

Dane County Homepage Outline

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The existing Dane County, website is a good base site for navigating the 47 department links and highlighting a few frequently viewed sites. However, there is no underlying organization of the information or clear audience. The three column layout shrinks the usable space and contributes to the long length of the page that often requires scrolling. Furthermore, the 141 links and text on the page create a busy interface that is difficult to scan or fully comprehend.

We'd like to change that with a simpler, user-centric design that cleanly presents this same information into more easily digestible chunks. The design we're recommending takes advantage of some architectural styling that draw the eye towards the Dane County Logo in the top center and 4 main categories of information:

- 1. Welcome**
- 2. Government**
- 3. Business**
- 4. Recreation**

Each category will share the same banner and background. They will also be downloaded at the same time so that the transition time is instantaneous. What this amounts to is a homepage with 4x the usable space.

The categories will be separated by color and each section will have subtle color changes to re-affirm which topic you are viewing. Additionally, the four central quadrants of the Dane County Logo have been re-colored to replicate this scheme.

1. Welcome – Yellow – Dairy and Farms (upper left)
2. Government – Green – Capitol Building (upper right)
3. Business – Red – Graduation Cap and Scroll (lower right)
4. Recreation – Blue – River and Fishing (lower left)

The Welcome category will feature the latest news and press releases, a large photo slideshow for news and events, a section devoted to the County Executive and Elected Officials, and a short description of Dane County. This main page is important as it clearly communicates that we are a government organization and presents a large space for the most important items

and highlights news and other time sensitive press releases. Moreover, it provides easy access to accessibility information, services, contact information, and several ways of finding our agencies and services.

The Government category will immediately feature a comprehensive list of our agencies and boards along with the ability to search for a specific agency and view contact information. It will also contain links to the code of ordinances, legislative updates, meeting, and minutes & agendas. A description at the bottom of the page will more clearly define our hierarchical structure and legislation.

The Business category will be directed at our local companies and business owners and feature information on taxes, registration, and grants. Economic Development and the Purchasing Division will be two of the major agencies highlighted in this section.

The final category, Recreation, will have links to our more entertaining agencies and can also include information on local arts and entertainment businesses. It will highlight the Alliant Energy Center, Parks Division, and Cultural Affairs.

This design has a lot of great features that can be implemented in several months without the need for any additional resources or funding. Furthermore, it was created internally and future projects will benefit from having staff deeply involved in the planning and implementation. Finally, it will serve as a simpler, more user friendly online resource for our citizens and agencies and present our County Government in the best possible light.