Design Strategy

Why do we need a redesign?
We want the public to have a better overall sense of DT – our services, what we do and why we do it. Our current site simply does not accomplish this objective, nor does it reflect our culture of collaboration and the can-do spirit of our employees.

What does a redesign accomplish?
Our goal for this site is to present a more accurate and dimensional reflection of DT – a multi-disciplinary group with a breadth of services and areas of focus that position DT as a key strategic player in the City and County of San Francisco.

Ultimately, our site is our calling card. If we want to attract top talent, we need a site the presents DT as a great place to work. A place where there’s room to work on a broad range of projects. A place with a clear vision and mission, and a desire to make a difference.

How do we do it?
1. Make our site fast, accessible and responsive.
2. Distill what we do into ten easily scannable categories – providing a clear, concise overview of DTs services and areas of focus.
3. Utilize a templated, modular design that provides the flexibility to add, remove or change components as needed.
4. Showcase inspiring imagery of San Francisco, creating an association between DT and the dynamic energy inherent to our city.
5. Make every page a touchpoint for public contact with expanded footer functionality.
Site Architecture

Presentation
- Open-source static site generator
- U.S. Web Design System
- Fast, accessible, secure website

DevOps
- Continuous deployment using Jenkins
- Simplify DevOps operation with slack integration
- Fully managed, Secure, Scaleable, Web Hosting

Content
- Content in simple Markdown format
- Content sync and share in the cloud using OneDrive
- Source track by Git version control
Content Source

**Strategic Plan**

- OnStrategy
- Clear & consistent language
- DT SLA/Catalogue
- Strategic Plan FY 19/20

**Stakeholder Feedback**

- Feedback from old website (based on members of the public and department staff) + Digital Services Content Guide

**CIO Priorities**

- Focus on ALL DT divisions + recent news
- Attract top, highly qualified tech talent
- Use other Cities as a model (City of Boston)
Content Updates

Step 1: Update file in OneDrive

Step 2: Slack push to stage

Step 3: Slack push to live