

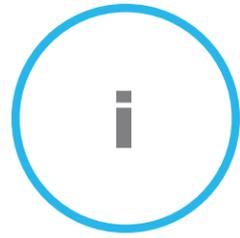
DEVELOPMENT KIT

City of Spartanburg

RE: WEBSITE DEVELOPMENT KIT REVIEW V1.2

29 JUN 2012 | SLANT MEDIA, LLC | [CONFIDENTIAL](#)





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GLOBAL SITE ELEMENTS + NAVIGATION

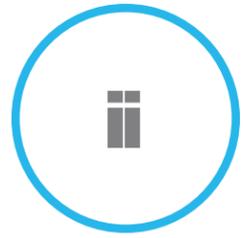
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PROJECT OVERVIEW

This section provides a brief overview of the functional requirements we have identified, the grid system used for designing the layouts as well as a briefing on the responsive design scenarios we have considered.



GENERAL NOTES

For the creative design exercise, we focused on the website's functional needs (collected from key players during the course of our Discovery) and identified a series of design templates to accommodate them.

FUNCTIONAL REQUIREMENTS

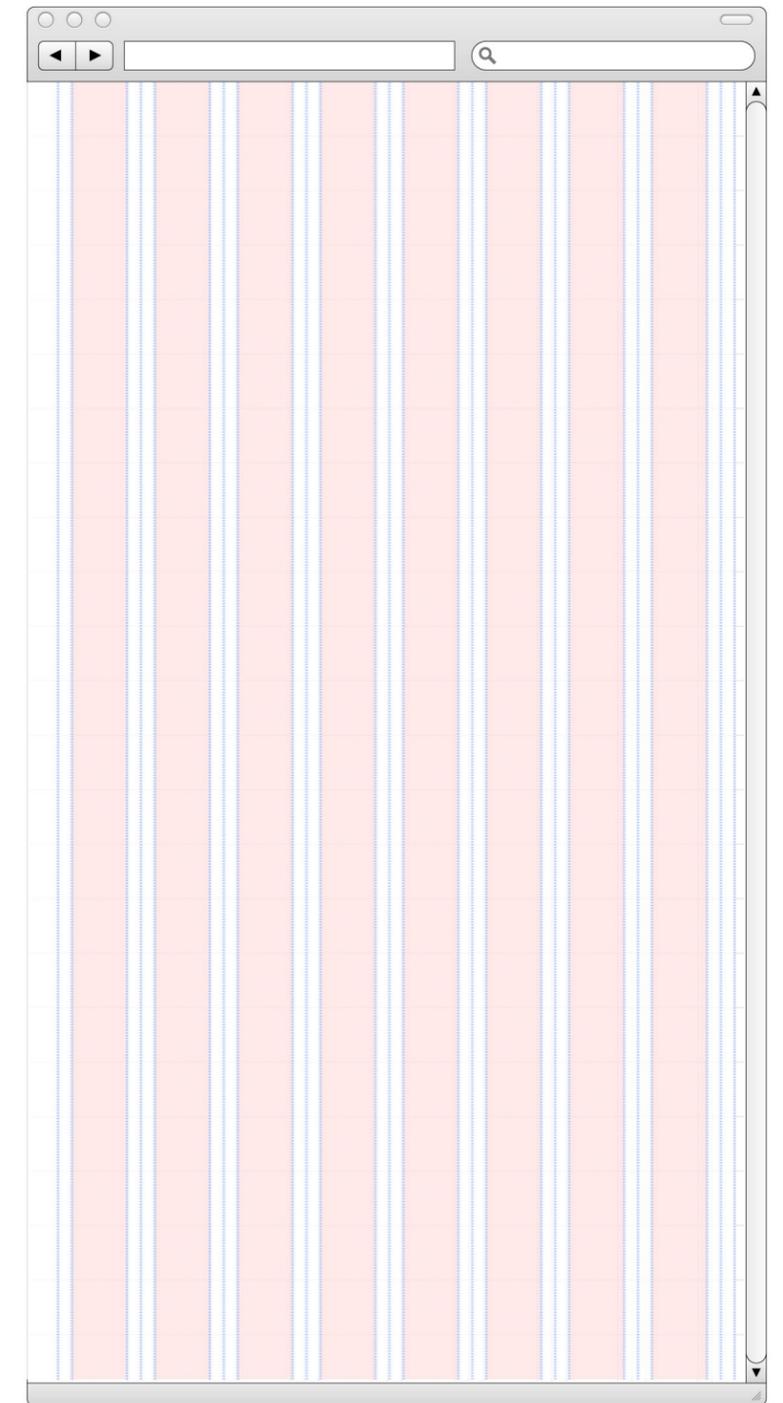
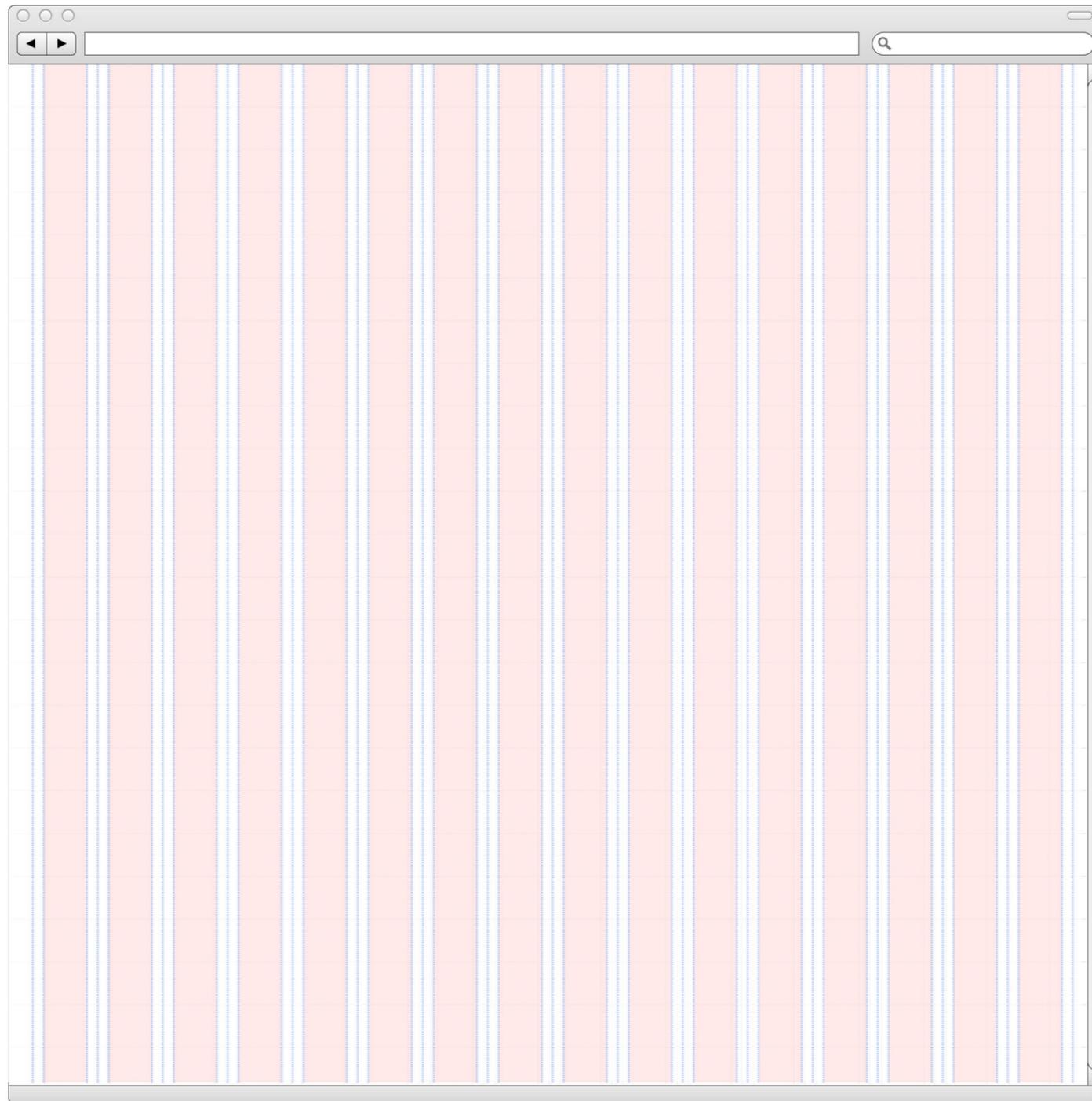
From our Discovery exercise, we determined the following functional requirements need to be accounted for:

- City events + calendar widget
- Twitter feed
- Register for civic center classes/events
- Request garbage/recycle bins
- Report infrastructure problems
- Easy-to-understand code violations
- Procurement/bid process management
- Business registration
- SPARTA maps + ticket purchasing
- Live streaming of meetings
- Property listings
- Community forum
- Splash pages for special events
- Accept online payments
- Post emergency notices
- Have site map
- Download properly created PDF forms
- City news room
- Mobile device compatibility
- Park reservations
- FAQs
- Social media integration



960 GRID SYSTEM

All templates have been designed on the 960px grid system, based with a 16 column layout.

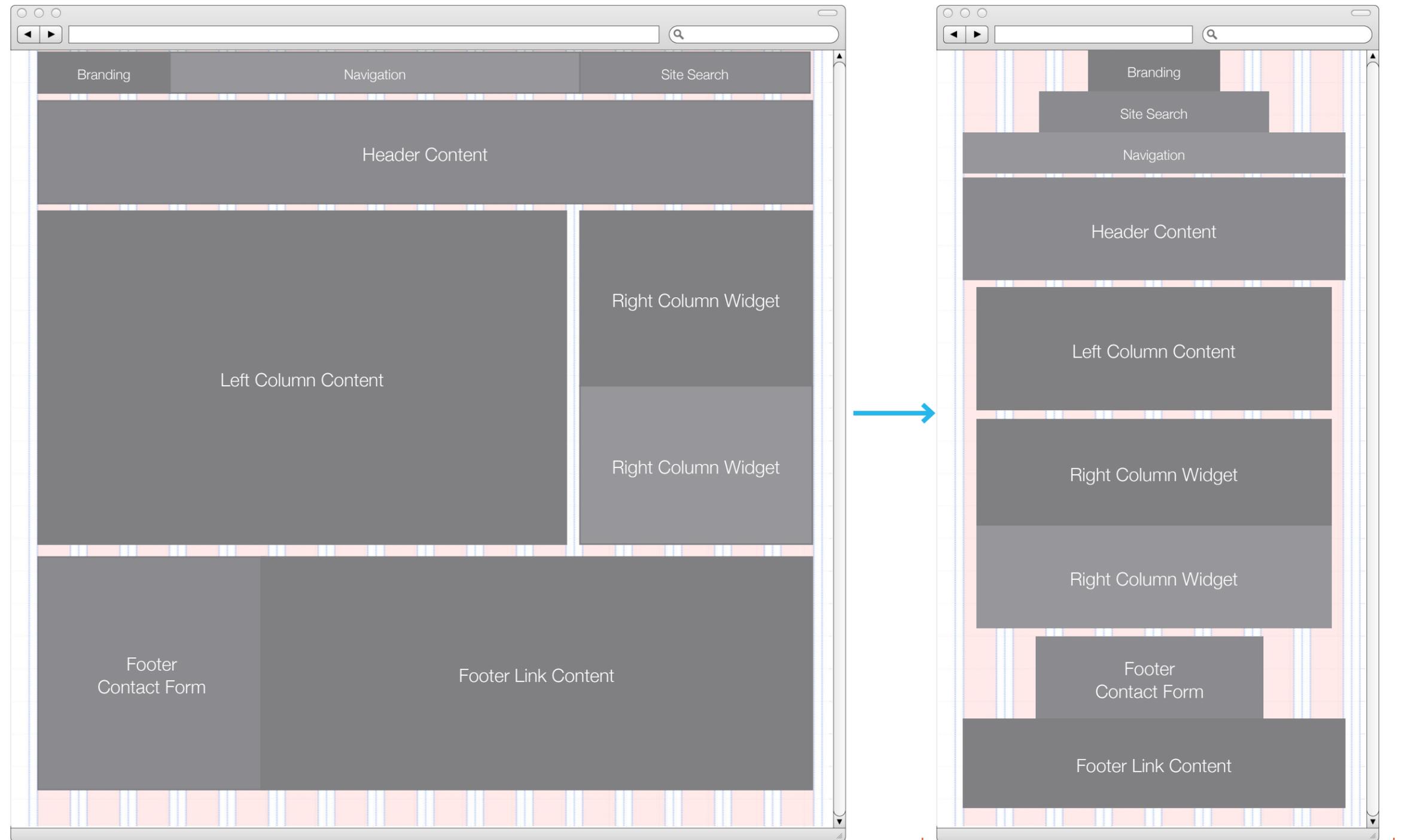




RESPONSIVE DESIGN NOTES

The site's content has been designed to accommodate a responsive design. We anticipate the content to compress and expand as necessary for general window resizing but should re-orient to the mobile version when window or viewport size is less than 500px wide.

In general, we anticipate the site's content to re-order as shown in this illustration.





GLOBAL SITE ELEMENTS + NAVIGATION

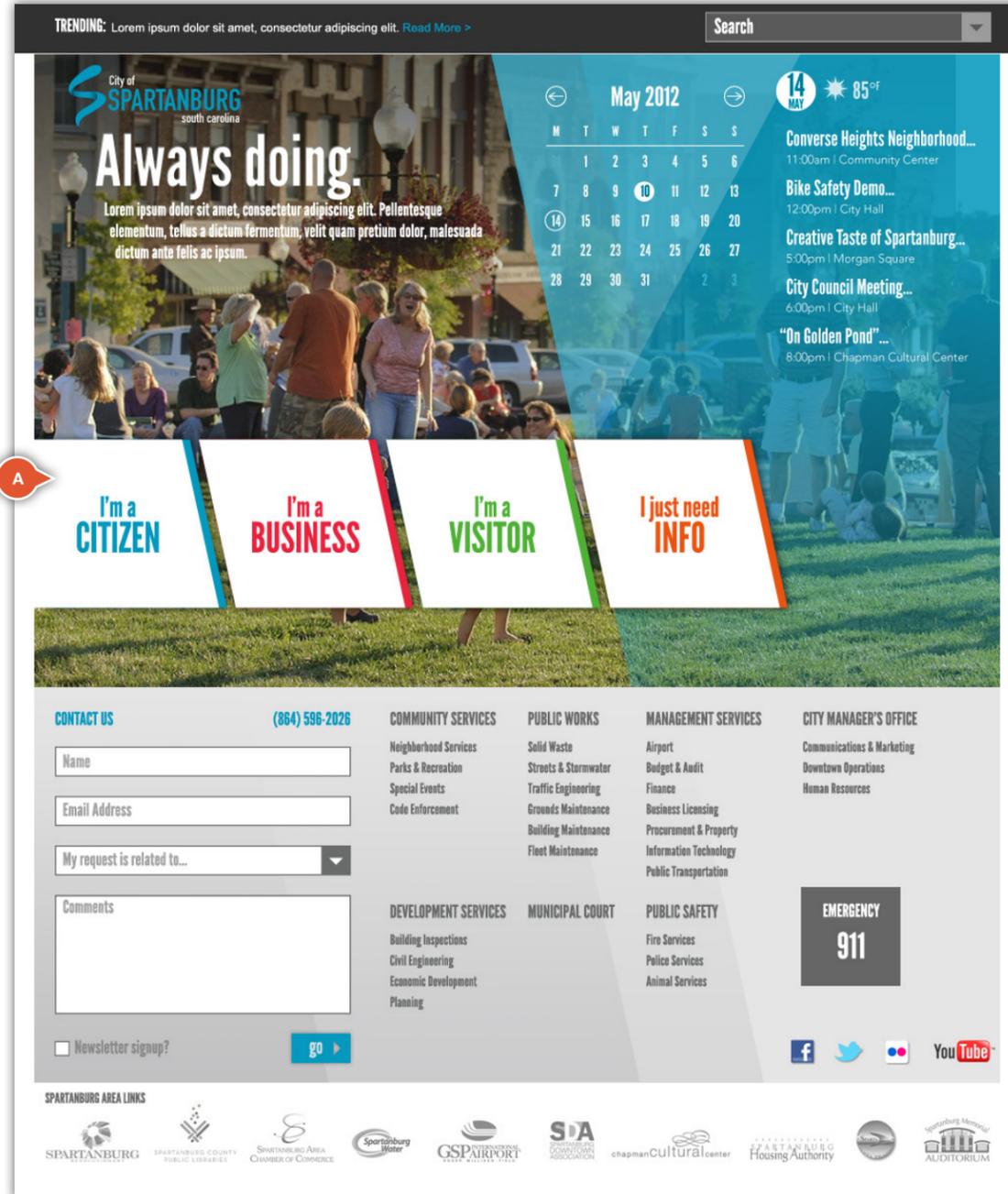
This section outlines elements that will be common to all pages within the site (some exceptions noted).

(A) 'BUCKET' NAVIGATION

- Clicking any of the buttons reveals the subnav, sliding onto the screen from the left (E).
- Clicking the colored area or return arrow (F) slides the subnav out in reverse fashion
- CMS Managed: Maybe? **Look-Listen input welcome.** While automatically populating subnav is not a good idea, providing a CMS-driven tool for "curating" or managing the subnav by hand might be beneficial.

