



Website Redesign

www.dunwoodyga.gov

11-12-13

Current Website

The screenshot displays the Dunwoody website homepage. At the top left is the Dunwoody logo with the tagline "Smart people - Smart city". To the right is a search bar labeled "SE/RCH". Below the logo is a horizontal navigation menu with links for HOME, DEPARTMENTS, RESIDENTS, BUSINESSES, VISITORS, CONTACT US, CHAMBER, and CVB. A "Smart Government" banner features a photo of a city council meeting and text inviting community participation. Below the banner is a secondary navigation bar with icons for HOUSING, COMMUNITY CALENDAR, CAREER, AGENDAS & MEETINGS, PAY MY CITATION, SEE CLICK FIX, and ALERT NETWORK. The main content area is divided into three columns: "Events" with three upcoming sessions, "News" with three recent articles, and "Projects" with a vertical list of initiatives including Zoning Code Rewrite, Construction Updates, Dunwoody Alert Network, Brook Run Dog Park, Geographic Information System, Dunwoody Village Main Street Project, Brook Run Multi-Use Trail, Project Renaissance, and Intersection Improvement. A "911" button is at the bottom of the projects list. A "Connect With Dunwoody" section at the bottom left includes social media icons for RSS, Email, Facebook, Twitter, YouTube, and LinkedIn. The footer contains copyright information for 2010 and links for Employee Login, Site Map, and Privacy Policy.

Dunwoody
*Smart people - Smart city

SEARCH

HOME DEPARTMENTS RESIDENTS BUSINESSES VISITORS CONTACT US CHAMBER CVB

Smart Government

The City of Dunwoody was established in December 2008 with overwhelming support from the community. We invite the community to continue their participation by attending Council meetings on the second and fourth Monday of each month.

Find Out More

HOUSING COMMUNITY CALENDAR CAREER AGENDAS & MEETINGS PAY MY CITATION SEE CLICK FIX ALERT NETWORK

Events

11/12/2013 11-12-13 City Council Work Session
City Council Work Session Tuesday, November 12, 2013 - 5:00 PM Dunwoody City Hall...
MORE

11/12/2013 11-12-13 City Council Meeting
City Council Meeting Monday, November 12, 2013 - 7:00 PM Dunwoody City Hall 41...
MORE

11/12/2013 11-12-13 Planning Commission Meeting
Planning Commission Meeting The purpose of this board is to serve as a recommending body...
MORE

See More Dunwoody Events

News

10/17/2013 Dunwoody Site Selected By State Farm For National Operations Center
DUNWOODY SITE SELECTED BY STATE FARM FOR NATIONAL OPERATIONS CENTER Corporate Campus plans taking shape...
MORE

10/11/2013 Dunwoody Receives Georgia Planning Association Award For Outstanding Plan Implementation
DUNWOODY RECEIVES GEORGIA PLANNING ASSOCIATION AWARD FOR OUTSTANDING PLAN IMPLEMENTATION City's Execution on Project...
MORE

5/20/2013 City Working Closely With Residents On Intersection Project
City staff engage in ongoing dialogue with homeowners near ML Vernon Rd. and Vermaak Rd/Marchessault...
MORE

See More Dunwoody News

Projects

Zoning Code Rewrite Project

Construction Updates

Dunwoody Alert Network

Brook Run Dog Park

Geographic Information System

Dunwoody Village Main Street Project

Brook Run Multi-Use Trail

Project Renaissance

Intersection Improvement

911

Copyright © 2010 | City of Dunwoody, Georgia | 41 Perimeter Center East, Dunwoody, GA 30346 | Phone: 678-382-6700 | Employee Login | Site Map | Privacy Policy

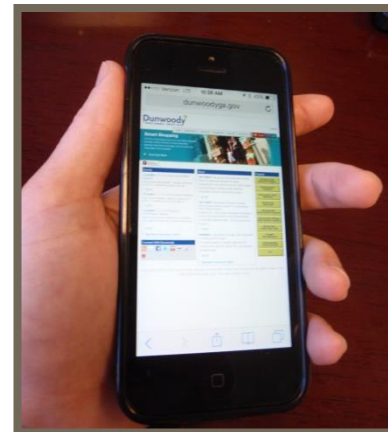
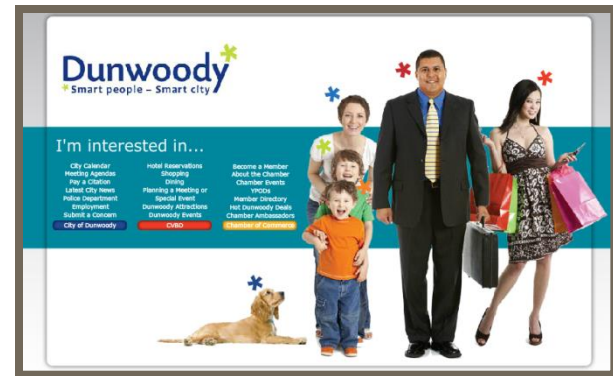
Our Primary Engagement Tool

