

# Homepage Presentation Points

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## **This is a proposal for a new design of the Dane County homepage**

- Mac and I have worked on this design in our spare time for several weeks
- It's a user-centric design focused on easy navigation and an intuitive interface
- It's also a beautiful design that will captivate audiences and draw the eye

## **The Current site is busy and has no clear audience**

- It contains 141 links and text
- The three column layout compresses the usable space and requires vertical scrolling
- It doesn't present a lot of helpful information for users un-familiar with our government

## **The proposed design is clean and attractive**

- The design uses architectural stylings to draw the eye towards the central logo
- We took the content on the existing site and broke into more intuitive subsets
- 4 major categories divide the information by audience
- But we're taking it one step further and downloading everything on the same page so the transition is instant
- This means that we're expanding the functional space to 4x the current site

## **Color Plays an Important Role**

- Each of the 4 main categories is associated with a color
- This is reflected in a revised Dane County Logo
- Subtle color changes and highlights will re-affirm the category the user views

## **The Welcome Page**

- Large area devoted to recent news, initiatives, and press releases
- Images can be created for major events like the adoption of a budget or election
- Additionally, park photos or monthly images from the Cultural Affairs calendar can show when no recent news items are available

- Beyond news, users can easily access a services directory with contact information and descriptions for agencies, services, and resources.
- Additionally, a contact directory more specifically targets our employees and agencies and combines three of our current directory pages
- Other options for finding information quickly are available with an I'm Looking For section, calendar, frequently visited, and sitemap

## The Government Page

- Features a comprehensive list of agencies and boards
- Search Option reduces the time to find an agency
- Also contains links to ordinances, legislation, meetings, and minutes & agendas
- Brief description at the bottom describes our organizational structure and legislation

## The Business Page

- Directed towards local companies and business owners
- Features information on taxes, registration, and grants
- Prominently displays Purchasing Division and Economic Development

## The Recreation Page

- Geared towards citizens and tourists looking for cultural activities
- Links to 4 of our recreation oriented agencies {Alliant Energy Center, Cultural Affairs, Parks, and Zoo}
- Also can feature non-county organizations like the Monona Terrace

## Conclusion

- The new design offers a more user friendly and beautiful approach to the Dane County Government
- Additionally it won't cost any additional resources or funds to implement
- It was developed by internal staff so we will retain our creative and technical knowledge for future modifications
- It can be implemented in as few as 3 months

## Feedback

- We are looking for feedback on the design and organization of the homepage
- Things to consider
  - This is a user-centric design. We are attempting to make it easier for our citizens to understand and access the services that our County offers
  - Very few people currently use the homepage to find our websites. Over the last 3 months only ½ % of traffic to the airport website and 1% of the users of the Alliant Energy Center website came from our homepage.
  - This design provides more ways to find sites. We are presenting multiple options for finding content based on the tabs, services directory, contact directory, frequently visited page, sitemap, event calendar, and other general pages.
  - Simplicity is key. A clear and accessible window into County Government will help citizens more than a flashy or busy website. We've added some nice design elements, but always with a purpose and in a way that adds to the overall picture rather than clashing.
- Feedback we're looking for:
  - Additional content. If you would like to change the descriptions, suggest a website be added to a list, or have additional categories, let us know. A lot of the content was written by us and you may have a deeper understanding of a certain topic.
  - Design Considerations. Please let us know your thoughts on the proposed logo, background, header, and layout of the page.
  - Ideas. We're trying to make it easier to communicate all of the agencies and services within the County. Feel free to share your ideas on how best to present the information for your group.