

## Web Site Development Project

### Web Site Goal (Draft)

The web presence of the City of Shoreline will use the unique interactive character of the Internet to facilitate the two-way process of communication with our community.

The Shoreline Web Site will:

- Increase the quality and quantity of information, services and assistance the City makes available to its residents, and provide an efficient means to conduct day-to-day business with City government.
- Provide the most current information about the activities Shoreline offers its residents and the experience it offers its visitors.
- Increase the awareness of the advantages of Shoreline as a commercial, retail and residential center.

### Organization of the Web Site Coordinating Team

Each department has at least one person designated as a representative to the Web Site Coordinating Team. Because of the scale of this project, each representative will help the Team understand their department's web site ideas and how this content is created and managed. The representatives also serve as a resource to their department on how to add content to the web site. Representatives will be maintaining their department's content on the web site. This person is a vital two-way link between each department and the web site. Specialized sub-committees will be established as needs arise, such as a policy committee, designer selection committee, technical issues committee, etc.

### Task #1: Identifying the content of our web site

One of the tasks of the Web Site Coordinating Team is to develop a list of all potential content. With the amount of information we provide the community, our most difficult decision will likely be what content to initially include. For these reasons, a Web Site Content Suggestion form is being designed to identify content, understand how it is managed, and help us prioritize content ideas for including on the web site. A survey should be completed for every content item that each department wants to include on the web site. Each survey should take no longer than 3 minutes to fill-out, making it quick and easy to complete.

### Task #2: Prioritizing what content to include

Once we gather all the suggestions, we will review each one and establish a scheme to prioritize them. Once prioritized we will assign short, medium and long term priorities for adding to the web site. Our short-term focus will be based upon static content that is frequently requested by residents. Medium-term will add items frequently identified by web site visitors as static features they would use and, items staff has identified as becoming increasingly important. Our long-term focus will add interactive features, such as registrations, interactive on-line forms and specialized queries.

### Task #3: Continuous Improvement of the web site

The team will always be working to add content and improve the web site. The two-step process of identifying and prioritizing content additions, will be utilized to ensure a coordinated web site. Our prioritized setup of surveys will form a content catalog, giving us a tool for continuing to improve our web site. It should be noted that suggestions that can be shown to save resources (staff time, money, workload) will always have a high priority if it can be demonstrated that they are cost-effective.

## Submitting a Web Site Content Suggestion

### **Purpose of the form**

The Web Site Content Suggestion Form was created to identify and prioritize suggestions (information & features) for the web site. By completing a survey for each content idea, we will quickly develop a catalog of content to guide development of the web site. After a broad review of the surveys, a criteria will be established for ranking which content suggestions to add.

### **Title**

The title will be the name used for the suggestion when we summarize all the suggestions we receive. Please fill-in a simple and short title that suitably describes the content you are surveying.

### **Description**

This is the place where a concise description can be filled-in to help understand the content in greater detail. It would be helpful to mention how visitors might reference the content (by date, location, name, department).

### **How often is it updated (approximately) ?**

Please check the box that best describes how often the content being suggested will need updating. This is important, since we don't want old, outdated information on the our site.

### **Who creates or updates it ?**

In order to establish a process of updating the information, please add the name of the person who is the source for updating the information.

### **Questions about how the data is used, created and maintained**

This section has simple "yes/no" questions designed to help us prioritize content and learn more about how to include it on the web site. Please note that some questions ask for follow-up information if a "yes" answer is selected. Please check the appropriate boxes and complete follow-up questions as needed.

## Web Site Content Suggestion

**Title of Item**

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**Description of Item**

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**How often is it updated (approximately)?**

Daily

Quarterly

Weekly

Annually

Monthly

Seldom

**Who creates or updates it ?**

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**Questions about how the data is used, created and maintained**

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	Yes	No
Is there a need to access prior versions of the item ?		
Is the item custom produced based upon information input by the user ? Is it interactive ?		
Is this something we currently distribute in paper ? (If so, please attach a sample to this form)		
Is this something that residents routinely request ? (if so, how often is it requested ? _____)		
Is this something that is considered cost-effective ? (if so, please attach an analysis showing cost effectiveness)		
Is this item something already being produced on a PC ? (If so, where is it located ? _____)		
Is this something a user will want to print instead of reading it on-line ?		
Is this something that staff feels can be useful to a large audience of residents ?		

**Comments:**

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## Web Site Glossary - Version 1.0

<b>Word</b>	<b>Meaning</b>
Browser	The software a person uses to access WWW resources, it is the software portion of a client
Client	A combination of computer hardware and software that requests information from another computer, based upon user inputs.
Content	The information provided on a web site
Design	The manner in which content is displayed on a web site, to create an image and enhance usability
Hit	As used in reference to the World Wide Web, "hit" means a single request from a web browser for a single item from a web server; thus in order for a web browser to display a page that contains 3 graphics, 4 "hits" would occur at the server: 1 for the HTML page, and one for each of the 3 graphics.
Home Page	Initially used to describe the web site that your browser first reads when starting. The meaning has evolved to be identical to web site.
HTML	Hypertext Markup Language - the standard way of instructing (using a series of commands) a client computer to display information using a combination of text and graphics.
Hypertext	The ability to jump from linked words to related information, such as larger documents.
Interactive	changing, responding, the opposite of static
Internet	A collection of computer networks that are linked to each other using a standard communications format.
Link	The ability to be directed to additional information by selecting a feature (word, button, image, etc.) on a web site
Plug-in	A (usually small) piece of software that adds features to a larger piece of software.
Presence	The availability of information on the World Wide Web (WWW)
Server	A combination of computer hardware and software that responds to (or serves) requests for information from a client computer.
Static	fixed, the opposite of interactive
URL	(Uniform Resource Locator) -- The standard way to give the address of any resource on the Internet that is part of the World Wide Web (WWW). A URL looks like this: <a href="http://www.yahoo.com">http://www.yahoo.com</a>
Web Site	A virtual location, where a collection of information is available for "browsing" by a visitor.
World Wide Web (WWW)	The linking of computers using the Internet to exchange information in a standardized manner, using a combination of text, graphics and other media types.

Please e-mail Eric Swansen for any changes, additions, etc.