

# City of Lansing Redesign

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GD 468



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# Landscape Analysis



[Link to Landscape Analysis](#)

# The Sites

**Lansing**  
Michigan's Capital City

Community Business Government Services How Do I...

## CART TRASH/RECYCLING 2019 SCHEDULE

Click to View CART 2019 Schedule

Notify Me! Sign up for notifications  
Lansing Connect Submit Service Request  
Bill Pay Easily pay bills online  
Neighborhoods Get involved  
Explore News and Events  
News Room Stay updated on Lansing

**CITY OF TEMPE**  
Close to Everything. Unlike Anything

CITY SERVICES GOVERNMENT COMMUNITY BUSINESS HOW DO I... EXPLORE

I'm looking for... **Search**

Spotlight Facebook Youtube News Calendar

Residents and Commuters are advised to take caution with the predicted ice storm in the forecast. Residents and commuters are advised to take caution with the predicted ice storm in the forecast. Public Works crews have gone out to the streets and...

ALERTS SIGN UP STORMWATCH PERMITS & FORMS AGENDAS & MINUTES JOBS REPORT A CONCERN PAYMENTS OVERNIGHT PARKING SERVICE FEEDBACK

**DETROIT**

BUSES DEPARTMENTS GOVERNMENT JOBS DAY WATER

SEARCH

**The City of SAN DIEGO**

55° SAN DIEGO WEATHER

SEARCH

License - Apply + Forms Resident Resources - Pay Now, Parking + Help Doing Business - File, Plan + Build Library - Loans, Connect + Donate Public Safety - Police, Fire + Lifeguards City Hall - City Offices + Departments

The Mayor's Annual State of the City Address was on Tuesday, January 15, 2019.

Watch

### Get It Done

1. I Need To... Apply

2. Apply... Business License

3. Apply Now... Apply for a business tax certificate. The City issues these certificates instead of business licenses. **Apply Now**

Download the Get It Done App

HOW THE CITY IS WORKING FOR YOU

WEBSITE FEEDBACK

# City Official Websites

## **City of Detroit** *The Best*

Detroit does a great job at organizing a large amount of content and making it look appealing. The user will never feel lost on this website. They do a great job of listening to their users and providing them with what they want.

*Best organized, Most appealing, Easy navigation*

## **City of Lansing** *The one that needs redesign*

The city of Lansing has a lot to learn from other city sites. They should listen to their users demands more and include a feedback form. Their biggest strength is their push for community engagement although their content for it can be confusing and the user may get lost easily.

*Good navigation, Good aesthetics*

## **City of Elmhurst** *Users come first*

The city of Elmhurst has a lot of information that they try to organize on one site. They do a great job at listening to their users and giving them what they want to see first. Their downfall is that they have so much content it is spread between many sites, causing the user to at times feel lost.

*Puts the users first, Most information*

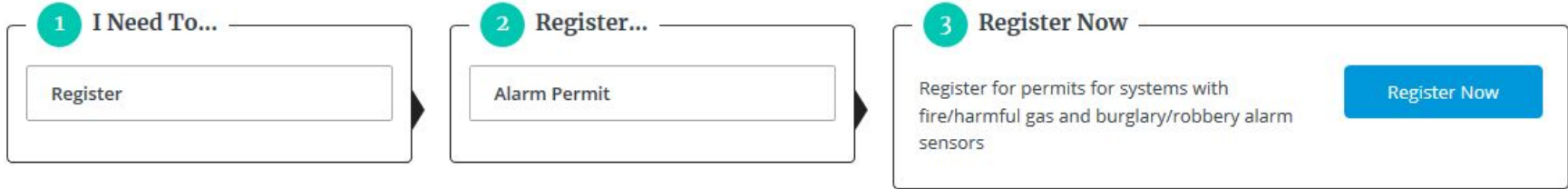
## **City of San Diego** *The one for beginners*

The best feature of the San Diego city site is the “Get it done” Box. This allows new users and returning to get their actions done fast and easy. It works well enough that it can almost replace the search bar on the site.

