



**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- The old website has been archived.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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