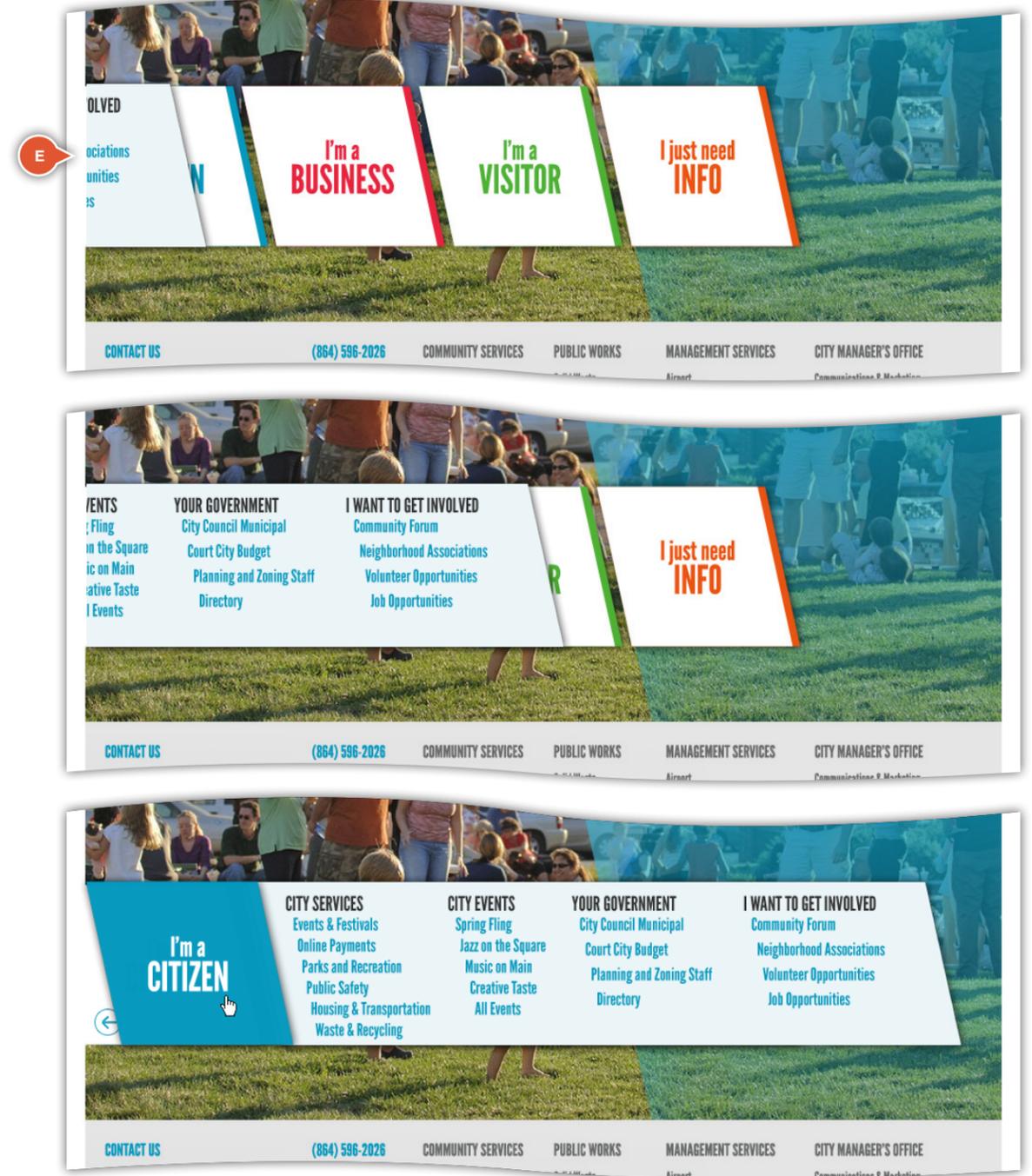
NOTE: Nav content shown is FPO

REFERENCE



See file: **Sptbg-Home_v1.jpg**

REVEAL ANIMATION



(A) INTERIOR NAV + SEARCH BAR

- Typical, all pages, except for master homepage
- Buckets are re-oriented horizontally
- Subnav dropdown uses customized slanted container (B)
- Nav + search bar are persistent on page as user scrolls (C)
- CMS Managed: Maybe? Look-Listen input welcome. While automatically populating subnav is not a good idea, providing a CMS-driven tool for “curating” or managing the subnav by hand might be beneficial.

(D) BREADCRUMB NAV

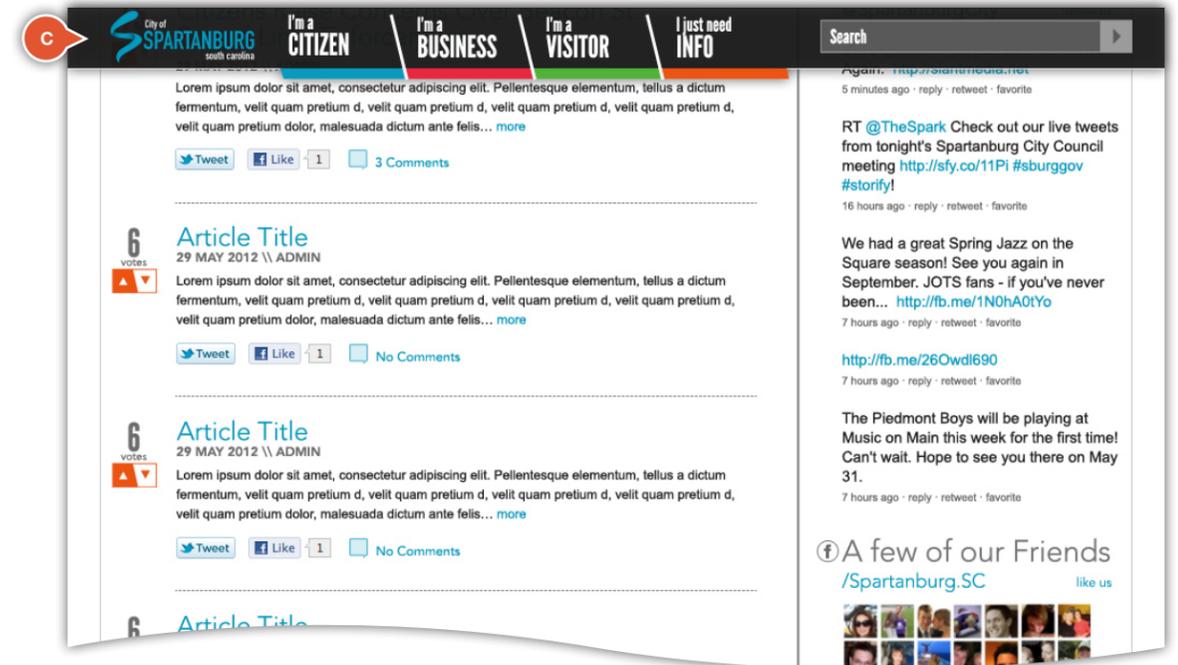
- Breadcrumb nav defines location as user browses
- Look-Listen Input welcome on how to best organize/generate this
- CMS Managed: YES

INTERIOR NAV BAR



See files: innerNav-citizenOver.jpg

PERSISTENT NAV BAR

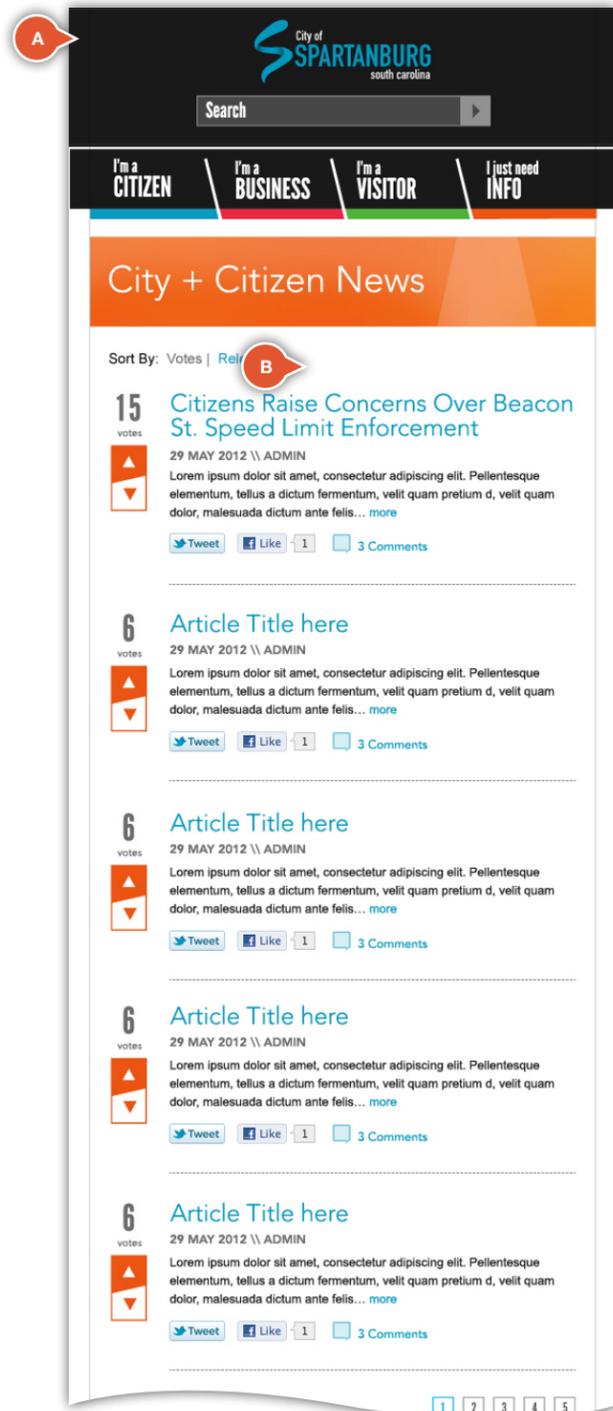


(A) RESPONSIVE NAV - INTERIOR

- o Typical, all pages, except for master homepage
- o Logo and search bar are stacked
- o Subnav dropdown uses full-width container (B)
- o Nav + search bar are NOT persistent on page as user scrolls
- o CMS managed: Maybe? **Look-Listen input welcome:** while automatically populating subnav may be a bad idea, providing a CMS-driven tool for managing the subnav by hand might be beneficial.

NOTE: responsive design details for the homepage nav are outlined on [page 14](#)

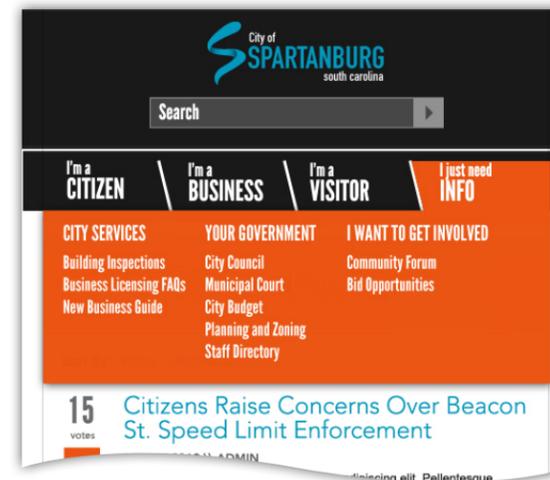
INTERIOR NAV BAR



See file: **Sptbg-Mbl-News-Listing_v1.jpg**



See files: **innerNav-citizenOver.jpg**
innerNav-bizOver.jpg
innerNav-visitorOver.jpg
innerNav-infoOver.jpg



(A) FOOTER CONTACT FORM

- Generates simple email on submission.
- Form's destination email is chosen based on the "My Request Relates To.." (B) dropdown selection.
- Each dropdown selection is associated with a different city email address
- List of options and destination email addresses will be provided.
- CMS managed: Optional

(C) SPTBG. AREA LINKS

- Grayscale logos, full color on rollover
- Links to external sites in new window
- CMS managed: No

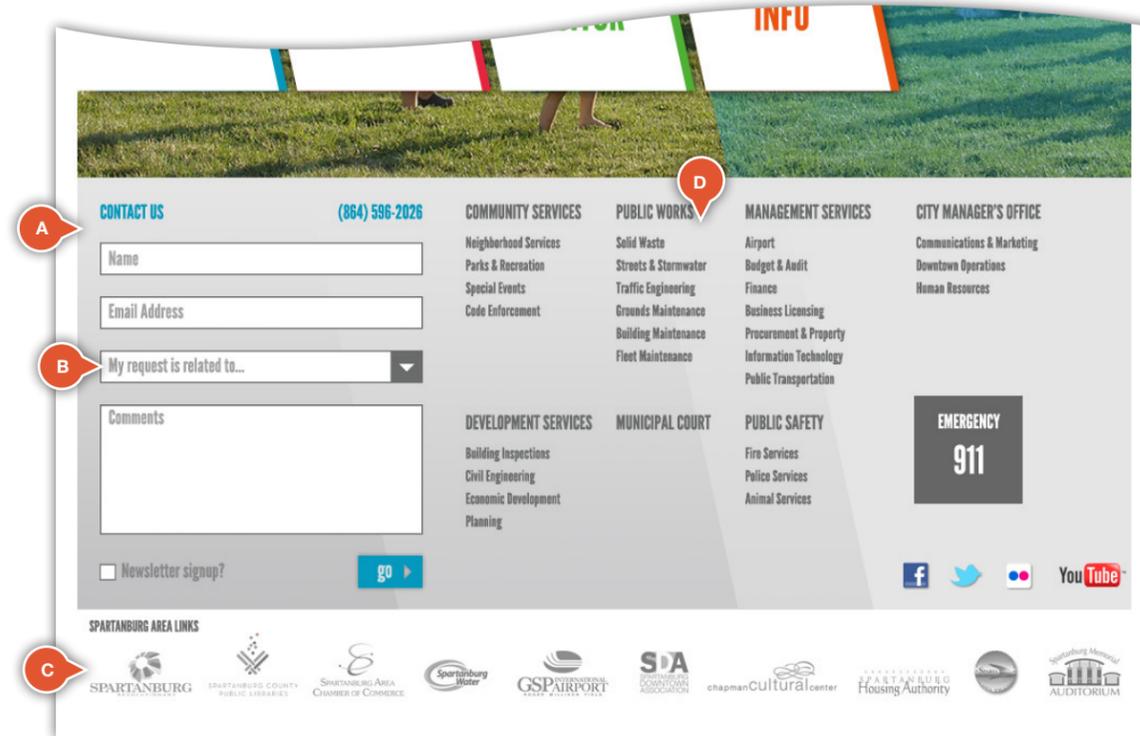
(D) ABBREVIATED SITE MAP

- CMS managed: No

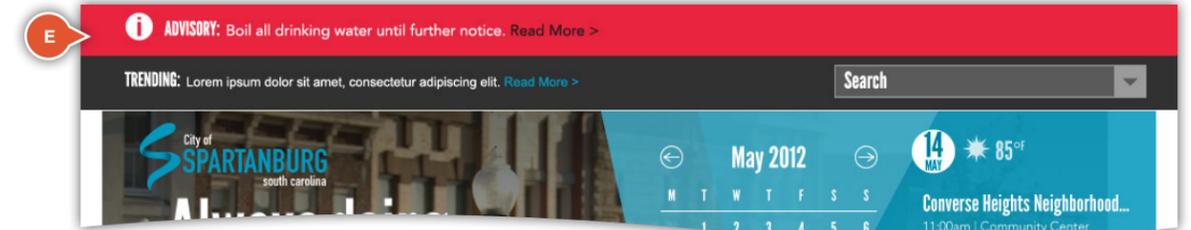
(E) ADVISORY NOTICES

- Only visible when advisories are in place
- Pushes page contents downward
- CMS managed: YES

FULL-FEATURED FOOTER



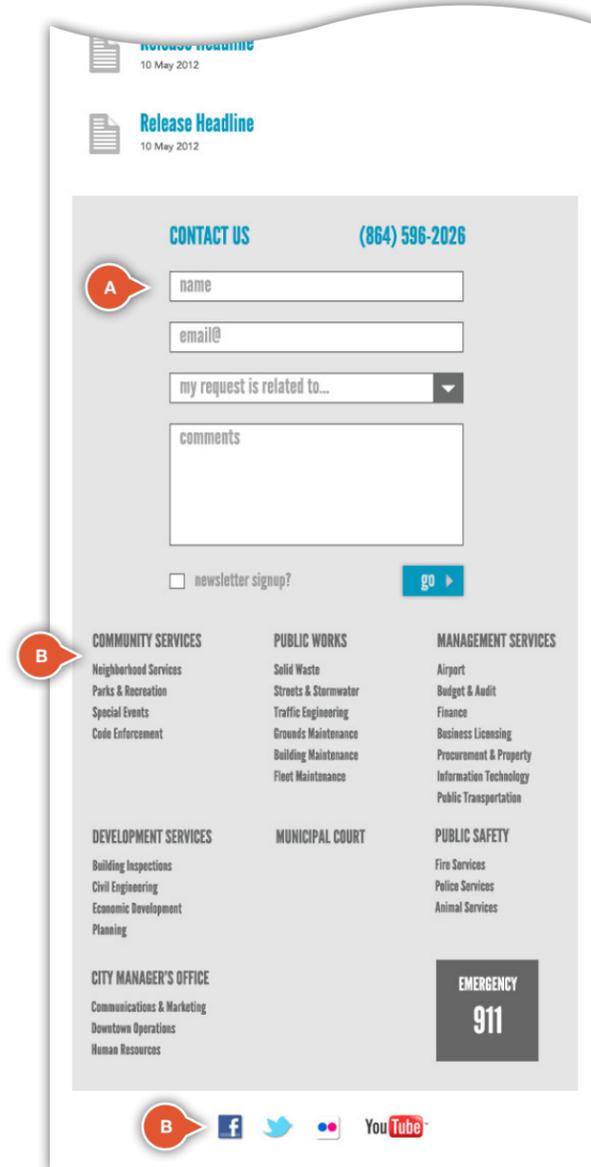
ADVISORY BAR



(A) RESPONSIVE FOOTER

- Footer contact form centers (A)
- Footer links stack beneath (B).
Look-Listen input welcome: not sure the best way to arrange footer content for stacking. Shown in comp 3 columns wide, two rows.
- Social media links are moved to bottom, outside the footer area (C)
- Spartanburg area links are removed from mobile version (reasoning: we don't want to send users to non-mobile friendly destinations)

RESPONSIVE FOOTER



TYPE STYLES

H1: Avenir Light, 36 pt.

