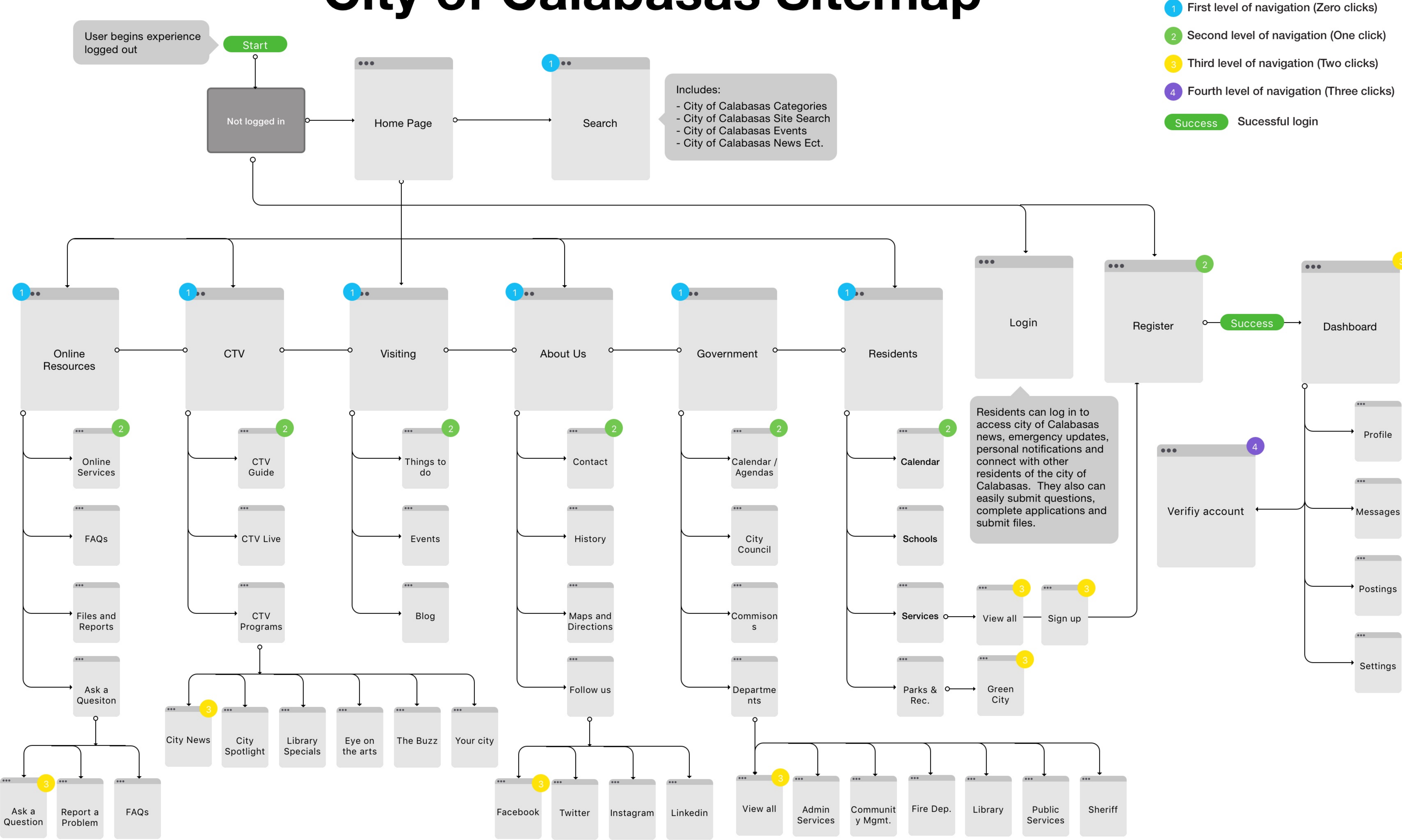


The City of Calabasas Content Design -

(Contains: Content Matrix, Sitemap, Wireframes)

This document contains our proposed content matrix, sitemap, and wireframes for The City of Calabasas. The design recommendations in the documentation are influenced by the content strategy alignment strategy we performed prior to creating the content design in this document.

