Supplemental Documentation for PortlandOregon.gov (was PortlandOnline.com) Web site Redesign

The following pages include alternate visual presentations of schematics presented to the City of Portland on January 8, 2010, as well as prioritized feature lists for the Home Page and Macrosite templates.

How this document is organized:
The first half of this document ("Alternate Visual Presentations") presets original and alternate visual presentations of primary schematic templates with the majority of supporting notation removed for ease of review. Heavily notated versions of schematics are still included, though moved to the "Technical Documentation" section of this document.

Note about Schematics:
Schematics play a similar role to architectural building plans in that they communicate the structure of the site and organization of content elements as well as serve as functional documents during the building (implementation) phase. The rendering of these schematics with a clearly defined and comprehensive visual design will help to translate these wireframes into a Web site with visual depth.

Note about Visual Design:
The selected visual design team should develop a visual style guide that documents the overarching visual style for the site including primary and supplementary color palettes and visual design treatments for Web site components (eg, content blocks, headers, buttons, etc) and Web elements (eg, font type, font sizes, link lists, bullet styles, link states, navigational header states, standard image sizes, etc). To provide flexibility in design for Macrosites, the visual design team may consider identifying two to three complementary color palettes that Macrosite owners could choose from. This would support the need for both a unified site presentation and development of individual identities for Macrosites.

The Visual Design team may choose to begin the design process by identifying two to three design directions for the site and then create visual mock-ups of the Home Page and Macrosite landing page that apply these distinctly different design treatments. This will help the Web team select the final visual design direction before the full visual style guide is created and will help with communicating the overall site redesign approach with the larger review team.

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Elements such as copy, image composition and layout are not specified in this document. This visualization articulates the information hierarchy and relationships among elements.

Alternate Visual Presentations

The following simplified wireframes include alternate visual presentations for:

- Home Page
- Primary Navigation Landing Pages
- Macrosite Landing Page

Skip Navigation

City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH

Search

Advanced Search

Residents | Businesses | Visitors | Government

Text Size: S L

I Want To...

- Contact a City department or employee
- Pay water/sewer bill
- Pay business fees
- Find zoning/development information
- Apply for permits online
- Search for jobs
- View the City Council agenda & videos
- Find a park
- Access maps and data
- Search by neighborhood

Report an issue or submit a request:

Service Request List

Find a City service:

Choose a Service

Find a City agency:

Choose an Agency

Current City-wide Highlights slide show
(may include any combination of text, images, video)

Contact Us

Social Media Directory highlight and link

City News

See more News >

PublicAlerts.org

Online Account CTA

Overview text

Username:

Password:

New User?
Click to Register

Login

"Fold"

Portland Maps

City Calendar

See more Events >

City Council

Web site Feedback

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

© 2010 City of Portland, Oregon

Home Page Layout A: Initial Design

Refer to technical documentation for component details.

Home Page as Information Dashboard

Overwhelmingly, participants in the 2009 Web site survey expressed a preference for PortlandOnline to fill the role of **Information Resource**.

Based on survey participation, the two primary Web site user groups were City Residents and City Employees (who primarily come to the site to access the Employee Portal).

We have designed the home page as an information dashboard, encompassing in a single screen clear pathways to the most important tools and information, as identified in the survey, for primary users.

Skip Navigation

City of Portland, Oregon

Employee Portal

Online Account: Sign Up Log In

Residents | Businesses | Visitors | Government | City Directory | SEARCH | Advanced Search | A A

I Want To...

- Contact a City department or employee
- Pay water/sewer bill
- Pay business fees
- Find zoning/development information
- Apply for permits online
- Search for jobs
- View the City Council agenda & videos
- Find a park
- Access maps and data
- Search by neighborhood

Find a City service:

Choose a Service

Find a City agency:

Choose an Agency

Report an issue or submit a request:

Service Request List

Web site Feedback

Current City-wide Highlights slide show
(may include any combination of text, images, video)

PublicAlerts.org

City News

See more News >

City Calendar

See more Events >

"Fold"

Portland Maps

Social Media Directory
CTA / link

City Council

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

© 2010 City of Portland, Oregon

Home Page Layout B: Alternate Design

Alternate header treatment; wider highlight slide show area; reorganized page elements

Refer to technical documentation for component details.

Home Page as Information Dashboard

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Based on survey participation, the two primary Web site user groups were City Residents and City Employees (who primarily come to the site to access the Employee Portal).

We have designed the home page as an information dashboard, encompassing in a single screen clear pathways to the most important tools and information, as identified in the survey, for primary users.

Skip Navigation

City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH

Search

Advanced Search

Residents | Businesses | Visitors | Government

Text Size: S L

I Want To...

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- View the City Council agenda & videos
- Find a park
- Access maps and data
- Search by neighborhood

Report an issue or submit a request:

Service Request List

Find a City service:

Choose a Service

Find a City agency:

Choose an Agency

Current City-wide Highlights slide show
(may include any combination of text, images, video)

City News

See more News >

City Calendar

See more Events >

Portland Maps

City Council

Social Media Directory highlight and link

PublicAlerts.org

"Fold"

Contact Us

Web site Feedback

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

© 2010 City of Portland, Oregon

Home Page Layout C: Alternate Design

Original header treatment; wider highlight slide show area; reorganized page elements

Refer to technical documentation for component details.

Home Page as Information Dashboard

Overwhelmingly, participants in the 2009 Web site survey expressed a preference for PortlandOnline to fill the role of **Information Resource**.

Based on survey participation, the two primary Web site user groups were City Residents and City Employees (who primarily come to the site to access the Employee Portal).

We have designed the home page as an information dashboard, encompassing in a single screen clear pathways to the most important tools and information, as identified in the survey, for primary users.

Skip Navigation

City of Portland, Oregon

Employee Portal

Online Account: Sign Up Log In

Residents | Businesses | Visitors | Government | City Directory | SEARCH | Advanced Search | A A

I Want To...

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- View the City Council agenda & videos
- Find a park
- Access maps and data
- Search by neighborhood

Report an issue or submit a request:

Service Request List

Find a City service:

Choose a Service

Find a City agency:

Choose an Agency

Portland Maps

Current City-wide Highlights slide show
(may include any combination of text, images, video)

PublicAlerts.org

City News

See more News >

"Fold"

City Council

City Calendar

See more Events >

Social Media Directory highlight and link

Web site Feedback

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

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Home Page Layout D: Alternate Design

Alternate header treatment; wider highlight slide show area; reorganized and alternate sizing of page elements

Refer to technical documentation for component details.

Home Page as Information Dashboard

Overwhelmingly, participants in the 2009 Web site survey expressed a preference for PortlandOnline to fill the role of **Information Resource**.

Based on survey participation, the two primary Web site user groups were City Residents and City Employees (who primarily come to the site to access the Employee Portal).

We have designed the home page as an information dashboard, encompassing in a single screen clear pathways to the most important tools and information, as identified in the survey, for primary users.

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH Search

Advanced Search

Residents | Businesses | Visitors | Government

Home > Primary Landing

Text Size: S L

Primary Nav Title

Concise welcoming/framing statement tailored to primary navigation category...Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Localized Title Information Search

Find the information you need. Enter a search term to get started.

Search

Highlight/CTA Ticker

1

Contact Us

City Calendar

Search Events >

City News

Read more News >

Web site Feedback

Category Name A (12pt)

Primary Link (10pt)

Secondary Link (Indented 9pt)

Secondary Link (Indented 9pt)

Primary Link (10pt)

Primary Link (10pt)

Primary Link (10pt)

Primary Link (10pt)

Primary Link (10pt)

Category Name B (12pt)

Primary Link (10pt)

Primary Link (10pt)

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

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Primary Landing Page A: Initial Design

Refer to technical documentation for component details.

Primary Navigation Landing Pages as Information Directories

The primary purpose of the main site landing pages is to provide quick access to specific deep-linked informational pages from one location without requiring multiple clicks by users.

Pages should be designed with target users in mind and be formatted as a landing page (include welcome statements and topic-specific content) rather than as a link-only page.

1

Right Channel All elements scale in height to accommodate content; fixed width.

