

“What’s This” link is an example of contextual help – clicking on it will open a small pop up with the question and answer; this popup should explain that the user can count on using this section to find something quickly – and in context to their needs.

A dropdown list is an alternative to the scrolling boxes, but not as easily usable for the older age group demographic (homeowners). If dropdowns are used, make sure there is no overlap over the other quick link lists.

Quick list boxes (first 4) on the left will allow the specified user to find information that is specific to them. The list within each section should be in alphabetical order,

The 4th drop down section should not fall below the fold.

The 5th box can be for staff; there are certain fast access links that have been considered “nice to have”. This section can be more forgiving in terms of being below the fold.

Find it Fast! [What’s this?](#)

Homeowner

Select a topic
[Dropdown menu with 5 empty rows]

[More links...](#)

Lodging Proprietor

Select a topic
[Dropdown menu with 5 empty rows]

[More links...](#)

Merchant

Select a topic
[Dropdown menu with 5 empty rows]

[More links...](#)

Contractors

Select a topic
[Dropdown menu with 5 empty rows]

[More links...](#)

Staff

Select a topic
[Dropdown menu with 5 empty rows]

[More links...](#)

Welcome to the site

Mission of the site, introduction, special features...

Special features to be highlighted when this site first launches should be the ability to search by the primary navigation (publications & documents, events & activities, resources) or by the Quick Links dropdowns on the left.

Content area #1

Sample copy: hey, chefs! It’s time for the Culinary Classic – if you are interested, check out what you need to qualify: [Link #1](#)

If you have already registered, start planning your [stay](#).

Look at [pictures](#) from last year’s competition.

Content area #2

Content area #3

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Secondary navigation – make it simple, understandable, graphically tied together.

Welcome to this section

What can be expected for content in this area, [embed links](#) to information

Content area #1

Security guys get new laptops....

Content area #2

Content area #3

Supplemental information

Calendar

Blues, Brews and BBQ festival now accepting applications

Activities schedule for December 2005 now available

Read the latest newsletter

Board of Directors minutes for 3rd quarter can be read here

Merchants Association meeting will be at...

[Do you have children's activities for toddlers?](#)

[How can I get a list of churches for weddings?](#)

[Question #3](#)

[Question #4](#)

[See more...](#)

Link to calendar of all activities, deadlines, etc. that is pertinent to this section.

For this section, it would be everything; in the events, it would be the events, within the sponsors section, dates pertinent to their needs, participants the same.

Contextual help questions can also be here as links, with answers that pop up in a small window.

FOLD – KEEP KEY CONTENT LEFT OF THE FOLD

FOLD – KEEP KEY CONTENT ABOVE THE FOLD

Scenario: user uses the quicklinks on the left and chose "dog rules" in the list, and is brought to this page. The navigation and breadcrumb both show where the user is, and the scroll list on the left also reflects what the user last selected.

Address
City, ST Zip
Phone #
email address

Find it Fast! [What's this?](#)

Homeowner

- Dog Rules
- Topic #1
- Topic #2
- Topic #4

[More links...](#)

Lodging Proprietor

- Select a topic

[More links...](#)

Merchant

- Select a topic

[More links...](#)

Contractors

- Select a topic

[More links...](#)

Staff

- Select a topic

[More links...](#)

[ABOUT US](#) | [PUBLICATIONS & DOCUMENTS](#) | [EVENTS & ACTIVITIES](#) | [RESOURCES](#)

[SLUD](#) [RULES & REGS](#) [APPLICATIONS](#) [DESIGN REVIEW BOARD](#) [EVENTS](#) [USEFUL LINKS](#) [CONTACT US](#)

Rules & Regulations > dog regulation

This is the most content heavy page – an overview in this section (could be also used to emphasize critical information).

Full content

The full text of this rule can be here,

Do not exceed 2x clicks to get to the bottom of the page – offer "next page" link, "view on one page link".

Always have "back to top" link at bottom of each page and/or each section.

Offer options for doc

Anytime there is a need for an external application, offer link to get it.

Any applications that are related can be highlighted and placed here



Download as PDF

[You will need Adobe Reader to view pdfs. Download here.](#)



Printable view



Email to me

[Dog permit application](#)

Supplemental information

Calendar

rules & regulations

[Trash](#)

[Business licenses](#)

[Commercial activity](#)

[Construction](#)

[Corporate display](#)

[Dog](#)

[Fire and penalty](#)

[Fireplace](#)

[Horsedrawn carriage](#)

[List as many as needed: offer one click access as much as possible](#)

Looking for an application?

