



Website Redesign Survey Results

In September, we asked for your help as we redesign the JIB website (www.jibe.org). And almost 400 of you jumped at the chance. *Thank you!!*

We asked you to take a short 12-question survey to get your feedback on the current site and to get a sense of what you'd like to see on the redesigned site.

While we already knew that our participants are active, engaged and care about Local 3 and the JIB Funds, your response was overwhelming. Almost half of the people who took the survey volunteered to help out again and test drive the site as we move forward with the redesign.

Here are some highlights of the survey results:

- Almost 70% of respondents access the Internet with a smartphone, about 40% use tablets, and almost 60% use laptop or desktop computers, so we'll make sure our new website works for you wherever you are and however you want to access it.
- When you come to the site, you often come for a specific reason. Over 40% said that you are looking for information about your benefits and over 30% come to the site to find a form. We're going to make it easier to find what you're looking for through a new navigation structure and by giving you the ability to search the site.
- You told us that you'd like the new site to include the following improvements:
 - Content that is better organized so it's easier to find what you're looking for;
 - A site that is more user friendly;

- The ability to search the site;
 - More visual appeal;
 - Mobile friendly.
- Your assessment of the current site showed that we have room to improve.
- Almost 60% of you do not think the current site is visually appealing.
 - Over 44% of you do not think it's easy to find what you're looking for on the current site.
 - About 44% of you have trouble navigating the current site and sometimes get lost on the site.
 - About half of you don't think the current website is easy to use.

Your feedback will be very helpful as we move ahead with this project. We're already taking another look at the structure of the new site, the way we are re-organizing the content, and what we'll have on the new home page. Thank you for the time and effort you put into answering our questions. The redesigned website will be a better site because of your input.

And the Winners Are...



To encourage you to take the survey and to thank those who responded, we entered the email addresses of everyone who completed the survey into a drawing for \$25 gift cards. We randomly selected four winners. The winning participants are:

- John F.
- Robert H.
- Richard K.
- Kim S.

Congratulations and thank you!