*Great Searching, Important information first*

# City of San Diego

## Get It Done



# Scenarios



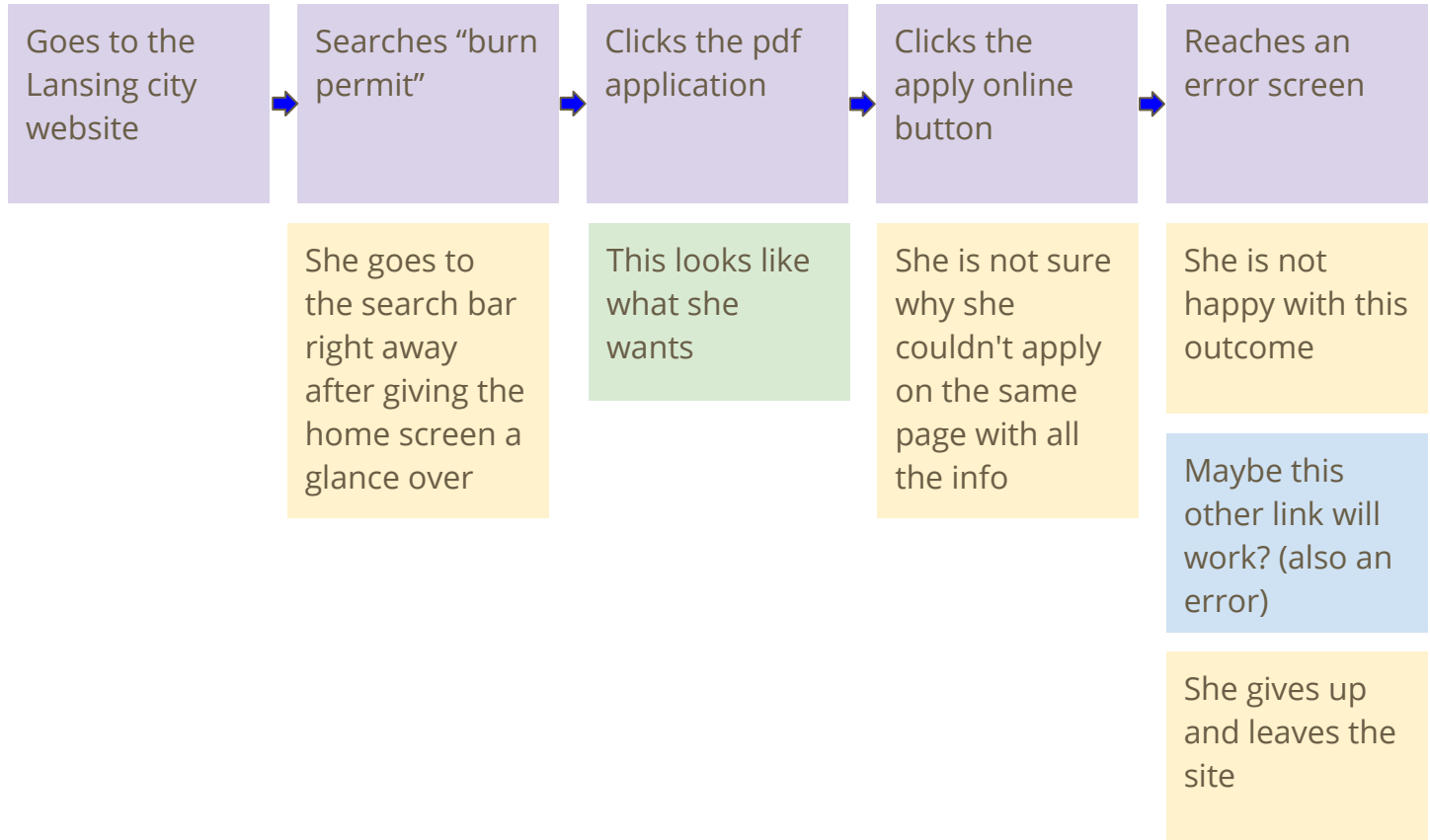
[Link to Scenarios](#)