- The City's website is the first point of contact for our residents, businesses, community, and beyond
- Year to Date Stats:
 - 135,314 unique visits total
 - 13,531 unique visits per month
 - 2,819 unique visits per week



Current Challenges

- “Splash” page confuses visitors – with more than 60% visitors leaving without seeing more
- 23% website visitors are using mobile devices and our site is not a mobile-friendly site



Website Goals – for Users

- Easy to navigate (friendly navigation)
- Efficient and timely updates
- Functionality for video, photos, etc.
- Supportive of online services
- Integrative for social media applications
- Master calendar functionality
- Translation capabilities

Additional Staff Website Goals

- Content Editor Features
 - What-you-see-is-what-you-get (WYSIWYG)
 - Spell checker, broken link checker
- Content Management Features
 - Organize and manage uploaded items
 - Optimize uploaded photos and graphics
- Consistent Look and Feel
 - Display on all major devices and browsers
 - Themes and style sheets throughout website

Procurement Process

- Advertised a Request for Information
- Received and scored nine proposals
- Shortlisted and interviewed four firms

- Qualification scoring factors included:
 - Project understanding and scope of services
 - Company profile and experience
 - Proposed content management system
 - Functionality questions such as navigation

Top Four Comparison

Firm Name	Average Score	Total Cost
Civica	381	\$68,690
CivicLive	458	\$32,215
CivicPlus	444	\$44,127
Jesse James Creative	491	\$62,060

- Qualifications were weighted more strongly than cost, accounting for 500 of the 550 possible points
- Although price was considered as a factor, it was only one factor, accounting for 50 of the possible 550 points

Unanimous Recommendation

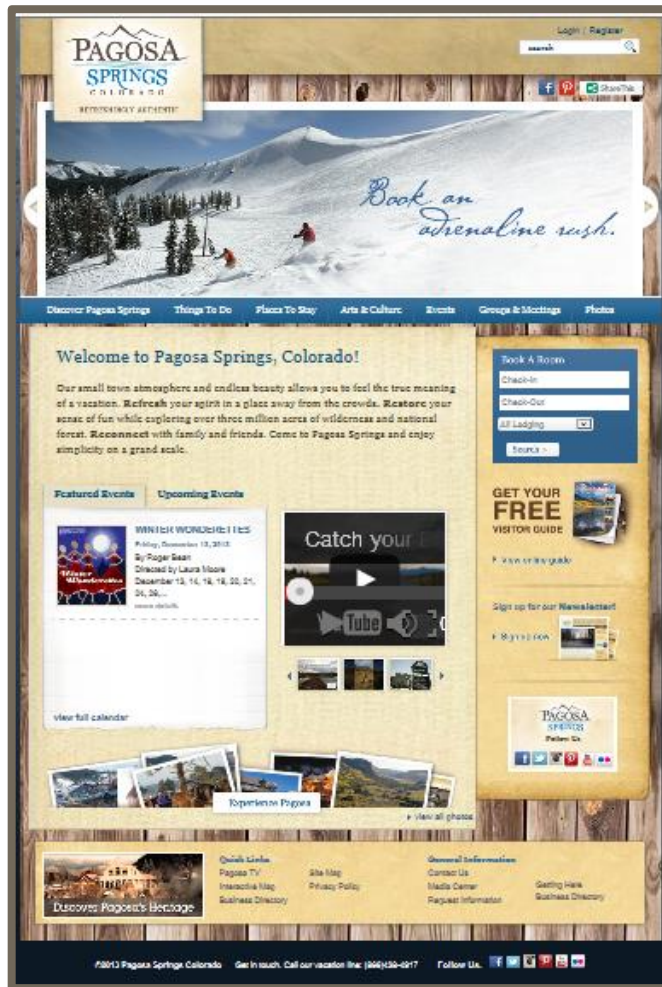
- Each of the five members of the staff evaluation committee has a slightly different perspective and focus for the website redesign but the group unanimously recommends Jesse James Creative as best meeting the project goals

The logo for Jesse James Creative is displayed on a light blue background. The text "Jesse James Creative" is in a large, bold, black sans-serif font. Below it, the tagline "Big ideas served daily." is written in a smaller, black sans-serif font.