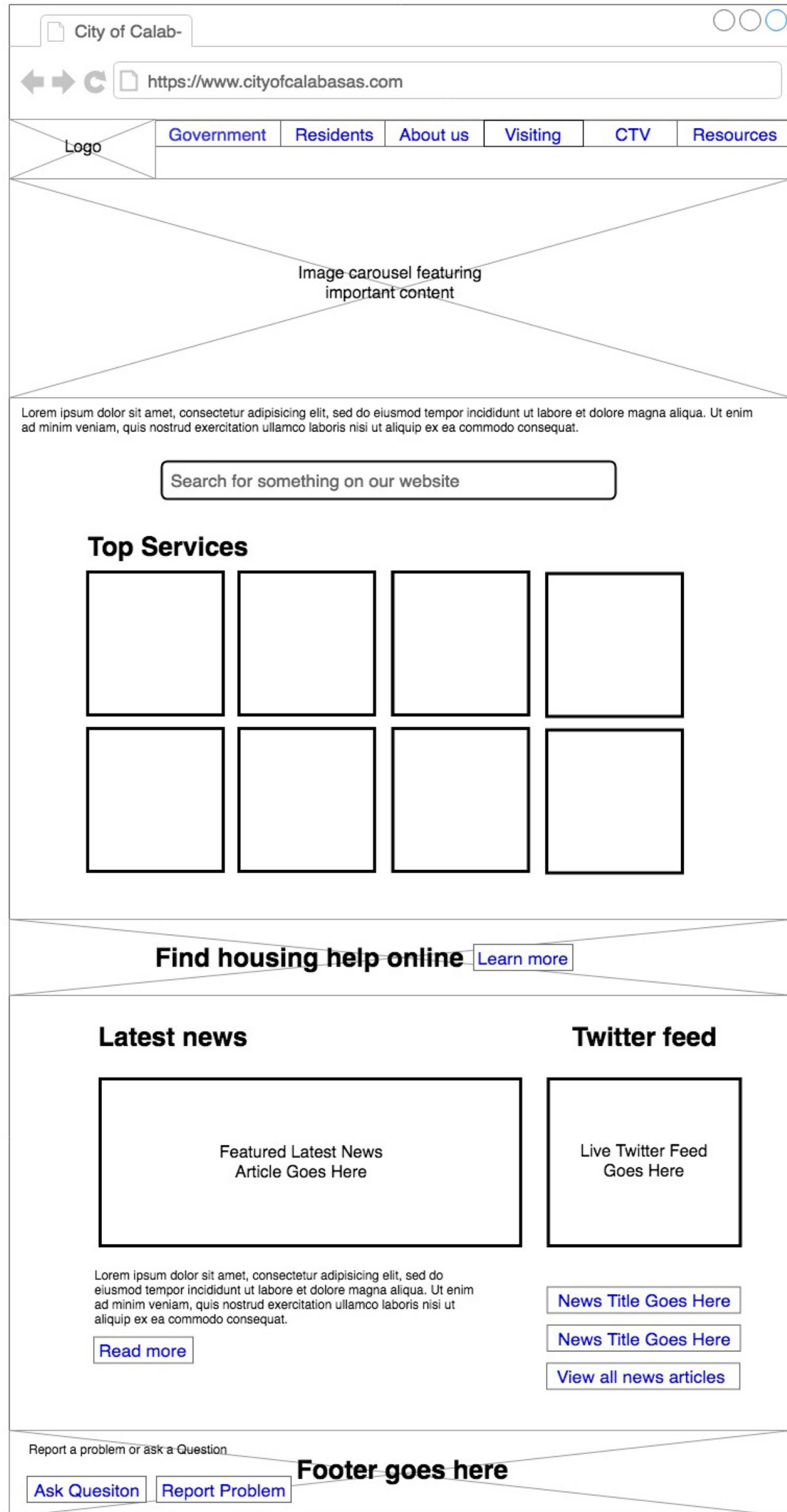
City of Calabasas Sitemap



The City of Calabasas Content Matrix and Wireframes -

The content matrix was created after our content strategy alignment summary was established. Its purpose is to align the structure of The City of Calabasas website to their business goals and objectives. By using our content strategy alignment summary and content matrix we were able to prioritize the importance of The City of Calabasas's core pages, content objects and taxonomy.

