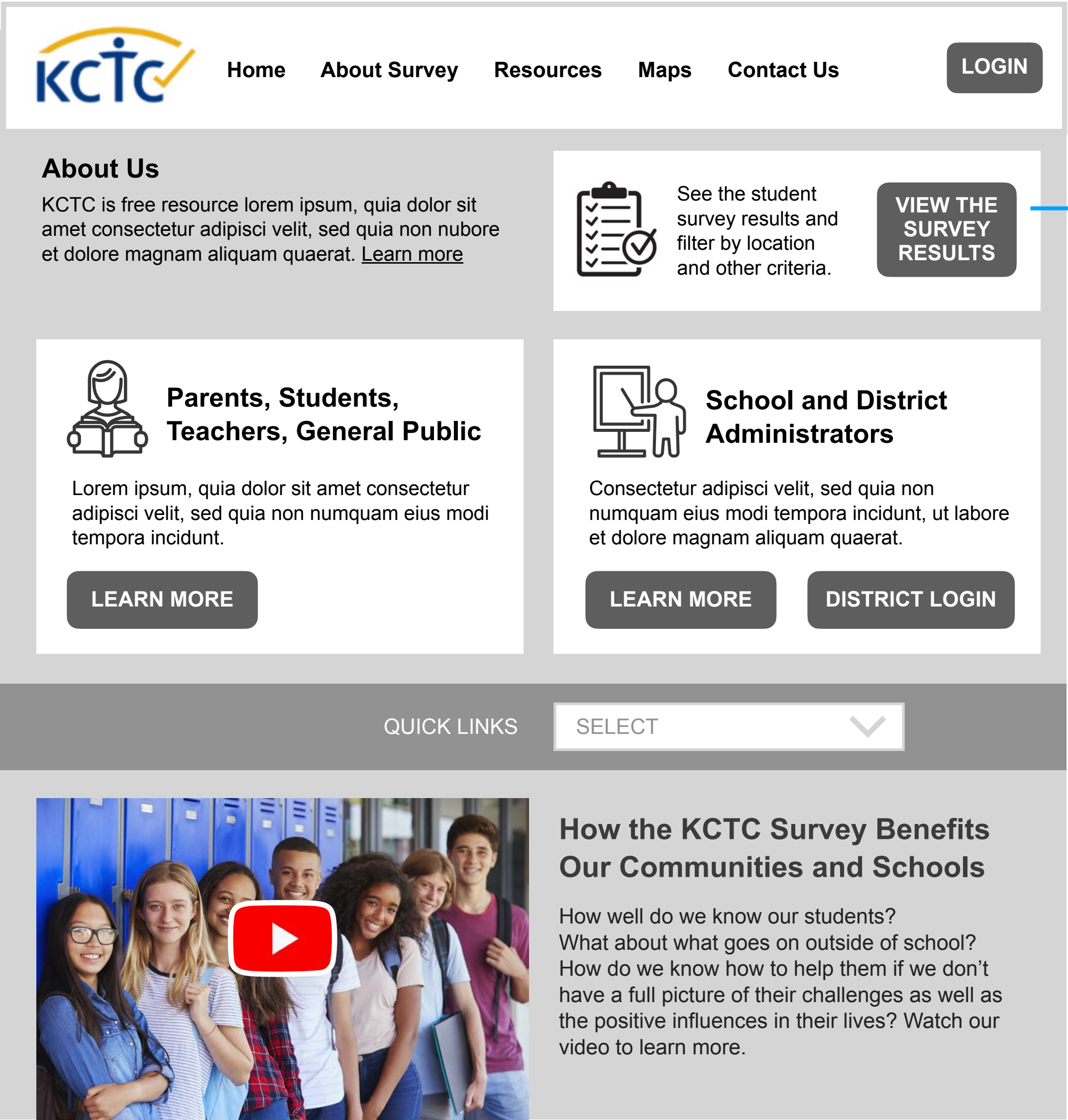


# Recommended Home Page Approach

Access to the survey results on the current site home page can create confusion for user.



There is no mental map of what will happen after a selection is made. It's unclear to the user that selecting a geo filter will take them to the survey page pre-filtered for that geography and then allow them to modify filters as desired.

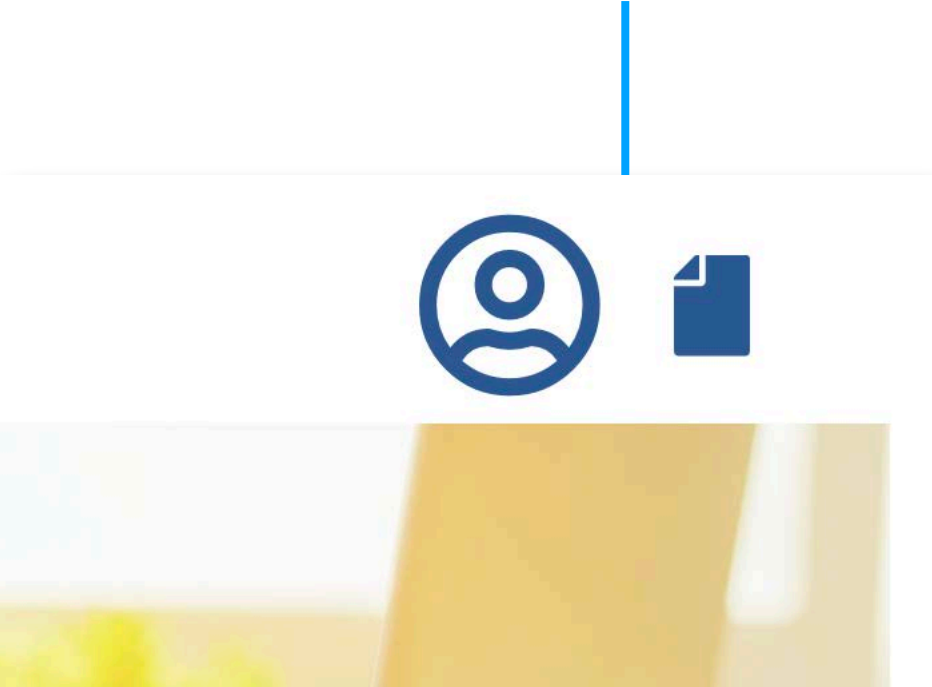


Recommend removing survey filters that appear on the current home page and have all the filtering done on the survey landing page.