Calendar / News / Web site Feedback are required elements on Primary Landing pages

Contact Us / Highlight Ticker are optional elements; however, if included, place in order as shown

Skip Navigation

Employee Portal

City of Portland, Oregon

Online Account: Sign Up Log In

Residents | Businesses | Visitors | Government | City Directory | SEARCH | Advanced Search | A A

Home > Primary Landing

Primary Nav Title

Concise welcoming/framing statement tailored to primary navigation category...Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Search [Category Name]: Enter Keyword

Category Name A (12pt)

Primary Link (10pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)

Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)

Category Name B (12pt)

Primary Link (10pt)
Primary Link (10pt)

1

Contact Us

Highlight/CTA Ticker

Calendar

Search Events >

News

Read more News >

Web site Feedback

Disclaimer & Privacy Policy | Accessibility Contact Us | Site Map | Contact the Web Team © 2010 City of Portland, Oregon

Primary Landing Page B: Alternate Design

Alternate header treatment; alternate search treatment; addition of dividing horizontal rule; highlight ticker moved to right channel.

Refer to technical documentation for component details.

Primary Navigation Landing Pages as Information Directories

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Contact Us / Highlight Ticker are optional elements; however, if included, place in order as shown

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH

Search

Advanced Search

Residents | Businesses | Visitors | Government

Home > Government > Department Name

Text Size: S L

Macrosite Name and Graphic

Search Department Name

Consectetuer adipiscing elit, sed diam nonummy.

Search

Department Home

- First
- Second
- Third
- Fourth
- Fifth
- Sixth
- About Us

I Want To:

Choose Quick Link

Quick Topics:

Choose Topic

Who We Are / Mission Statement

Content Area (See supporting component documentation)

Contact Us

CTA

Events

See more Events >

Web site Feedback

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

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Macrosite Landing Page A: Initial Design

Refer to technical documentation for component details.

Skip Navigation

City of Portland, Oregon

Employee Portal

Online Account: Sign Up Log In

Residents | Businesses | Visitors | Government | City Directory | SEARCH | Advanced Search | A A

Macrosite Name and Graphic

Home > Primary Landing > Secondary

Search Department Name

Consectetuer adipiscing elit, sed diam nonummy.

Search

Department Home
First
Second
Third
Fourth
Fifth
Sixth
About Us

I Want To:

Choose Quick Link

Quick Topics:

Choose Topic

Mission Statement / Welcome Message

Content Area (See supporting component documentation)

Contact Us

CTA

Events

See more Events >

Web site Feedback

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

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Macrosite Landing Page B: Alternate Design

Alternate header treatment; alternate search treatment; addition of dividing horizontal rule; highlight ticker moved to right channel.

Refer to technical documentation for component details.

Technical Documentation

The following pages include:

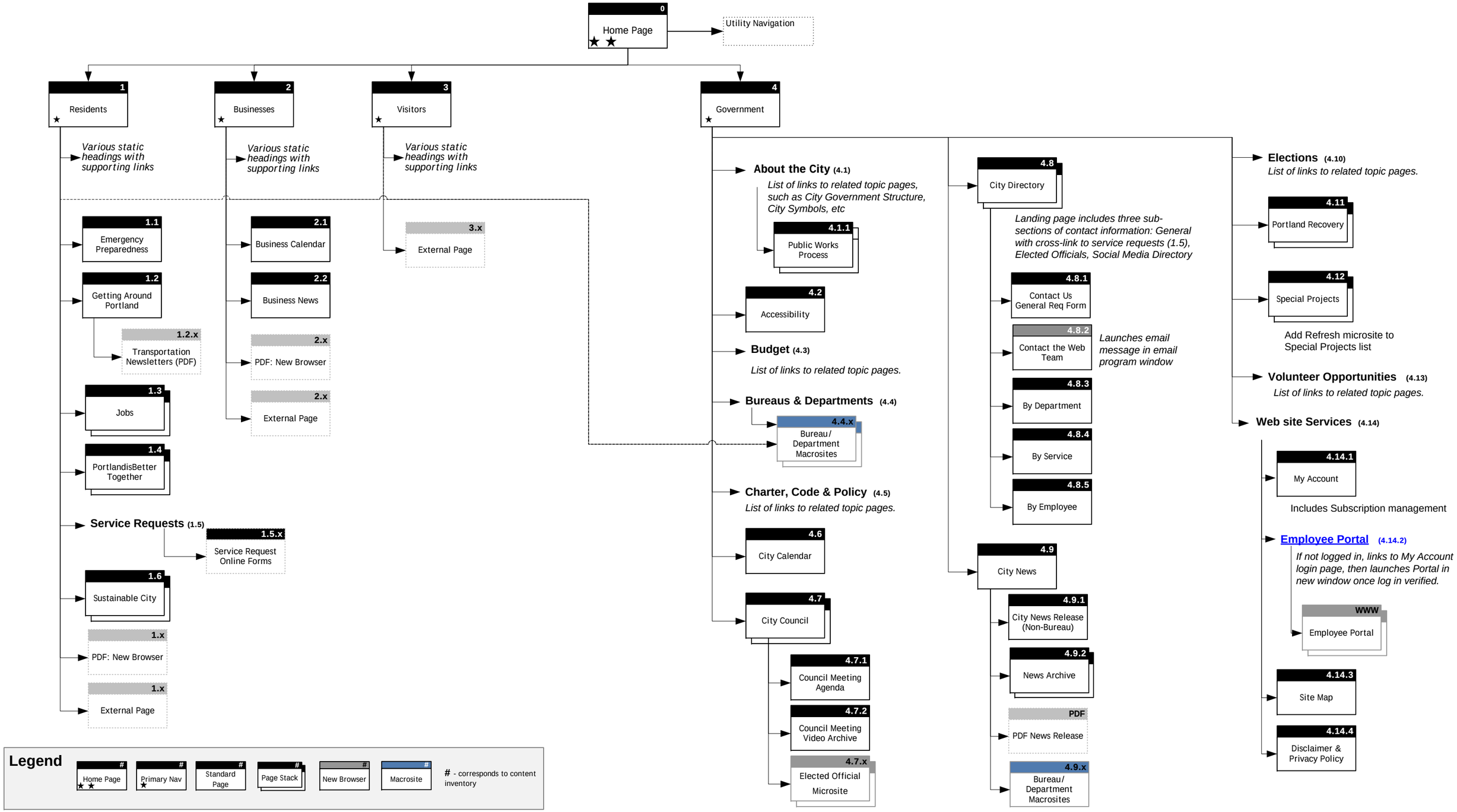
- Prioritized Feature Lists for: Global Header, Footer, Home Page, Macrosite Landing
- Initial Schematics including detailed notations.

WHITE HORSE

Site Map

Client Name: **City of Portland**
Project Name: **PortlandOnline Web site Redesign**
Job #: **PON0001AB**

Site Map: Main
Author: White Horse
Last Modified: 1/26/2010



Top Utility Navigation

- 4.8 City Directory
- 4.14.3 Site Map
- 4.8 Contact Us
- 4.14.1 My Account
- 4.14.2 Employee Portal
- 0.1 Search
  - 0.1.1 Search Results
  - 0.1.2 Advanced Search

Note: Skip Navigation is a functional item and not linked to a particular page.

Footer

- 4.14.4 Disclaimer & Privacy Policy
- 4.2 Accessibility
- 4.14.3 Site Map
- 4.8 Contact Us
- 4.8.2 Contact the Web Team

Legend

- # Home Page ★ ★
- # Primary Nav ★
- # Standard Page
- # Page Stack
- # New Browser
- # Macrosite

- corresponds to content inventory

Utility Navigation: Prioritized List

High Priority

1 **Primary Navigation** Four primary navigation links must
- Remain at the top of the page
- Be presented in the order as shown
- Have the greatest visual weight in the header (size and placement)
- Have a specific visual treatment for the "selected" state

2 **Search** Prominent placement of search field; visually weighted second in priority; include link to advanced search.

Note: By placing the primary navigation items to the left of the search box, it places a higher overall emphasis on primary navigation categories as the recommended navigation mechanism. If search were placed on the left-hand side, it would give emphasis to search as the primary navigation mechanism.

3 **Skip Navigation** For this element placement is the critical design attribute. This is a functional item and should be placed appropriately so that it is most useful for visitors using screen readers to skip persistent navigational items.

