CONTENT & DESIGN SURVEY FOR AGENCY WEBSITE PROJECTS

Each City agency has individual resource, content, and design needs, in addition to a unique “personality” of its own. This questionnaire will help OTI design a website that is most useful to you and your site visitors.

## Content Objectives

Content should focus on services offered to the users rather than on the functions of City government or the agency. The following content assessment questions will help you develop or revise your site and prioritize key programs and/or messages.

1. Describe your agency’s mission.
2. What are the key areas of focus for your agency?
3. What goals do you wish to achieve with your website?
4. What is the most important information the website needs to provide?
5. Who uses (or will use) your site (e.g., who is your audience – general public, business community, City employees, other governmental offices, etc.)? Please list them in order of priority.
6. What services do you currently offer or plan to offer through your site (online forms, online transactions, email news subscription, searchable databases, publications, etc.)? (Please note that we do not offer “searchable databases,” but rather the ability to search and filter a spreadsheet of content.)
7. What services are most frequently requested by your constituents? (You may wish to review NYC.gov Web statistics and/or 311 call statistics for trends.)

## Content Creation

You should create your content from the perspective of the widest possible audience. Use concise, simple, or plain language, and avoid “agency-speak,” jargon, and legalese, except in the instance of legal or other formal business documents. (If you would like further guidance on creating Web content, please download the [*NYC.gov Web Content Development Guidelines*](https://www1.nyc.gov/assets/process/downloads/pdf/nyc-web-content-dev-guidelines-v2.11.pdf) and review the requirements for [creating accessible content](https://www1.nyc.gov/site/process/content/creating-accessible-content.page).)  
  
OTI will work with you to create, revise, and/or finalize your information architecture (IA/sitemap). To better help you, please describe your anticipated content creation methods/approach:

1. What is the status and format of the content for your site?

a. not yet started

b. in development

c. created but not in Web format

d. finalized

1. Who will be writing content—one individual or a distributed team—and compiling it? (This will have a direct impact on project turnaround time.)
2. Do you have regularly recurring programs, services, offerings, or special events that need to be highlighted through your site periodically, whether immediately or in the coming year? Do you require a calendar of events?
3. Have you established a plan for maintaining your content once your site is live?

## Visual Design

Once the information architecture for your website has been determined, the visual design will be created. The following questions will help in the development of an appropriate design for your site.

1. List three adjectives (in order of importance) that the website design should communicate overall (e.g., modern, artistic, utilitarian, tech-savvy, friendly, clean, trustworthy, conservative, energetic, fun, slick, etc.)
2. Are there specific colors associated with your agency? Do these colors need to be incorporated into the website? Please note that colors must be approved and meet digital accessibility standards.
3. Does your agency have a branded logo? If yes, does the logo need to be displayed on the website exactly as is? [Download the NYC Logo Guidelines](https://www1.nyc.gov/assets/process/downloads/pdf/nyc_logoguidelines.pdf) for details about NYC logo requirements.
4. Are brighter or more muted colors preferable?
5. On a scale of 1-5 (1 being the least, 5 being the greatest) what amount of graphics/design are/is appropriate for the site?
6. Will the site display images related to timely content?
7. Does the site need to include permanent images? (e.g., photo images incorporated into the banner, etc.) If so, what kinds of images are most appropriate?
8. Design-wise, what are the strongest elements of the current site (e.g., color, navigation, size of type, amount or layout of information, use of graphics/images, etc.)?
9. Design-wise, what elements of the current site need to be improved?

Please list examples (with regard to graphic design and navigation, not content) of successful websites and describe what makes them successful. You can also include sites that are awful (and descriptions of why). If possible, provide sites that are government or other information-heavy content. Some examples are listed below. Please note: The examples below are for general aesthetic reference only. Some of the sites incorporate layouts and/or site functionality that are not compatible with DOITT’s template system. You may find examples of agency sites that follow the template system in the last section of this document.

EXAMPLE SITES – for general aesthetic reference only:

<http://www.whitehouse.gov/>  
<http://www.de.gov/>

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

<https://www.brantford.ca/en/index.aspx>

<https://www.utah.gov/index.html>

## OTI Template System - Examples

The agency sites listed below were designed and built according to OTI's agency templates, both standard and Content API.

### Standard Template Sites

Department of Buildings

<http://www.nyc.gov/buildings>

Office of Citywide Event Coordination

<https://www1.nyc.gov/site/cecm/index.page>

Mayor’s Community Affairs Unit

<http://www.nyc.gov/cau>

Department of Consumer and Worker Protection

<https://www1.nyc.gov/site/dca/index.page>

Department of Cultural Affairs

<https://www1.nyc.gov/site/dcla/index.page>

Department of Health & Mental Hygiene

<https://www1.nyc.gov/site/doh/index.page>

Department of Housing Preservation and Development

<http://www.nyc.gov/hpd>

### Content API Template Sites

Office of Technology and Innovation

<https://www1.nyc.gov/content/oti/pages/>

Vision Zero

<https://www1.nyc.gov/content/visionzero/pages/>

Mayor's Office to Protect Tenants

<https://www1.nyc.gov/content/tenantprotection/pages/>

Lead Free NYC

<https://www1.nyc.gov/content/leadfree/pages/>