

Let's poke a stick at

FRANKLIN COUNTY DEVELOPMENT COUNCIL
in this Design Specification for
Website Redesign



Section 1.0

RESEARCH RECOMMENDATION

1.1: WHO IS YOUR USER?

A select group of members of the Site Selectors Guild were contacted and asked to give any insights into how site selectors use Economic Development Organization (EDO) websites. From those responses, we can assume:

- Depending on the site selector, importance of the EDO website fluctuates. Larger consultant firms rely on paid databases and other sources of information when putting together long lists of sites for their clients. These larger consultants tend to look at EDO websites for location-specific data only once a short list has been created.
- For those consultants that do not rely on paid databases and other primary sources of information, EDO websites are invaluable.
- Quality of Life information is of most importance to consultants that do not rely on paid data. This information is of most use once a long list has been compiled and the process of culling to a short list has begun.



1.2: DESIGN OBJECTIVES

Armed with a basic understanding of who is using the Franklin County Development Council website, we can set some objectives for the website redesign.

1.2.1: User-Facing Objectives

- 1. All critical functionality will be designed with the mobile user in mind. The desktop experience will enhance the core mobile functionality.
- 2. The website will offer clear ways to engage with Franklin County Development Council for the purposes of site selection discussions.
- 3. The user will be given additional touch points throughout the year as an opportunity to stay informed of the economic advantages Franklin County offers.

