

Fylde Borough Council Website wireframes Version 01.1

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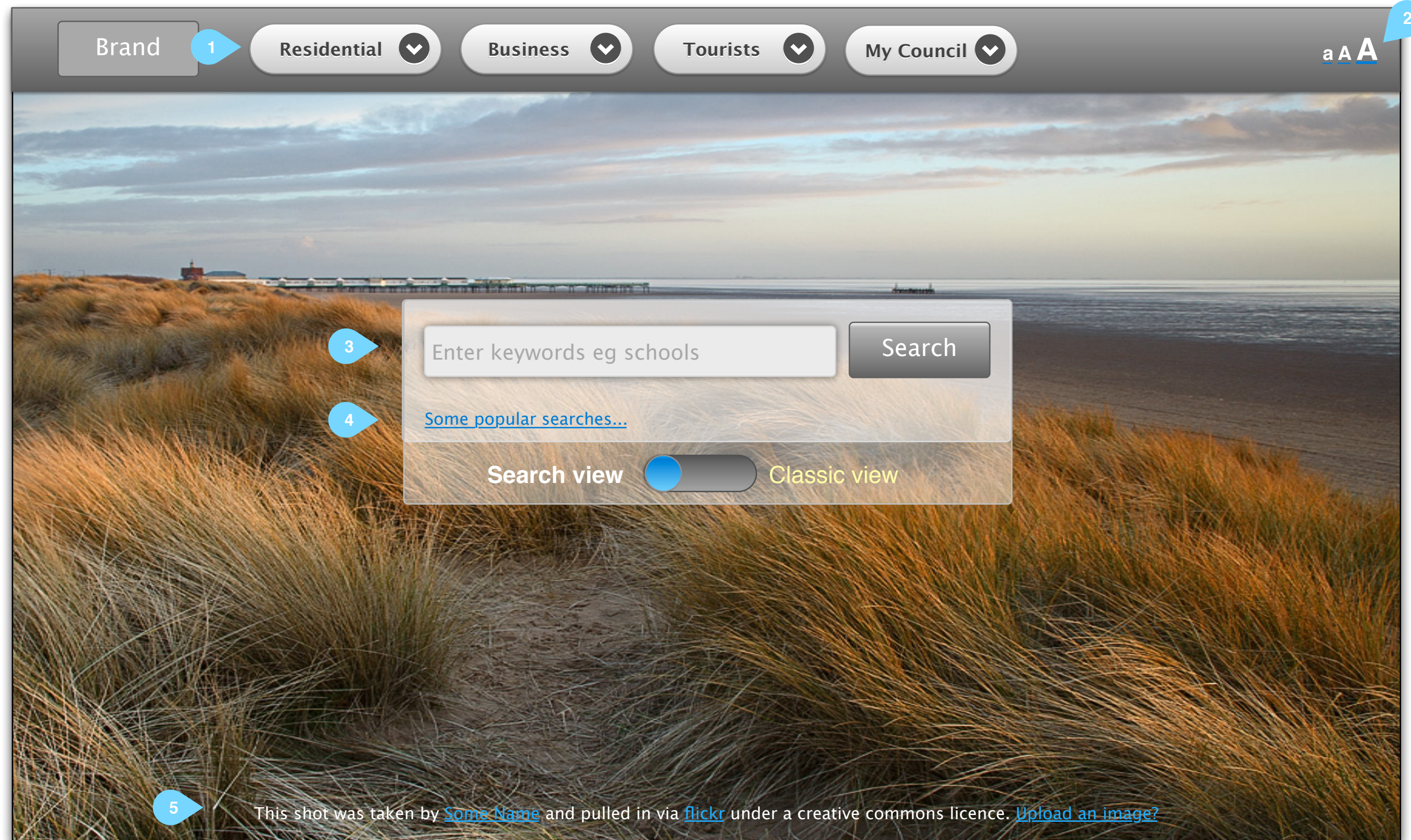
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Card Sorting and Sitemap