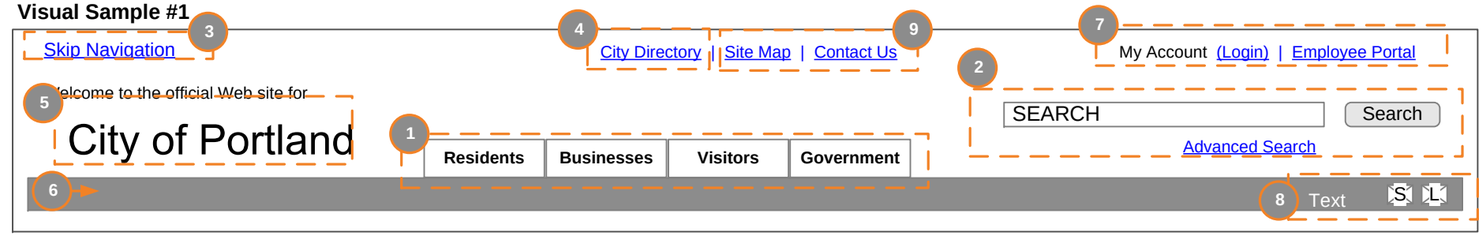
4 **City Directory** This was a primary request from survey participants. Note that in visual sample #1 it is listed first in the utility navigation list. In visual sample #2, #3, it is moved to a more prominent position along with the primary nav items, though clearly should not be represented with the same weight or visual treatment as the primary navigational categories.

5 **City of Portland** Page header must include a clear label communicating to visitors that the site they are looking at is for the City of Portland; recommend not using the web address as the label, but instead some city/state designation.

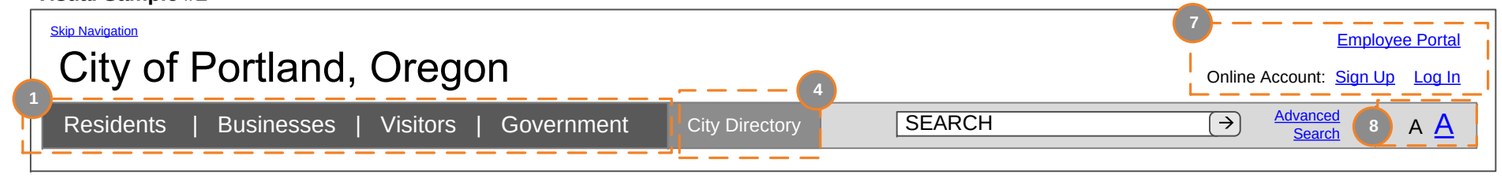
6 **Breadcrumbs*** For Visual Sample #1, there is a designated area of the Global Header reserved for breadcrumbs, which appear on all pages except the home page. For sample #2, #3, a designated space below the navigation should be left for breadcrumbs, though visual shading is not required.

Alternate visual presentations of utility navigation elements:

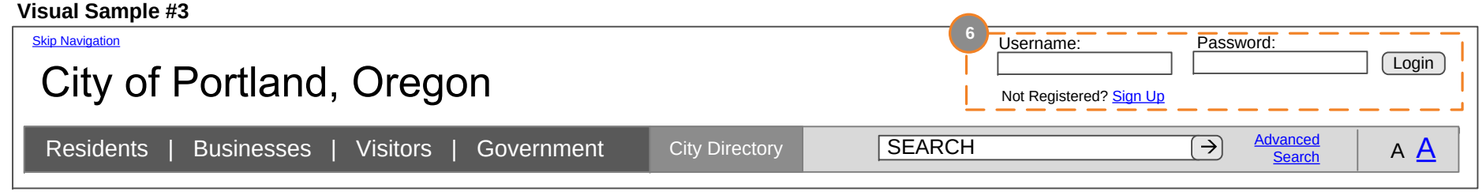
Visual Sample #1



Visual Sample #2



Visual Sample #3



Medium Priority

7 **Login** Recommend placement of account login in the upper right corner of the page; visual treatment can vary depending on how much attention the City wants to bring to this element.

Note 1: Visual sample #3 includes login fields directly on the home page (removes a click from the login process and also visually raising awareness of this feature); however this treatment requires more general promotion of what an login offers and that login works for both public and employee users.

Note 2: Should more emphasis on online accounts be desired, Account Login could be integrated into the primary navigation bar to the right of City Directory (as shown in visual sample #2/#3) and with the same visual treatment as City Directory (as shown in visual sample #2/#3)

8 **Text size** Should be clickable item that adjusts size of text on page

Low Priority

9 **Site Map | Contact Us** Duplicate functionality to that included in global footer; Less critical to include in utility header if City Directory is elevated in visual prominence.

Footer: Prioritized List

1

Disclaimer & Privacy Policy | Accessibility | Contact Us | Site Map | Contact the Web Team | © 2010 City of Portland, Oregon

High Priority

1

Footer

Include all items shown; links should remain grouped as shown; groups may be stacked or reordered.

Note: Contact Us, Site Map, and Contact the Web Team are the primary links in the footer.

Home Page: Prioritized List

High Priority

1 **Left Channel Quick Links**

Overwhelmingly, participants in the 2009 Web site survey expressed a preference for PortlandOnline to fill the role of **Information Resource**.

Based on survey participation, the two primary Web site users groups were City Residents and City Employees, (who primarily come to the site to access the Employee Portal).

Quick Links/Quick Finders place clear and direct pathways to the most critical information and quick deep links to other sections of the site with a single click.

These links should remain as the primary item in the left channel and act as primary localized navigation for the site.

2 **Highlight Slide Show**

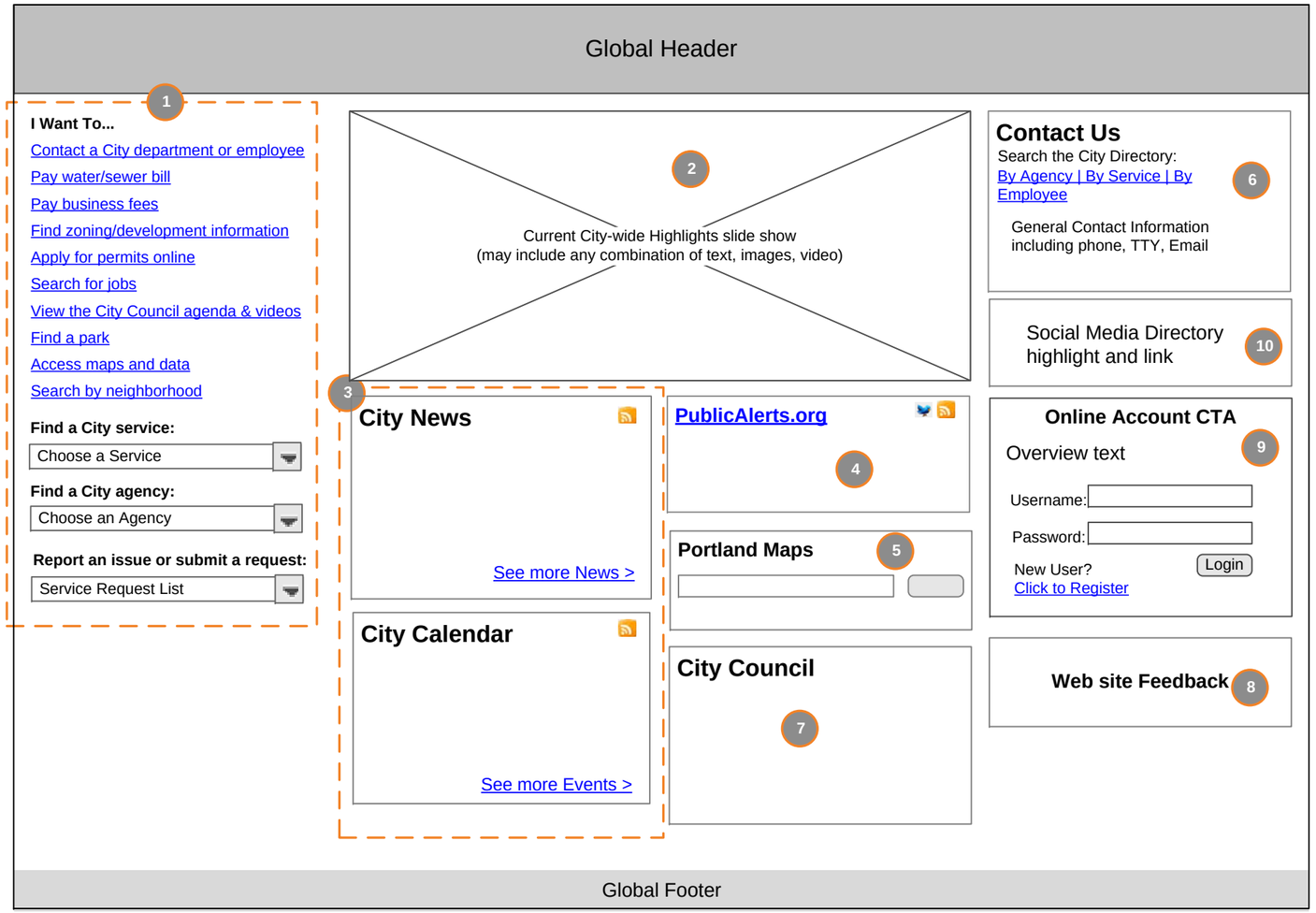
- Placement at top of the page brings in a strong visual element to site
- Provides greater dedicated space for each individual highlight, allows a larger number of highlights to be included
- Slideshow motion communicates sense of "information freshness" and provides a "visual snapshot" of the City

