

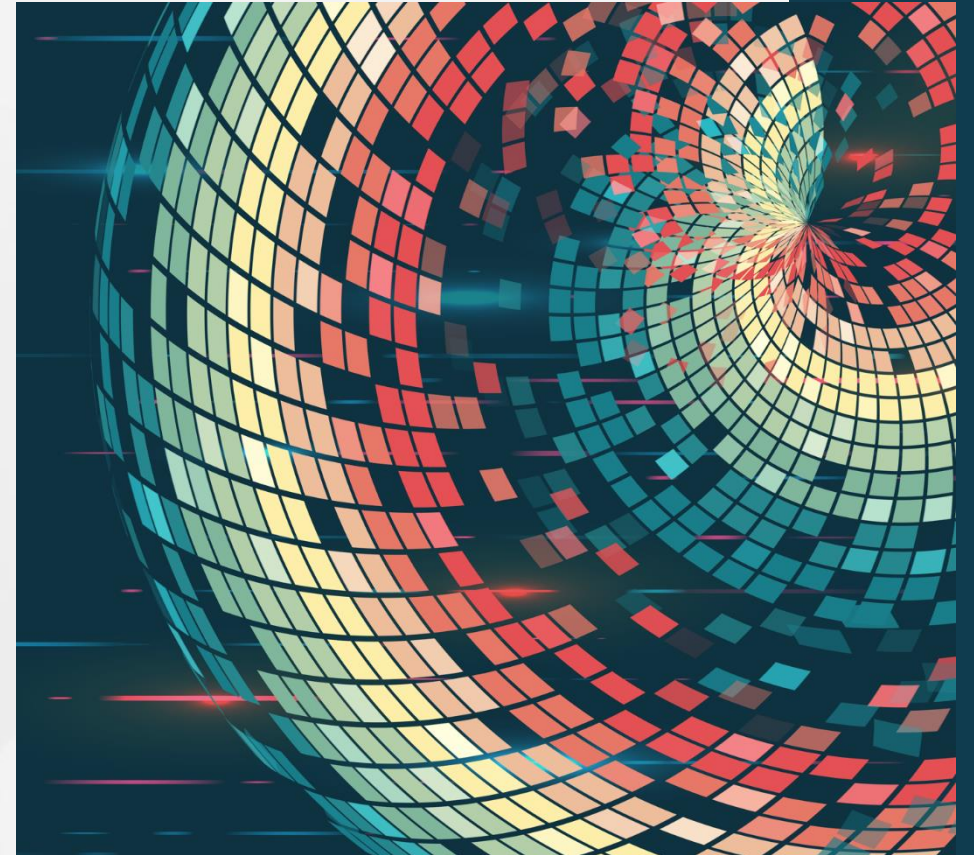


# Website Strategy

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City Council Presentation

February 26, 2024



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Wherever business takes you

[MNPdigital.ca](https://mnpdigital.ca)

**MNP**  
DIGITAL

# MNP Team Introductions

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**Lisa Prentiss**  
Partner, Digital Experience



**Brian Fanning**  
Manager, Digital Experience



# Website Strategy Development

## Project Overview

The City of Leduc has embarked on an exciting **transformation journey** to improve and **modernize the user experience** of our public-facing website and infrastructure through the development of a **Website Strategy**.

The **Website Strategy** will identify the **functionality** required to **meet the needs of users** and the **content** required to **create a sense of community connection**, contributing to the overall growth of the City. The implementation of this strategy will lead to the enhancement of **citizen-centric, accessible, and streamlined online offerings**.

## Key Project Milestones

- 01 | Current State Analysis
- 02 | Personas and Journey Maps
- 03 | Vision and Goals
- 04 | Content & SEO Strategy
- 05 | Information Architecture
- 06 | Website Strategy

# Summary of Project Activities



Website Analytics,  
Usability and  
Accessibility Review



10 Advisory Committee  
Interviews



7 City Council  
Interviews



6 Department  
Workshops



In-Person Community  
Engagement Session



Persona & Journey  
Mapping Creation



13 Content Audit  
Workshops



4 Design Sprint  
Workshops

Bylaws

Volunteering

Infrastructure  
Maintenance

Land  
Development

Environmental  
Services

Community  
Support

Business  
Permits &  
Licenses

Construction

Social  
Programming

Elections



Grants

Economic  
Development

City Council

Employment

Parks &  
Greenspace

News

The City of Leduc has  
to be many things to  
many people.

