

# Public Website Redesign Project Goals

## Information Technology Services

### **Summary**

This project will use industry standards and best practices to develop the City of Bellingham public website (<http://www.cob.org>) into a more effective communications and service delivery channel by applying a professional visual design, improving site usability, and streamlining the publishing process. The project is led by ITSD, in consultation with the Executive Department. The project will be completed in two phases.

### **Phase I**

Applying a professional visual design and improving site usability

#### **Professional Visual Design**

- Sense of place** - Use imagery to reflect Bellingham and the services the City provides.
- Home page** – Establish conventions for managing home page as an effective government communications tool.
- Visual identity** – Incorporate a new identity consistently throughout the website, associating information and services offered with the City and identifying it as an official City publication.
- Templates** - Develop standard templates and use cascading style sheet (CSS) technology to enforce consistency and enable site-wide changes in design without having to edit every page.
- Style** - Establish standards for fonts, colors, graphics, and other design elements to help maintain the style of the website and train departmental staff.

#### **Site Usability**

- American's with Disabilities Act (ADA)** - Optimize content and navigation for easier access by the disabled.
- Search** - Add full text search for all pages so site visitors can find information more quickly.
- Navigation** - Use intuitive and consistent navigation on all pages allowing visitors to identify where they are in the site at all times and providing a way to easily move around.
- Topical Guide** - Create a topical guide to City services as an alternative to finding them by department.
- Visual hierarchy** - Create a visual hierarchy so page elements are viewed in the correct sequence simplifying site identification and content scanning.

### **Phase II**

Streamlining the publishing process

#### **Publishing Process**

- Tools** - Add tools to enable departments to better manage the following content: audio/video; calendars; documents; email lists; online forms; photo galleries; press releases; surveys. This will include the options to schedule content and require approval before publication.
- Policy** - Update web policy to clarify roles and responsibilities and establish scope of public website content.
- Training** - Offer training to departments on new tools and standards.