3 **City News / City Calendar** Provides timely and specific detailed snapshot of current topics and events; both items could be expanded to width of City Council box to provide more real estate for text headlines and details.

4 **PublicAlerts.org** Included on home page because of critical nature of content topics; placement also elevates the perceived importance of feature overall to public and City. *Depending on level of desired promotion, could be moved to medium priority item*

5 **Portland Maps** Based on survey responses and Web Analytics, a highly valued and frequently used online tool.

6 **Contact Us*** Include contact information call out on the home page if City Directory is presented as simple utility link in Global Header (visual sample #1)



Medium Priority

7 **City Council Links** Links to City Council, elected officials, and general city government information is valued by users; visual presentation on home page may vary; could be reduced in size to size shown for City News depending on content and overall visual presence requirements.

Low Priority

8 **Web site Feedback** Persistent element used throughout the site; should be included, but placement and treatment is flexible

9 **Online Account Login*** Depending on login treatment used in Global Header and overall need to highlight presence/value of online account, consider including ability for users to login directly from the home page.

10 **Social Media Directory CTA** Highlights resource for accessing full list of extensive opportunities for social media engagement; placement and treatment is flexible; include individual social media links (RSS/twitter feeds) with related modules where appropriate.

Macrosite: Prioritized List

High Priority

1 **Breadcrumbs** Provides reference for user about location within site as a whole; appears on all pages other than the Home Page; use standard breadcrumb presentation treatment.

Note: If a dedicated breadcrumb area is created as part of the global header, include breadcrumbs above the Macrosite title banner; if no dedicated breadcrumb area is included in header, place breadcrumbs directly below Macrosite title banner on its own line.

2 **Macrosite Title Banner** Indicate and distinguish macrosite content from the overall site content using a framing banner with identifying title.

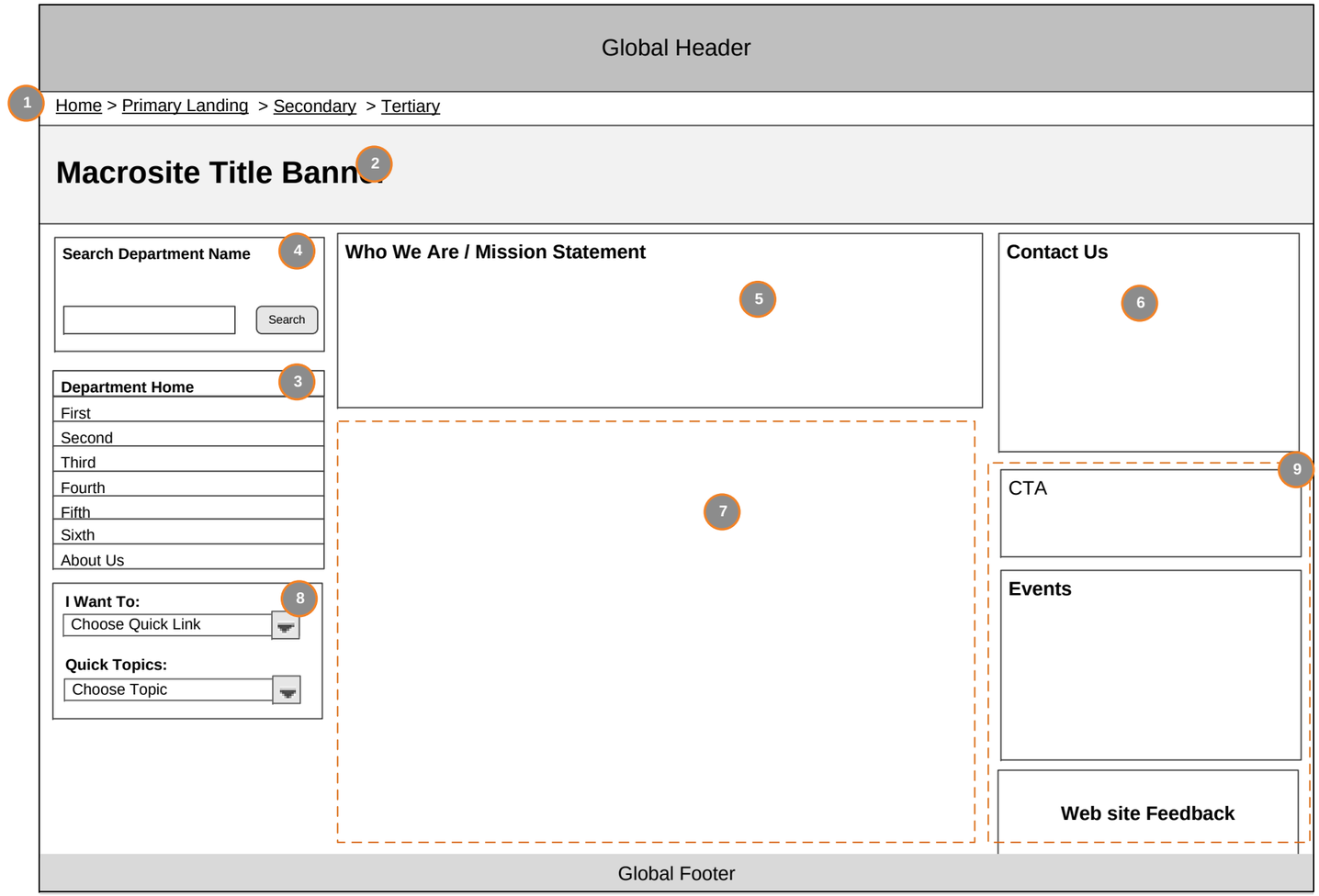
3 **Local Navigation** Persistent element throughout macrosite in location as shown.

- List only the page names (no additional explanatory text), where each name is a link to a secondary content page.
- **Only** include navigational links in the left-hand channel.
- The first navigational item in the list should be a link to the Department home page and should include "Home" at the end of the name line.
- Best practices recommend no more than seven navigational categories per level.

4 **Localized Search** Persistent element throughout macrosite in location as shown; provide mechanism for users to conduct an information search of the specific macrosite. Present search results within Macrosite template; allow results to span across center and right columns; include link to expand search to whole site.

5 **Mission Statement** Include messaging that communicates values and goals of Macrosite; helps to frame value and purpose of content

6 **Contact Us** Persistent element on macrosite landing page in location as shown. Supports users who need additional information or who cannot find the information they need in contacting the related department.



Medium Priority

7 **Page Content** Include content items formatted as defined in the supporting component documentation.

8 **Quick Links*** Inclusion is optional (see supporting component documentation); however, if included, place as shown within left channel.

Low Priority

9 **Right Channel Elements*** Inclusion is optional (see supporting component documentation); however, if included, place as within right channel as defined in component documentation.