Contact info

Name

Email link

Phone #

[Question #1 concerning pets?](#)

[Question #2 concerning pets?](#)

[See more...](#)

List of rules & regs, easily accessible by links listed here

FOLD - KEY CONTENT LEFT OF THE FOLD

Detail as needed – sometimes, there will be several names, other times just an email address.

Contextual help questions should be simply that – in context to the page content.

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Scenario: user uses the quicklinks on the left and chose "dog rules" in the list, and is brought to this page. The navigation and breadcrumb both show where the user is, and the scroll list on the left also reflects what the user last selected.

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EVENTS

Overview of this section

FEATURED EVENT

The latest news for the current event

"emails with your room reservations just sent out today"

"deadline on entry form this Friday"

"special guest confirmed!"

etc

If no current event, this can be a "featured" event review, upcoming events wanting participants, photos of past events, etc.

In other words, keep the message in this column relative at all times, if possible.

[More info link](#)
[Another link](#)

SPONSORS

Update on Culinary Festival

Information for sponsors – if there is a current, info in context to this event, list info, links, etc.

Other events offering sponsorships

Give information for other opportunities coming up.

links

[Press packet](#)
[application](#)

PARTICIPANTS

Update on Culinary Festival

Other events to check out...

links

[Participant packet](#)
[application](#)

Supplemental information

Calendar

events

[Adventure races](#)

[Antique faire](#)

[Arts festival](#)

[Brews, blues & bbq](#)

[Halloween](#)

[Pastry](#)

[Octoberfest](#)

[Rodeo](#)

[Winter culinary](#)

[World cup races](#)

[List as many as needed; offer one click access as much as possible](#)

Looking for an application?

Contact info
Email address

[Question #1 concerning events?](#)

[Question #2 concerning events?](#)

[See more...](#)

events easily accessible by listed here

Contact info in this area is very detailed – this should be a link to the grid of contacts plus an email address.

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[SLUD](#) | [RULES & REGS](#) | [APPLICATIONS](#) | [DESIGN REVIEW BOARD](#) | [EVENTS](#) | [USEFUL LINKS](#) | **[CONTACT US](#)**

Contact us

[Overview of this section](#)

EVENT	ROLE	CONTACT	PH #	EMAIL
Adventure	chair	mike		
	lodging	Michelle		
	pr	kyle		
Blues brews bbq	accessibility	jean		
	chair	jean		
	lodging	mike		
	civic assessments	kyle		
	guest chefs	kyle		

Each event has different roles and responsibilities. This is something that was high on the list because Michelle ended up getting the bulk of the calls.

Supplemental information

[Calendar](#)

- [events](#)
- [Adventure races](#)
- [Antique faire](#)
- [Arts festival](#)
- [Brews, blues & bbq](#)
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Best practices for high content/informational web sites:

Encouraging and Managing Content Contributors

- Identify a **lead publisher** in each organization area that is responsible for content in his or her area.
- For content updates, create a simple step by step process.
- Make it easy for employees to **update the directory** with information about their areas of expertise and special interests so others can find the best contact, quickly.
- Set **expiration dates** for all content and use software to automatically track those dates.
- **Centralize content editing** to ensure its quality.
- **Review pages** before posting to guarantee compliance with standards and style guide.
- Use **templates** and a **content management system** (CMS) to provide a consistent user interface for publishing.
- Rely on **automated content feeds** when possible (weather, updates from government websites, news).

Workflow Support

A persistent theme among usable content driven sites is **restructuring the intranet's information architecture** to focus on task support. Creating pockets of information that support the workflow, as opposed to the organizational structure, allows the user to gather all the information they need relative to their specific circumstances.

Calendars that are geared to this workflow greatly increases usability of the site – for example, a calendar for a participant in an event would show the deadlines for applications, lodging requirements and transportation, as well as the agenda of the actual event.

NOTE

"A **wireframe** is a grayscale block diagram that illustrates the overall navigation and the blocks of elements such as content, functionality, etc. that will go on the screen. It does not contain pictures and doesn't necessarily need to link to anything. It just demonstrates what elements a web page or application screen will contain and roughly where they might go—although the location can change. It does not include visual design."

(www.boxesandarrows.com)