'Homepage' Wireframe



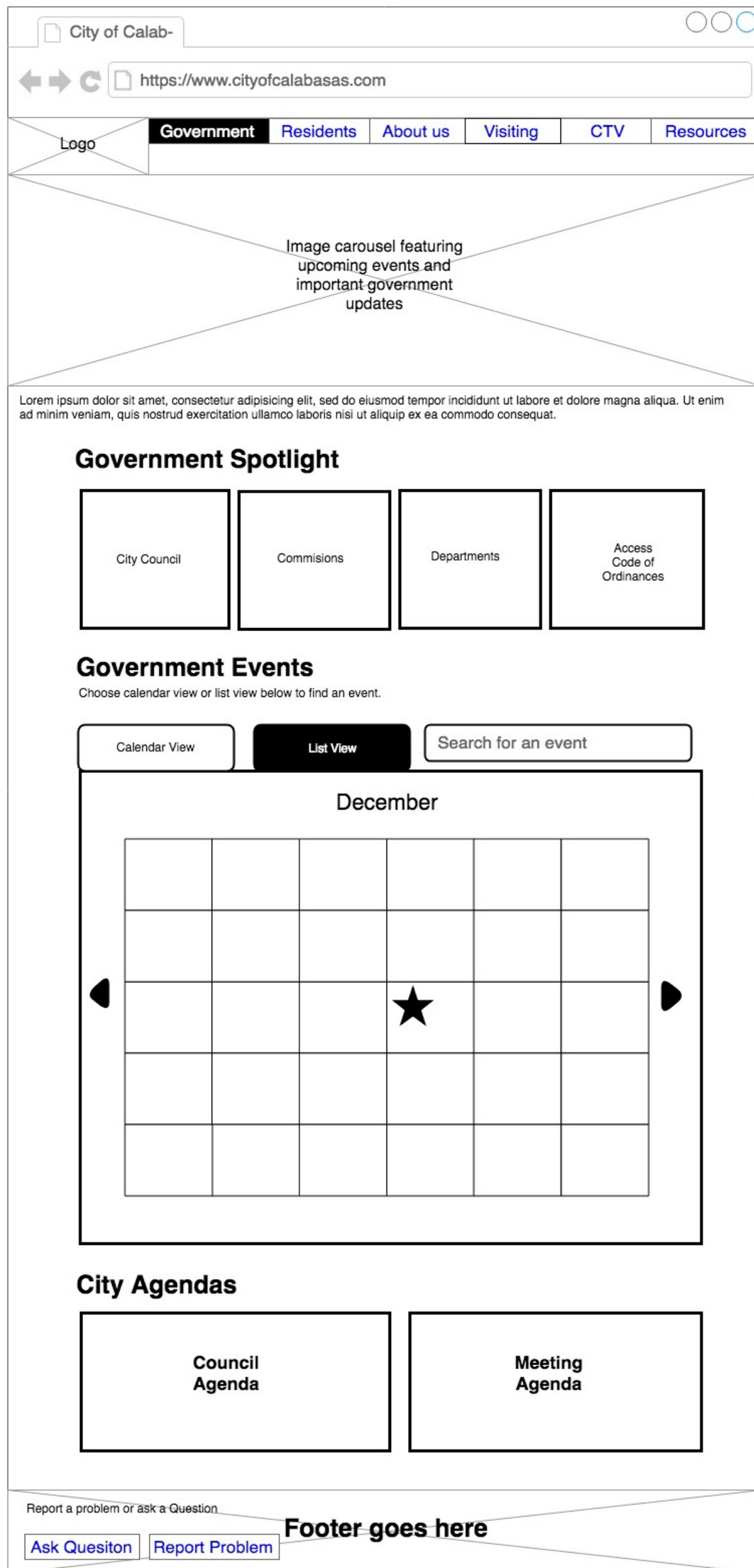
City of Calabasas Core Page: Homepage

The below content matrix shows how the city of Calabasas's business goals influence the content hierarchy and structure in the wireframe to the left.

Content Matrix

City of Calabasas, CA Content Strategy - Content Model Matrix			
Business goal	Core page	Content Objectives	Taxonomy / Tags
Improve accessibility rating for users.	Homepage	Main Menu Navigation (Static on all pages), Feature Marquee, Logo (Static on all pages), Search Bar, Top Categories, Top News, Twitter Feed, Footer (Static on all pages), Alert Ribbon (Used for emergencies or top news/events).	Things to Do, Upcoming Events, Residents News, Government News, Ratings, Reviews
Increase customer satisfaction rating on government core page by organizing and providing transparent information regarding their government.	Government	Title of Page, Page Description, Featured Content, Calendar, Calendar List View, Events and Activities, Alert Ribbon (Static on all pages when necessary), Recent news and updates	Upcoming Events, Government News, Departments, Commissions, Ratings, Comments, Agenda
Increase local followings	Residents	Title of Page, Page Description, Featured Content, Sign Up for an Account, Upcoming events and activities, reviews, Instagram Feed, Recent Tweets and News	Upcoming Events, Resident News, Departments, Commissions, Services, Schools, Parks, Ratings, Comments, Agenda
Increase user event sign ups for events and activities.	Visiting	Title of Page, Page description, Things to Do, Calendar, Events, What's New Title, What's New Description, Instagram Feed.	Things to Do, Upcoming Events, Visiting News, Blog Posts, Ratings, Comments, Agenda
Stream the city's government access television channel from a live feed (and archived video) to increase views on the City's videos.	CTV	Title of Video, Description of Video, Transcript of Video, Live Videos, Archived Videos, Share Videos, Video Rating, Video Comments, Video Author, Time of Video, Video Category.	Title, Category, Time, Rating, Comments, CTV Live Events, CTV Programs, CTV Guide
Reduce users path/clicks to make online payments, sign up for city notifications (agenda, emergency updates), sources cities library data and other valuable resources.	Resources	Online Resources Title, Online Resources Description, Email Notifications, Emergency SMS, File a Complaint, Online Payments, City Fees, Interactive Forms, FAQs, Applications, Title, Description, CTA to Library Data, Question and Answer Component.	Titles, Top Resources, Category, Library Asset Names, FAQs, Description, User Questions, User Answers, Comments