Skip Navigation (1)

City Directory | Site Map | Contact Us (2)

My Account (Sign Out) | Employee Portal (3) (4)

Welcome to the official Web site for

City of Portland

Residents | Businesses | Visitors | Government

SEARCH | Search

Advanced Search

Text Size: S L

I Want To...

- Contact a City department or employee
- Pay water/sewer bill
- Pay business fees
- Find zoning/development information
- Apply for permits online
- Search for jobs
- View the City Council agenda & videos
- Find a park
- Access maps and data
- Search by neighborhood

Report an issue or submit a request:

Service Request List

Find a City service:

Choose a Service

Find a City agency:

Choose an Agency

Current City-wide Highlights slide show
(may include any combination of text, images, video)

City News

See more News >

City Calendar

See more Events >

PublicAlerts.org

Breaking news and information on service disruptions in the Portland area.

Public Health | Road Conditions | Schools
Transit | Utilities | Weather | Be Prepared

Portland Maps

City Council

Contact Us

Search the City Directory:
By Agency | By Service | By Employee

General Contact Information including phone, TTY, Email

Social Media Directory highlight and link

Online Account CTA

Overview text

Username:

Password:

New User?
Click to Register

Login

Web site Feedback

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

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Identical schematic to Home, includes additional notation only.

(1) **Skip Navigation** is a functional element included to support site visitors using text readers to access site content. This link allows users with text readers to skip the top utility navigational block and jump directly into page content. *(ADA Audit and Recommendations Report)*

(2) **City Directory** Links to new page (under Government section) that provides site visitors with up-to-date City contact information presented in four views: general, by Department; by Service; by Employee. *(Supports 2009 Web site survey primary request across all user segments for access to more complete City contact information.)*

Site Map New site element that supports browsing though site architecture in addition to keyword searching.

Contact Us Links to initial landing page view on City Directory page (general information). While technically a duplicate link, included here with alternate nomenclature to support user mental model and keyword expectations when completing a primary task.

(3) **My Account** On initial click, takes user to initial login page where users can either register for a new account or log in to an existing account. After login, Sign Out link appears; clicking on My Account link takes user to new single account view showing all account management functions and capabilities; clicking on Sign Out signs user out of account

(4) **Employee Portal** On initial click, takes user to My Account login page. Upon login, employee portal site launches in new offset browser window to allow employees to use both the portal and the general city site. Access to employee portal pages is permission based. Inclusion of this link with unique nomenclature to match employee mental model and expectations.

Skip Navigation

City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

6 Residents | Businesses | Visitors | Government

SEARCH Search 5

Advanced Search

Text Size: S L 7

8

I Want To...

Contact a City department or employee
Pay water/sewer bill
Pay business fees
Find zoning/development information
Apply for permits online
Search for jobs
View the City Council agenda & videos
Find a park
Access maps and data
Search by neighborhood

Report an issue or submit a request:
Service Request List

Find a City service:
Choose a Service

Find a City agency:
Choose an Agency

9

Current City-wide Highlights slide show
(may include any combination of text, images, video)

City News

See more News >

City Calendar

See more Events >

PublicAlerts.org

Breaking news and information on service disruptions in the Portland area.

Public Health | Road Conditions | Schools
Transit | Utilities | Weather | Be Prepared

Portland Maps

City Council

Contact Us

Search the City Directory:
By Agency | By Service | By Employee

General Contact Information including phone, TTY, Email

10

Social Media Directory highlight and link

Online Account CTA

Overview text

Username:

Password:

New User?
Click to Register

Login

Web site Feedback

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

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Identical schematic to Home, includes additional notation only.

5 **Search** General functionality is the same though with improved site indexing; search results should display using a relevance calculation and allow sorting by relevance or date.

Advanced Search New functional element that allows users to further refine search by criteria such as agency or department, neighborhood, and result type. Link to advanced search should also be accessible from the search results page; link takes users to an advanced search page that allows users to set criteria and initiate search.

6 **Primary Navigation** Tabs take users to corresponding topic directory pages. Navigational behavior is single click that links to corresponding page. There is **no** drop-down menu behavior. Change visual treatment of tab when selected.

7 **Text Resizing** Provide mechanism for users to adjust screen text size

8 **I Want To... Quick Links** On Home page only, top ten primary links (as defined by survey results) should be presented as exposed links to provide single click access to most important information. Deep-links to related pages.

Report and issue or submit a request Surface report/ request functionality on home page; allow users to quickly jump to a particular request form and complete and submit form without requiring account login. (Links to form under Residents section.)

Agency/Service Quick Links Support users is navigating directly to a service or department page from the home page. Retain alphabetical list in drop-down.

9 **Rotating Spotlight** Present current topics and information of interest in rotating spotlight area; movement visually communicates freshness of content. Set rotation rate to 10 sec.

For emergency, short-term messaging only, place in static box above rotating spotlight area.

10 **Contact Us** Provide single click access to City Directory views and ability to launch and send email to the city directly from the Home page; provide single click access to social media directory listing all city-wide social media options.

Skip Navigation

City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

Residents | Businesses | Visitors | Government

SEARCH | Search

Advanced Search

Text Size: S L

I Want To...

- Contact a City department or employee
- Pay water/sewer bill
- Pay business fees
- Find zoning/development information
- Apply for permits online
- Search for jobs
- View the City Council agenda & videos
- Find a park
- Access maps and data
- Search by neighborhood

Report an issue or submit a request:

Service Request List

Find a City service:

Choose a Service

Find a City agency:

Choose an Agency

Current City-wide Highlights slide show
(may include any combination of text, images, video)

City News

See more News >

City Calendar

See more Events >

11

PublicAlerts.org 12

Breaking news and information on service disruptions in the Portland area.

Public Health | Road Conditions | Schools
Transit | Utilities | Weather | Be Prepared

Portland Maps

City Council

Contact Us

Search the City Directory:
By Agency | By Service | By Employee

General Contact Information including phone, TTY, Email

Social Media Directory highlight and link

Online Account CTA 13

Overview text

Username:

Password:

New User?
Click to Register

Login

Web site Feedback 14

15

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team 16

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Identical schematic to Home, includes additional notation only.

11 **City News** List three most recent news story titles on home page; titles should be links to corresponding story. Selection of list over news ticker prevents too much competing motion with the spotlight banner; also, frequency of news topic updates in long enough, that ticker-style presentation is not necessary. Provide direct link to RSS feed signup from home page; allow users to view all news by clicking “See more news” link.

City Calendar Increase awareness of and participation in City events by surfacing links to top three upcoming events on Home page. Provide direct link to RSS feed signup from home page; allow users to view/search all calendars by clicking “See more events” link.

12 **PublicAlerts.org** Provide direct access to current public safety information from the home page. Allow users to directly link to related social media services.

PortlandMaps Retain PortlandMaps functionality on home page.

City Council Provide quick access to City Council-related information; add additional link to general information regarding Portland’s government structure, as requested by survey participants.

13 **Online Account Access** Surface login fields for online user account access directly on home page; provides visual reminder about online account availability; can be used by both public and employee members; login exhibits same behavior as logging in from top utility links.

14 **Web site Feedback** Mechanism for site users to contact Web team with feedback or questions.

15 **Additional Information** While the goal for the Home page is to keep information contained within “one screen,” should additional static information be required, place elements below the standard center column elements; contain content to width of center column.

16 **Footer elements** Standard placement for inclusion of Disclaimer & Privacy Policy; also provide link to Accessibility po9licy. Provides duplicate links to City Contact information and mechanisms as well as Site Map.

Skip Navigation

1 City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH Search

Advanced Search

Residents | Businesses | Visitors | Government

Home > Primary Landing 2

Text Size: S L

Primary Nav Title

Concise welcoming/framing statement tailored to primary navigation category...Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Localized Title Information Search

Find the information you need. Enter a search term to get started. 3

Search

Highlight/CTA Ticker 4

5 **Contact Us**

City Calendar

Search Events >

City News

Read more News >

Web site Feedback

6

Category Name A (12pt)

Primary Link (10pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)

Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)

Category Name B (12pt)

Primary Link (10pt)
Primary Link (10pt)

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Contact Us | Site Map | Contact the Web Team

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Primary Navigation Landing Pages as Information Directories

The primary purpose of the main site landing pages is to provide quick access to specific deep-linked informational pages from one location without requiring multiple clicks by users.