H2: Avenir Light, 24 pt.

H3: League Gothic, 18 pt.

H3* (Event pages for Heirarchy of information) : Avenir Light Oblique, 16 pt

body copy: Arial, 12 pt.

Side Bar

SH1: Avenir Light, 28 pt.

SH2: League Gothic, 24 pt.

SH3: Avenir Light, 12pt.

Body Copy: Arial, 12 pt.



FULL LAYOUTS + INTERACTION NOTES

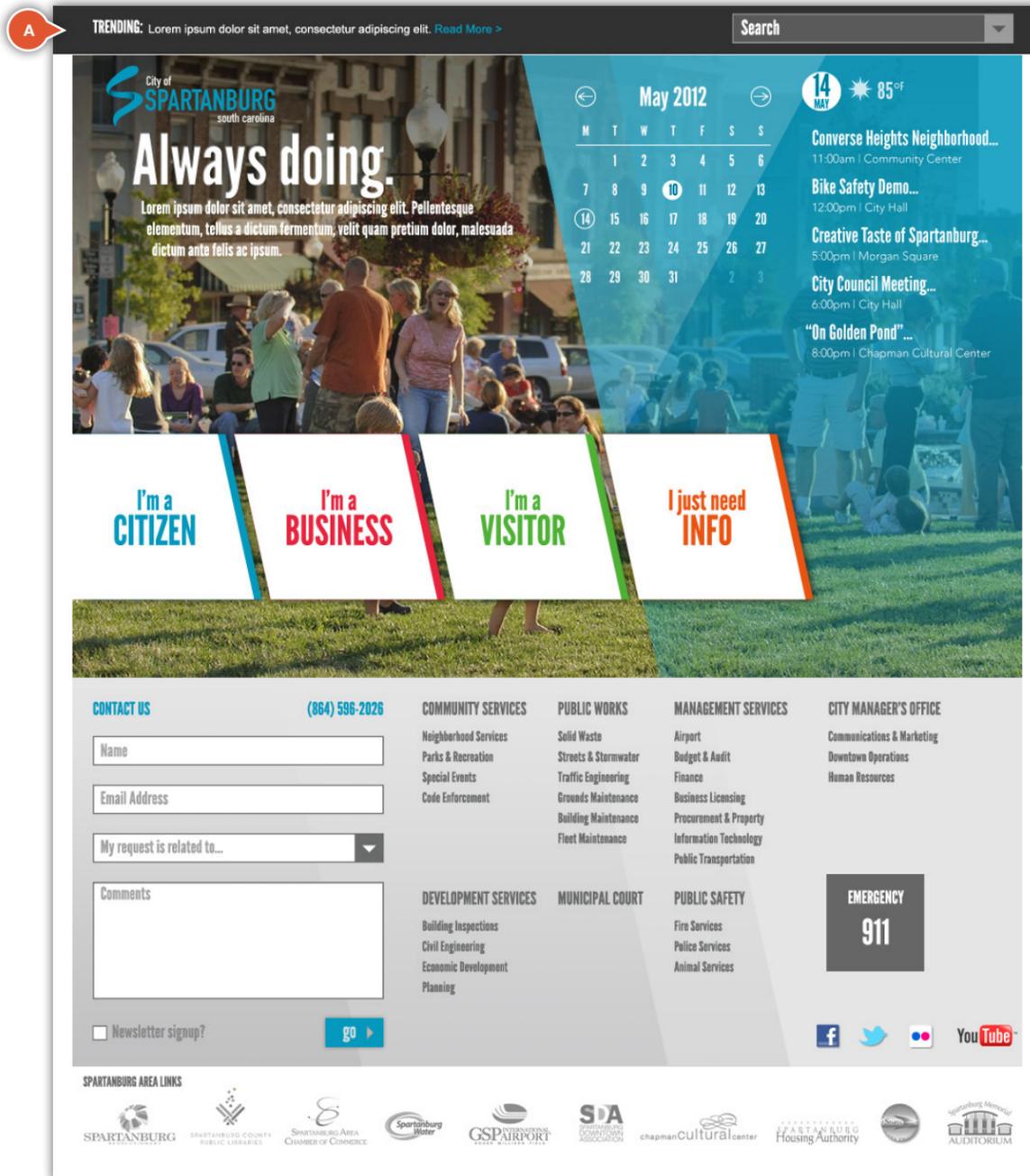
This section details the interaction notes we have identified while designing. Note that some widgets or features are conceptual and will need some technical definition from the Look-Listen team.

(A) MULTI-USE INFO BAR

- Rotates 3-5 pieces of content from three different groups of content (see example detail below)
- Bar is persistent as the page scrolls downward (B). (Typical all page layouts)
- CMS Managed: YES

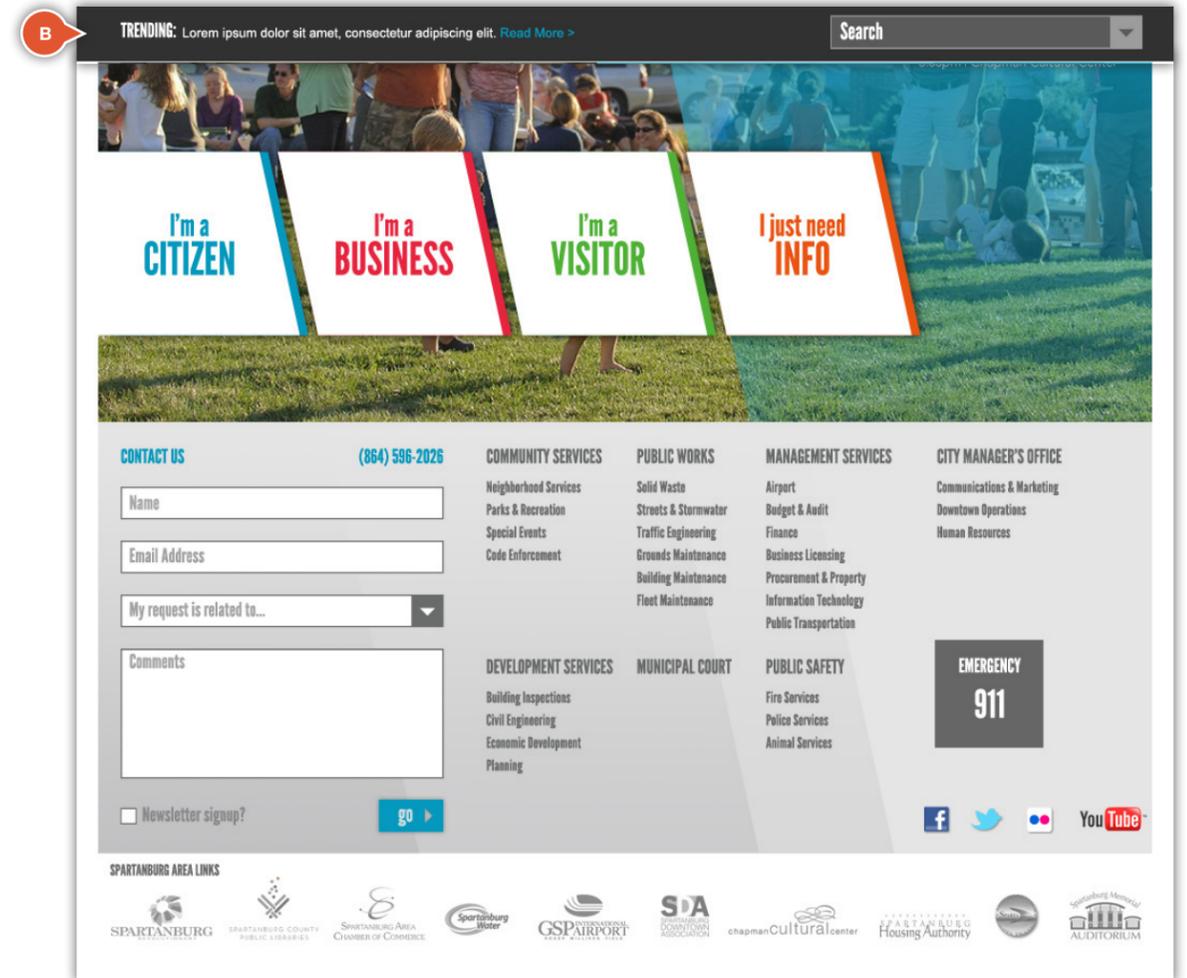
For example, the bar begins with "NEWS:..." and rotates through 3-5 of the latest news headlines, then moves to "ON TWITTER:..." and rotates through 2-3 recent tweets, then moves to "TRENDING:..." and rotates through 2-3 thread titles receiving high volume of votes in the community forum.

DESIGN



See file: **Sptbg-Home_v1.jpg**

PERSISTENT INFO BAR



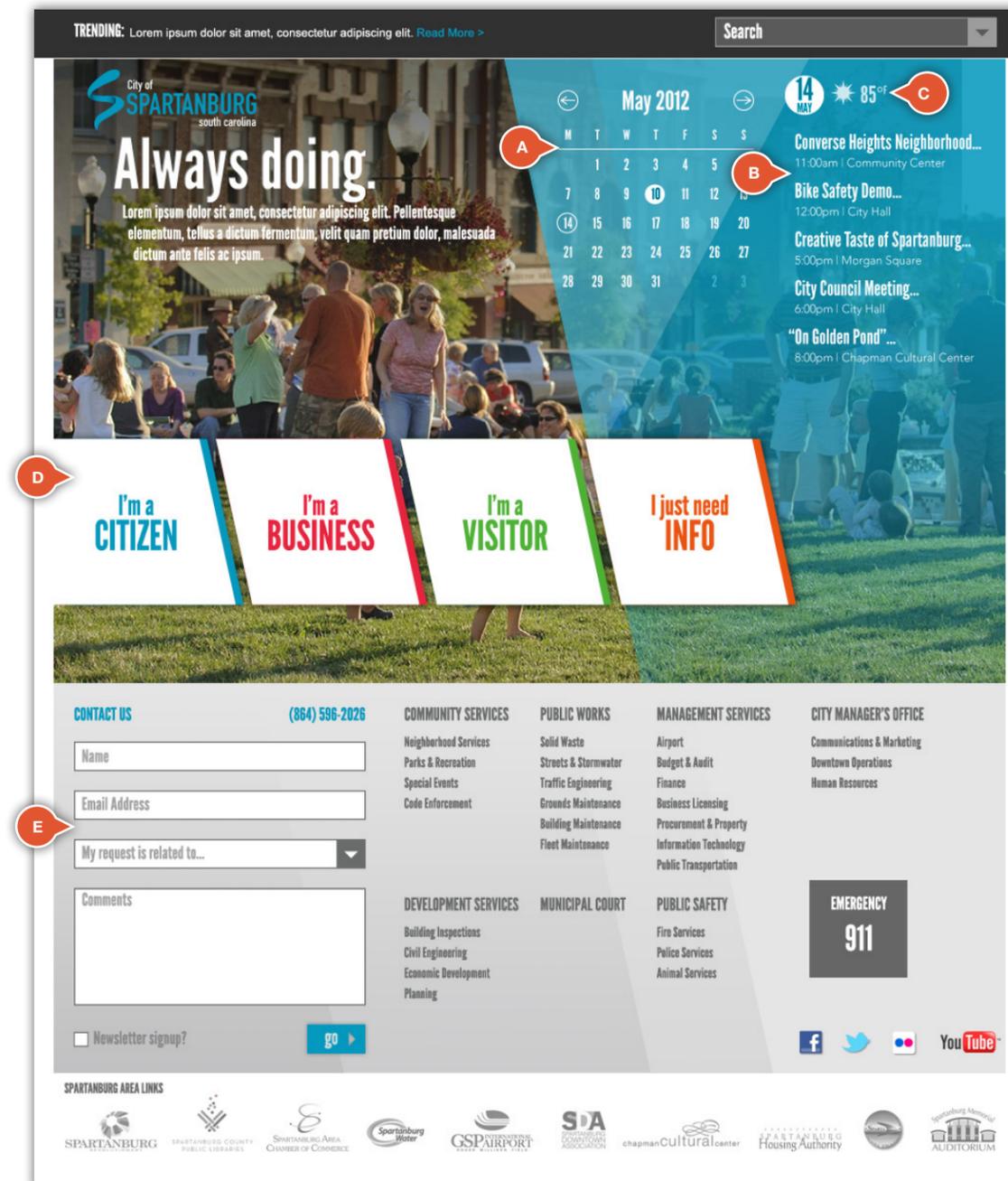
(A) EVENTS WIDGET

- Clicking a date on the calendar widget loads any events associated with that day in the list view (B).
- Event list limited to 5 entries
- Weather for that date is displayed, if available (C)
- Clicking event takes user to "Event Detail" view (see page 33)
- CMS Managed: YES

NOTE:

- "Bucket" navigation (D) details are outlined on page 7
- Site footer (E) details are outlined on page 10

DESIGN



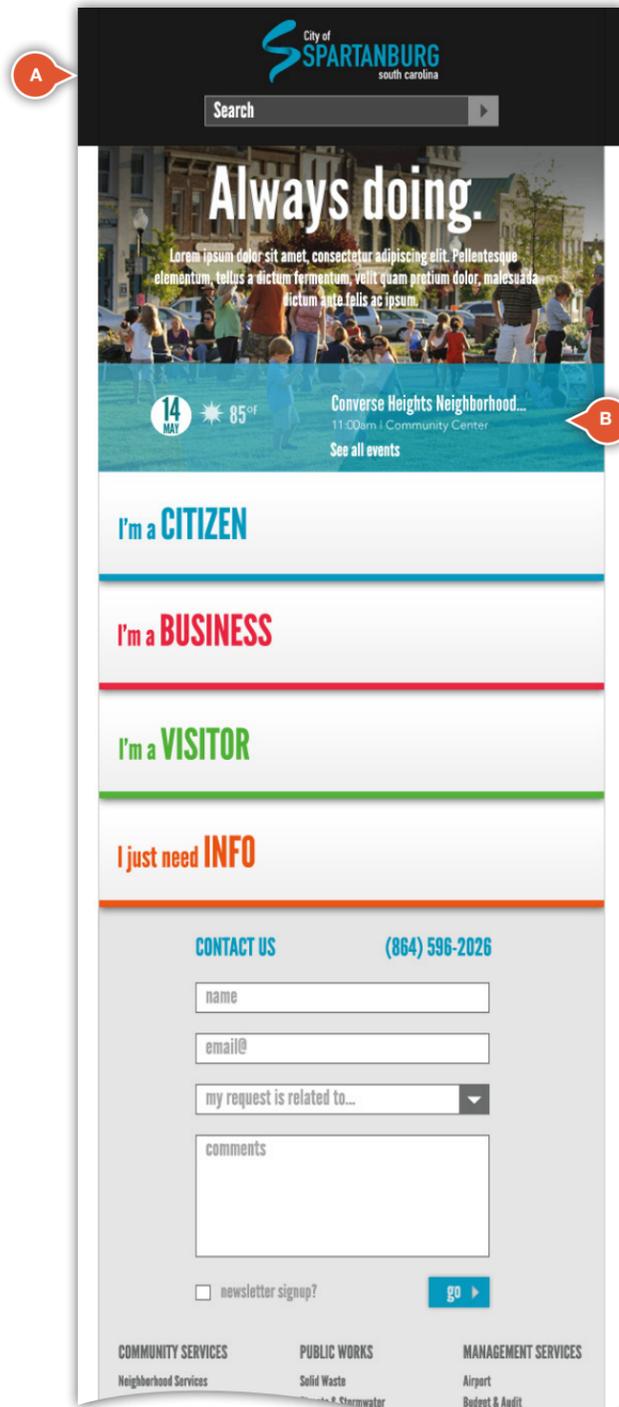
See file: Sptbg-Home_v1.jpg

(A) RESPONSIVE DESIGN

- o Info bar is removed
- o Logo and search bar are stacked
- o Events widget reduced to 1 listing (B)
- o Bucket nav re-oriens to vertically stacked arrangement
- o Subnav expands downward on tap/click (C)

NOTE: Subnav content shown is FPO. Refer to site map documentation for approved content.