01. Homepage (search)

Fylde Wireframes version 01.graffle



1. Default state

1. Primary Navigation
2. Accessibility options
3. Search
4. Popular searches (See Search Storyboard)
5. Flickr

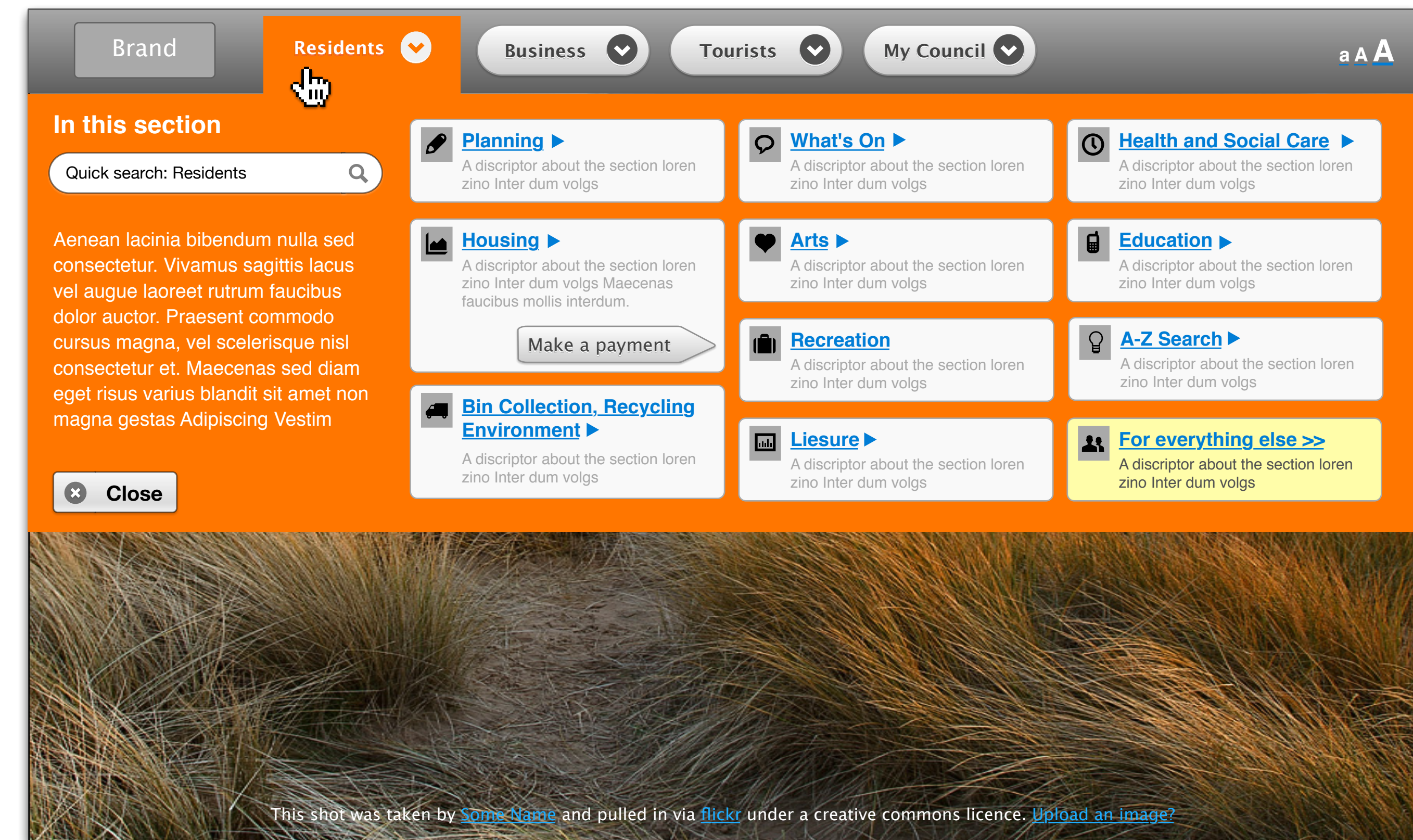