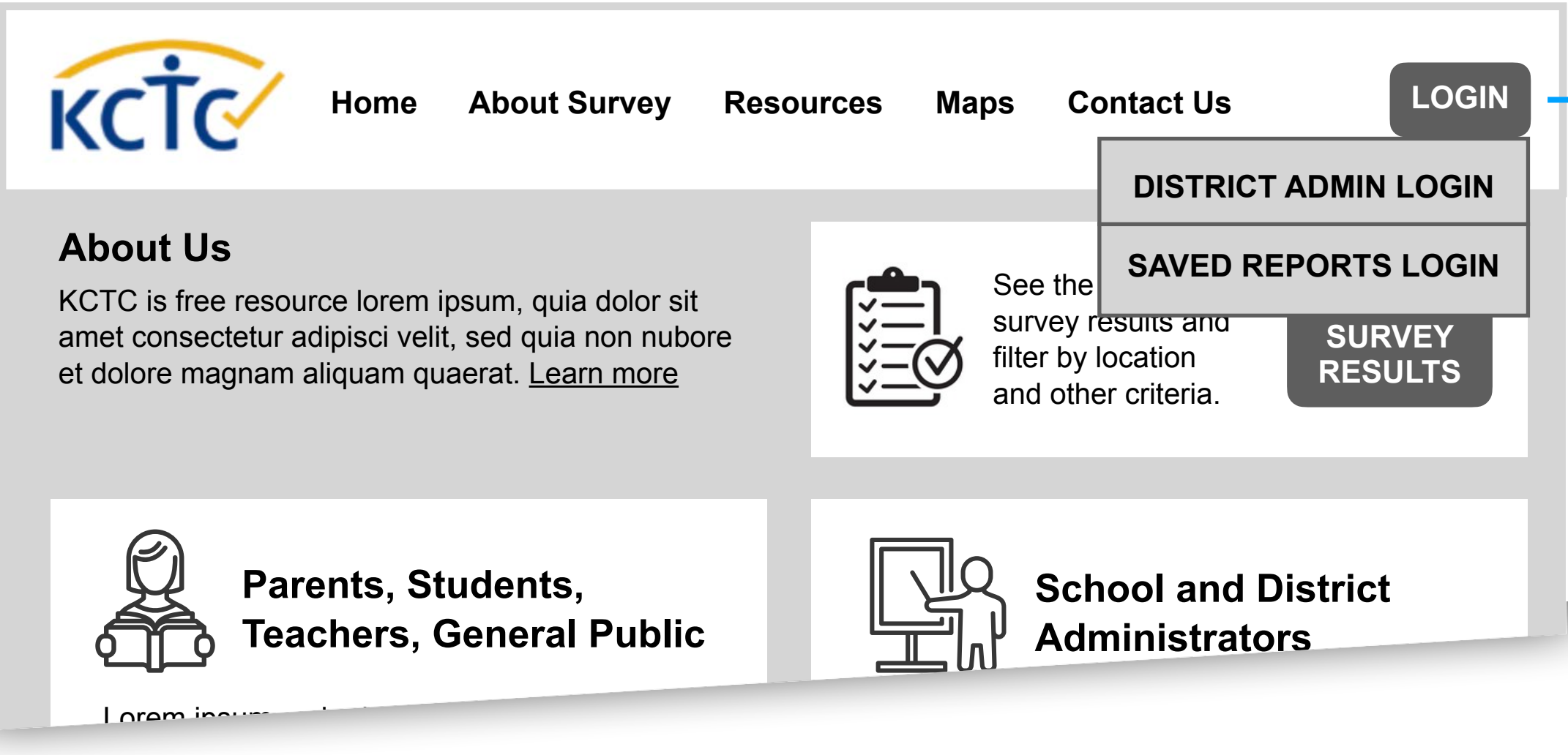
That has a very important UX benefits: It gives the user a clear mental map. When they land on the survey results page, they start with the full survey and when they apply filters they see (and understand why) the results change from “all” to “filtered” based on the filter selections they choose.