RESPONSIVE - LESS THAN 500 PX



ACTIVE SUBNAV



(A) HEADER

- o Large, customizable header image and headline text (A)
- o CMS Managed: YES

(B) DEPARTMENTAL SUBNAV

- o Subnav bar overlays header image
- o Provides space for approx. 8 links
- o CMS Managed: YES

(D) LEFT COLUMN CONTENT AREA

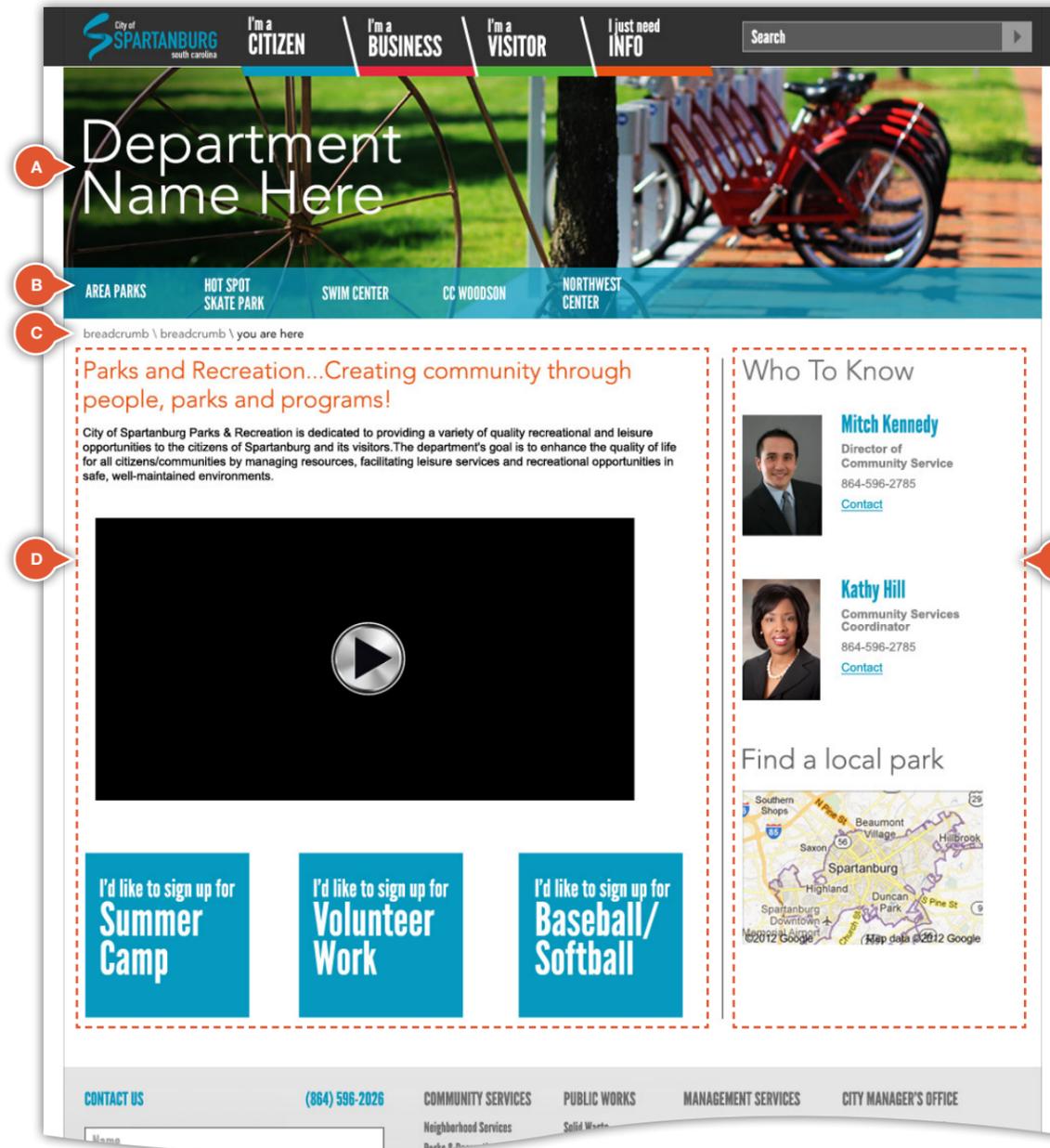
- o Free-form HTML using WYSIWYG editor
- o Content styles available to user are limited to pre-defined styles. SLANT to provide.
- o CMS Managed: YES

(E) RIGHT COLUMN CONTENT AREA

- o **Look-Listen input welcome:** Free-form HTML using WYSIWYG editor or potentially predefined drag-n-drop widgets for populating this column?
- o CMS Managed: YES

NOTE: breadcrumb nav (C) details outlined on [page 8](#)

DESIGN



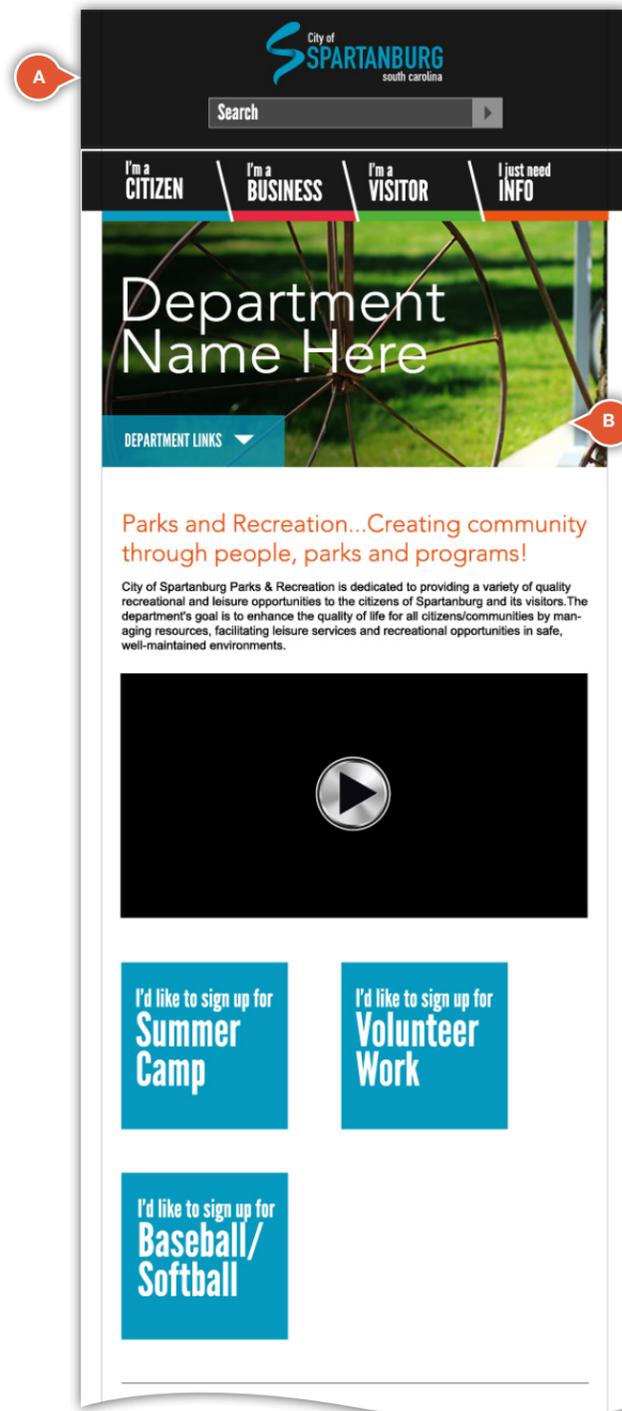
See file: **Sptbg-Dept-Homepage_v1.jpg**

(A) RESPONSIVE DESIGN

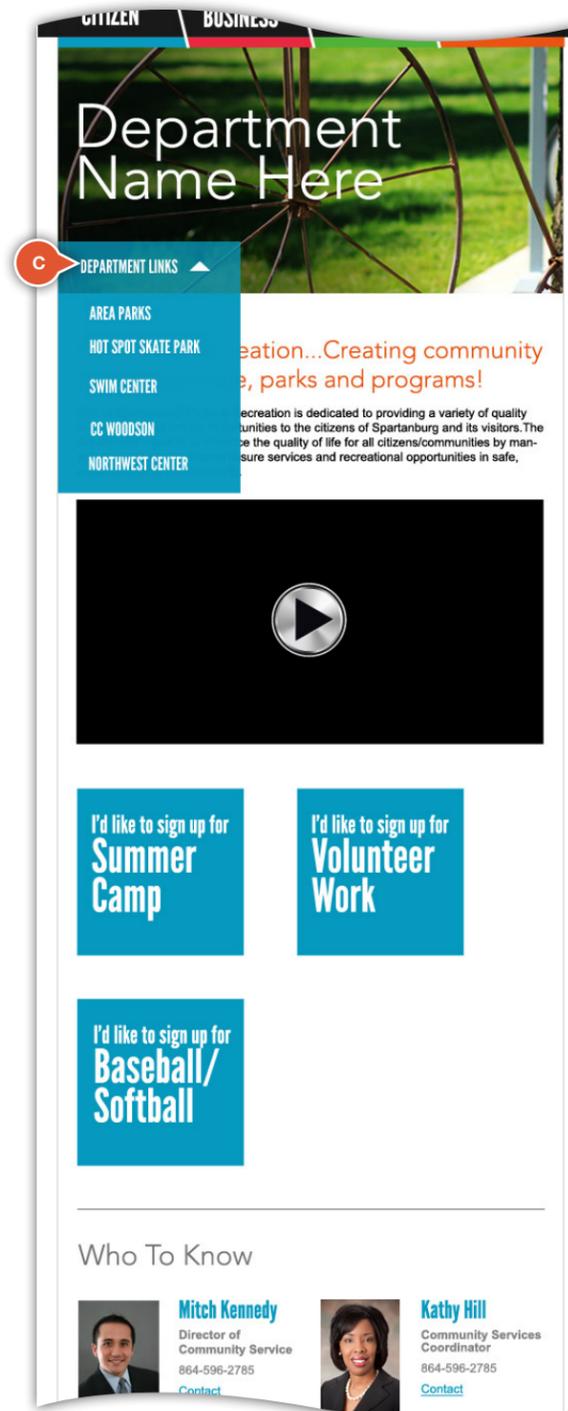
- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see page 9 for more details on responsive nav for internal pages)
- o Header image height remains the same, contents cropped (B)
- o Departmental subnav compacted into simple dropdown menu, revealed onClick (or tap) (C)
- o Left column content shown first (D), content expands or wraps as necessary.
- o Right column content stacked beneath (E). Content expands or wraps as necessary.

NOTE: Subnav content shown is FPO. Refer to site map documentation for approved content.

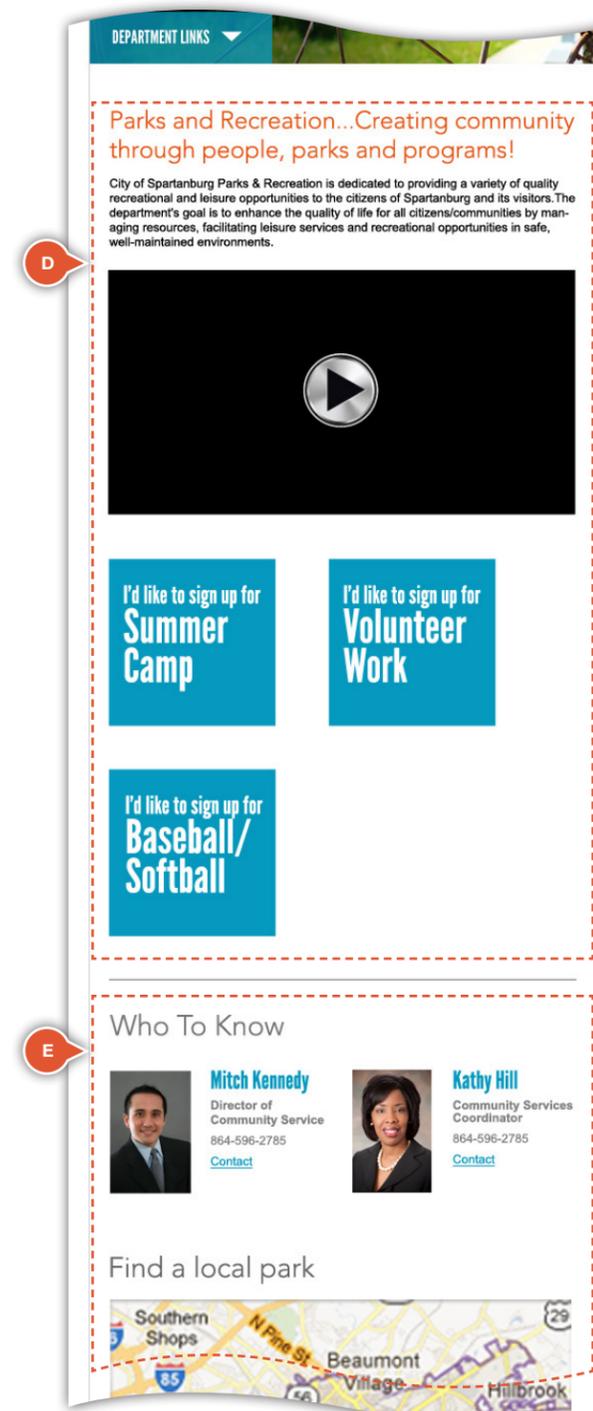
RESPONSIVE - LESS THAN 500 PX



ACTIVE SUBNAV



CONTENT ORDER



See file: Sptbg-Mbl-Dept-Homepage_v1.jpg

(A) HEADER

- o Customizable header text
- o Short, graphic-style banner (no photos)
- o CMS provides user ability to choose color theme for header background from pre-defined list (SLANT to provide). CMS then chooses at random one of several pre-designed banner graphics in that color family
- o Color theme selected with banner defines available colors for WYSIWYG editor (see left and right column details below)
- o CMS Managed: YES

(B) LEFT COLUMN CONTENT AREA

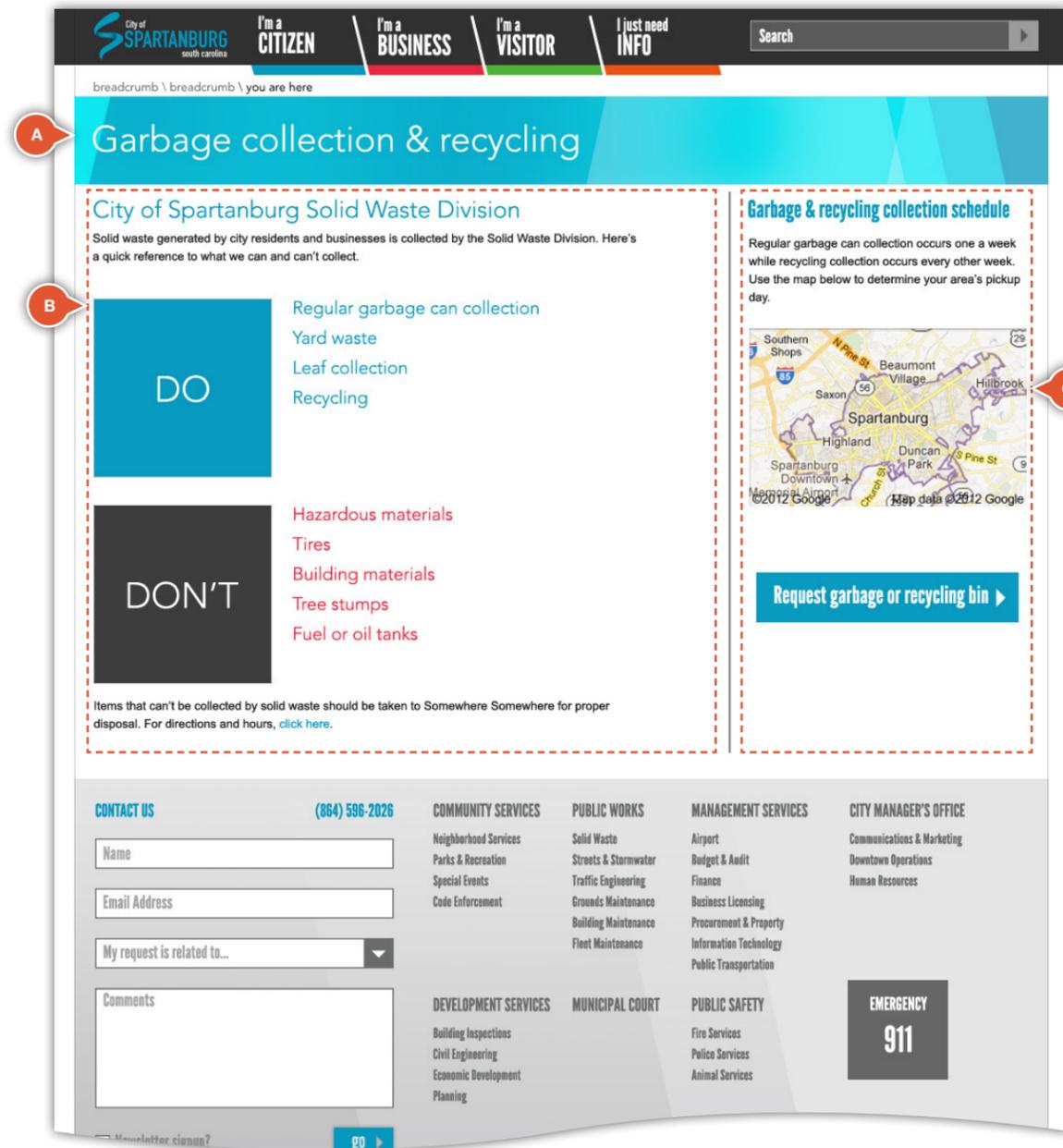
- o Free-form HTML using WYSIWYG editor
- o Content styles available to user are limited to pre-defined styles. SLANT to provide.
- o CMS Managed: YES

(C) RIGHT COLUMN CONTENT AREA

- o **Look-Listen input welcome:** Free-form HTML using WYSIWYG editor or potentially predefined drag-n-drop widgets for populating this column?
- o CMS Managed: YES

