**WATERFRONT PROGRAM WEBSITE NEXT STEPS**

**DRAFT FOR INTERNAL REVIEW ONLY**

Last updated: October 24, 2014

**SITUATION**

The current Waterfront Program website was launched in November 2013. Since its launch, the website has continued to evolve and improve as a response to feedback from the project team and the public. Looking forward, several potential improvements are recommended to continue advancing website usability and interactivity.

**GOALS**

The overarching goals of the Waterfront Program website are to:

* Maximize website usability and accommodate a variety of user styles; improve measures aimed at guiding visitors through the most important sections of the site
* Maintain consistent web presence and continue increasing awareness of Waterfront program
* Update website content in real time as information changes; use CMS platform
* Decrease the amount of time website visitors wait for pages, documents, and downloads
* Use responsive design – providing an optimal viewing experience on a wide range of devices (desktop computers to mobile phones)
* Keep it fresh – regularly update the website with new content, images, etc.
* Keep it cutting edge – incorporate current web design best practices and features, such as parallax scrolling, portal style navigation, etc.

**RECOMMENDED CHANGES**

The following priority technical changes are recommended:

* Move website hosting off of Parson Brinkerhoff’s servers and use industry-standard cloud hosting
* Rebuild non-CMS pages to allow real-time updates across the entire site
* Improve document library by either transferring to an improved search system or a categorized list of PDFs
* Prominently feature new content and project updates on the homepage
* Improve construction/events map to include additional layers of content
* Adjust navigation bars to display full list of main and subpages for easy access to all content
* Improve key pages built with templates to improve quality and responsiveness of page design