# Recommended Home Page Approach

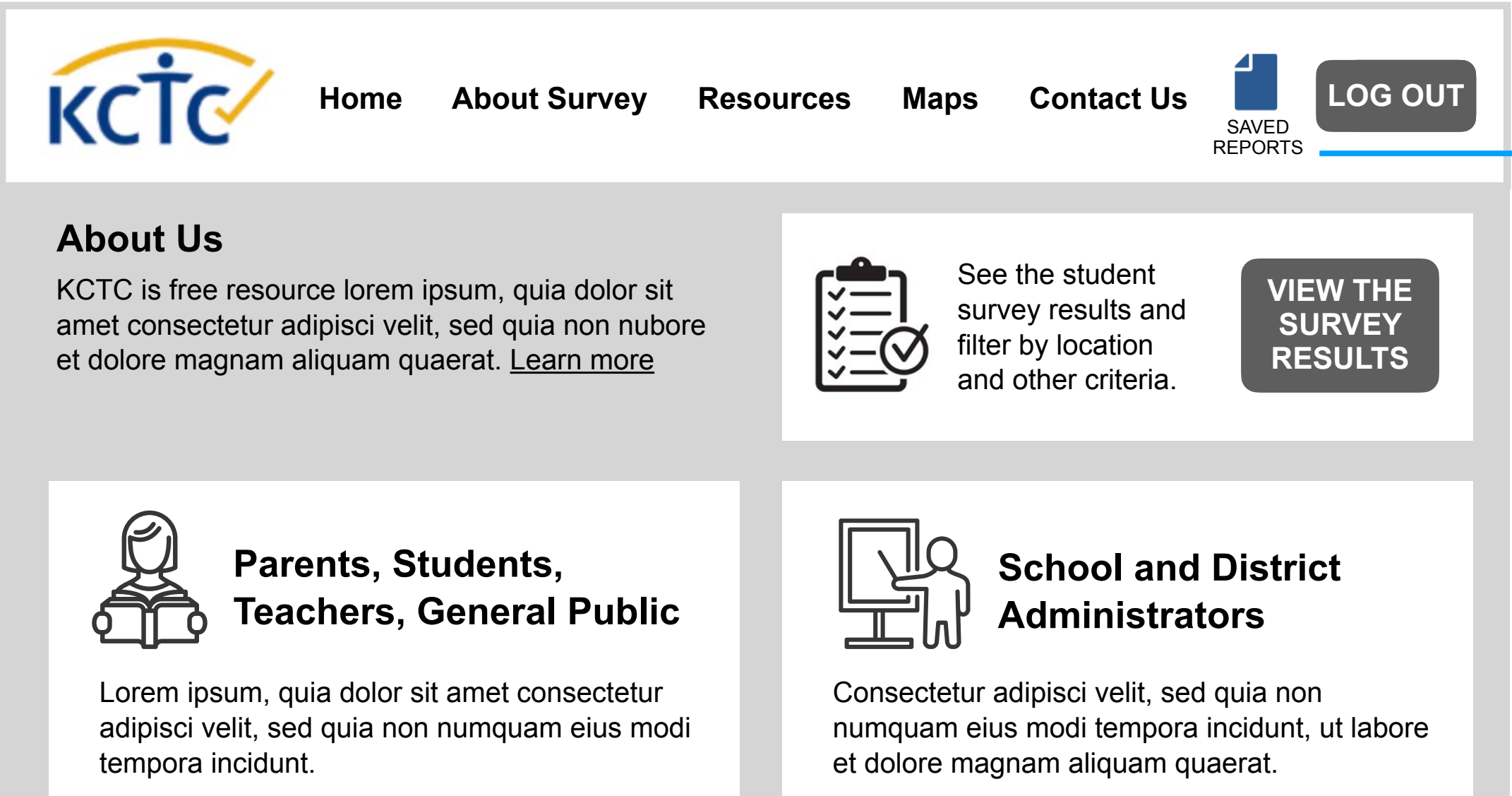
When logged in on the current site, these two icons appear.



The “user” icon implies “profile page” but it is actually used to log out. Recommend replacing it with a “Log Out” button. (Or, use it to access the user’s profile – see page 11.)



Recommend a single login button with drop-down for “District Admin Login” and “Saved Reports Login” (or “General Public Login” to distinguish it from District Admin Login).



The document icon should have a caption so users understand it.




# Audience-Specific Landing Page Approach

Create a similarly structured landing page for each of the two main audience (Districts and General Public). This is an example of the District page.

Explain the features and benefits offered by KCTC for this specific audience.


Use featured content blocks to call user’s attention to the most important content. Recommend no more than two rows (desktop) of featured content boxes.



HomeAbout SurveyResourcesMapsContact Us

LOGIN

HOME > SCHOOL AND DISTRICT ADMINISTRATORS



School and District Administrators


Consectetur adipisci velit, sed quia non numquam eius modi tempora incidunt, ut labore et dolore magnam aliquam quaerat. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere.

DISTRICT LOGIN

Don't have an account?  
[Create one.](#)

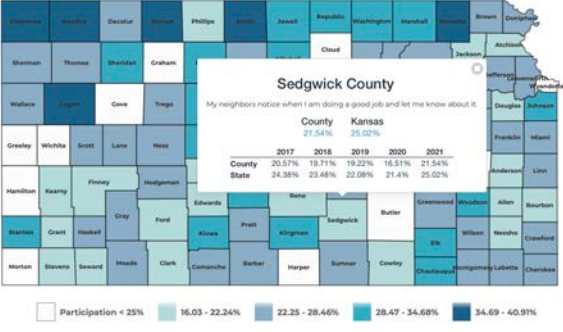
Account Benefits


- Impedit, quo minus id, quod.
- Maxime placeat.



County Maps

On graph pages, click the map icon for interactive county map.






Featured Content

Lorem ipsum, quia dolor sit amet consectetur adipisci velit, sed quia.

VIEW



Featured Content

Lorem ipsum, quia dolor sit amet consectetur adipisci velit, sed quia.

VIEW

MORE HELPFUL CONTENT AND REPORTS

SELECT

Consider adding breadcrumbs site-wide to assist user wayfinding.

See pages 11-12 for recommended logged-in landing pages.

For Districts, explain why they should have an account and how they obtain login credentials from KCTC.


Examples of featured content are the Young Adult Survey and Gambling Survey which could be placed in blocks (for the most emphasis) or on the Quick Links menu below (for less emphasis).

For access to additional content beyond the featured content, use a menu to keep page clutter to a minimum.

