Website Redesign

Vision

The Wake County web presence must provide a well-designed, dynamically relevant and useful experience for our varied audiences. It must reflect the spirit of an organization focused on the effective and innovative delivery of services and information.

Guiding Principles

- A **clean, accessible and user-centric design** that acknowledges our diverse audience and does not require knowledge of the county's organizational chart.

- Ensure the website is developed from a **mobile-first perspective**.

- Include tools and training for creating **easily-understood, high-value content**.

- Flexible content management tool to **enable quick, easy updates to maintain relevancy and accuracy**.

- Implement a **governance structure and workflow** that maintains the quality of the site.

- Provide online services to users in a manner that is **engaging and efficient**.

- Establish process for **preserving the longevity, integrity and value of the site** for the long-term.

Vendor Partner – Interpersonal Frequency

- Multiple award-winning organization with several large local government clients, including San Diego, CA; Baltimore, MD; Cobb County, GA; San Mateo County, CA

- Unique and heavy focus on data to drive website design and content flow, using proprietary technology to gather citizen experience input

- Unanimous decision of a diverse selection committee representing multiple County departments and website needs/uses

- One-stop shop, providing: design, content management system, training, consulting and hosting

Phases and *Rough* Durations

- Phase I - Planning and Design (12 weeks)
  - *BoC Milestone: Staff will share proposed design with BoC*

- Phase II – Building the New Site (16 weeks)
- Phase III – Training, Migration & Testing (12 weeks)
  - *BoC Milestone: Update to BoC regarding progress and anticipated launch date*

- Phase IV – Launch & Close-Out (12 weeks)
  - *BoC Milestone: Public launch and marketing*

- Project Kick-Off meeting is next month, where we'll begin to tighten up project phase durations, milestones and specific dates