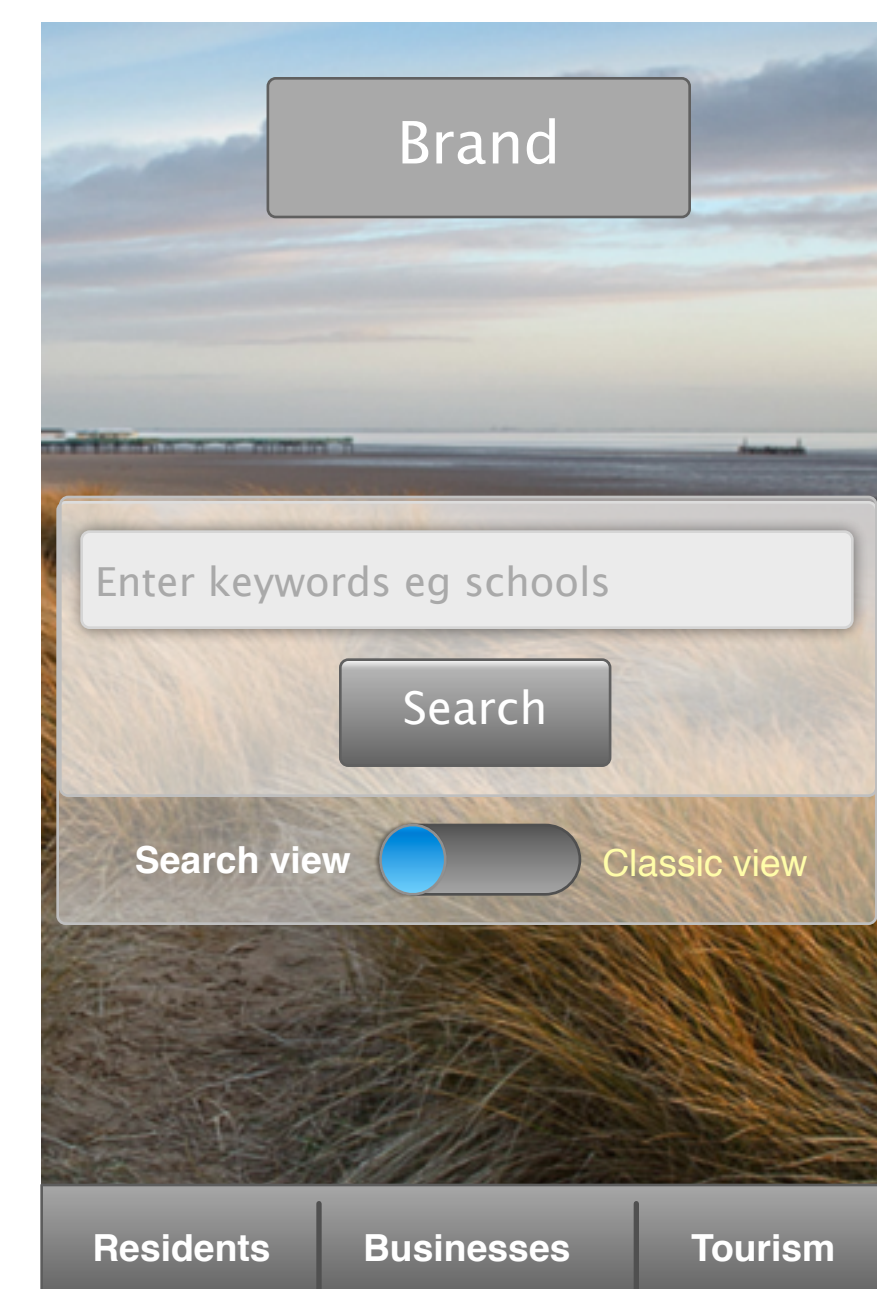
The homepage displays a random image pulled from a flickr pool. This gives the users of the site an opportunity to get involved. The images could be themed eg: Flyde in the autumn and prizes given for some of the best shots.