NOTE: content shown FPO

DESIGN



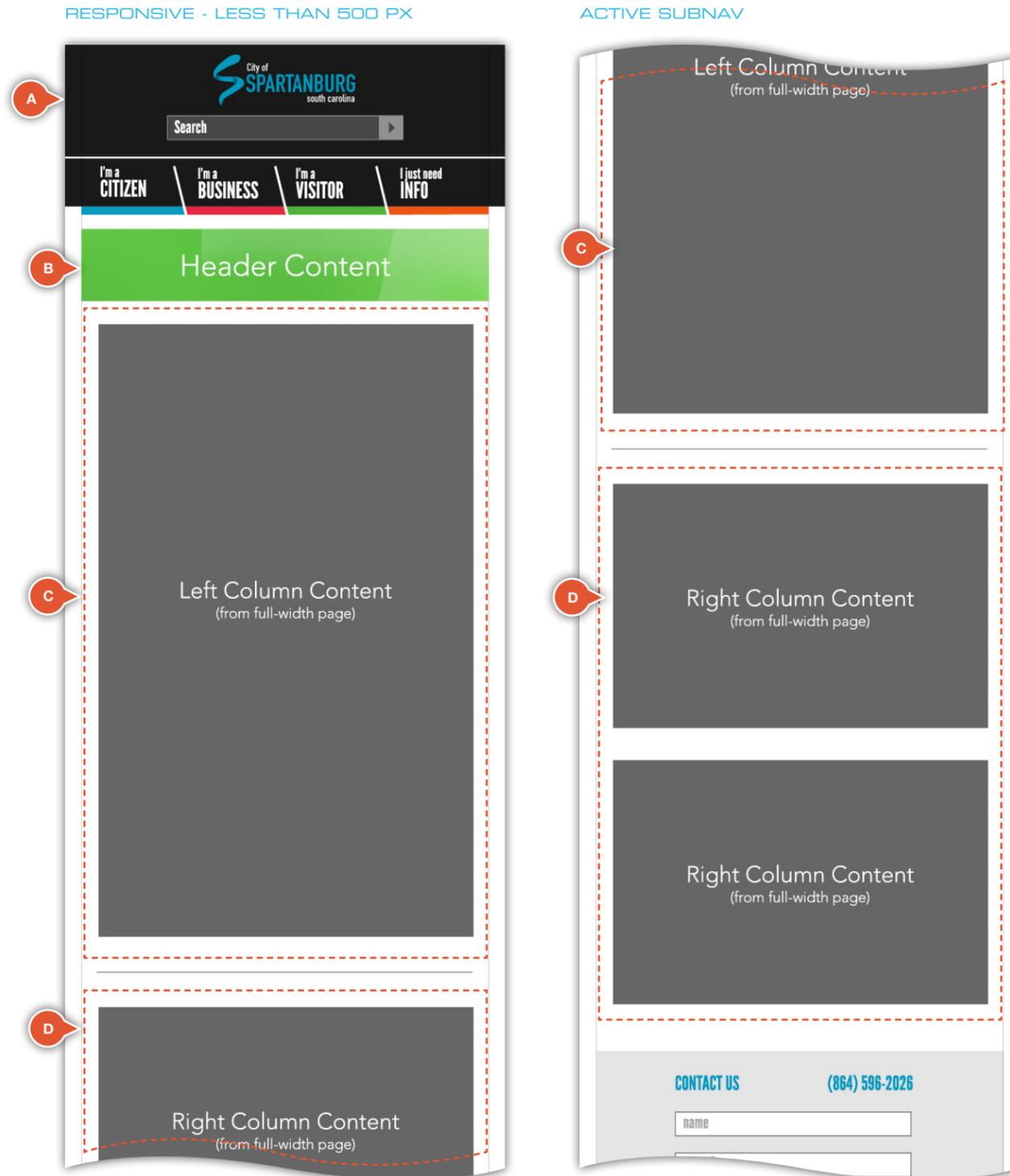
See file: Sptbg-Standard-1_v1.jpg

STANDARD 1 (SHORT, TWO-COLUMN)

(A) RESPONSIVE DESIGN

- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see [page 9](#) for more details on responsive nav for internal pages)
- o Header graphic remains the same height, contents cropped (B)
- o Left column content shown first (C), content expands or wraps as necessary.
- o Right column content stacked beneath (D). Content expands or wraps as necessary.

NOTE: Subnav content shown is FPO. Refer to site map documentation for approved content.



See file: [Sptbg-Mbl-Standard-1_v1.jpg](#)

(A) HEADER

- o Large, customizable header image and headline text (A)
- o CMS Managed: YES

(B) LEFT COLUMN CONTENT AREA

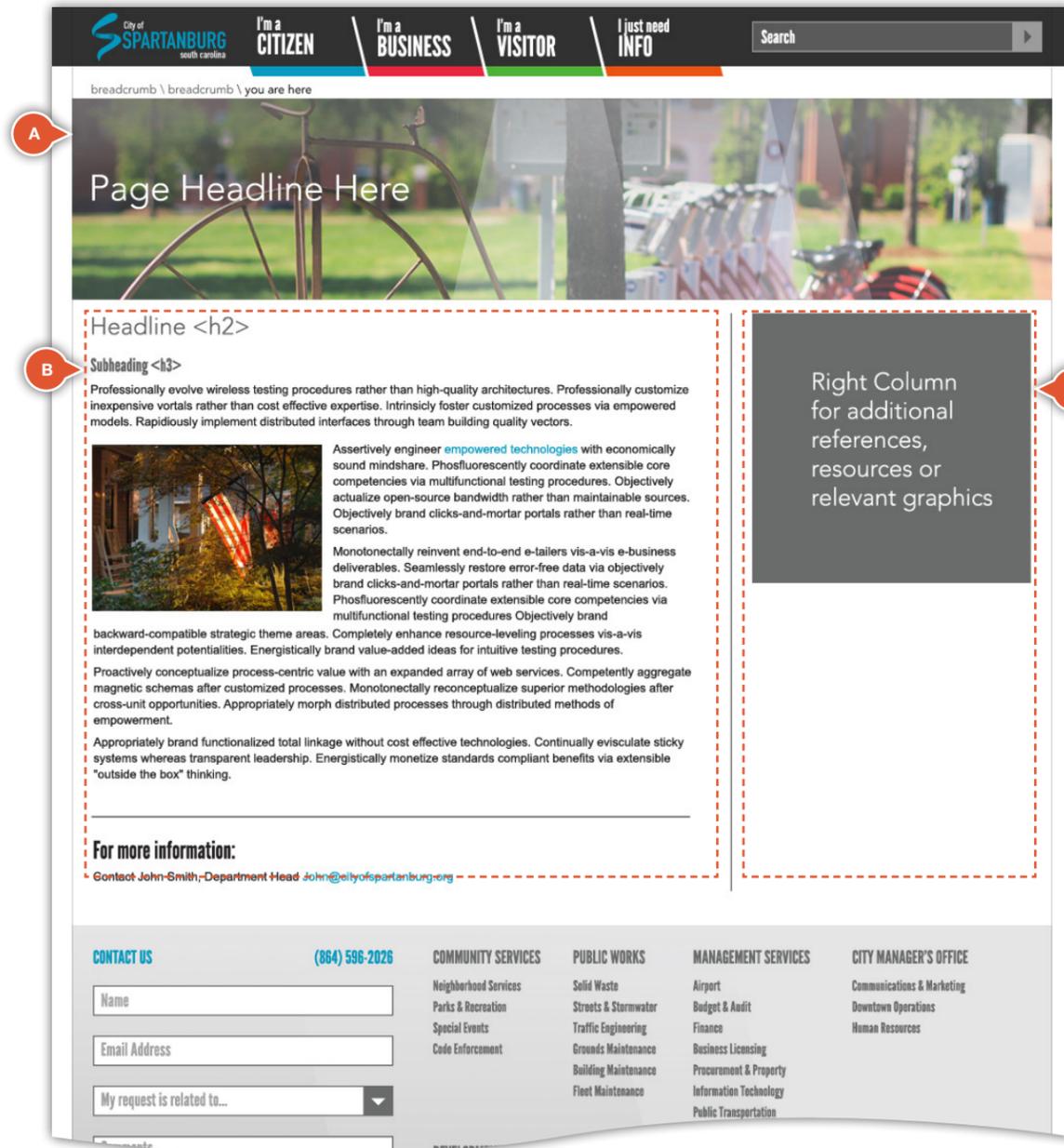
- o Free-form HTML using WYSIWYG editor
- o Content styles available to user are limited to pre-defined styles. SLANT to provide.
- o CMS Managed: YES

(C) RIGHT COLUMN CONTENT AREA

- o **Look-Listen input welcome:** Free-form HTML using WYSIWYG editor or potentially predefined drag-n-drop widgets for populating this column?
- o CMS Managed: YES

NOTE: content shown FPO

DESIGN



See file: **Sptbg-Standard-2_v1.jpg**

STANDARD 2 (LONG, TWO-COLUMN)

(A) RESPONSIVE DESIGN

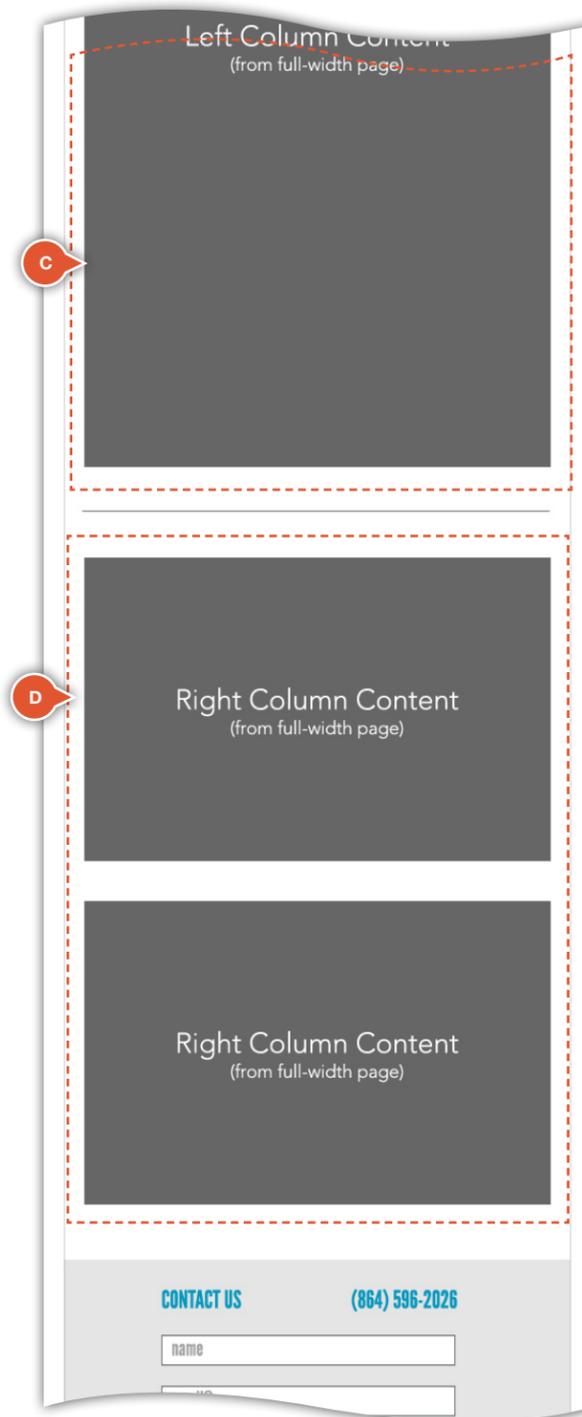
- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see [page 9](#) for more details on responsive nav for internal pages)
- o Header graphic remains the same height, contents cropped (B)
- o Left column content shown first (C), content expands or wraps as necessary.
- o Right column content stacked beneath (D). Content expands or wraps as necessary.

NOTE: Subnav content shown is FPO. Refer to site map documentation for approved content.

RESPONSIVE - LESS THAN 500 PX



ACTIVE SUBNAV



See file: [Sptbg-Mbl-Standard-1_v1.jpg](#)

(A) HEADER

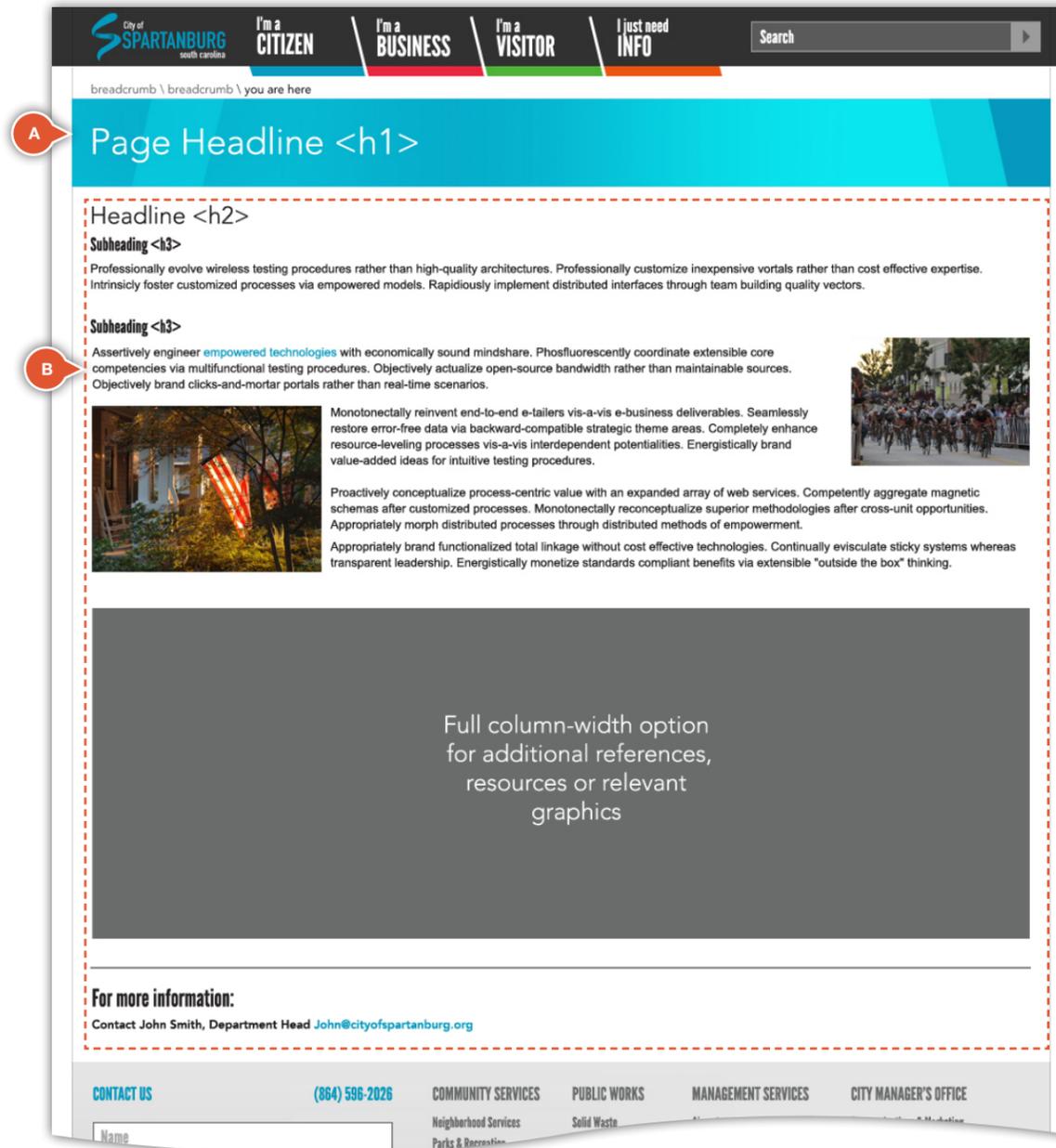
- o Customizable header text
- o Short, graphic-style banner (no photos)
- o CMS provides user ability to choose color theme for header background from pre-defined list (SLANT to provide). CMS then chooses at random one of several pre-designed banner graphics in that color family
- o Color theme selected with banner defines available colors for WYSIWYG editor (see left and right column details below)
- o CMS Managed: YES

(B) MAIN COLUMN CONTENT AREA

- o Free-form HTML using WYSIWYG editor
- o Content styles available to user are limited to pre-defined styles. SLANT to provide.
- o CMS Managed: YES

NOTE: content shown FPO

DESIGN



See file: **Sptbg-Standard-3_v1.jpg**

STANDARD 3 (ONE COLUMN)

(A) RESPONSIVE DESIGN

- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see [page 9](#) for more details on responsive nav for internal pages)
- o Header graphic remains the same height, contents cropped (B)
- o Main column content (C), content expands or wraps as necessary.

NOTE: Subnav content shown is FPO. Refer to site map documentation for approved content.

RESPONSIVE - LESS THAN 500 PX



See file: **Sptbg-Mbl-Standard-3_v1.jpg**

(A) HEADER

- Customizable header text
- Short, graphic-style banner (no photos)
- CMS provides user ability to choose color theme for header background from pre-defined list (SLANT to provide). CMS then chooses at random one of several pre-designed banner graphics in that color family
- Color theme selected with banner defines available colors for WYSIWYG editor (see left and right column details below)
- CMS Managed: YES

(B) FORM

- Form fields in single column layout.
- Detailed error checking provides alerts beneath the field in question (C), field is outlined in red
- Post-submission graphic provides useful "next steps" info when applicable (D)
- CMS Managed: NO

(C) RIGHT COLUMN CONTENT

- Free-form HTML using WYSIWYG editor
- CMS Managed: YES

NOTE: content shown FPO

DESIGN

See file: **Sptbg-Forms_v1.jpg**

See file: **Sptbg-Forms-Submitted_v1.jpg**

(A) RESPONSIVE DESIGN

- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see [page 9](#) for more details on responsive nav for internal pages)
- o Header graphic remains the same height, contents cropped (B)
- o Left column / form content (C) show first, content expands or wraps as necessary.
- o Right column content stacks beneath (D), content expands or wraps as necessary

NOTE: Subnav content shown is FPO. Refer to site map documentation for approved content.