Pages should be designed with target users in mind and be formatted as a landing page (include welcome statements and topic-specific content) rather than as a link-only page.

1 **City Home Page** When users navigate away from the Home page, include a quick link back to the Home page to eliminate the need to use the browser back button.

2 **Navigational Breadcrumbs** When users navigate away from the Home page, include navigational breadcrumbs to communicate to users where the page they are viewing resides within the overall site; breadcrumbs also provide users with an alternate navigational mechanism.

3 **Localized Search** Provide site users with ability to conduct section-specific search; present results in standard search results page; show selected search filters and allow users to modify search (advanced search options) as desired.

4 **Highlight/CTA Ticker** Present rotating view of current topic-specific highlights and calls to action.

5 **Right Channel** Retain Contact Us and Web site feedback information from home page; move calendar and news highlight boxes to right-channel and present topic-related news and events (eg/ for Business, show business calendar and business news).

6 **Directory listing** Organize all related content links into categories; present categories in alphabetical order down-then-across. Category names and headings should only be links if a corresponding content page exists (*See site map*). Include all levels within hierarchy though only expose links to the secondary level, then use expand/ collapse mechanism to allow users to choose to view subsequent sub-section levels as desired. The purpose of this page is to eliminate extra subsequent pages that only include navigational links. *(See schematic text for formatting recommendations)*

Formatting example for directory-style listing:

- Organize all related content links into categories
- Present categories in alphabetical order down-then-across.
- Category names and headings should only be links if a corresponding content page exists (*See site map*).
- Include all levels within hierarchy though only expose links to the secondary level, then use expand/collapse mechanism to allow users to choose to view subsequent sub-section levels as desired.

Category Name A (12pt)
Primary Link (10pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)

Category Name B (12pt)
Primary Link (10pt)
Primary Link (10pt)
Sub-section Title (Bold, 10pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)

Category Name C (12pt)
Primary Link (10pt)
Primary Link (10pt)
Sub-section Title (Bold, 10pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)

Category Name D (12pt)
Primary Link (10pt)
Primary Link (10pt)
Sub-section Title (Bold, 10pt)
Sub-section Title (Bold, 10pt)
Primary Link (10pt)
Primary Link (10pt)

Category Name E (12pt)
Primary Link (10pt)
Primary Link (10pt)
Sub-section Title (Bold, 10pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)
Secondary Link (Indented 9pt)

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH Search

Advanced Search

Residents | Businesses | Visitors | Government (3)

Home > Primary Landing > Secondary Landing (2)

Text Size: S L

(1)

- Primary Landing Page Name
- **Secondary Landing Page Name Home**
- First
- Second
- Third
- Fourth
- Fifth
- Sixth
- Seventh

Secondary Landing Page Name

Formatted content page that **includes introductory and descriptive text** and supporting related links and documents.

Secondary landing pages should not act as navigation pages only; they should be designed around a particular topic and provide a level of detail.

(4)

Contact Us

CTA

Events

See more Events >

Web site Feedback

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

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Directory: Secondary/Microsite Landing Page

Use this template for any secondary pages that link directly from one of the four Primary Navigation "directory style" pages.

(1) **Navigation** Secondary navigation is placed in the left channel.

- List only the page names (no additional explanatory text), where each name is a link to a secondary content page.
- **Only** include navigational links in the left-hand channel.
- The first navigational item in the list should be a link to the corresponding primary navigation section; the second navigational item in the list should be a link to the secondary landing home page and should include "Home" at the end of the name line.
- Best practices recommend no more than seven navigational categories per level.

(2) **Breadcrumb Navigation** should reflect location of landing page within site structure.

(3) **Primary Navigation** should have visual treatment that reflects location of landing page within site structure.

(4) **Right channel** Use of this channel on secondary pages is optional.

- Examples of when you may choose not to include the right channel are pages such as Site Map; City Directory; My Account.
- The right channel should be used for supporting information only and should not contain navigational items or be used for navigational purposes.
- If the right channel is used, then content blocks, when included, should be presented in order as shown: Contact information should always be presented as the first item; Web site feedback should always be presented as the last item.

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH | Search

Advanced Search

Residents | Businesses | Visitors | Government

Home > Primary Landing > Secondary Landing > Tertiary Landing

Text Size: S L

Primary Landing Page Name
Page Name Home
First (2)
Second
Third
Fourth
Fifth
Sixth
Seventh

Tertiary Page Title

(1) SHARE

Formatted content

Inclusion of right channel content is optional. Recommend inclusion of Web site feedback link as minimum content. (3)

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Contact Us | Site Map | Contact the Web Team

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Directory: Tertiary Page

Use this template for any tertiary level content pages.

(1) **Shareability** Include functional element that enables users to easily reference City Web content. Mechanism for supporting this functionality is TBD by City Web team.

(2) **Navigation** Visual treatment should reflect placement of page within site structure.

(3) **Right channel** Use of this channel on tertiary pages is optional.

- The right channel should be used for supporting information only and should not contain navigational items or be used for navigational purposes.
- If the right channel is used, at as minimum include Web site feedback link; if multiple content blocks are included, Web site feedback link should always be presented as the last item.

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH Search

Advanced Search

Residents | Businesses | Visitors | Government

Home > Government > City Directory

Text Size: S L

- Government
- City Directory Home
- **By Agency**
- By Service
- By Employee

City Directory: By Agency

Browse Agency Listings Alphabetically: A-C D-F G-I J-L M-Q R-T U-Z (1)

A - C

A Department
Keyword description (3)
Address
Phone and Fax
email@address.com

A2 Bureau (2)
Keyword description
Address
Phone and Fax
email@address.com

B Office
Keyword description
Address
Phone and Fax
email@address.com

Office Location (4)
Address
Phone and Fax
email@address.com

C Bureau
Keyword description
Address
Phone and Fax
email@address.com

C2 Bureau
Keyword description
Keyword description line 2
Address
Phone and Fax
email@address.com

C3 Department
Keyword description
Address
Phone and Fax
email@address.com

D-F

D Department
Keyword description
Address
Phone and Fax
email@address.com

E Department
Keyword description
Address
Phone and Fax
email@address.com

E Department
Keyword description
Keyword description line 2
Address
Phone and Fax
email@address.com

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Contact Us | Site Map | Contact the Web Team

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Notes

The City Directory: By Agency page provides contact information for and direct links to departments and bureaus.

To allow for improved browsing of information, content spans both the center and right channels.

(1) **Anchor Links**
Link to section headers for alphabetical groupings of departments and bureaus.

(2) **Department or Bureau Name**
Links to department/bureau home page.

(3) **Keyword Description**
List keywords related to Department/Bureau primary functions to assist users in identifying the department/ bureau to contact.

(4) **Office Location**
Lists satellite office locations for a specific departments if there is more than one office location.

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH | Search

Advanced Search

Residents | Businesses | Visitors | Government

Home > Government > City Directory

Text Size: S L

- Government
- City Directory Home
- By Agency
- **By Service**
- By Employee

City Directory: By Service

Browse Services by Agency: All Agencies (1)

Service ▼	Agency ▼	Phone Number (2)
Example	Example	Example
Example	Example	Example
Example	Example	Example
Example	Example	Example
Example	Example	Example
Example	Example	Example
Example	Example	Example
Example	Example	Example
Example	Example	Example
Example	Example	Example
Example	Example	Example

Can't find what you're looking for? Let us help.

General Information Line (3)
(503) 823-4000
TTY: (503) 823-6868
Email

Web site Feedback

Disclaimer & Privacy Policy | Accessibility

Contact Us | Site Map | Contact the Web Team

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Notes

The City Directory: By Service page provides assists users in locating contact information for questions related to a particular City Service. Table format allows filtering by Service name or related Agency. Service names and Agency names are links to related specific department/bureau pages with additional details

This template may also be used for the "by Employee" page

(1) **Browse by Agency Filter**
Assists users in narrowing table results by viewing services or employee names by a particular agency

(2) **Alphabetical column sorting**
Allow users to automatically sort listing in ascending or descending alphabetical order by clicking on column headings, as applicable.