## Diane

Stay at home mom

Wants to get a burn permit



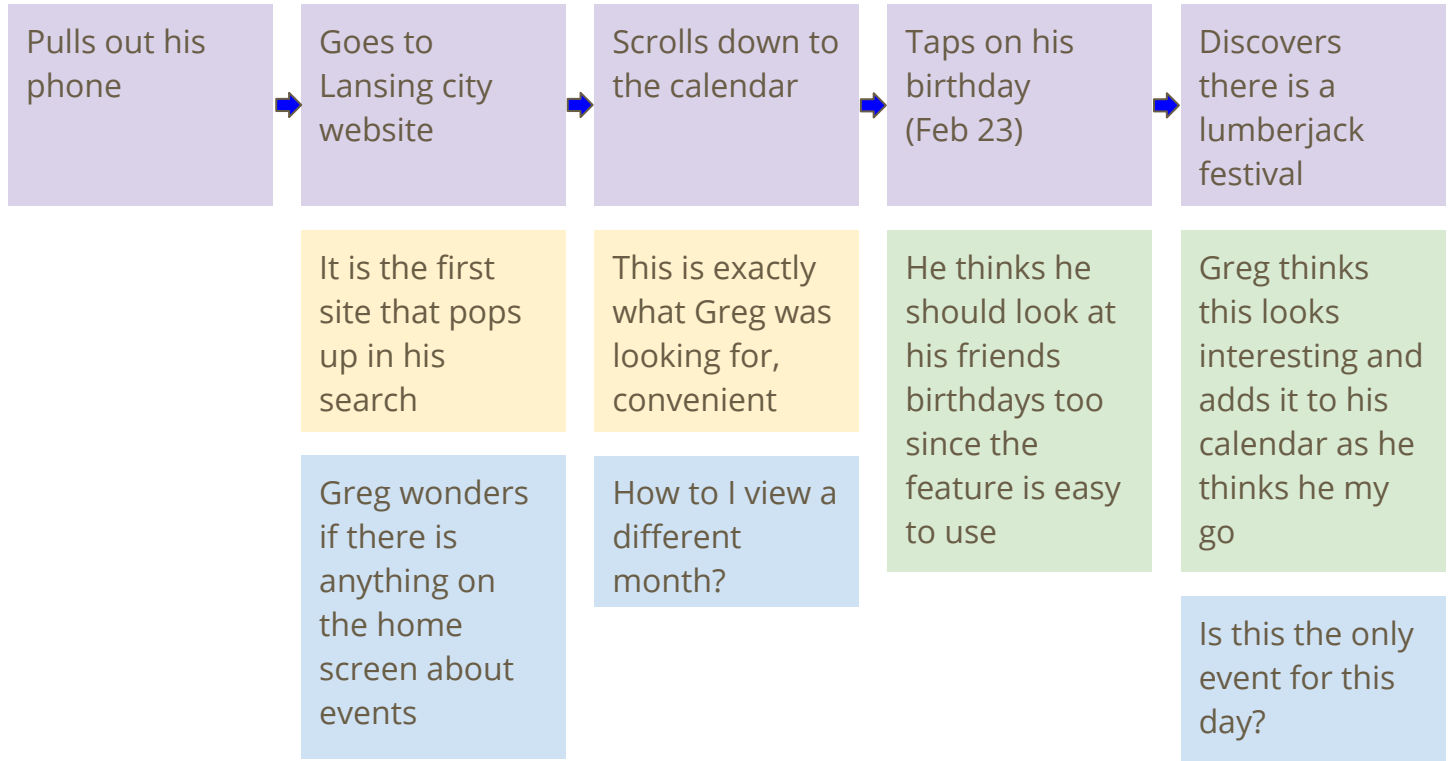




## Greg

College student

Wants to see what's going on in his city on his birthday

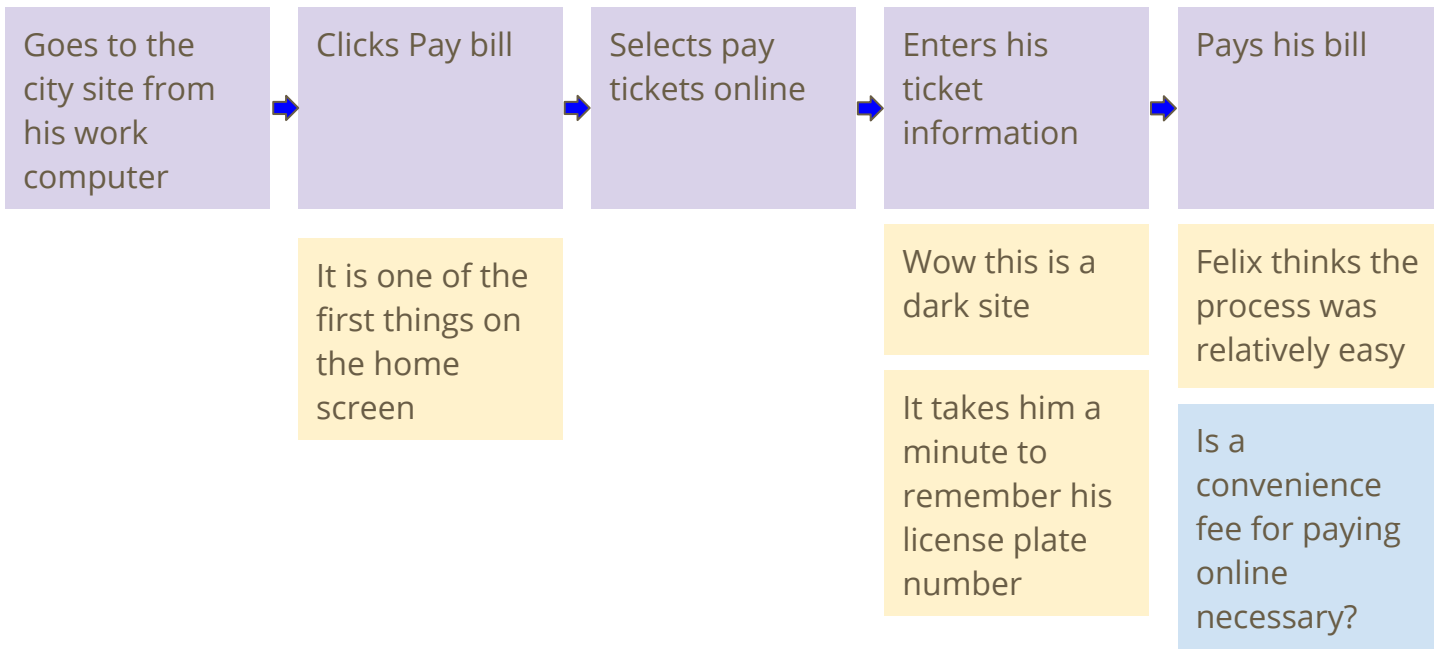




## Felix

Works at  
liquidweb

Wants to pay  