7

# Mobile

Use of featured content blocks makes the site much more digestible on mobile.




CONTACT US

DISTRICT LOGIN

Don't have an account?  
[Create one.](#)


**Account Benefits**

- Impedit, quo minus id, quod.
- Maxime placeat.




**School and District Administrators**

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**Featured Content**


Lorem ipsum, quia dolor sit amet consectetur adipiscing elit, sed quia.



**Featured Content**

Lorem ipsum, quia dolor sit amet consectetur adipiscing elit, sed quia.


VIEW



**Featured Content**

Lorem ipsum, quia dolor sit amet consectetur adipiscing elit, sed quia.

VIEW



**Featured Content**

Lorem ipsum, quia dolor sit amet consectetur adipiscing elit, sed quia.

VIEW

MORE HELPFUL CONTENT AND REPORTS


SELECT

▼



# Student Survey Results Page – Initial State (Unfiltered)

Move “Pre-Defined Reports”  
above “Summary Views”



[Home](#) [About Survey](#) [Resources](#) [Maps](#) [Contact Us](#) [LOGIN](#)

HOME > STUDENT SURVEY RESULTS

Use these filters to narrow your results

View by County/State

State of Kansas

All Categories

Pre-Defined Reports

Summary Views

Participation Rates

Risk Factors

Protective Factors

30-Day Substance Use

Perceived Risk

Student Survey / State of Kansas / All Categories

Pre-Defined Reports

(None for these filters. Change filters to see available Pre-Defined Reports)

COMMUNITY DOMAIN

Community Rewards for Involvement

My neighbors notice when I am doing a good job and let me know about it.

There are people in my neighborhood, or the area around where I live, who are proud of me when I do something well.

There are people in my neighborhood, or the area around where I live, who encourage me to do my best.

Low Neighborhood Attachment

Perceived Availability of Drugs

Community Disorganization

Other Questions

SCHOOL DOMAIN

School Opportunities for Involvement

School Rewards for Involvement

Academic Failure

Low Commitment to School

Bullying

Peer/Individual Domain

Social Skills

What would you say or do?


Healthy Beliefs and Clear Standards

Recommend keeping the “Pre-Defined Reports” header here even when no reports are available. This will improve user awareness of these reports when there are available based on filter selections.

Make the topics expandable and show the question links under each topic. This will let the user scan the page more easily and greatly reduce the amount of information to digest.

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# Student Survey Results Page – Filtered State



[Home](#)[About Survey](#)[Resources](#)[Maps](#)[Contact Us](#)

LOGIN

HOME > STUDENT SURVEY RESULTS

Use these filters to narrow your results

View by County/State

Sedgwick County

All Categories

Pre-Defined Reports

Summary Views

Participation Rates

Risk Factors

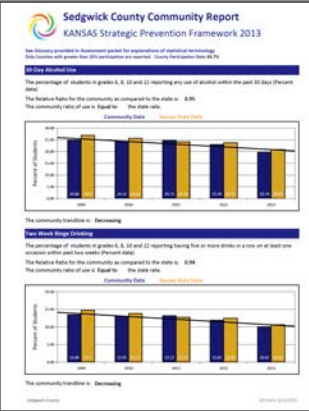
Protective Factors

30-Day Substance Use

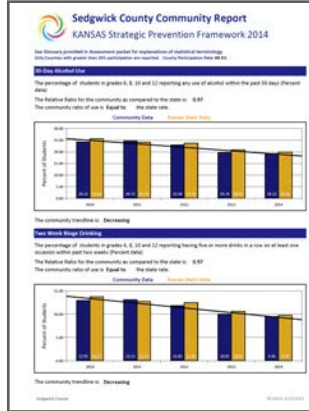
Perceived Risk

Student Survey / Sedgwick County / All Categories

Pre-Defined Reports



2013 – Community Report - Kansas Strategic Prevention Framework



2014 – Community Report - Kansas Strategic Prevention Framework

COMMUNITY DOMAIN

+ Community Rewards for Involvement

+ Low Neighborhood Attachment

+ Perceived Availability of Drugs

+ Community Disorganization

+ Other Questions

SCHOOL DOMAIN

+ School Opportunities for Involvement

+ School Rewards for Involvement

+ Academic Failure

+ Low Commitment to School

+ Bullying

Move the search criteria headers above the results (rather than across the top of the page as on the current site).

Whenever the user changes the filters, always show any existing Pre-Define Reports at the top of the page. Include thumbnails of the actual report to draw the viewers’s eye (or use icons if thumbnails are not possible).