All pictures would be moderated by Fylde to stop any images being potentially malicious.

1a. Classic View

This link will allow the user to switch off the search view go to a traditional homepage/content based view.

3. Possible Mobile execution



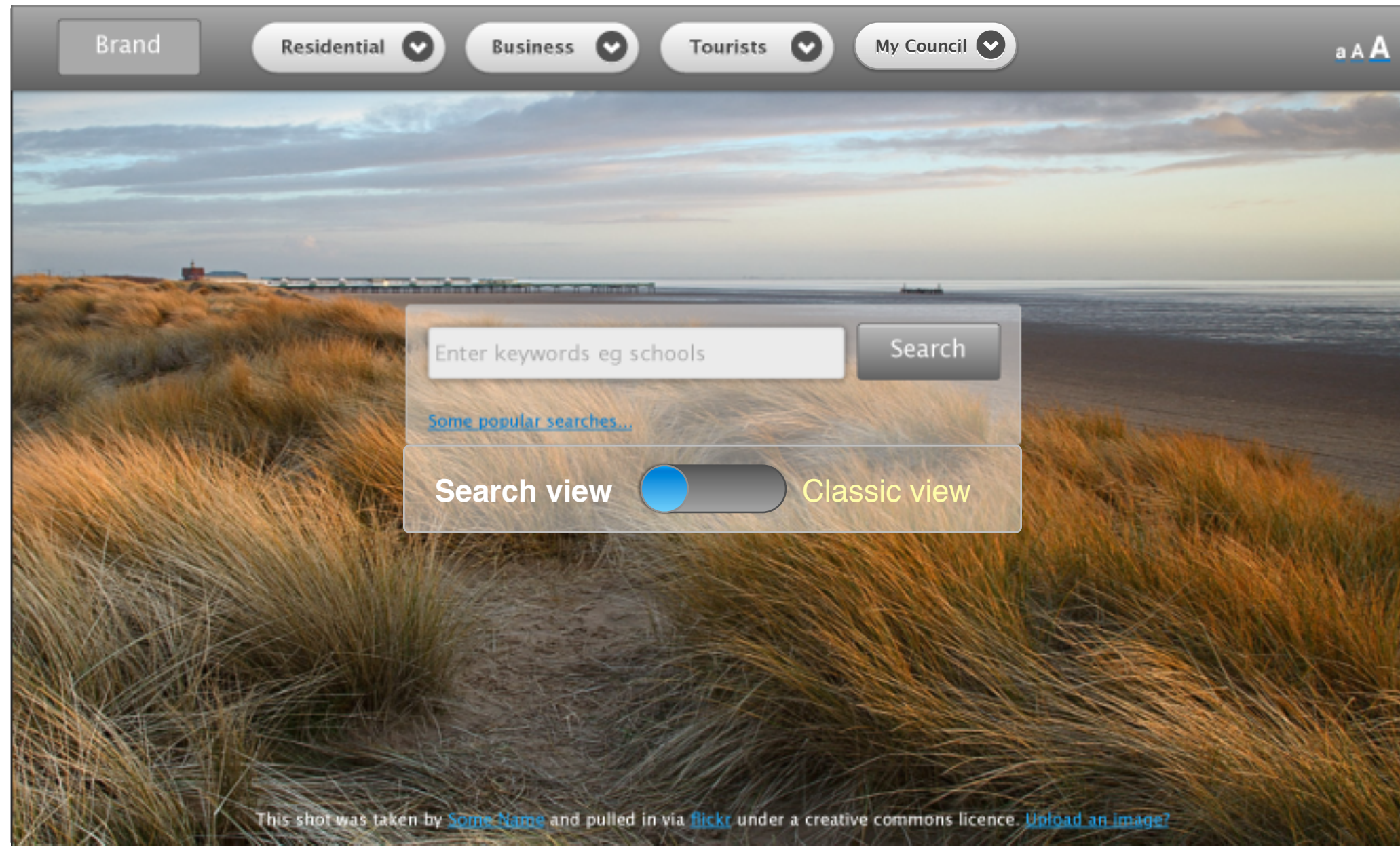
2. Navigation

1. Pictogram/icon (illustrative purposes)
 2. Clear link
 3. Short descriptor which would play a dual role. This copy should be the same as the metadata that would be used in a google search. This is good for SEO and findability.

NB: The orange colour is used for illustrative purposes. Each section should have a particular colour aligned to it.