his parking  
ticket

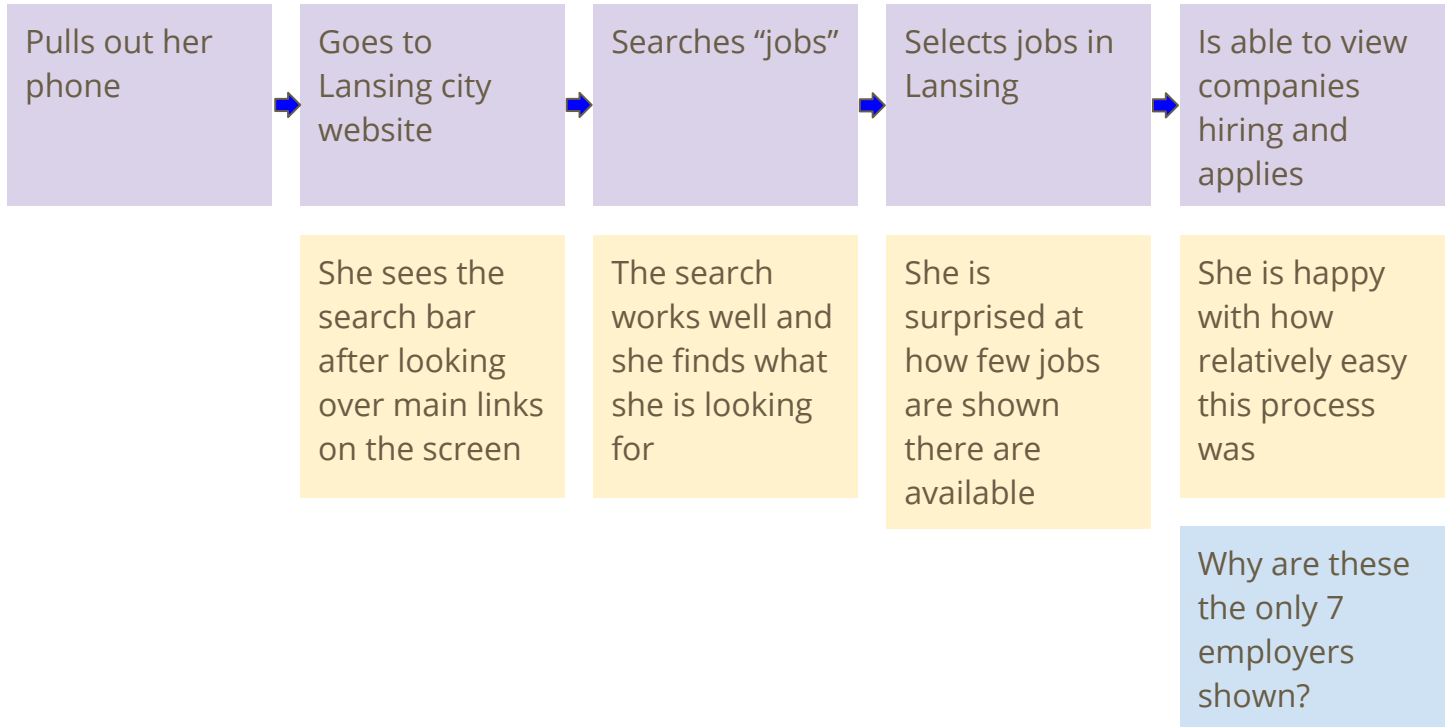




**Lauren**

Unemployed

Looking for a job in Lansing

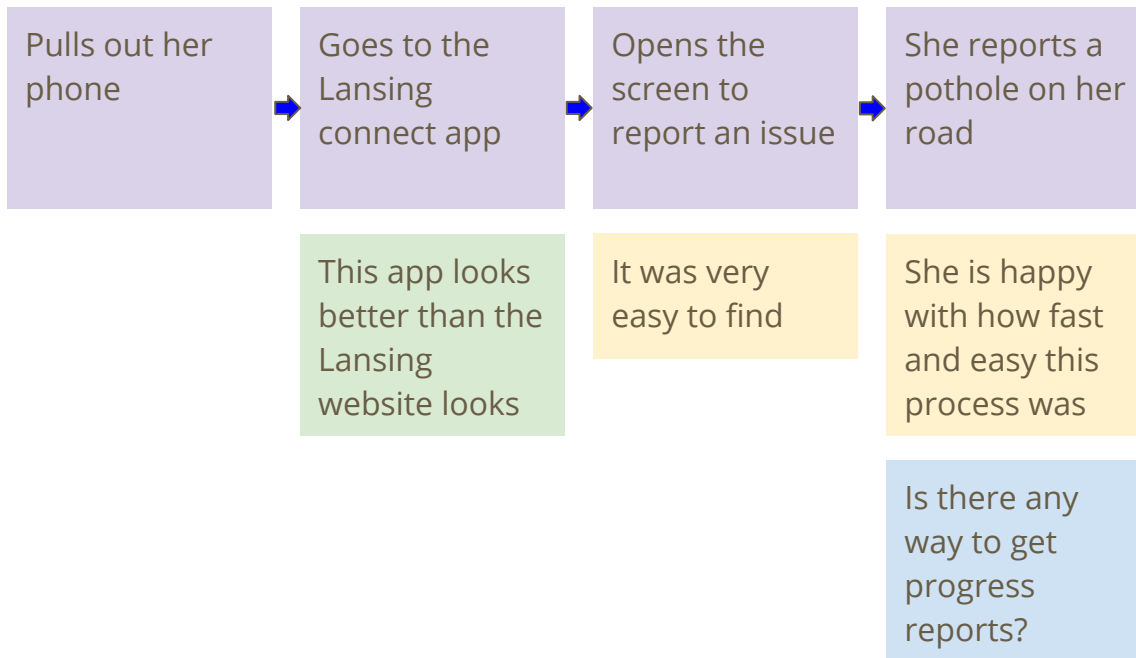




**Lisa**

Works at  
Meijer

Wants to  
report a  
pothole on her  
street



# User Flow



[Link to User Flow](#)

## Redesign

### Main Navigation:

**Community:** Takes user to the community page which has information on local events and how to get involved in your community. Users can also learn about the history of Lansing on this page. This page includes information that was on the neighborhoods page.