RESPONSIVE - LESS THAN 500 PX

See file: **Sptbg-Mbl-Forms_v1.jpg**

(A) HEADER

- Short, graphic banner. Image chosen at random
- Search term is included in headline text

(B) MAIN RESULTS COLUMN

- Users can sort by date or relevance to search term (C)
- Page title serves as link, page URL beneath page title, truncated page contents relevant to search term (D)
- 10 results per page, with pagination controls (E)

(F) DOCUMENT RESULTS

- PDF or other documents found are listed. **Look-Listen input welcome:** is this possible to split results in this manner?

(F) RESPONSIVE DESIGN

- Info bar is removed, logo and search bar are stacked, inner nav compacted (see [page 9](#) for more details on responsive nav for internal pages)
- Header graphic remains the same height, contents cropped (B)
- Toggle links switch between page and document results (G)
- 5 results per page, with pagination controls

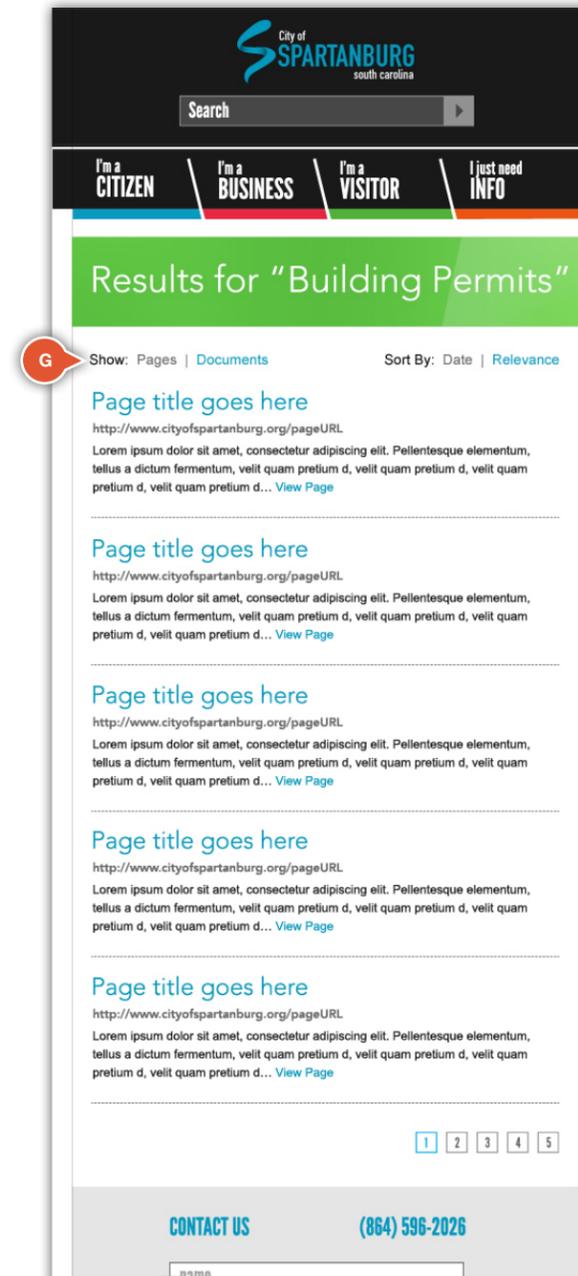
NOTE: content shown FPO

DESIGN



See file: **Sptbg-Search-Listing_v1.jpg**

RESPONSIVE - LESS THAN 500 PX



See file: **Sptbg-Mbl-Search-Listing_v1.jpg**

(A) HEADER

- Short, graphic banner. Image chosen at random

(B) MAIN LISTING COLUMN

- Voting system for allowing upvoting and downvoting of posts (details below). Default sorting order is by highest votes, descending order.
- Users can sort by votes or by date (C)
- Vote widget (D) accepts up/down votes in list view without having to view full article. **Look-Listen Input welcome:** should users have to be logged in to do this?
- Post title serves as link, date and 'posted by' beneath page title, truncated post entry (E)
- All entries have tweet & like buttons and number of comments associated with post is shown (F).
- Comment count serves as link to article page, jumping to comments
- 10 results per page, with pagination controls (not shown)

(F) RIGHT COLUMN CONTENT

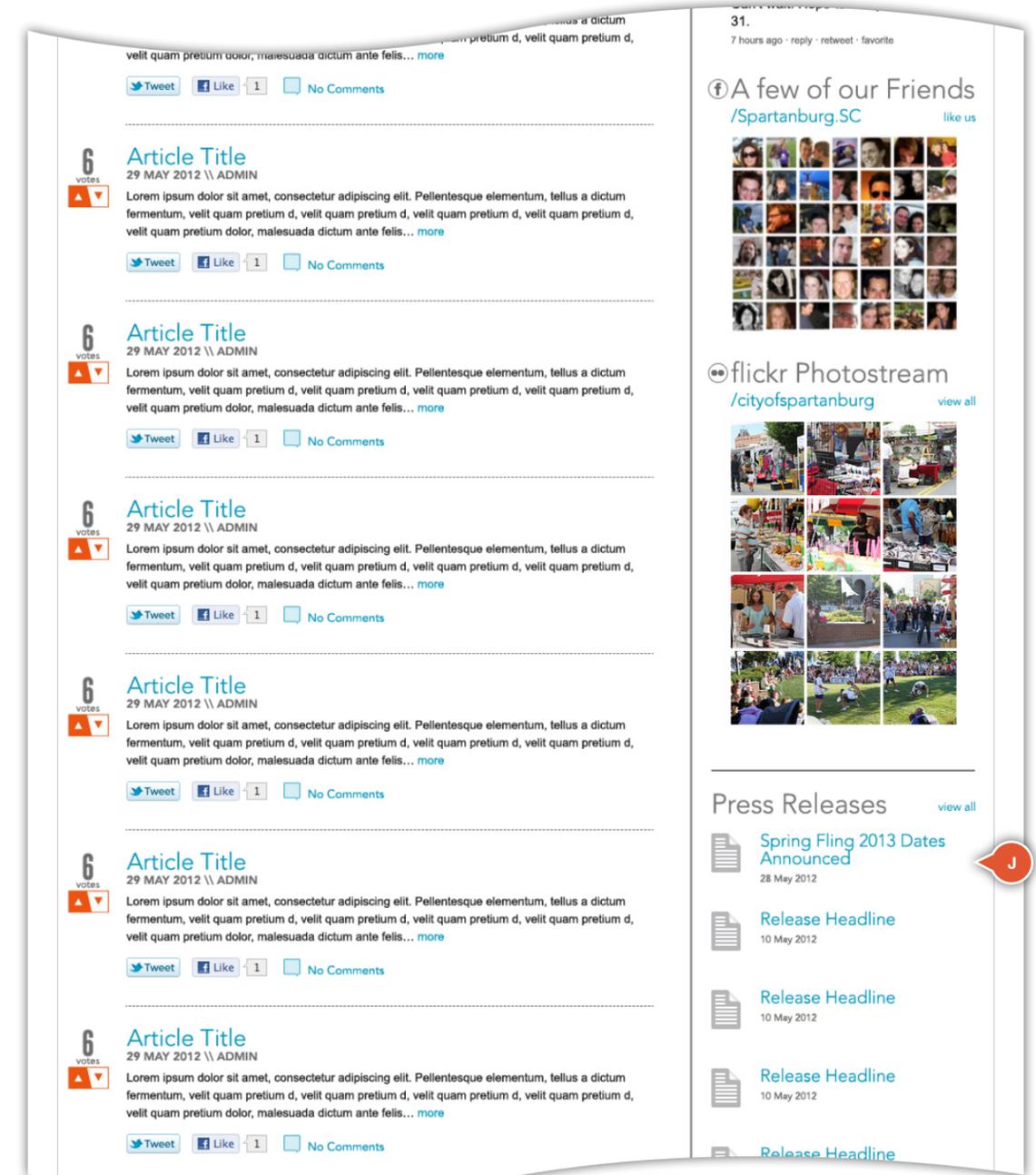
- Twitter widget displays recent tweets (G)
- Facebook widget displays friends (H)
- Flickr widget displays recent photos (I)
- Press Releases widget (J) displays 5-10 most recent press releases with link to view all press releases
- CMS Managed: YES **Look-Listen input welcome:** predefined drag-n-drop widgets for populating this column or free-form HTML via WYSIWYG editor?

NOTE: content shown FPO

DESIGN



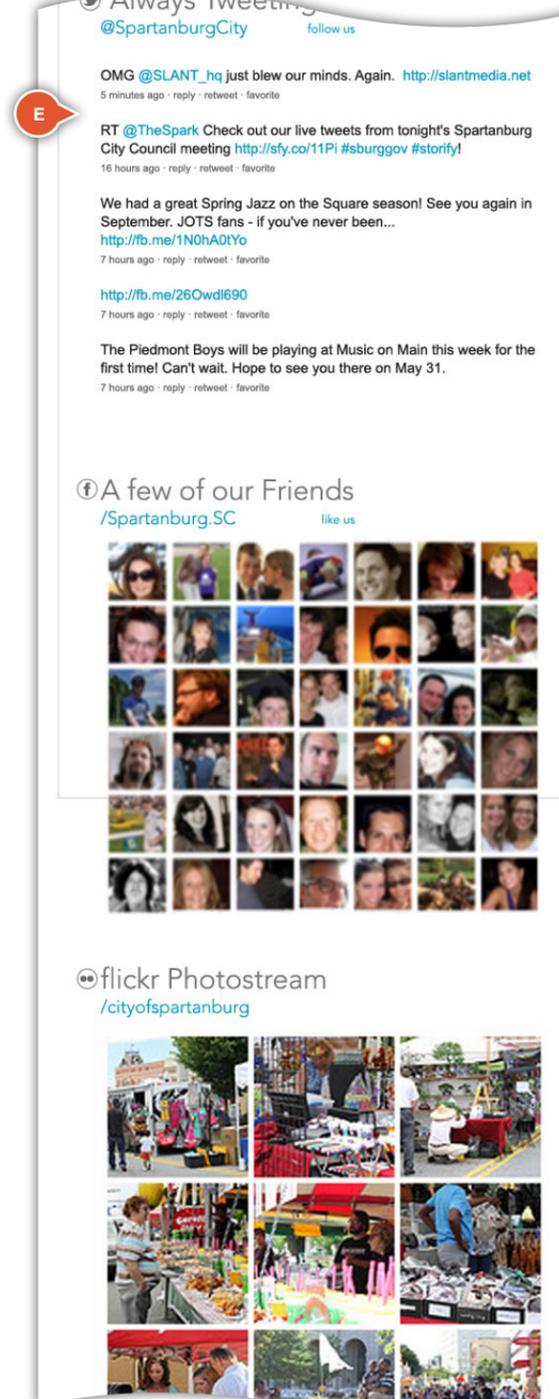
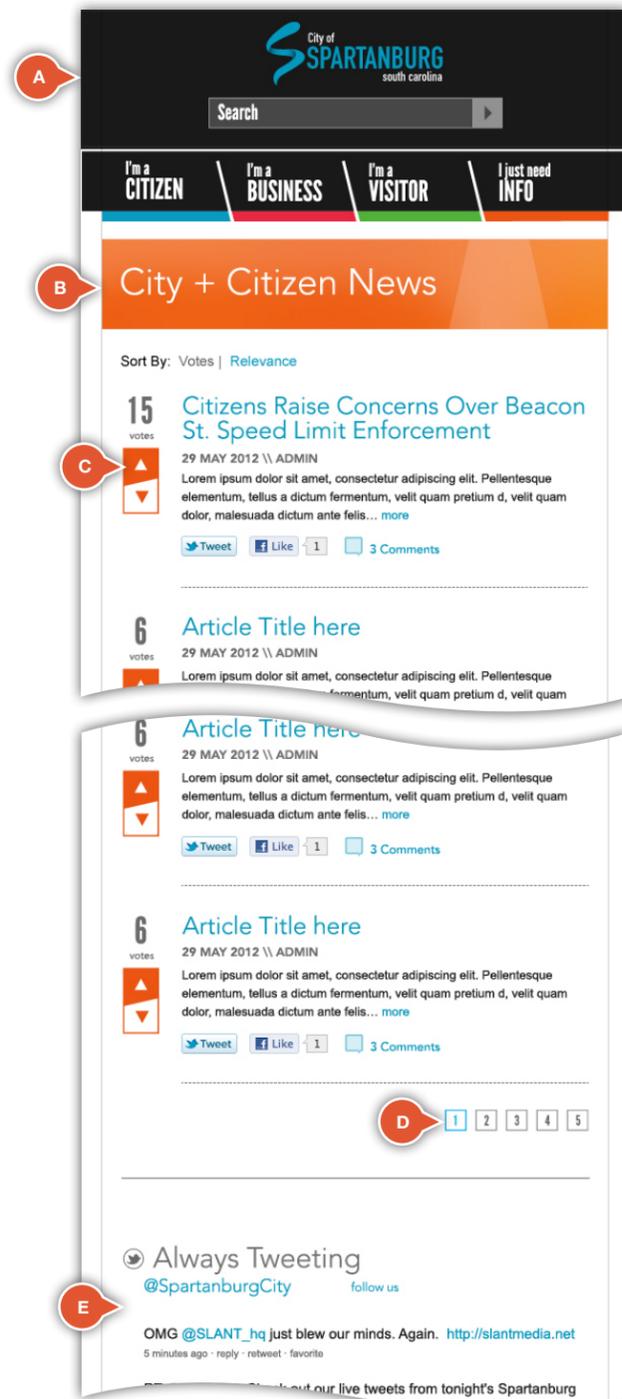
See file: **Sptbg-News-Listing_v1.jpg**



(A) RESPONSIVE DESIGN

- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see page 9 for more details on responsive nav for internal pages)
- o Header graphic remains the same height, contents cropped (B)
- o Vote widget stacks buttons vertically (C) so they can be larger
- o 5 results per page, with pagination controls (D)
- o Right column content stacked beneath (E)

RESPONSIVE - LESS THAN 500 PX



See file: Sptbg-Mbl-News-Listing_v1.jpg

(A) HEADER

- Short, graphic banner. Image chosen at random
- CMS managed: YES

(B) IMAGE COLUMN

- Banner image associated with story appears in left column, center aligned.
- Clicking image enlarges in lightbox style.
- Caption shown beneath image
- CMS managed: YES

(C) CONTENT COLUMN

- Vote widget (D) accepts up/down votes in list view without having to view full article. **Look-Listen Input welcome:** should users have to be logged in to do this?
- Post title, date and 'posted by' (E)
- Post content entered via WYSIWYG editor (F)
- CMS Managed: YES

(G) COMMENTING

- Facebook commenting system requires users to login via facebook to post comments.
- CMS managed: NO (managed via Facebook)

NOTE: content shown FPO

DESIGN

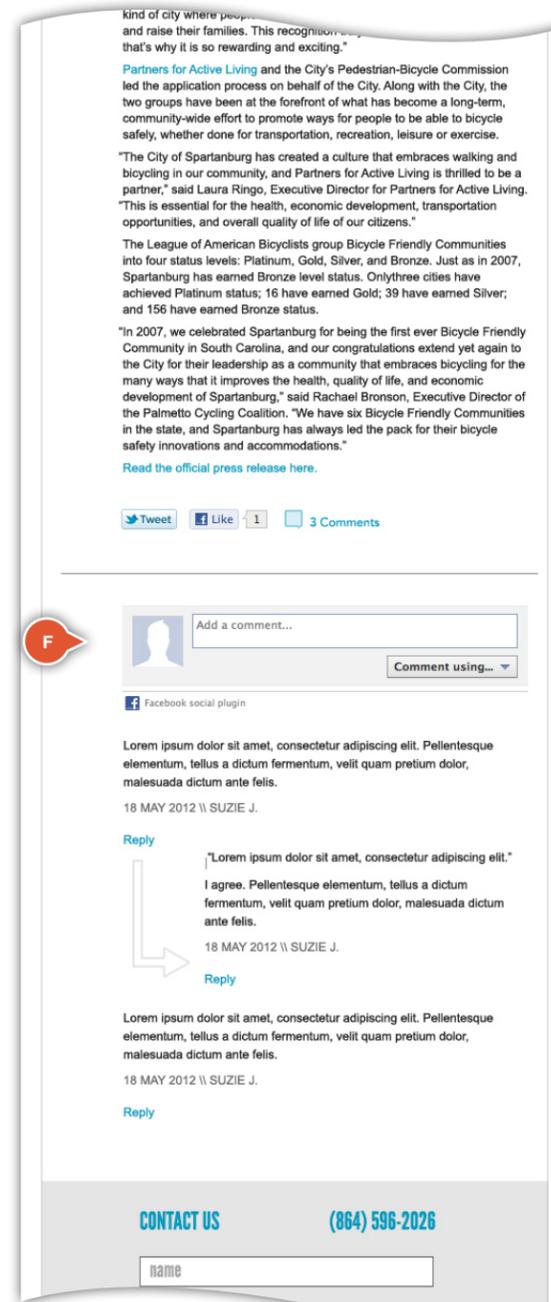
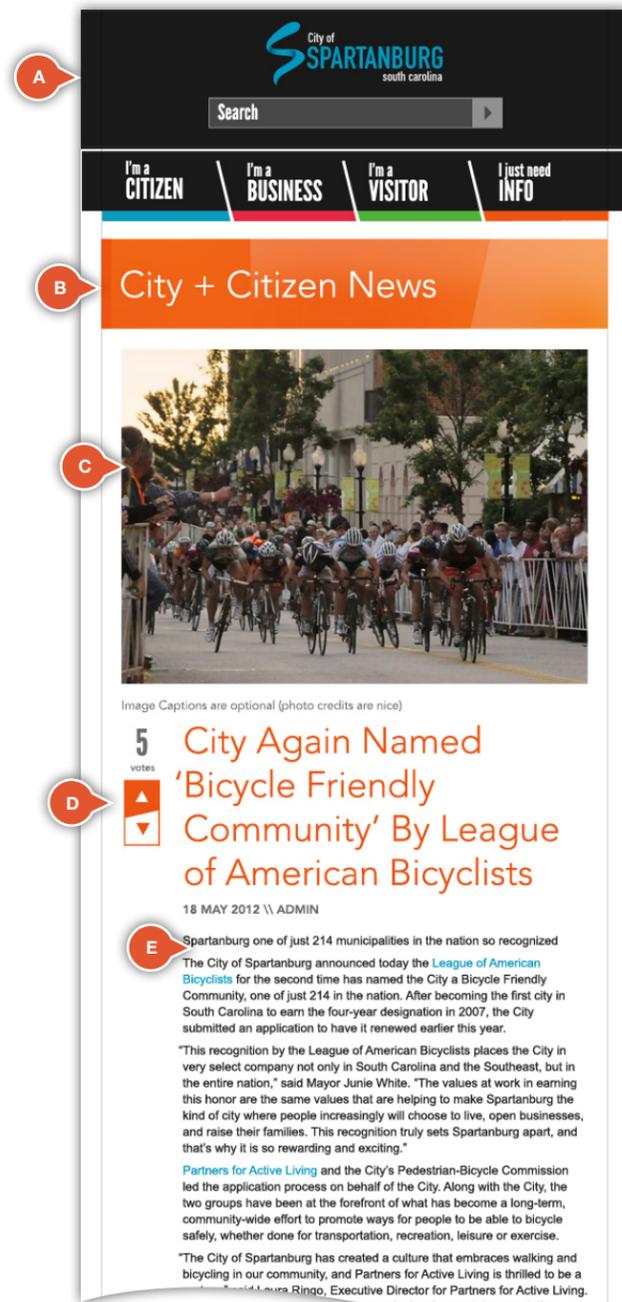