'Government' Wireframe



City of Calabasas Core Page: Government

The below content matrix shows how the city of Calabasas's business goals influence the content hierarchy and structure in the wireframe to the left.

Content Matrix

City of Calabasas, CA Content Strategy - Content Model Matrix			
Business goal	Core page	Content Objectives	Taxonomy / Tags
Improve accessibility rating for users.	Homepage	Main Menu Navigation (Static on all pages), Feature Marquee, Logo (Static on all pages), Search Bar, Top Categories, Top News, Twitter Feed, Footer (Static on all pages), Alert Ribbon (Used for emergencies or top news/events).	Things to Do, Upcoming Events, Residents News, Government News, Ratings, Reviews
Increase customer satisfaction rating on government core page by organizing and providing transparent information regarding their government.	Government	Title of Page, Page Drscription, Featuted Content, Calendar, Calendar List View, Events amd Activities, Alert Ribbon (Static on all pagwvs when neccessary), Recent news and updates	Upcoming Events, Government News, Departments, Commisions, Ratings, Comments , Agenda
Increase local followings	Residents	Title of Page, Page Description, Featured Content, Sign Up for an Account, Upcoming events and activities, reviews, Instagram Feed, Recent Tweets and News	Upcoming Events, Resident News, Departments, Commisions, Services, Schools, Parks, Ratings, Comments , Agenda
Increase user event sign ups for events and activities.	Visiting	Title of Page, Page description, Things to Do, Calendar, Events, What's New Title, What's New Description, Instagram Feed.	Things to Do, Upcoming Events, Visiting News, Blog Posts, Ratings, Comments, Agenda
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Reduce users clicks to reach to make online payments, sign up for city notifications (agenda, emergency updates), sources cities library data and other valuable resources.	Resources	Online Resources Title, Online Resources Description, Email Notifications, Emergency SMS, File a Compliant, Online Payments, City Fees, Interactive Forms, FAQs, Applications, Title, Description, CTA to Library Data, Question and Answer Component.	Titles, Top Resources, Category, Library Asset Names, FAQs, Description, User Questions, User Answers, Comments

'Resources' Wireframe

City of Calab-

https://www.cityofcalabasas.com

Logo

GovernmentResidentsAbout usVisitingCTVResources

Online Services

Email notifications

Sign up

Emergency SMS Notifications

Sign up

Online Complaint Form

Submit form

Online Resources

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Building and Safety Permits

City Meeting Agendas

Employment Opportunities

e.News

Calendar

What's new?

Teen Activities

Public Works Citizens Request

Register and report, records, data

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View online library

Film Permits

Public Notices

Demographic Information

View Reports and Records

Report a problem or ask a Question

Ask QuesitonReport Problem

Footer goes here

City of Calabasas

Core Page: Resources

The below content matrix shows how the city of Calabasas's business goals influence the content hierarchy and structure in the wireframe to the left.

Content Matrix

City of Calabasas, CA Content Strategy - Content Model Matrix			
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Reduce users path/clicks to make online payments, sign up for city notifications (agenda, emergency updates), sources cities library data and other valuable resources.	Resources	Online Resources Title, Online Resources Description, Email Notifications, Emergency SMS, File a Compliant, Online Payments, City Fees, Interactive Forms, FAQs, Applications, Title, Description, CTA to Library Data, Question and Answer Component.	Titles, Top Resources, Category, Library Asset Names, FAQs, Description, User Questions, User Answers, Comments