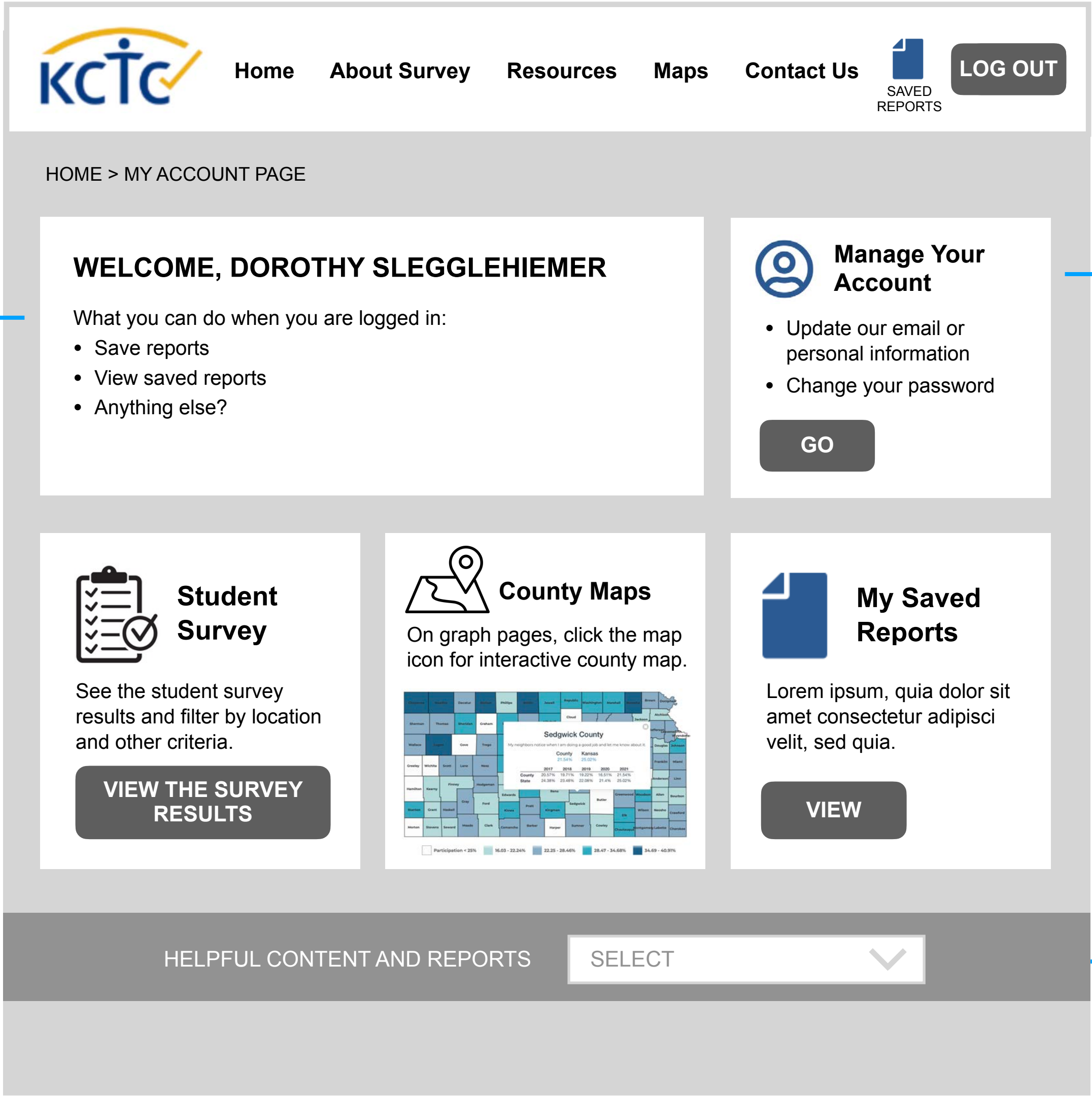
Individual question search results should appear below the Pre-Defined Reports using expandable headers as explained on the previous page.



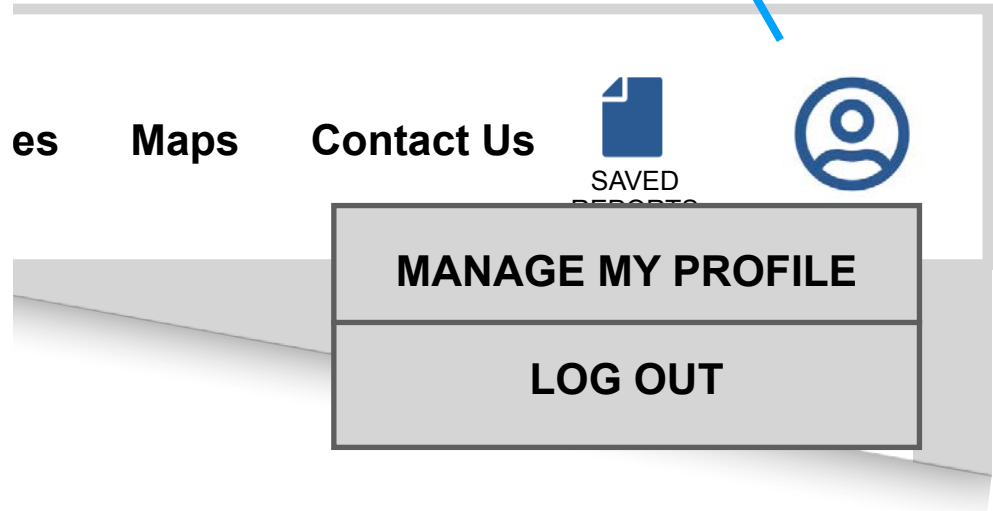
# Logged-In “General Public” Landing Page

Personalize the experience for the user.

Explain features that are available to people who create a saved report account.



Recommend creating a user account management feature. It could be accessed from a featured content block on the user’s logged-in landing page. Alternatively it could be accessible via a drop-down from a user icon in the upper right.




Select quick links most relevant to the general public audience.


# Logged-In “District” Landing Page

Personalize the experience for the user.

Explain features that are available to district administrators after login.



HomeAbout SurveyResourcesMapsContact Us



SAVED  
REPORTS


LOG OUT

HOME > DISTRICT ACCOUNT PAGE

WELCOME, GEORGE KRISTOFERSON

When logged in, the filters on the survey results page are automatically set to reflect your district.  
When you are logged in you can also:


- Save reports
- View saved reports
- Lorem ipsum, quia dolor sit amet consectetur



Need to Update  
Your Account?

To update your district contact information or password, please contact KCTC.