See file: **Sptbg-News-Detail_v1.jpg**

(A) RESPONSIVE DESIGN

- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see page 9 for more details on responsive nav for internal pages)
- o Header graphic remains the same height, contents cropped (B)
- o Banner image stacks above post content (C)
- o Vote widget stacks buttons vertically (D) so they can be larger
- o Post content expands or wraps, as necessary (E)
- o Commenting stacks below (F)

RESPONSIVE - LESS THAN 500 PX



See file: Sptbg-Mbl-News-Detail_v1.jpg

(A) HEADER

- Short, graphic banner. Image chosen at random
- CMS managed: YES

(B) MAIN LISTING COLUMN

- Users can sort ascending or descending, by date (C)
- Representative event image displayed as thumbnail in listing (D). Placeholder graphic is used when image is not present.
- Repeating entry contains event title as link, event date and location below title, and truncated event description and tweet/like buttons (E)
- 10 results per page, with pagination controls (F)

(G) RIGHT COLUMN CONTENT

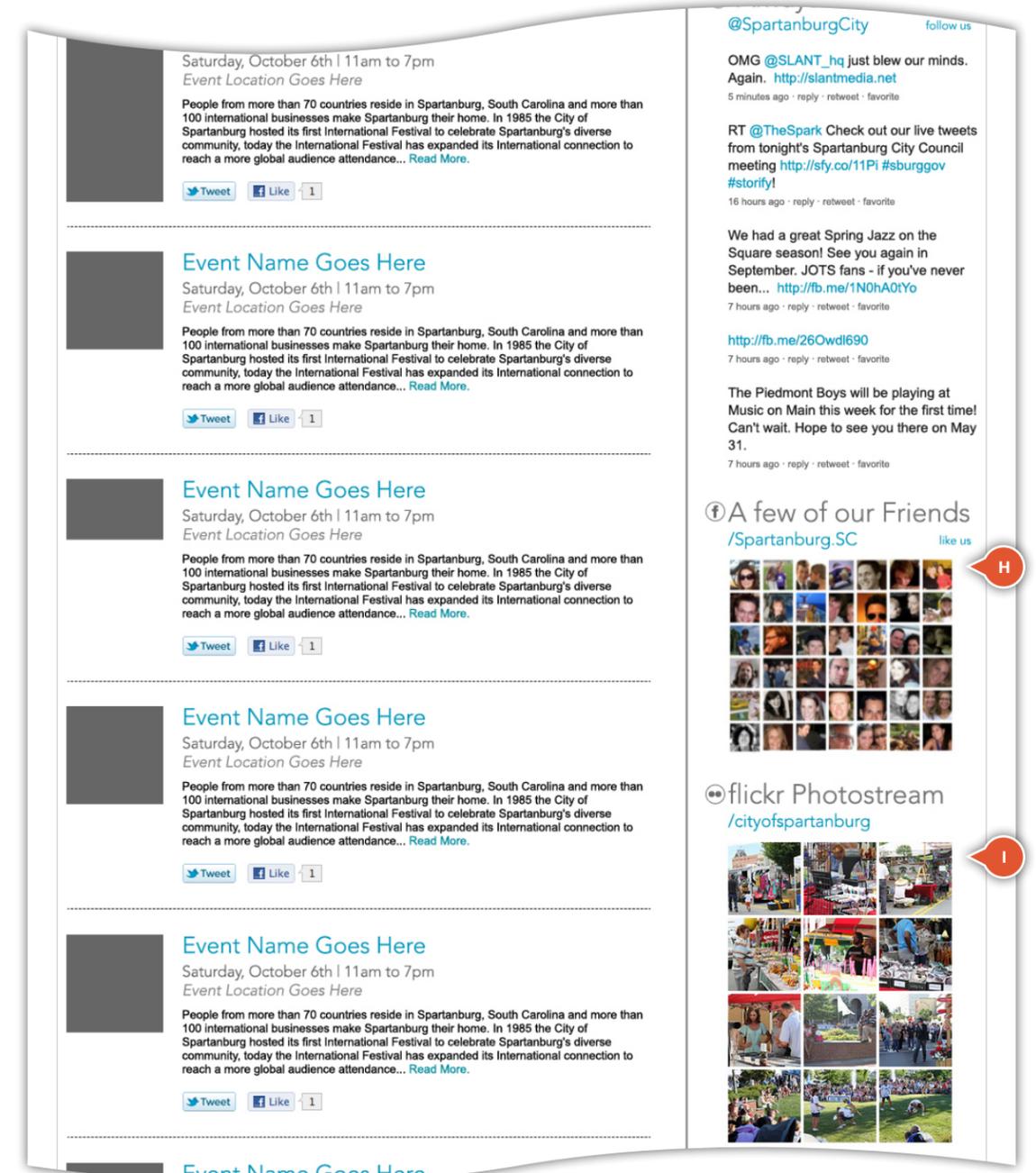
- Twitter widget displays recent tweets (G)
- Facebook widget displays friends (H)
- Flickr widget displays recent photos (I)
- CMS Managed: YES **Look-Listen input welcome:** predefined drag-n-drop widgets for populating this column or free-form HTML via WYSIWYG editor?

NOTE: content shown FPO

DESIGN



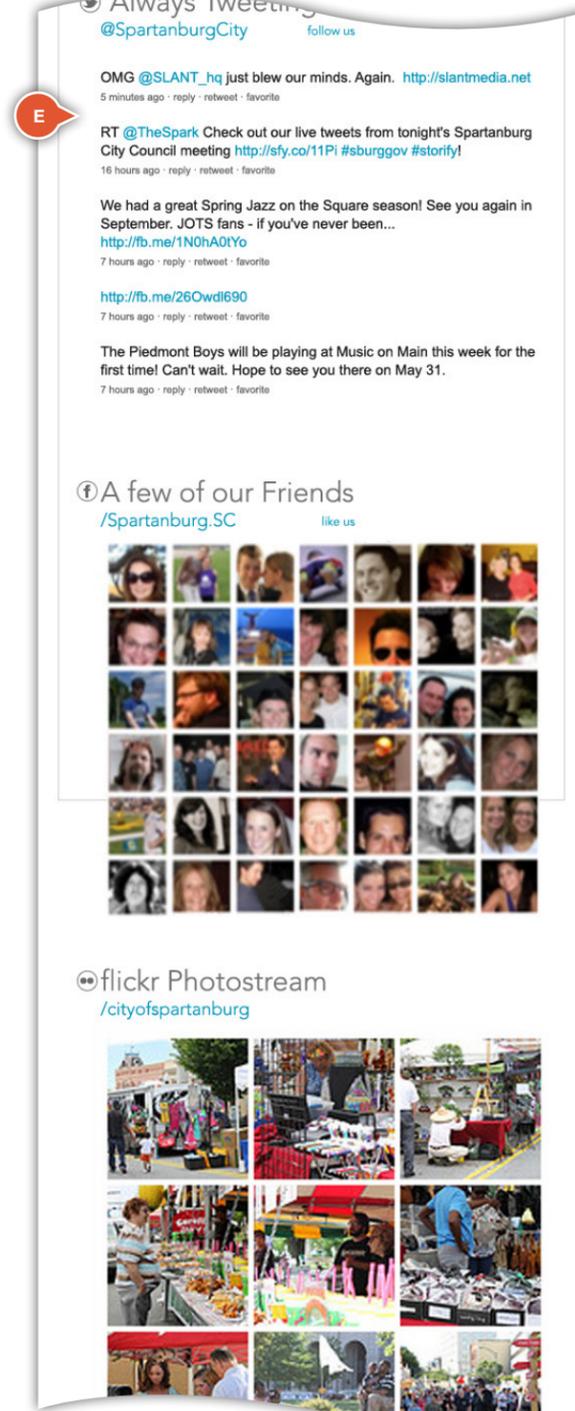
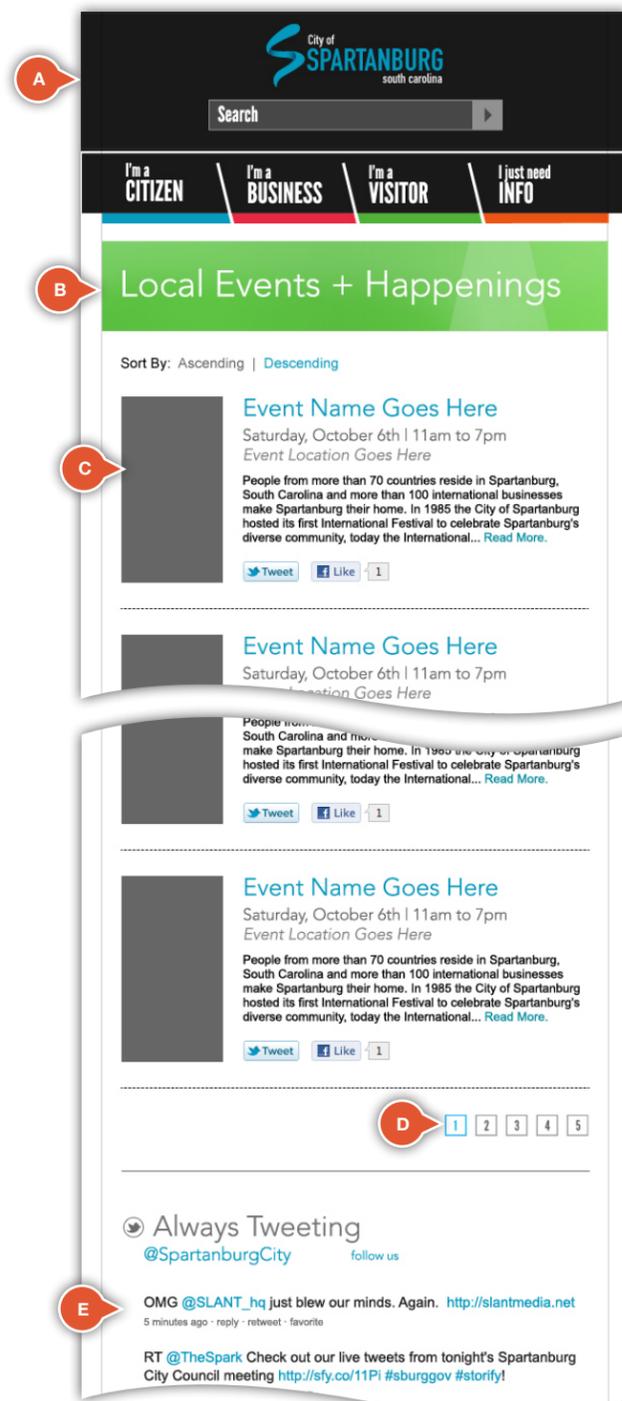
See file: Sptbg-Events-Listing_v1.jpg



(A) RESPONSIVE DESIGN

- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see page 9 for more details on responsive nav for internal pages)
- o Header graphic remains the same height, contents cropped (B)
- o Vote widget stacks buttons vertically (C) so they can be larger
- o 5 results per page, with pagination controls (D)
- o Right column content stacked beneath (E)

RESPONSIVE - LESS THAN 500 PX



See file: Sptbg-Mbl-Events-Listing_v1.jpg

(A) HEADER

- Short, graphic-style banner (no photos)
- CMS provides user ability to choose color theme for header background from pre-defined list (SLANT to provide). CMS then chooses at random one of several pre-designed banner graphics in that color family
- Color theme selected with banner defines available colors for WYSIWYG editor (see left and right column details below)
- CMS Managed: YES

(B) LEFT (MAIN) COLUMN

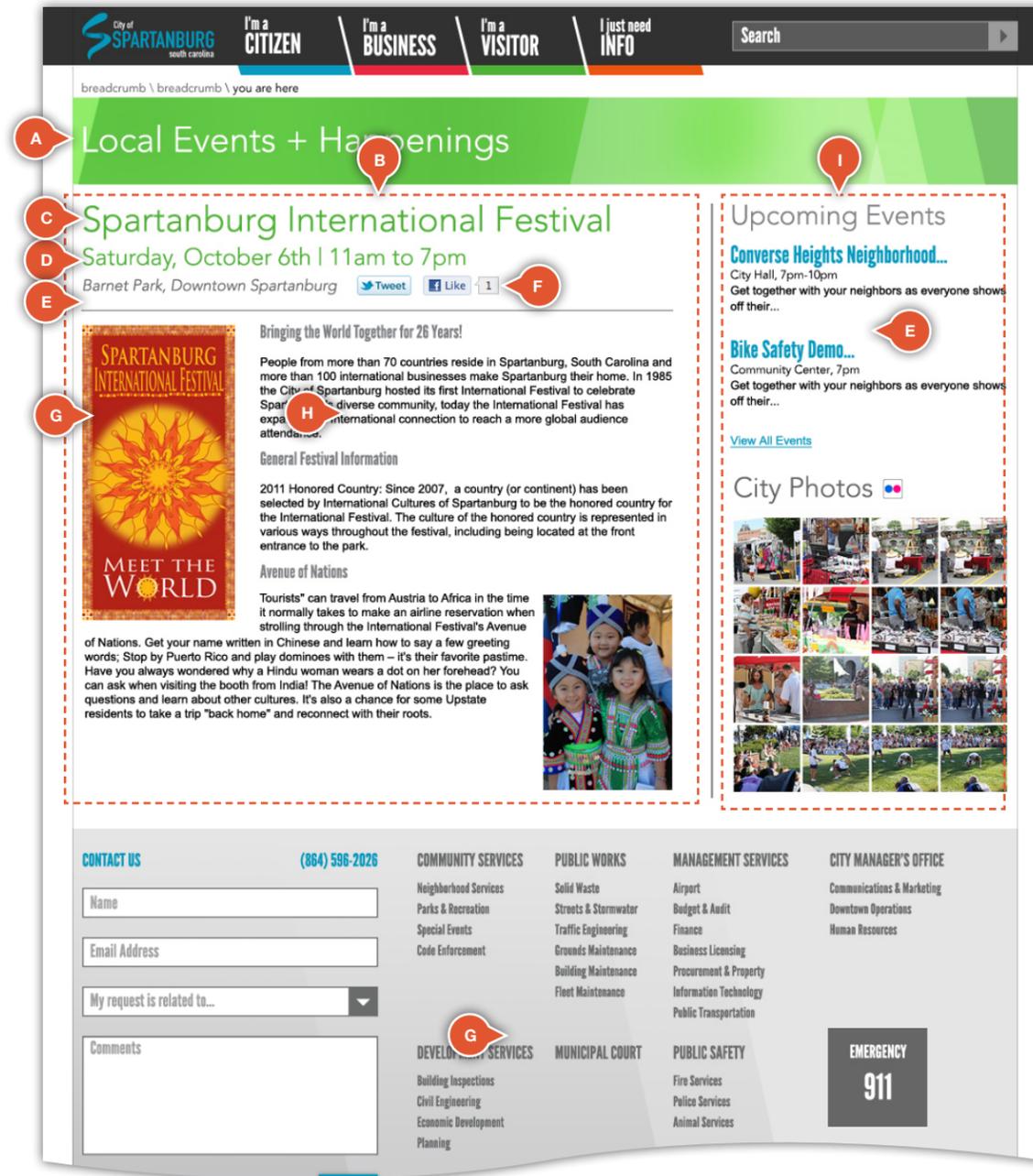
- Event title (C), event date (D), event location (E) information collected when adding a new event
- Tweet/Like buttons (F)
- Event image (G) collected when adding new event
- Free-form HTML using WYSIWYG editor (H). Contents wrap around event image
- Content styles available to user are limited to pre-defined styles. SLANT to provide.
- CMS Managed: YES

(I) RIGHT COLUMN

- Events widget displays 3-5 upcoming events (J)
- Flickr widget (K)
- YES **Look-Listen input welcome:** predefined drag-n-drop widgets for populating this column or free-form HTML via WYSIWYG editor?

