



Kalamazoo, MI

How one city used OpenCities and OpenForms to modernize its website and improve the user experience

10%

increase in
new users

100

detailed service
pages created

4,300+

responses to
online forms

48%

decrease in pages
per session

OVERVIEW

Kalamazoo, a city of about 75,000, is situated in southwestern Michigan and is equidistant from Detroit and Chicago. To keep residents current on community news, events, and meetings, Kalamazoo city officials wanted a modern, easy-to-use website that was both user friendly and easy to update.

SITUATION | New Procedures & Technology Needed

Kalamazoo is a robust city, hosting hundreds of meetings and events every year. Making the community aware of news had largely relied on one person from each department to coordinate, update, and post content on a regular basis. This process resulted in inconsistency and frustration among residents when content on the site was outdated or inaccurate. Additionally, the site lacked an effective search function and many pages simply included links to PDFs without explanation of how to accomplish basic tasks.

SOLUTION | Improve Site Usability

Introducing OpenCities and OpenForms to streamline the Kalamazoo website resulted in a more consistent user experience. OpenCities provided navigation recommendations which aligned with Kalamazoo's goals for the website. Implementing the platform's search and map functions allowed users to find information quickly and more easily. Additionally, the platform's calendar and events functions were a major improvement in presenting accurate meeting information in a clear, visual format.

RESULTS | Increased Visitor Numbers & Quality

The impact of OpenCities and OpenForms has been widespread. Users increased by 5% and new users increased by 10%. Site sessions increased by 22% and pages per session decreased by 48%, suggesting that more people are using the site and are finding what they need faster. Visitors are coming to the site differently as well – mobile users increased by 26% and desktop users decreased by 12%.

MUST HAVE SOLUTION

OpenCities
OpenForms

“ There’s no doubt [OpenCities] has positively impacted people’s experience online with our city.”

“I love how easy it is to use and administer OpenForms. The user experience is really modern and simple.”

Neal Conway,
Communications Coordinator,
Kalamazoo, Michigan