CONTACT US



Student  
Survey

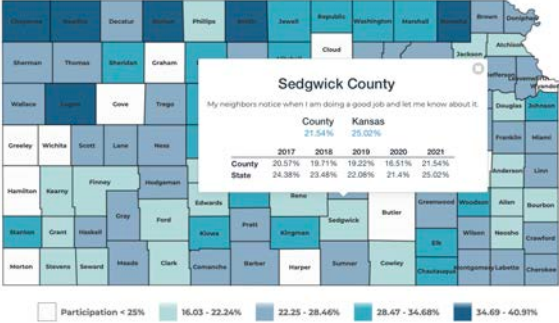
See the student survey results and filter by location and other criteria.

VIEW THE SURVEY RESULTS




County Maps

On graph pages, click the map icon for interactive county map.



Participation: 23%  
16.03 - 22.34%  
22.35 - 28.66%  
28.67 - 34.98%  
34.99 - 40.31%



My Saved  
Reports

Lorem ipsum, quia dolor sit amet consectetur adipisci velit, sed quia.

VIEW

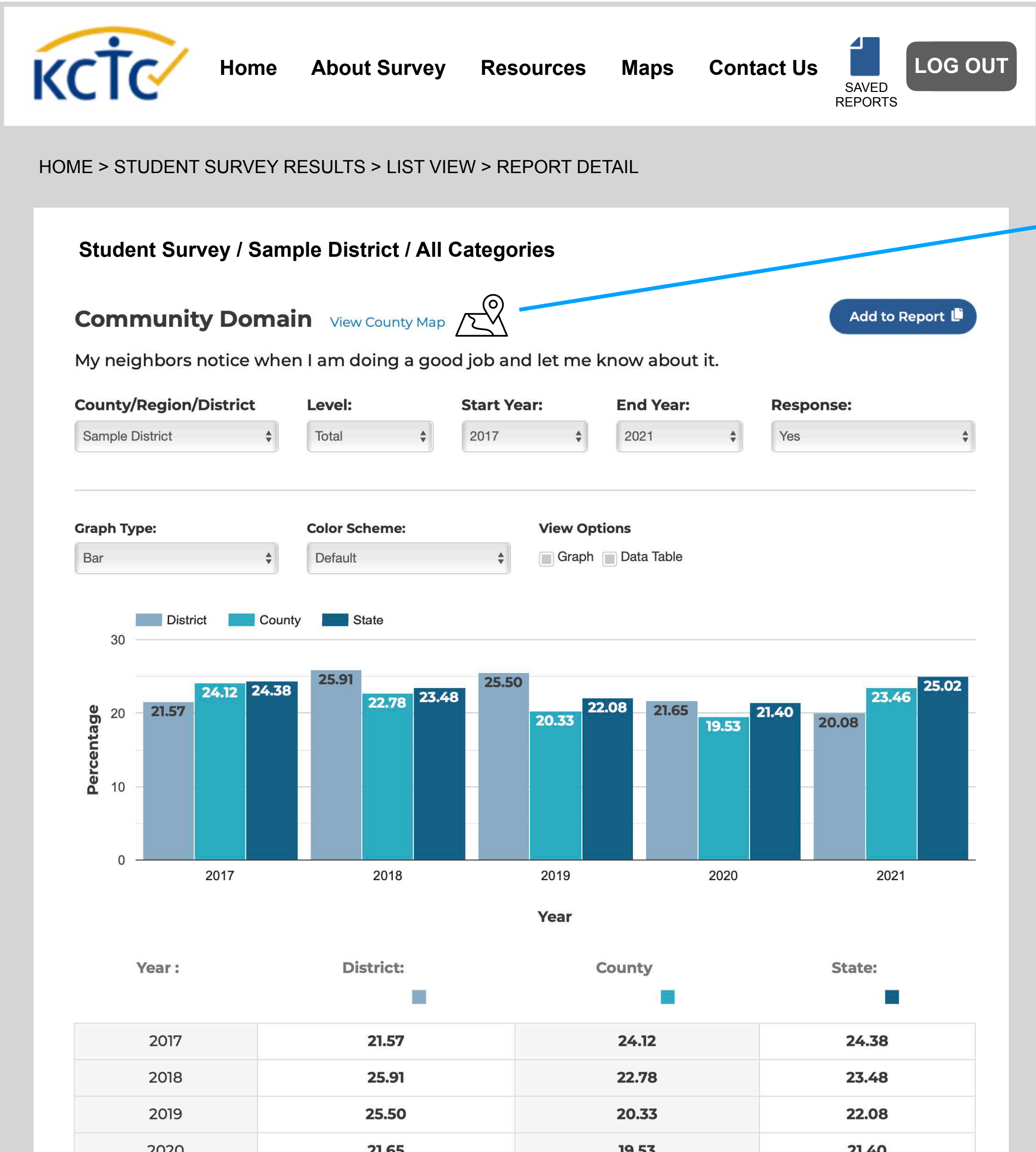
HELPFUL CONTENT AND REPORTS

SELECT

Select quick links most relevant to the district administrator audience.