**Business:** Takes the user to the business page which has information on starting your own business in Lansing as well as jobs available in the area.

**Government:** Takes the user to the government page which has information on how to contact officials, holiday closings and pages to each government department.

**Explore:** Takes user to the events page which has information on things to do in the city, including restaurants, events, and tours.

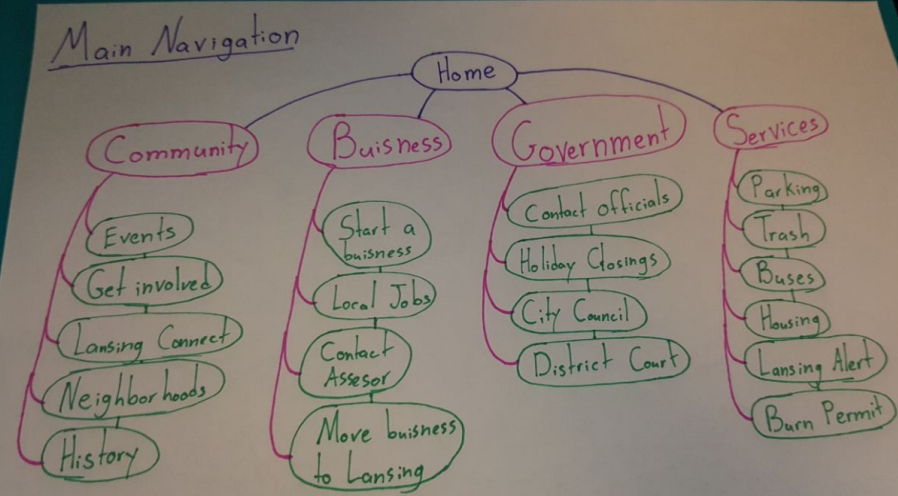
### Footer:

**Contact:** Contains city halls address along with hours and a phone number.

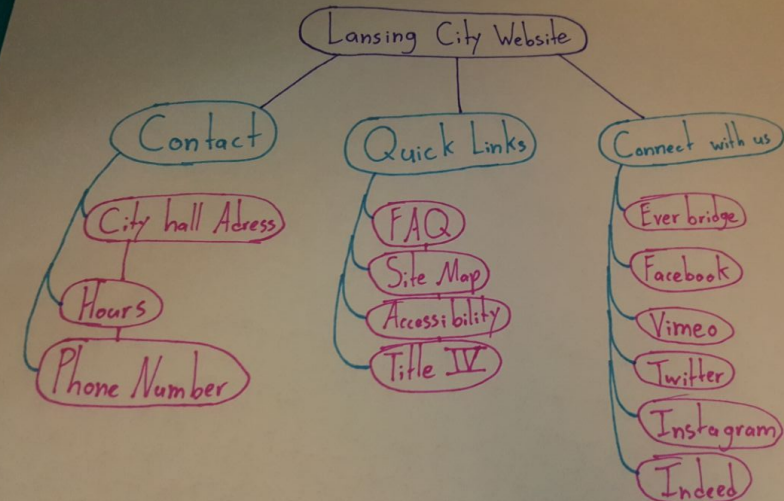
**Site Map:** Takes user to the site map of the Lansing website.

**Accessibility:** Takes the user to the accessibility page which states their guidelines and states what addons are needed to use features such as screen readers.

**Connect with us:** Contains links to each of the cities social media pages.



### Footer



# Style Guide



[Link to Style Guide](#)

# City of Lansing Style Guide

## LOGO

We are very proud of our logo. We want it to always be full resolution and look crisp on any screen. We want our logo to stand out from the background and be one of the first things our users see and recognize.



# Lansing

*Michigan's Capital City*



# Lansing

*Michigan's Capital City*

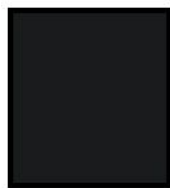
## ICON

In situations where the brand is already established the icon may be used on its own. However, the wordmark should never be used without the icon.



The logo on the left should be used the majority of the time, since it has the white ring bordered in black it will stand out on all backgrounds. In the case of a document with no color the logo on the right should be used instead. In most cases this will occur on certain legal documents.