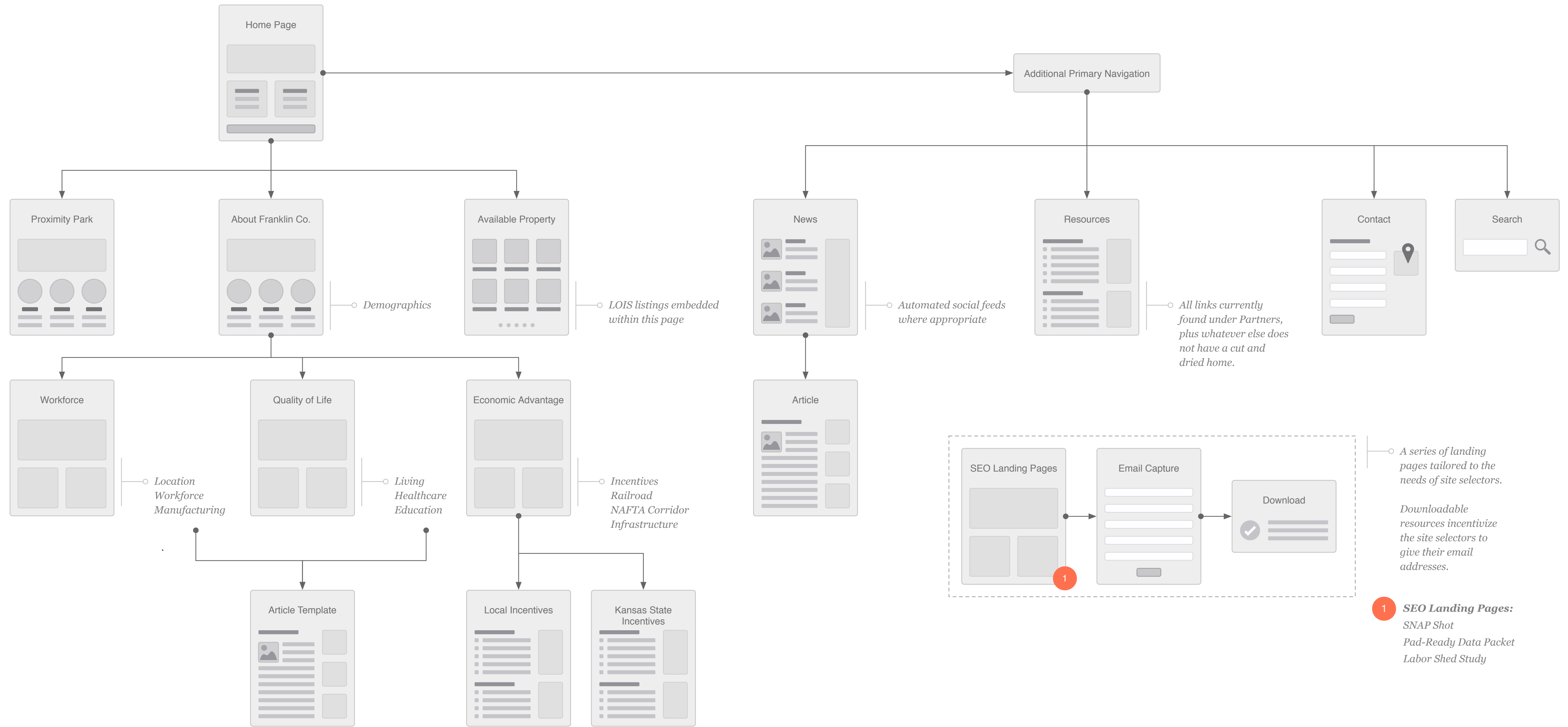
1.2.2: Business-Facing Objectives

- 1. The website will utilize analytics hooks so that usage can be tracked for the purposes of devising future SEO landing pages.
- 2. All content will be ported to the Craft content management system (CMS).
- 3. SEO landing pages will be devised with downloadable incentives in an effort to build an e-mail marketing list.

Section 2.0

SITE MAP





Section 4.0

STYLE TILES





A MAIN HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pretium pretium tempor. Ut eget imperdiet neque. In volutpat ante **semper diam** molestie, et aliquam erat laoreet. Sed sit amet arcu aliquet, molest.

A SUBHEADING

Vestibulum rutrum quam vitae fringilla tincidunt. Suspendisse nec tortor urna. Ut laoreet sodales nisi, quis iaculis nulla iaculis vitae. Donec sagittis faucibus lacus eget blandit. Mauris vitae ultricies metus, at condimentum nulla. Donec quis ornare lacus. Etiam gravida mollis to.

WE'RE READY FOR YOU.

Download our Pad-Ready Data Packet (PDP) today to begin planning success in Franklin County.

Your E-mail Address

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SAMPLE BUTTON

SAMPLE BUTTON



LOCATION



WORKFORCE



MANUFACTURING



GRANGER SITE

Great visibility and access to US 59 and I-35 Highways. Property is zoned “general commercial” property and gently slopes north-east. Property has on-site utilities including electric, water (12” water main) and sanitary sewer (8” water main).

 **38.1** years
Resident median age

36.0 years

Kansas median age

Section 5.0

FUNCTIONAL SPECIFICATIONS

5.1: TECHNICAL REQUIREMENTS

5.1.1: Browser Support

This project will be verified to work properly on the current version -1 of the following browsers:

- Apple Safari (Mac, PC, iOS)
- Google Chrome (Mac, PC, Android, iOS)
- Microsoft Internet Explorer (PC)
- Mozilla Firefox (Mac, PC)

5.1.2: Email Support

This project’s email templates will be verified to work properly on the current version -1 of the following email clients:

5.1.2.1: Desktop

- Microsoft Outlook
- Windows Live Mail
- Apple Mail
- Mozilla Thunderbird

5.1.2.2: Mobile

- Apple iOS
- Google Android

5.1.2.3: Web-Based

- Gmail
- Yahoo! Mail
- Outlook.com
- Microsoft Exchange OWA

5.1.3: Tracking and Reporting

Google Analytics will be utilized for tracking and reporting purposes. Conversion goals will be set up within the Analytics control panel so that the registration process can be properly tracked and analyzed in order to optimize for maximum completions.

Analytics will be visible on the Craft CMS dashboard.

5.1.4: Technical Assumptions

1. The project will be built on the Craft Content Management System (CMS) so that Franklin County Development Council can have full editorial control of the website’s content. Credentials to a demo Craft CMS control panel have been sent to Franklin County Development Council.
2. The project will employ responsive web design (RWD) practices to ensure an optimal experience over the widest range of Internet-connected devices possible.
3. The project will employ progressive enhancement practices to ensure that mobile or underpowered devices do not attempt to utilize certain optional features (e.g. complex animations) that would diminish the overall experience on that device.



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