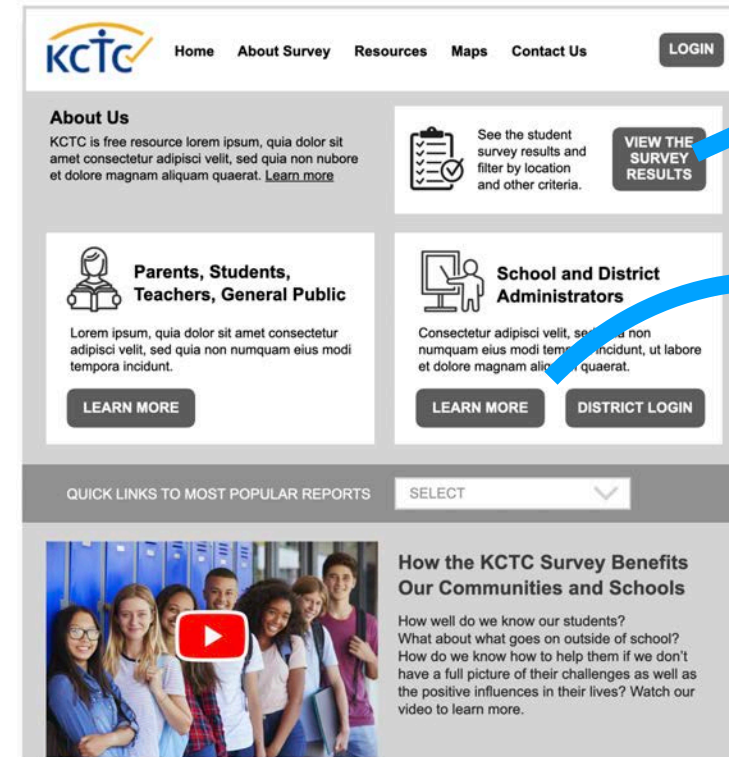
# Survey Detail Page – Map Icon



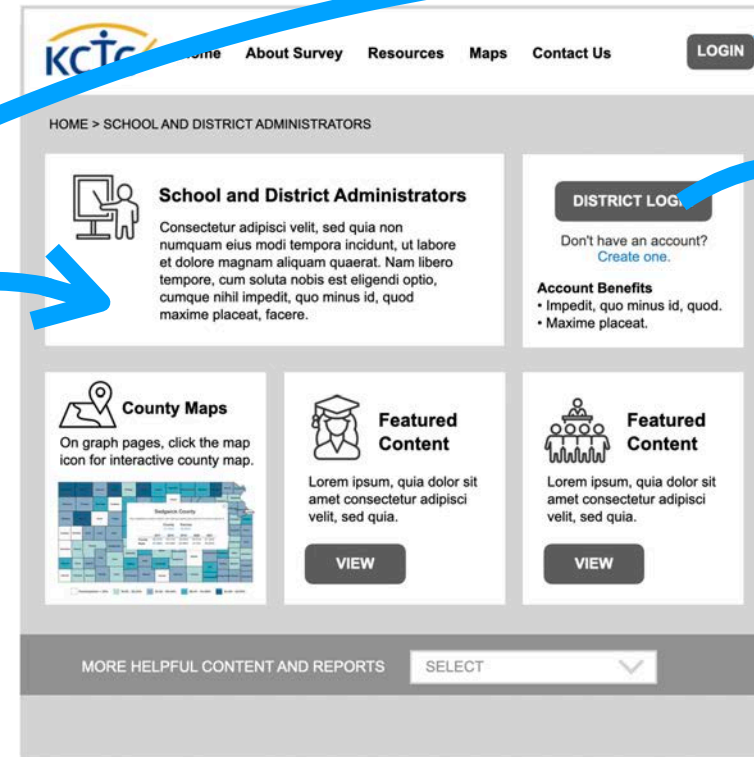
To improve awareness of map views, add clickable icon next to all “View County Map” links.