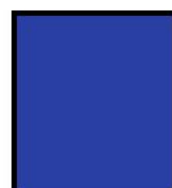
## Colors



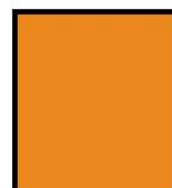
#2A3FA3



#245919



#2A3FA3



#EB891E



#FFFFFF

These colors have been taken directly from our logo and should be the primary colours that are used throughout the website.



# Fonts (24pt - Bold)

Title (18pt)

Proxima nova

Sub Header (14pt)

Stylistically, Proxima Nova straddles the gap between typefaces like Futura and classic sans faces. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance.

Paragraph (12pt)

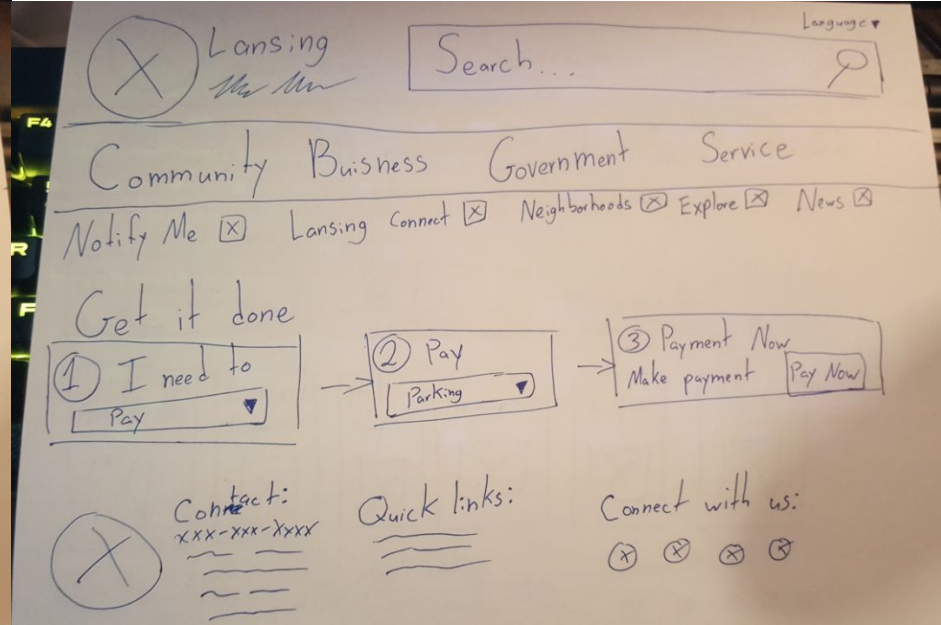
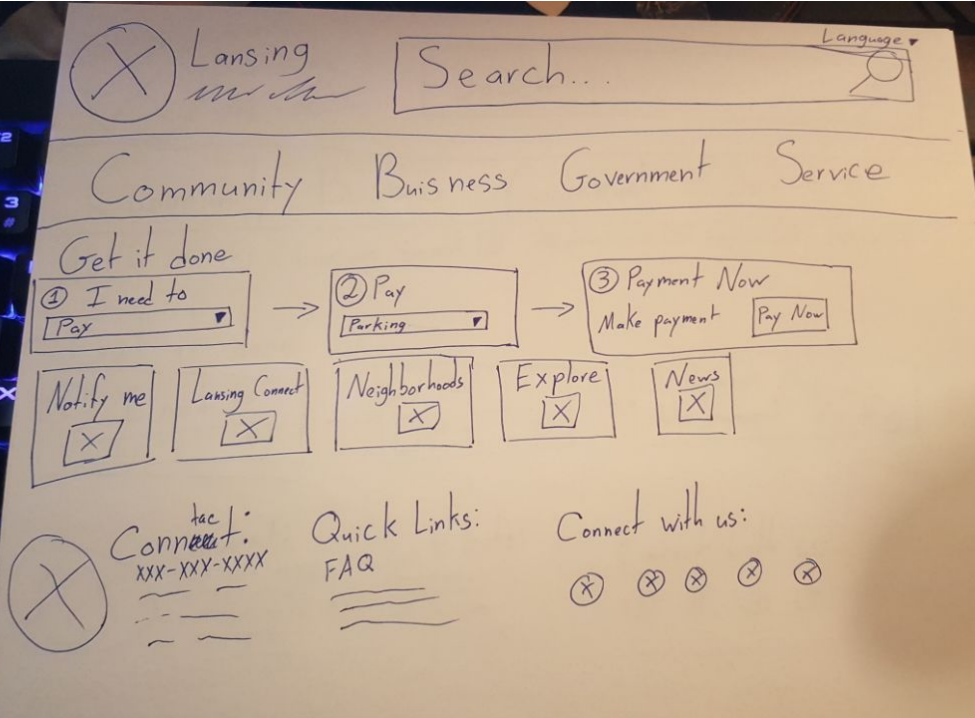
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In porta, enim eu feugiat vulputate, erat libero ultrices nisi, vestibulum lobortis est nulla sit amet risus. Fusce molestie risus nunc, quis ultrices odio maximus sit amet. Nunc luctus finibus ligula at semper. Aenean at lorem gravida, faucibus sem at, posuere est. Maecenas vel commodo massa, eget placerat ligula. Ut quis pulvinar justo. Phasellus tincidunt molestie imperdiet. Donec pharetra eros ut tortor porta interdum. Nam pulvinar odio velit, id commodo massa euismod eu. Ut pellentesque posuere nibh id vehicula. Phasellus rutrum nunc orci, id pharetra dolor dictum quis.