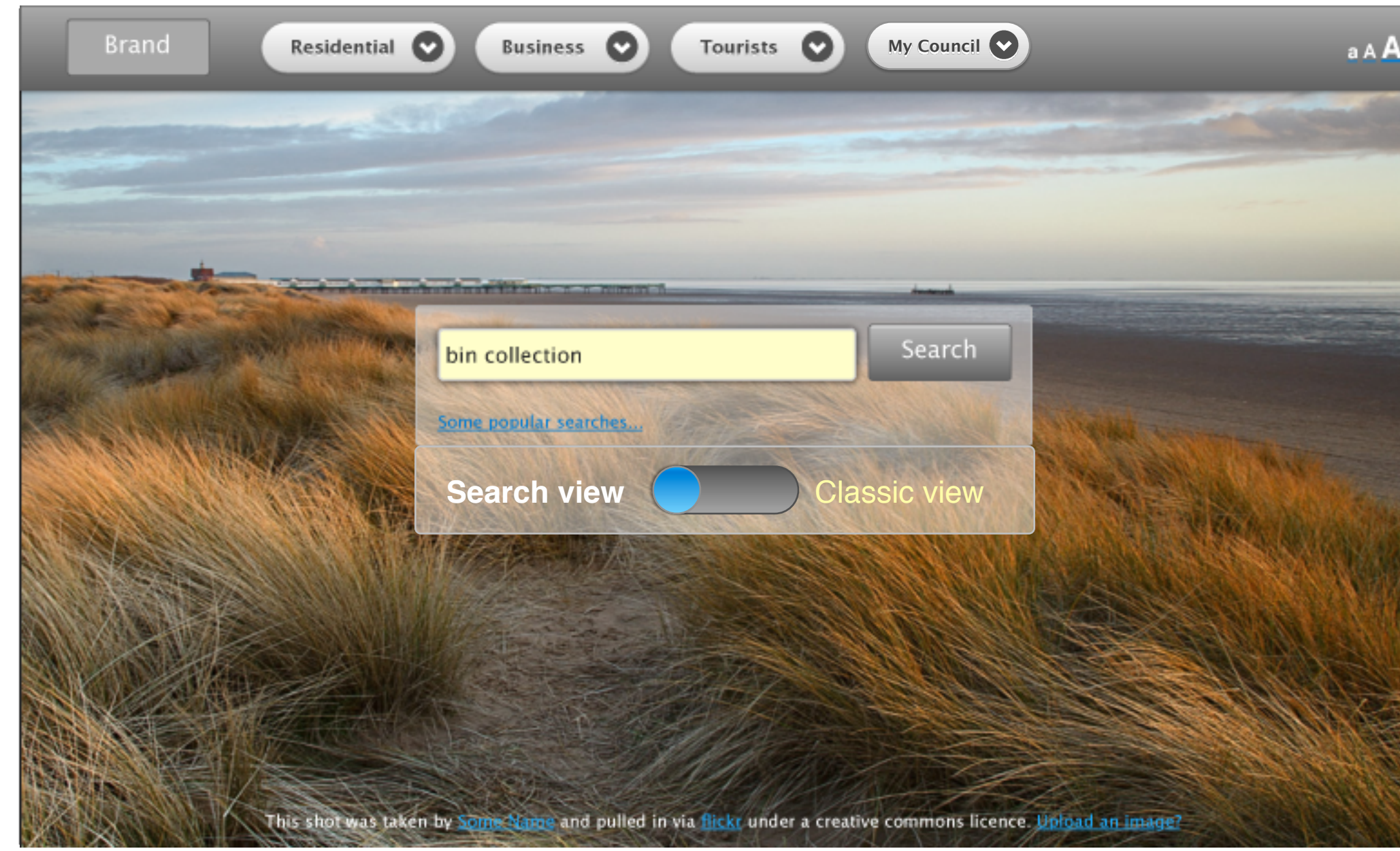
01. Search Storyboard

Fylde Wireframes version 01.graffle



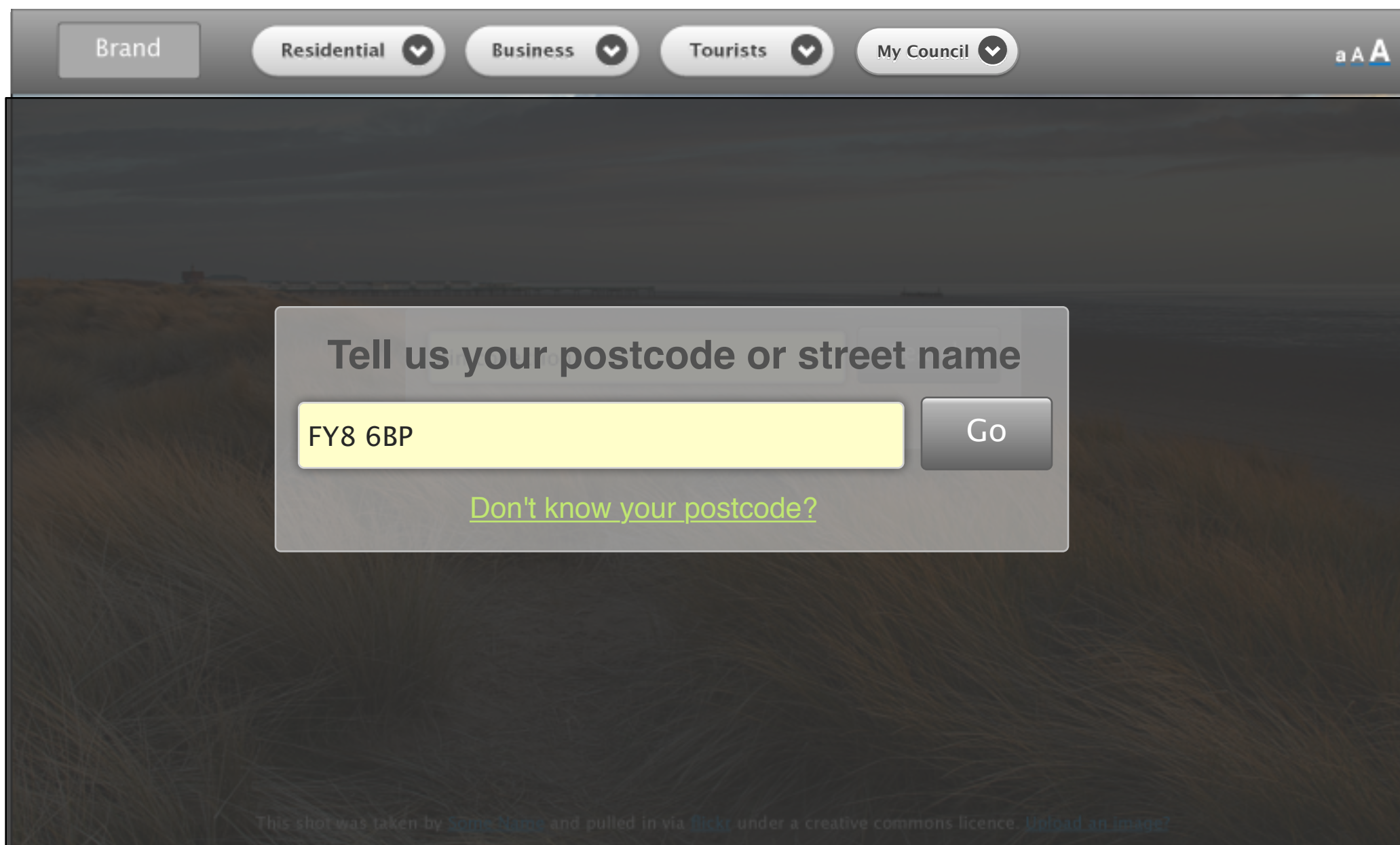
1. Default state

User can enter a key search term or use the navigation at the top.



