

Wisconsin Elections Commission: Redesigned website puts emphasis on usability

Posted on Tuesday, Jul 19, 2022

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Starting today, election officials and voters across Wisconsin will notice a new look and feel for the Wisconsin Elections Commission website.

The URL - elections.wi.gov - remains the same, but the updated site is intended to be easier to use for both the state's 1,800-plus election clerks and for the many thousands of Wisconsin residents who use the site.

The new site debuted Tuesday morning.

"We're very pleased with the many improvements to the website," said WEC Administrator Meagan Wolfe. "The new design will make it much easier for both clerks and citizens to find what they are looking for on our site."

The main agency website also includes easy-to-find links to other important election-related sites maintained by the WEC, such as MyVote, where voters can access information about their local elections as well as register to vote and request absentee ballots, and Badger Voters, where anyone can purchase datasets about past elections.

Agency staff and an outside vendor created the new website design with input from clerks, voters, and poll workers over many months and multiple sessions that tested the usability of the site. User feedback from all corners will continue to drive the website design after the launch, WEC officials said.

Municipal clerks are among the heaviest users of the elections.wi.gov site, as it contains all Clerk Communications, along with various manuals and instructional

material for administering elections. The site also offers information about training opportunities for election officials.

As the new site rolls out, WEC staff will collect user feedback and monitor site traffic and user behavior to inform any other changes or updates.

- Information on the old WEC website has been migrated to the new site. However, the design and location of the information may have changed. The WEC created a video - vimeo.com/728229690 - that provides an overview of the site and points to where commonly accessed information can now be found.