(3) **General Information Line**
Use right channel to provide general City contact information to assist users who are unable to find the information they need.

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH Search

Advanced Search

Residents | **Businesses** | **Visitors** | **Government**

Home > **Primary Landing**

Text Size: S L

- City Home Page
- **Search**
- Advanced Search

Search Results

Search Keywords: *[Search Term Entered]* Search

Advanced Search

11 – 21 of 1,000 results for **[Search Term]**

Sorted by Relevance | Date

Document or Page Title - PDF

Tagged description or first couple lines of item Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Department Name -- XX/YY/ZZZZ

Document or Page Title

Tagged description or first couple lines of item Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Department Name -- XX/YY/ZZZZ

Previous 1 **2** 3 4 5 Next

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Contact Us | Site Map | Contact the Web Team

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Notes

Example of presentation of search results page to include ability to sort by relevance or date and left-channel local navigation.

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH Search

Advanced Search

Residents | Businesses | Visitors | Government

Home > Primary Landing

Text Size: S L

- City Home Page
- Search
- **Advanced Search**

Advanced Search

Use the fill-in fields on this page to narrow your search results. Fill in only the fields you need for your current search. Then, click on the Search button to find related information.

Find pages that have:

All of these words: *Keyword from search if launched from results page*

This exact wording or phrase:

Any of these words:

None of these words:

Search Result Options:

Tip: Hold down the Ctrl key to select multiple options in a drop-down box

Only show pages with format: All file formats

Only show results for Agency: All Agencies

Only show results for Neighborhood: All Neighborhoods

Search

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Notes

Example of page design for Advanced search page. Includes standard advanced keyword inclusion/exclusion fields as well as new results filtering options by format, Agency, or Neighborhood.

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

Residents | Businesses | Visitors | Government (1)

SEARCH | Search

Advanced Search

Home > Government > Department Name (2)

Text Size: S L

Macrosite Name and Graphic (3)

Search Department Name (4)

Consectetuer adipiscing elit, sed diam nonummy.

Search

Department Home (5)

- First
- Second
- Third
- Fourth
- Fifth
- Sixth
- About Us

I Want To: (6)

Choose Quick Link

Quick Topics:

Choose Topic

Who We Are / Mission Statement (7)

(8)

(9)

Contact Us

CTA

Events

See more Events >

Web site Feedback

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Contact Us | Site Map | Contact the Web Team

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Department Macrosite: Primary Landing Page

Use this template for all Bureau/Department Macrosites.

(1) **Primary Navigation** should have visual treatment that reflects location of landing page within site structure.

(2) **Breadcrumb Navigation** should reflect location of landing page within site structure.

(3) **Department banner** Persistent element across macrosite; clearly identify Bureau/Department name.

(4) **Localized Search** Persistent element; provide mechanism for users to conduct an information search of the specific macrosite. Present search results within Macrosite template; allow results to span across center and right columns; include link to expand search to whole site.

(5) **Navigation** Persistent element; local navigation is placed in the left channel.

- List only the page names (no additional explanatory text), where each name is a link to a secondary content page.
- **Only** include navigational links in the left-hand channel.
- The first navigational item in the list should be a link to the Department home page and should include "Home" at the end of the name line.
- Best practices recommend no more than seven navigational categories per level.

(6) **Quick Links** Optional element; alternative formatting Quick deep links to specific frequently used information may be included here; if 5 or less links, present as link list. If more than 5, present as drop-down list. Ability to include multiple drop-downs for "I want to" and "Quick Topic" links. (*See components documentation*)

(7) **Mission Statement** Include messaging that communicates values and goals of Bureau.

(8) **Center channel** *See corresponding component documentation*

(9) **Right channel** *See corresponding component documentation*

Macrosite Primary Landing Page Component Options (by channel)

Left Channel Options

Quick Finders:
(Optional)

Formatting Option 1a: Use for up to 5 links

Quick Links
Link
Link
Link
Link
Link

Formatting Option 1b: Use when more than 5 quick links; ability to include multiple drop-down quick finders depending on content.

I Want To:
Choose Quick Link

Quick Topics:
Choose Topic

Special Use Case:

For Bureaus that are comprised of multiple departments, a quick links list of department names (>5 links) can be used. This option can also be used for sites with identified persona pages to direct users to those respective pages.

Title
Link
Link
Link
Link
Link

Center Channel Options

The following elements may be included in the center channel as desired, in any order.

(Optional)

May include one or many single spotlight boxes on page

Single Spotlight Title
Text; optional supporting graphic; call to action

(Optional)

May include up to 5 spotlights within box; only one box per page.

Multiple Spotlight Title (eg/ Highlights)

Spotlight One
Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Spotlight Two
Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

(Optional)

Set one size for photo slideshow element.

Photo Slideshow

(Optional)

Alternate list treatment (links only); may include up to 3. Provide link to related content page (such as news) if more items.

Title (use this format for News; also an alternate spotlight treatment)

- Consectetuer adipiscing elit erat volutpa… (more)
- Consectetuer adipiscing elit erat volutpa… (more)
- Consectetuer adipiscing elit erat volutpat… (more)

See more News >

(Optional)

Alternate presentation for social media links; if used, do not include social media directory in right channel

Right Channel Options

Contact Information
(REQUIRED on primary landing page)

Include section-specific content information.

Should always be presented first in channel.

Contact Us

Social Media Links
(Optional)

Include applicable social media links.

Follow us on:
Visit our Social Media Directory to connect today!

Event Calendar Quick List
(Optional)

Show up to three upcoming events

Events

- Erat volutpat (Date/Year)
- Consectetuer adipiscing elit (Date/Year)
- Consectetuer adipiscing elit (Date/Year)

See more Events >

Call to Action
(Optional)

May include up to two unique CTA blocks on page

CTA

Web Feedback CTA
(REQUIRED)

Should always be presented last in channel.

Web site Feedback

Skip Navigation

City Home Page | City Directory | Site Map | Contact Us

My Account (Sign Out) | Employee Portal

Welcome to the official Web site for

City of Portland

SEARCH Search

Advanced Search

Residents | Businesses | Visitors | Government

Home > Government > Department Name > Secondary > Tertiary

Text Size: S L

Department Name

Search Department Name

Consectetuer adipiscing elit, sed diam nonummy.

Search

- Department Home
- **First**
  - **Sub-Section 1** (2)
  - Sub-Section 2
- Second
- Third
- Fourth
- Fifth
- Sixth
- About Us

I Want To:

Choose Quick Link

Quick Topics:

Choose Topic

Sub-Section Page Title

(1) SHARE

Concise framing statement...consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Formatted Content (3)

(4) Inclusion of right channel content is optional. Recommend inclusion of Web site feedback link as minimum content.

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Contact Us | Site Map | Contact the Web Team

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Macrosite: Secondary/Tertiary pages

Use this template for any secondary or tertiary level content pages within the Macrosite.

(1) **Shareability** Include functional element that enables users to easily reference City Web content. Mechanism for supporting this functionality is TBD by City Web team.

(2) **Navigation** Visual treatment should reflect placement of page within macrosite structure.

(3) **Center Channel** May include additional organization elements. *See corresponding component documentation*

(4) **Right channel** Use of this channel is optional.

- The right channel should be used for supporting information only and should not contain navigational items or be used for navigational purposes.
- May use same or alternative content blocks as higher-level landing page.
- If the right channel is used, at as minimum include Web site feedback link; if multiple content blocks are included, Web site feedback link should always be presented as the last item.

Secondary/Tertiary Macrosite Pages: Center Channel Options

Alternate page heading
(Optional)

If page includes various sub-sections, include intra-page link directory at top of page; include "Return to Top" functionality within body of page

Page Title

- Intra-page link
- Intra-page link
- Intra-page link
- Intra-page link
- Intra-page link
- Intra-page link
- Intra-page link
- Intra-page link
- Intra-page link
- Intra-page link
- Intra-page link
- Intra-page link

Section directory
(Optional)

Use on Secondary pages ***only if*** *depth of subsequent content requires surfacing deep links to eliminate need for additional navigation-only sub-level pages.*

Category Name (12pt)

Primary Link (10pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)

Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)
Primary Link (10pt)

Category Name (12pt)

Primary Link (10pt)
Primary Link (10pt)
Sub-section Title (Bold, 10pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)

Secondary Link (Indented 9pt)

Category Name (12pt)

Primary Link (10pt)
Primary Link (10pt)
Sub-section Title (Bold, 10pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)

Secondary Link (Indented 9pt)

Category Name (12pt)

Primary Link (10pt)
Primary Link (10pt)
Sub-section Title (Bold, 10pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)
- Secondary Link (Indented 9pt)

Secondary Link (Indented 9pt)

Content Development Recommendations

Through our review of the current City of Portland Web site, a clear need for content development and visual design guidelines and training was identified.

