

# 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 that 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 DT's 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



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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

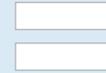


Source track by Git  
version control

# Content Source

Strategic Plan

OnStrategy



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TECHNOLOGY

Strategic Plan FY 19/20

DT SLA/Catalogue

Clear & consistent language

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

JOIN THE TEAM!

*Are you an innovative, engaged and motivated technology leader with a passion for public service? If so, the Department of Technology would love to hear from you!*

Attract top, highly  
qualified tech talent



Use other Cities as a  
model (City of Boston)

# Content Updates

**Step 1:**  
Update file  
in OneDrive



**Internal vm**



Dev server

**Step 2:**  
Slack push  
to stage



**Public Azure  
WebApp**



Stage server

**Step 3:**  
Slack push  
to live



Production