# Summary – User Flow

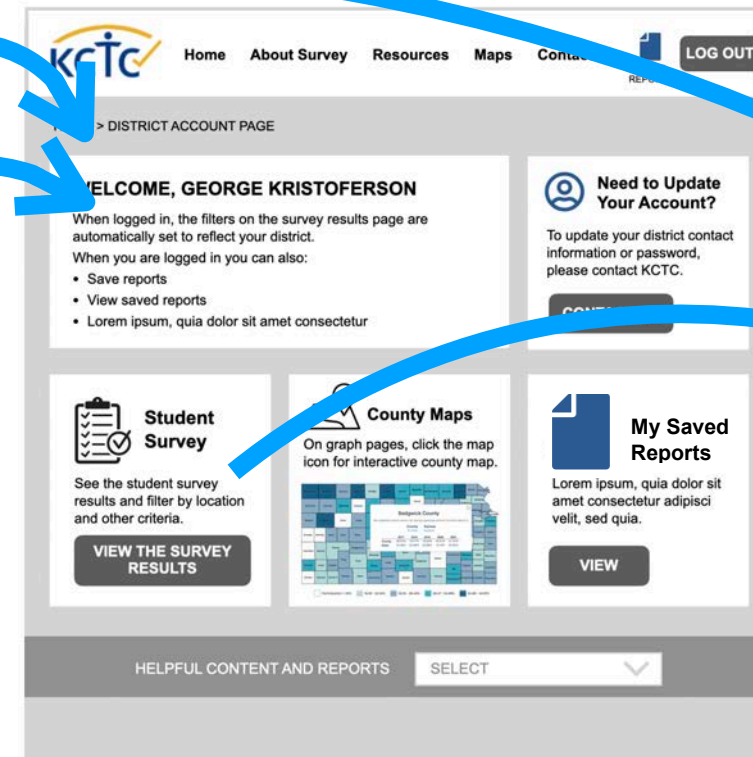
## Home Page



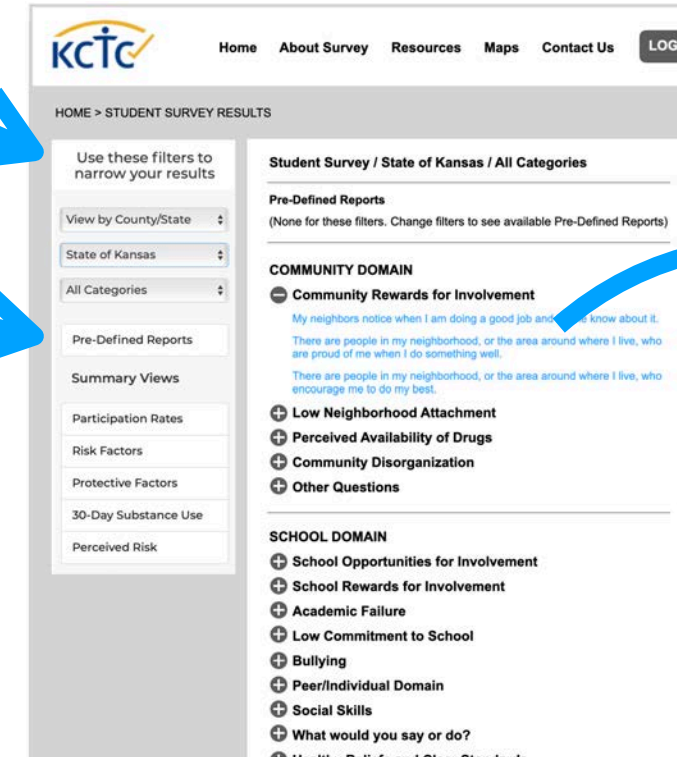
## Audience-Specific Landing Page



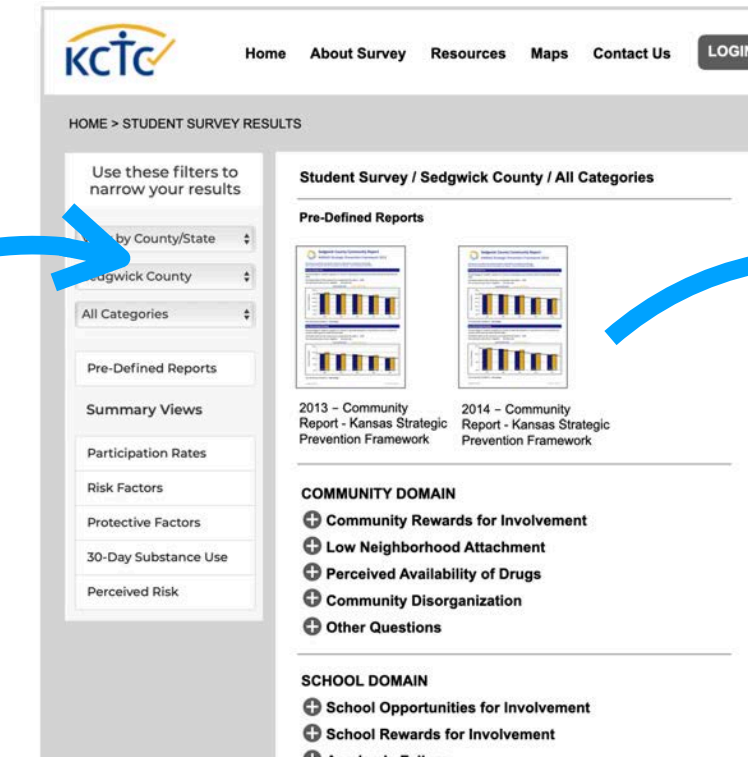
## Logged-In User Landing Page



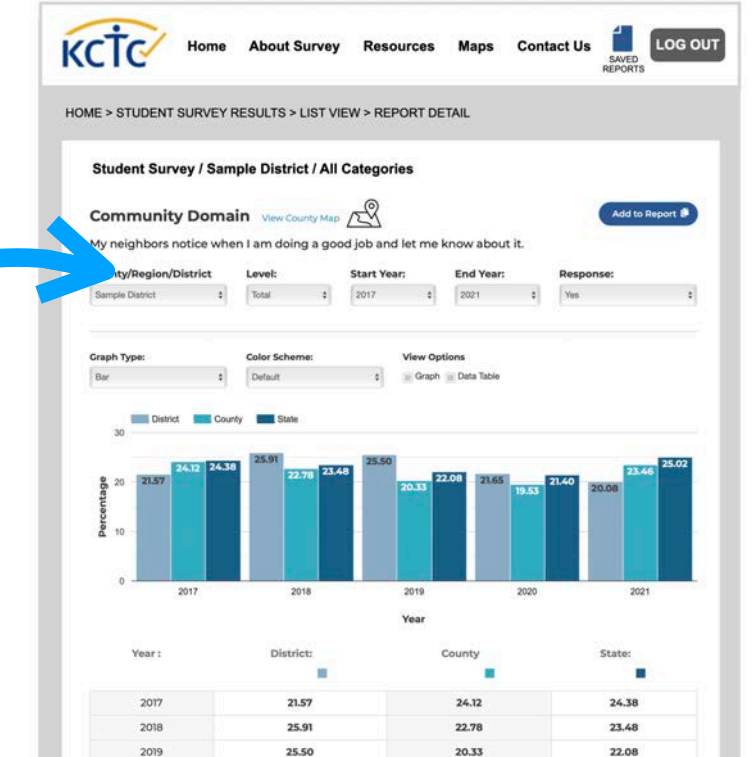
## Survey Page (Unfiltered)



## Survey Page (Filtered)



## Survey Detail



- Orient the user.
- Triage by audience.

- Create one for each main audience:
  - School/District Admins
  - Parents, Students, Teachers, General Public
- Explain features and benefits that apply to them.

- Provide a personalized experience after login.

- Start on the Survey page with no filters applied.

- Prioritize Pre-Defined Reports

- Add map icon to call attention to that feature