Jesse James Creative
Big ideas served daily.

Jesse James Creative

- Municipal experience
- Design and style functionality
- Philosophy of “engineered serendipity”
- Content Editor and Content Management Systems
 - Smooth graphic interface
 - Ease of use for updates and changes
 - Hosting and support included in proposal



Jesse James Work Product:

Pagosa Springs, Colorado

<http://visitpagosasprings.com/>




Jesse James Work Product:

Edina, Minnesota


<http://edinamn.gov/>

November 12, 2015

Search **GO**



The Home of Eastern Washington University



CITY CALENDAR **FOR RESIDENTS** **YOUR GOVERNMENT** **FOR BUSINESS**

Business Directory

Doing Business in Cheney

Living in Cheney

Visiting Cheney

Cheney Government

City Departments

Community Resources

Employment

Events

Laws & Regulations

News Room

Online Payments

Photo Gallery

Purchasing & Contracting Opportunities


Special Events & Family Rentals

About Cheney

Welcome to the City of Cheney, Washington. We are a thriving community with a population of 11,070 and located just 17 miles southwest of Spokane. Our quality of life is unmatched because of a small town atmosphere and family-friendly environment.

- Home of [Eastern Washington University](#)
- Close to Spokane and an abundance of recreational opportunities
- Excellent K-12 educational system, with four elementary schools, two middle schools, and one high school (visit [Cheney School District](#))
- Great place to raise a family!


CHENEY HEADLINES **UPCOMING EVENTS**

 **Slightly West of Spokane Artists Studio Tour**
11/01/2015
The 6th Annual Slightly West of Spokane Artists Studio Tour returns on the Saturday after Thanksgiving...


Window & Patio Door Replacement Rebates
10/26/2015
The Cheney Light Department announces a return of the program which provides substantial rebates for replacement of single-pane windows and patio doors with new, energy-efficient windows...

Yard Waste Bins to Close Dec 1
10/26/2015
The City's tree, yard-waste disposal bins will close for the season after sundown on Sunday, December 1...

[View all](#)


Mayor Tom Trulovic was elected for the fourth time in November 2009, having previously served as Mayor from 1978-1984.

Save Energy and Money
Light and energy use. Upgrade now. It's simple. [CLICK UP HERE](#)


EASTERN WASHINGTON UNIVERSITY
start something **big**

Jesse James Work Product:

Cheney, Washington

<http://www.cityofcheney.org/>

UNICEF INNOVATION

Innovate for Children



SEARCH

HOME ABOUT US PROJECTS CHALLENGES CASE STUDIES GET INVOLVED CONFERENCES & EVENTS

2 3

WHY INNOVATION?

Children and their families face many challenges - particularly in resource-limited areas. UNICEF and its partners develop innovative solutions to improve their lives.

TAKE A CHALLENGE >
GET INVOLVED >
FIND A PROJECT >

CHALLENGES AND HOW YOU CAN HELP



26

Comments

STANDARDISED SCHOOL FURNITURE SPECIFICATIONS...

Child-friendly school furniture contributes to the comfort of students and facilitates learning...

JOIN THE DISCUSSION

RELATED PROJECTS

DESIGN AND PROCUREMENT GUIDELINE...



1

Comment

HIV TREATMENT AND PREVENTION IN WOMEN

In sub-Saharan Africa, women represent 59% of the infected population. In 2011, over 50% of the...

JOIN THE DISCUSSION

RELATED PROJECTS

PROJECT MWWA



1

Comment

MEASUREMENT OF CHILDREN'S WEIGHT

It can be challenging to get accurate weight measurements of young children as they can get...

JOIN THE DISCUSSION

RELATED PROJECTS

BIRTH REGISTRATION USING SMS...

Jesse James Work Product

UNICEF Innovation

<http://unicefinnovation.org>

openhousenewyork

ABOUT GET INVOLVED WEEKEND PROGRAMS EDUCATION BLOG

DONATE!



OHNY
Weekend
October 2014



© 2011 Copyright openhouseproject Design: Paul Lambert, Creative: Tronig Group

Jesse James Work Product:

Open House New York

<http://ohny.org/>

Working with Jesse James

- Our new website will be:
 - Easy to navigate
 - Designed for efficient and timely updates
 - Supportive of video, photo, social media, and online services
 - Master calendar functionality
 - Functional and compatible with all major mobile devices and browsers

Project Timeline

- 11/12/13 – Council Discussion
- 12/09/13 – Council Decision
- January 2014 – Project Kickoff
 - Site Map Development
 - Wireframe Development
 - Page Concept Development
 - Content Migration
- May/June 2014 – New Website Go Live!