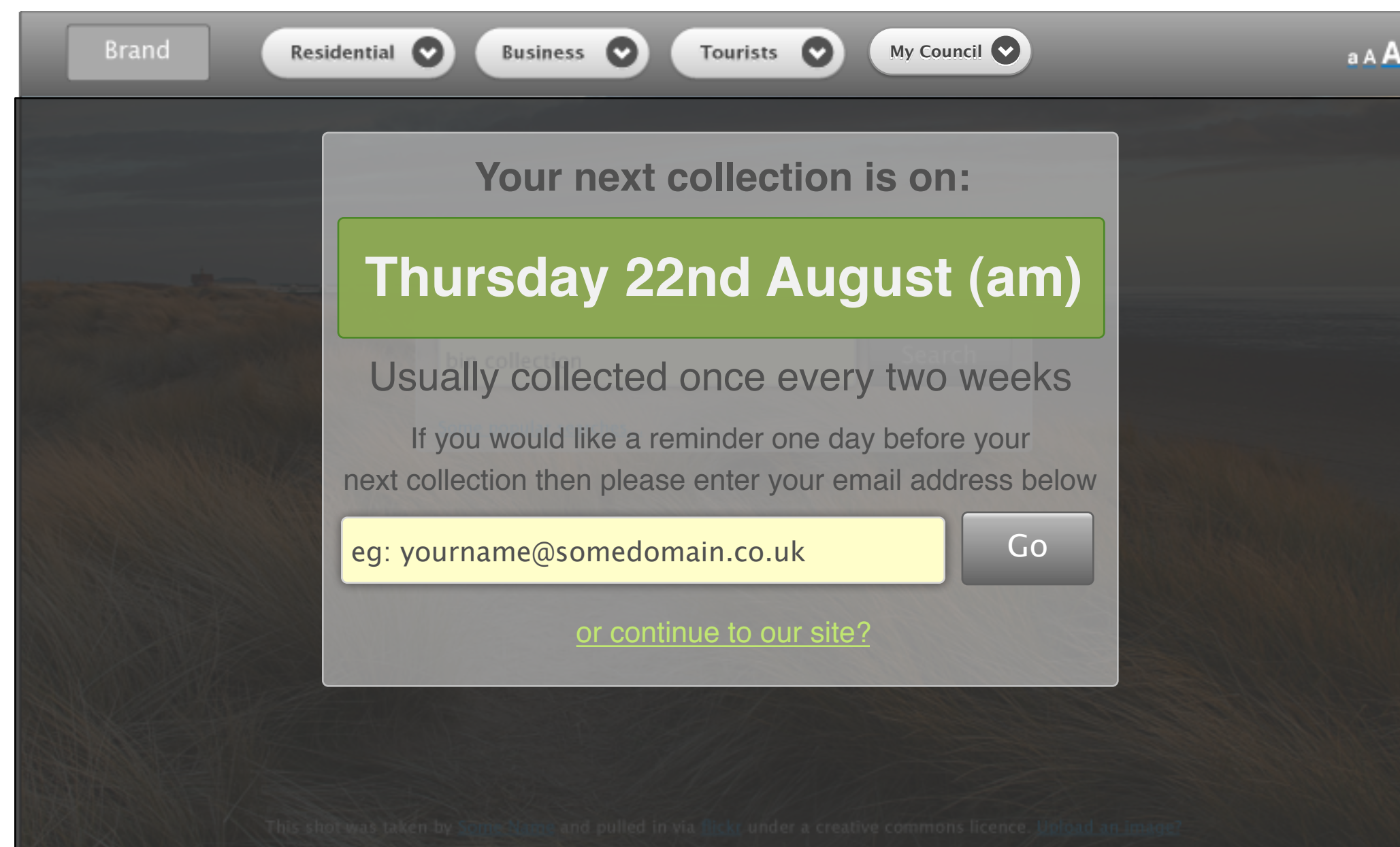
2. User input

User enters a term. Its very important that the search engine is geared up for natural search terms that people could put in for example: Refuse collection maybe a term used by the council, users may call it something less clinical — more natural: Bins, Rubbish, wheelie bin day



3. Secondary validation by progressive disclosure

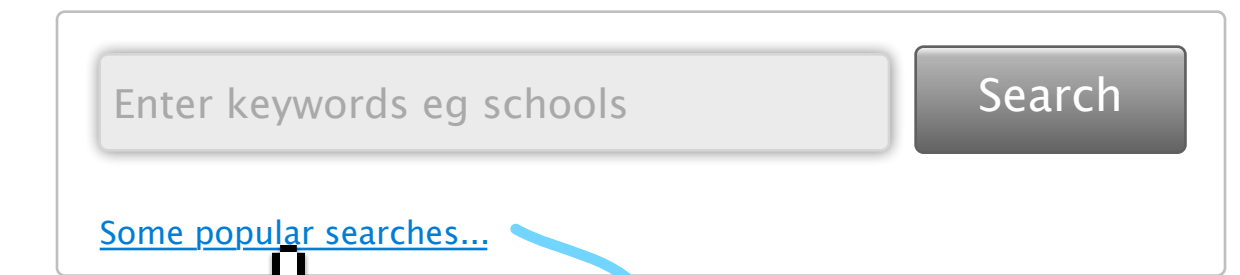
In order to give the user the most accurate information there may need to be a secondary question.