Duis pretium posuere magna. Phasellus a magna vitae arcu condimentum eleifend. Sed id metus eu dui consectetur consequat. Fusce lobortis dui vitae varius egestas. Integer egestas molestie risus, et mattis purus fringilla non. Morbi non ultricies magna. Nullam eleifend maximus ex nec sagittis. Suspendisse eget mattis leo. Morbi fringilla vehicula sodales. Vestibulum tempus elementum augue, at elementum dolor. Interdum et malesuada fames ac ante ipsum primis in faucibus.

# Wireframes



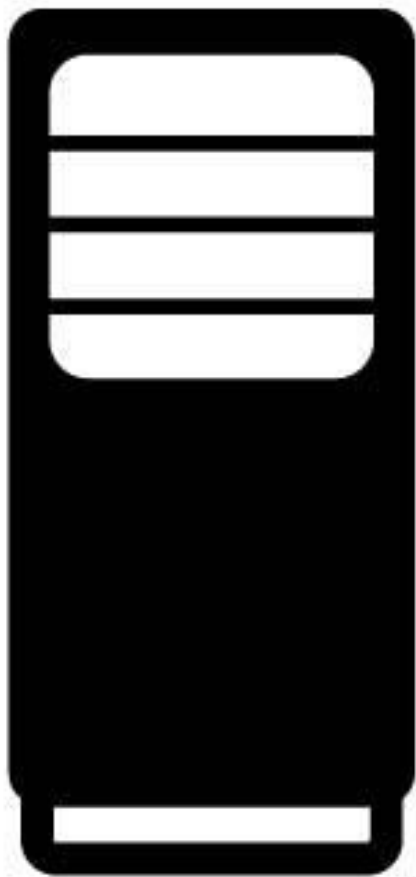
# Wireframes



# Visual Comps



[Link to PDF](#)





Get it done

I want to

Make a payment

Pay

Parking Ticket

Make a payment

Make a payment on a parking ticket you have received. Will be redirected to Lansing Police website.

Pay Now

Notify Me



Connect App



Neighborhoods



Explore



News



I'm Mayor Andy Schor. Welcome to Lansing - Michigan's capital city! I am proud to serve our city, and am excited for the future in Lansing! Please [contact my office](#) if we can be of assistance!

Check out Mayor Schor's [2018 Accomplishment Highlights!](#)

Latest News

Red Cedar Development Project Takes Significant Next Step

Mayor Schor Announces Unanimous Passage for Brownfield Plan by the Lansing Brownfield Redevelopment Authority

[Press Release](#)

Mayor Schor Celebrates Partnership And Progress In Baker Neighborhood

Baker Neighborhood was selected as a neighborhood of focus to improve safety, housing quality, and neighborhood connectivity in the area.

[Read on...](#)

2019 State of the City



2019 State of the City from Lansing Public Media on Vimeo.



Contact

517-483-4000  
Monday - Friday  
8am - 5pm

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Thank You