NOTE: content shown FPO

DESIGN

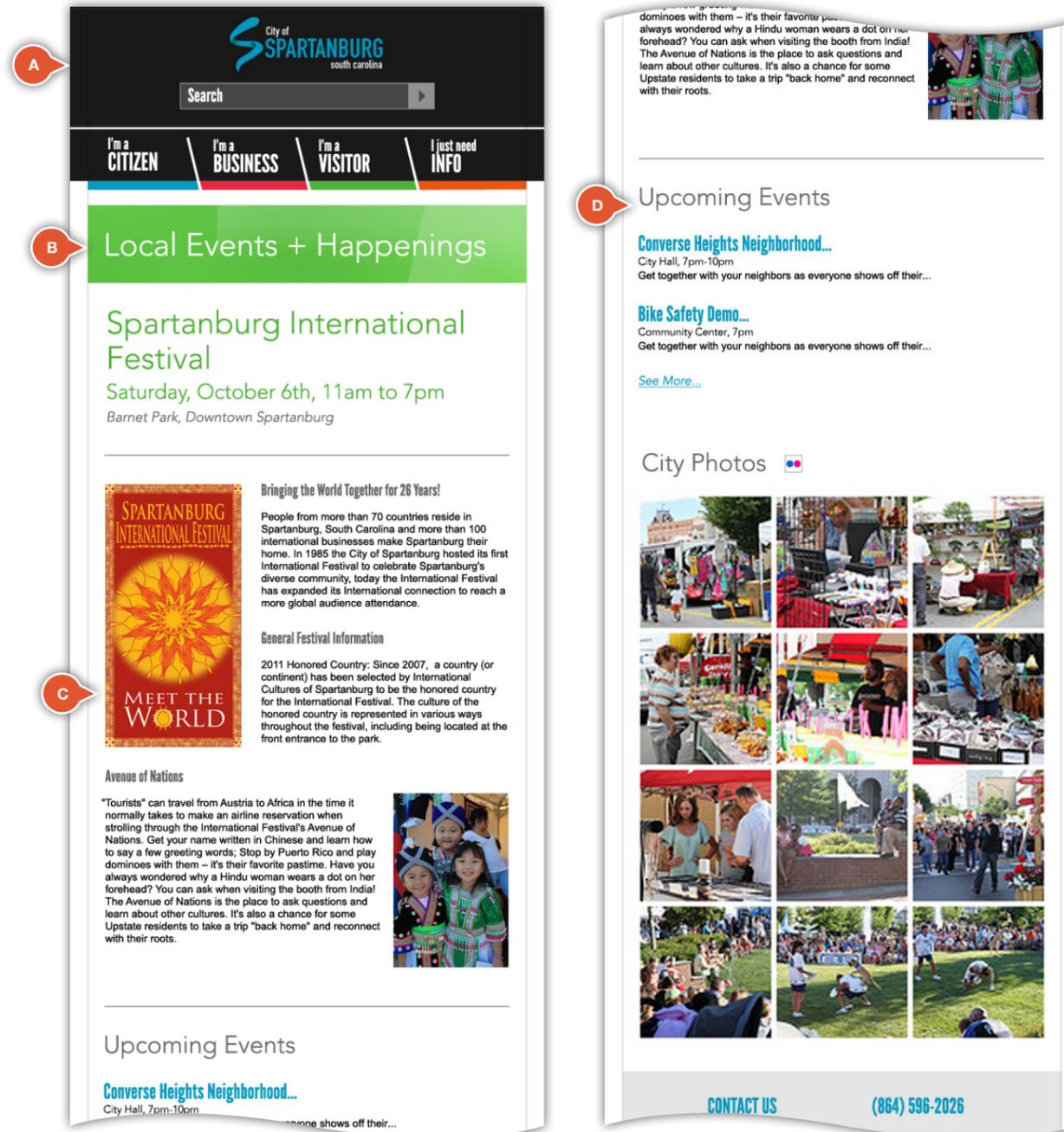


See file: **Sptbg-Event-Detail_v1.jpg**

(A) RESPONSIVE DESIGN

- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see page 9 for more details on responsive nav for internal pages)
- o Header graphic remains the same height, contents cropped (B)
- o Left column content expands or wraps, as necessary (C)
- o Right column content stacks below (D)

RESPONSIVE - LESS THAN 500 PX



STAFF DIRECTORY NOTES

- o Directory will be reserved for city staff who have public-facing roles
- o Name, title, department, phone, email and image are collected via CMS.
- o Only name and department are required

(A) HEADER

- o Short, graphic-style banner (no photos)
- o CMS Managed: NO

(B) MAIN LISTING

- o Default display is "All Departments".
- o Filter dropdown (C) provides method for users to filter results based on department
- o Staff name and email address serve as email link (D)
- o Placeholder thumbnail used for staff without headshots
- o 10 rows per page, with pagination controls (not shown)

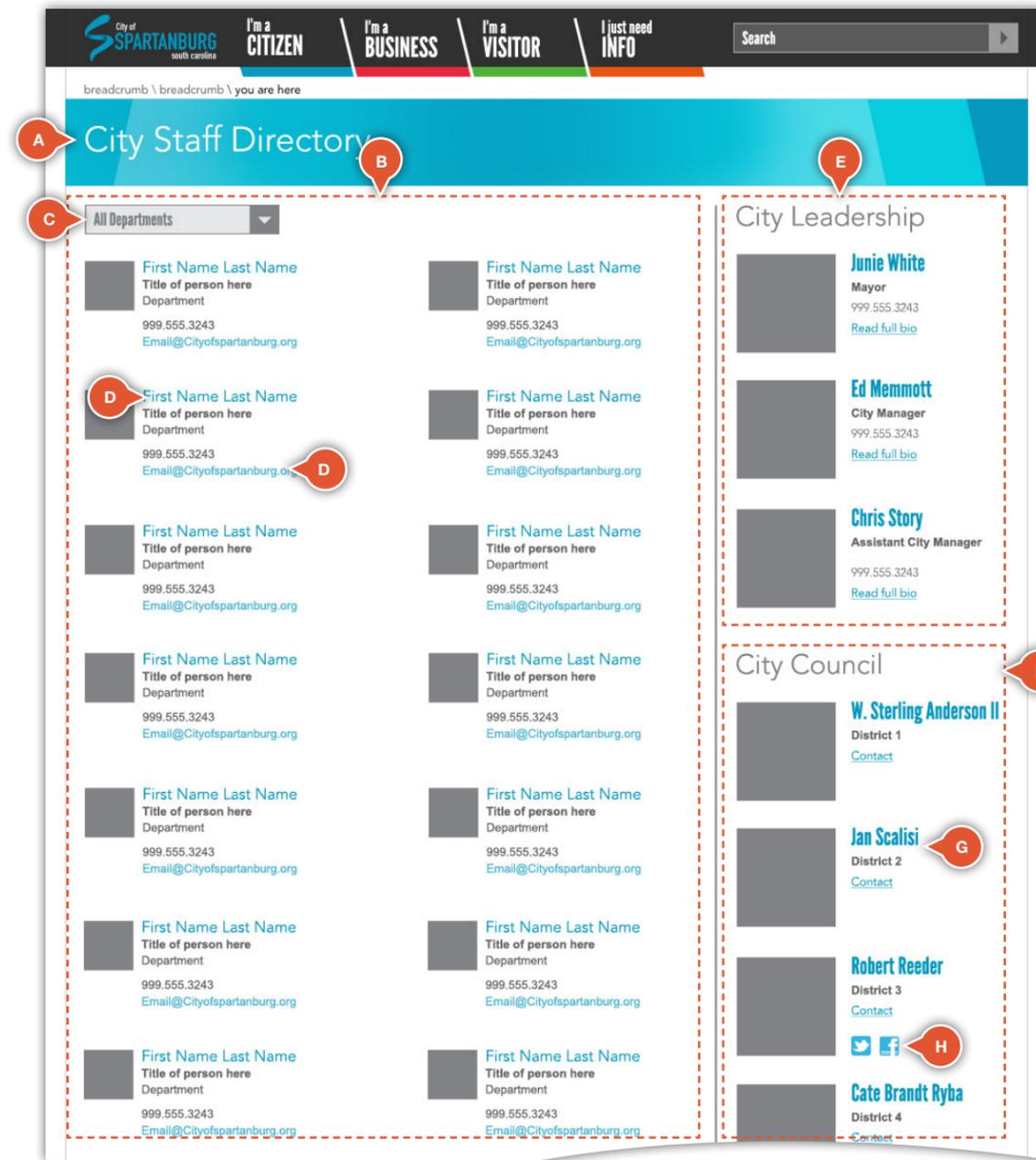
(E) CITY LEADERSHIP

- o City leadership lists mayor and other top/prominent positions
- o Leadership roles have link to read full bio (F).
- o CMS Managed: Maybe?

(F) CITY COUNCIL

- o Current City Council members
- o Member's headshot, name, district number and email link (G)
- o Facebook and Twitter links for those who have a presence (H)
- o CMS Managed: Maybe?

DESIGN



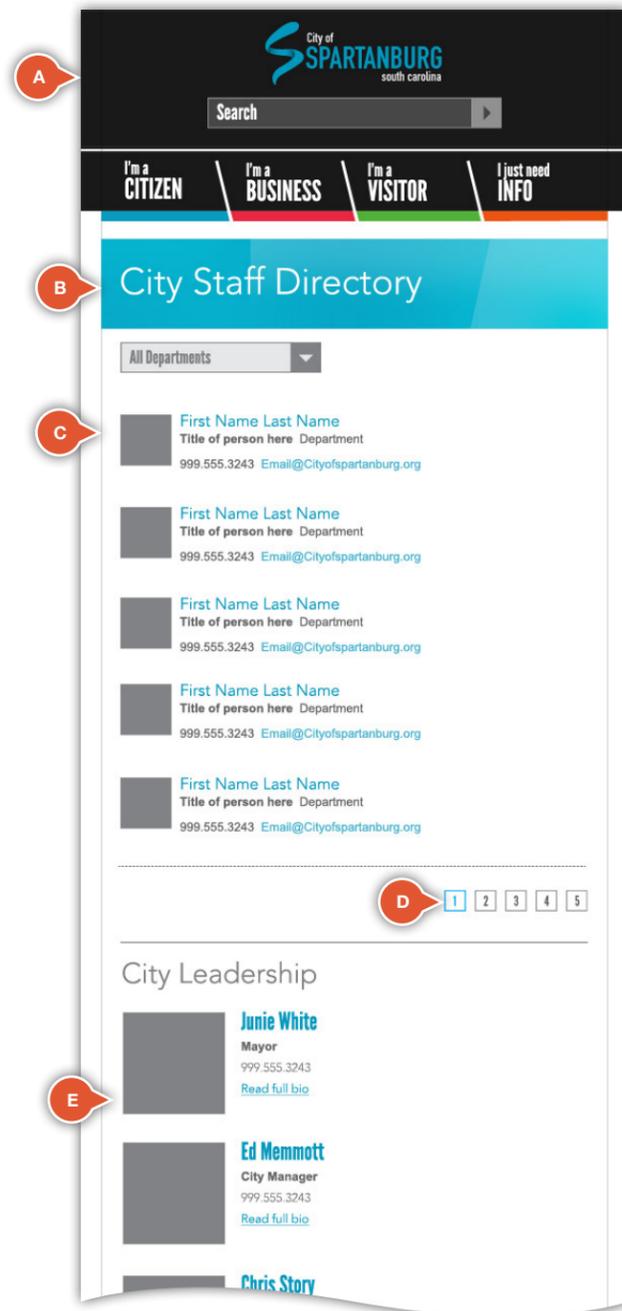
NOTE: content shown FPO

See file: Sptbg-Directory-Listing_v1.jpg

(A) RESPONSIVE DESIGN

- o Info bar is removed, logo and search bar are stacked, inner nav compacted (see [page 9](#) for more details on responsive nav for internal pages)
- o Header graphic remains the same height, contents cropped (B)
- o Main listing moves to 1-column list (C)
- o 5 entries per page, with pagination controls (D)
- o Right column content stacks below (E). Content remains the same on each page of paginated results

RESPONSIVE - LESS THAN 500 PX

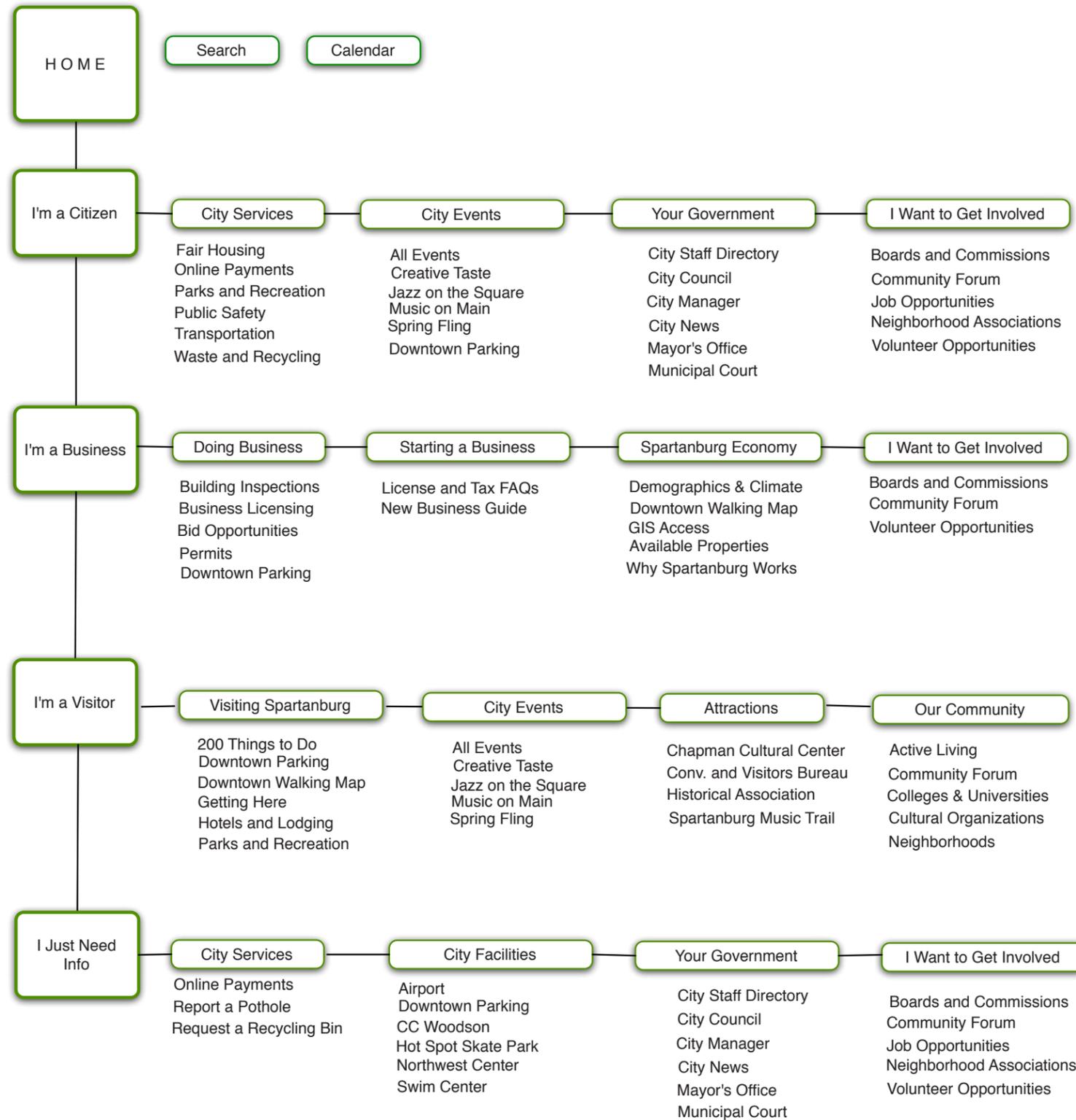


See file: [Sptbg-Mbl-Directory-Listing_v1.jpg](#)



SITE MAP + CONTENT NOTES

This section details the site map as we have identified.



[Contact Form](#) [Newsletter Sign Up](#)

- Spartanburg Area Links**
 Chapman Cultural Center
 City of Spartanburg's Brownfields Program
 GSP International Airport
 Social Security Administration
 Spartanburg Area Chamber of Commerce
 Spartanburg Housing Authority
 Spartanburg Library
 Spartanburg Memorial Auditorium
 Spartanburg Transit
 Spartanburg Water

- | | | | |
|---|---|---|---|
| <p>Community Services
 Code Enforcement
 Neighborhood Services
 Parks & Recreation
 Special Events</p> <p>Development Services
 Building Inspections
 Civil Engineering
 Economic Development
 Planning</p> | <p>Public Works
 Building Maintenance
 Fleet Maintenance
 Grounds Maintenance
 Solid Waste
 Streets & Stormwater
 Traffic Engineering</p> <p>Government
 City Staff Directory
 Boards and Commissions
 City Attorney
 City Council
 Mayor's Office
 Municipal Court</p> | <p>Management Services
 Airport
 Budget & Audit
 Business Licensing
 Finance
 Information Technology
 Procurement & Property
 Public Transportation</p> <p>Public Safety
 Animal Services
 Fire Services
 Police Services</p> | <p>City Manager's Office
 City Manager
 Communications & Marketing
 Downtown Operations
 Human Resources</p> |
|---|---|---|---|