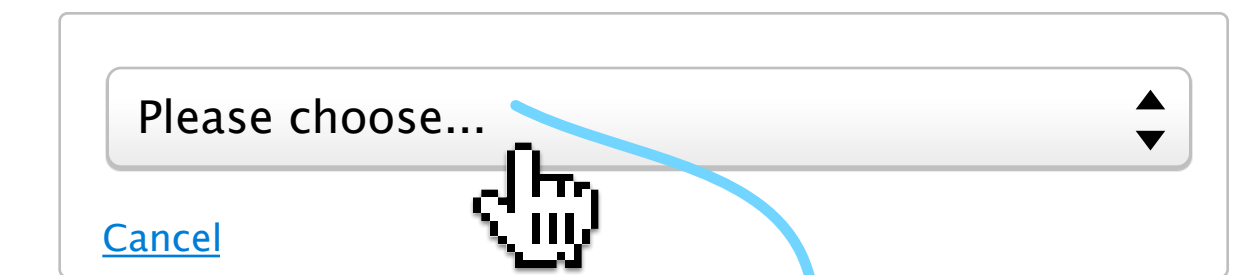
4. Result

The next date is clearly stated with a short explanation. The user is also prompted to get a reminder if they wish. This could also be 'Enter your Phone Number' to receive a text if the infrastructure will allow.

Popular Searches

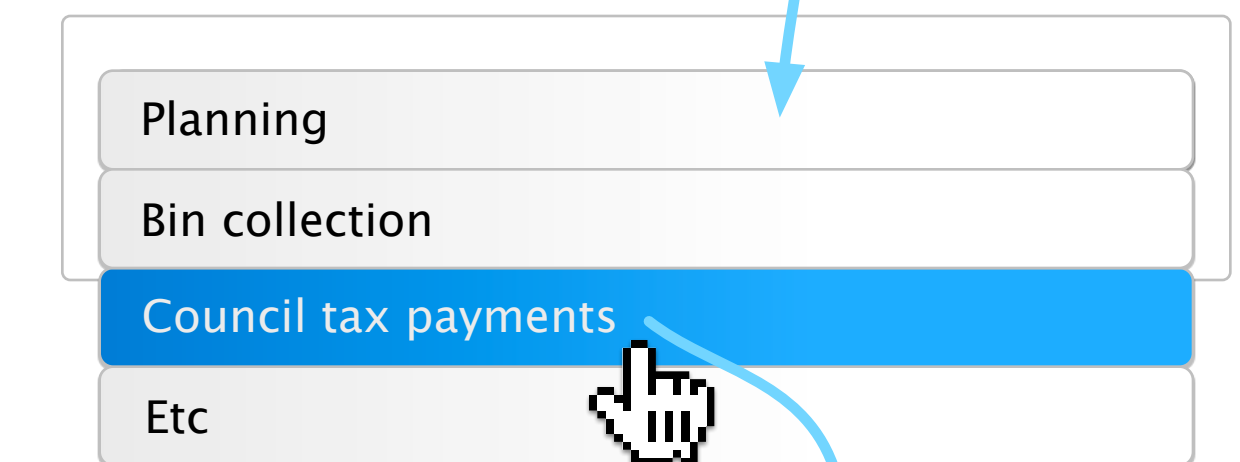


User click the link

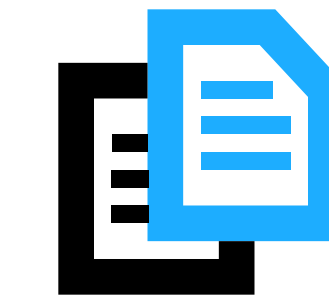


Reverts back to original box

Ajax call changes the box to a dropdown option



Drop down displays the top 10 popular searches



Search results page displaying FAQ's on Council tax

02. Content Divider: Planning

Fylde Wireframes version 01.graffle

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

Brand Residential Business Tourists My Council Search a A A

Home → Planning

How to submit a Planning Application

Curabitur blandit tempus porttitor. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh.

Planning Nav Link
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Planning Nav Link

Top Tasks

Longer Title of Event Lorem ipsum dolor sit amet, consectetur
Title of Event Lorem ipsum
Title of Event
Longer Title of Event Lorem ipsum dolor sit amet, consectetur adipiscing elit

Find something

Records
Planning Related
Something else
Etc

Report something

Contaminated Land
Planning Related
Something else
Etc

Useful Contacts

This department
That department
Another department
Etc

Latest News widget

News Title Headline
News Title Headline
News Title Headline

Footer [TBC]

- 1. Search**
This pops up a modal window allowing the user to search using options (see opposite).
- 2. Carousel**
This is a slide show viewer on an 8 second loop before it transitions over to the next option. The user can advance by clicking the trays below (2a) or the arrows.
- 3. Intro copy**
Statement of what the user can find out in this section.
- 4. Section Links**
Takes the user to deeper content pages
- 5. Events Calendar**
Shows all events for a month
- 6. Widgets**
Find something specific, report something and useful contact details.
- 7. Planning News**
These feeds pull in from the 'News' database and are tagged or categorised with the word 'Planning'. This means news displayed in this section will only ever be relevant to 'Planning'.
- 8. Emergency Notice**
If there was something urgent that needed to be broadcast then this is how it would be displayed, for example: If the schools were snowed in, the link would take you to a temporary page that would give information about it.