Problem Statement

- Current pages appear overfilled without a clear theme or organizational model to communicate the value of the information and aid users in locating the key information they need.
  - Currently there is a considerable amount of duplicate utility links and cross-links throughout the site pages due to the exclusion of an overarching utility navigation (resolved through the new architecture) and due to less-than-optimal information organization. This excessive amount of over-linking crowds pages and prevents users from identifying the key information on the page.
  - Currently both navigational and resource links are given the same visual treatment and inconsistently placed on pages (varies from page to page) preventing users from learning an organizational model for the site that they can rely on from page to page and site to site to find the information they need.

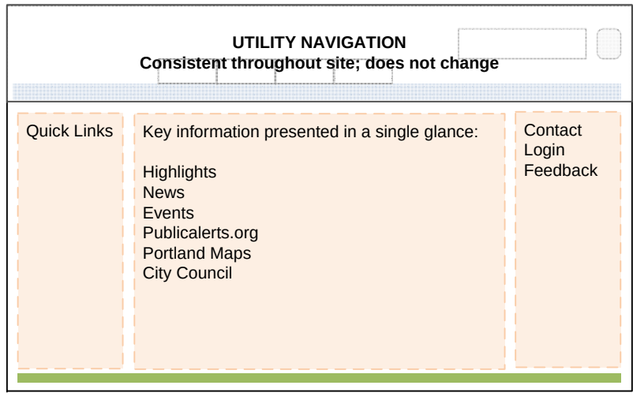
Recommendations:

- At a minimum, require all Web site content owners to attend a City-selected training session on how to write and present content for the Web.
- Create content development and visual design guidelines to deliver usable, useful, and effective City-wide Web sites.
  - Effective content development for the Web involves not only the mechanics of crafting the prose, but also the presentation and formatting of content to aid information identification and comprehension including, at a minimum, visual design guidelines for heading and font size treatments, link treatments (active/visited links), and formatting/presentation of calls to action.
- Create comprehensive content inventories of City site pages and individual Bureau sites and microsites to assist content owners with optimizing and organizing information.
- Involve constituents (public and employees) in City site and marcosite redesign and optimization projects to ensure that updated sites meet end user needs and mental models. (Constituent input can be gathered through a number of techniques including card sorts and focus groups.)
- Create a new City position for a dedicated Web content development specialist who will:
  - Be responsible for developing City-wide content development guidelines
  - Have ownership over content development for primary level City site pages;
  - Take on responsibility for site SEO recommendations, including keyword identification and incorporation of SEO guidelines across sites to aid improved internal and external search engine results.

Content Translation

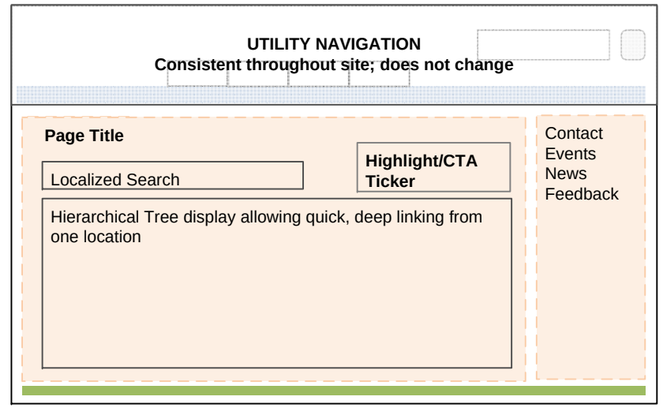
Based on site survey results, an immediate need for content translation was not identified. However, survey data alone should not be the only measure for determining whether or not to translate content. Individual Bureaus and departments should be invited into a discussion about the translation needs of their constituents to determine what documents/Web site pages require translation and in what priority.

Home Page as Information Dashboard

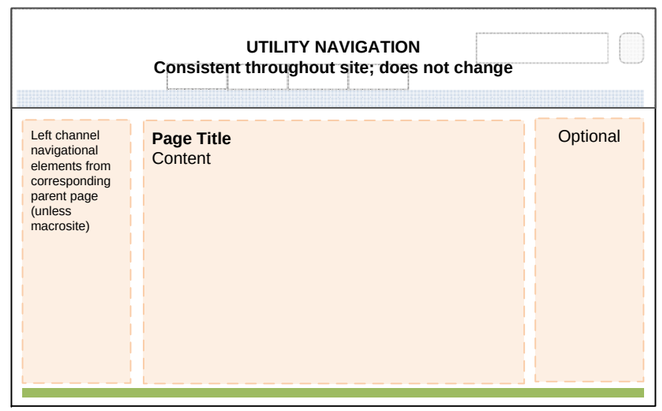


Primary Navigation Landing Pages as Information Directories

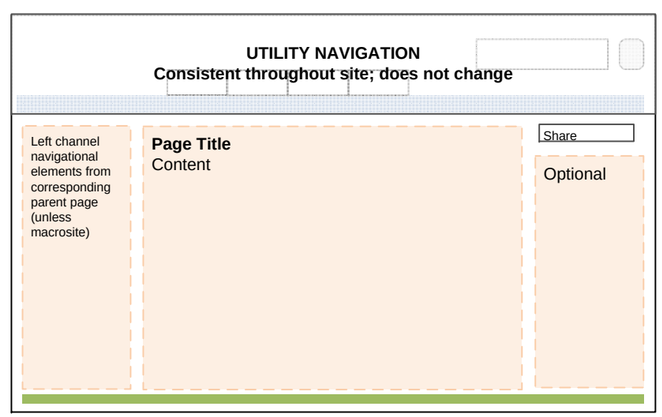
Primary Landing Page



Secondary/ Microsite Landing Page

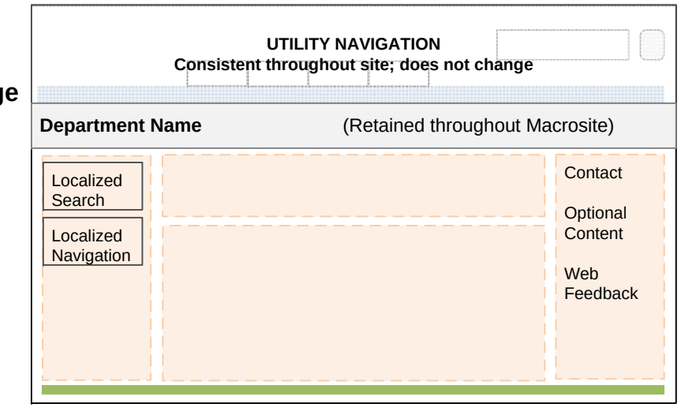
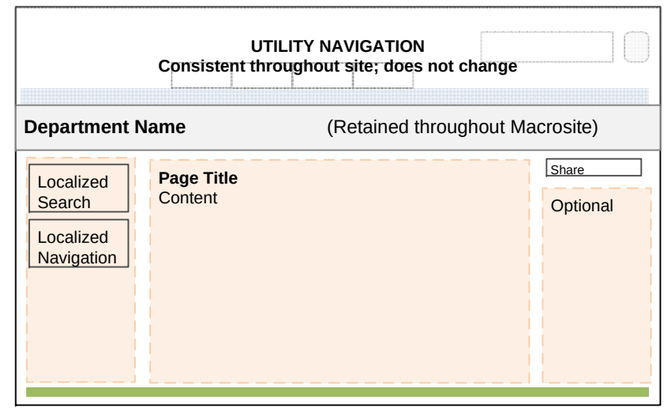


Tertiary Page



Department/Bureau Pages as Macrosites

Macrosite Landing Page



Secondary/ Tertiary Page