Enforcement

Taxes

Events

Sports &  
Recreation

Utilities

Facilities

Transit

Government

Tourism

Resident  
Permits &  
Licenses

Urban  
Planning

Arts & Culture

Waste  
Services

Issue  
Reporting

Commercial  
Development

Emergency  
Services

CURRENT STATE FINDINGS

# What We Heard

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“

“We are not getting the City's story out in an engaging way.”

“

“We have an engaged community of people that are not afraid to step up and make this community better...We are people centric.”

“

“There are many services the City offers but they do a poor job of letting [users] know what is going on.”

“

“We like to stick with technical words that make sense to people within the organization but not Community.”

# Key Objectives of Leduc.ca



## Inform

There is an opportunity for Leduc.ca to become a source of truth for City-related news, make it easy for information to be digested, help citizens to find information, and expand self-service offerings for users to complete journeys.



## Engage

Providing a digital avenue to connect citizens and businesses with the City in interesting ways is critical. Leduc can leverage imagery, responsive design, plug-ins, accessible data, and information architecture to engage.



## Inspire

Leduc has many great stories that should be told to showcase the good in the community, promote events, and encourage residents to get involved. The website can be used as a platform to attract businesses, investment, and new residents.



## Sustain

Strategy and governance will play a large role in managing the lifecycle of content, consistency and accuracy of information and branding, and identifying the proper resources, processes, and approvals to sustain the website as Leduc grows.



FUTURE STATE VISION

# Future Vision & Mission

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## VISION

**A Hub for Connection:** a modern, digital hub that fosters community spirit, engages a variety of people, allows access to information and convenient services, and interaction with local government.

## MISSION

To develop and sustain a contemporary platform that prioritizes user experience, employing intuitive navigation, clear design, and responsive features to enhance accessibility and engagement while allowing all users to seamlessly meet the goals of their interaction with the City.



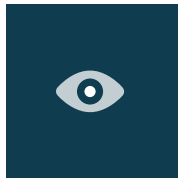
# High-Level Platform Requirements



Content Management System Capabilities



Infrastructure & Implementation of Solution



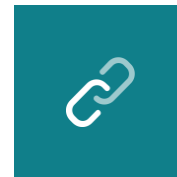
Accessibility



Additional Features



Data & Analytics



Plug-ins & Integrations



Responsive Design



City Application Integrations

# Design Considerations



Accessibility



Menu Navigation



Effective Use of Landing Pages



Creating Moments that Matter



Microsites and Digital Services



Style Guide



Design System



Use of Imagery

# Content Development Principles



## Channels



## Format



## Style



## Tone / Verbiage



## Topics

### Channels

Building an experience where information is standard and consistent across channels and mediums – the main website, microsities, social media, and print media.

### Format

Publishing web content that is consistent with a style guide, accessibility guidelines, technical best practices (headers, metadata), and responsive design. Content should be optimized for both mobile, tablet, and desktop devices.

### Style

Showcasing content through a variety of imagery, layouts and infographics to make information digestible and interesting for the audience to read.

### Tone / Verbiage

Using language that takes the audience into account, considering a range of language proficiency, education background, and cognitive abilities. Tone should be indicative of the goals of the website and motivate users to take action.

### Topics

Taking learnings from Personas and Journey Maps to develop content and navigation paths that reflect information the audience is expecting to see on the website.

# Website Transformation | Key Milestones



# Acknowledgements

**Thank you to all those who were involved in the creation of the City of Leduc's Website Strategy.**

From our Advisory Committee, City leadership and Council to the many employees, citizens, stakeholders, and other business and community leaders who shared their unique stories and perspectives, we are very grateful for your time and contributions.

# Questions?