Brand Residential Business Tourists Search a A A

If there is an emergency message needed to be broadcast here is where it will be. [Click for more info](#)

Home → Planning

How to submit a Planning Application

Curabitur blandit tempus porttitor. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh.

Planning Nav Link
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Planning Nav Link
Planning Nav Link

Brand Residential Business Tourists Search a A A

Enter keywords eg schools Search

[Some popular searches...](#)

Search Results

A You searched for 'SearchTerm' and we found 8 page results and 147 articles

B Pages Articles

B1 Page Title here
The meta page description goes in here
Breadcrumb → Breadcrumb

C Seeing as you are looking right down here we musn't have hit the spot sorry about that — Would you like to try again?
Search

D Prev 1 2 3 4 5 6 ... 21 22 Next

A. Synopsis

B. Switcher

The search results will be split into two categories 1. Pages the keyword features on. Priority listing is if the keyword appears in the page title.

Articles are blog posts, news items where the word recycling appears in Tags, Categories and as keywords in copy.

B1. Listings

There will be a maximum of 10 results displayed on each search query. The page title and end breadcrumb should be a links.

C. Research

Gives the user the option to research without having to scroll back to the top of the page.

D. Results Pagination

Less likely to be visible on the page listings. Articles is a much looser search and will generate lots of results for a term such as 'Planning'

02a. Content Divider: Search

Fylde Wireframes version 01.graffle

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

No Results

Search Results

Ooops, sorry we couldnt find anything matching 'SearchTerm'

Possible places of interest:

Residential >	Businesses >	Tourism >
Planning >	Planning >	Popular News Story >
Housing >	Rates >	Event >
Jobs >	Bins >	Link >
Link >	What's On >	Link >
Link >	Link >	Link >

If no results are found then the user is present with a re search function.
They are also presented with a set of links to popular areas of the site.

03. Content Page

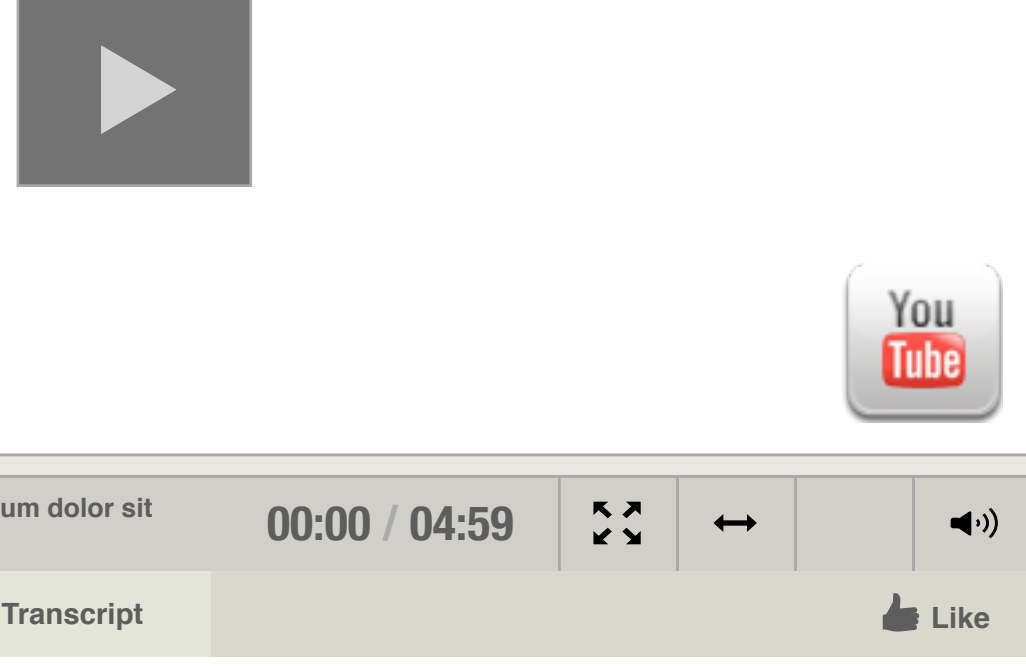
Fylde Wireframes version 01.graffle

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

Brand Residential Business Tourists My Council Search a A

Home → Planning → Planning Applications → Quick links 1

How to submit a Planning Application



3 About More Info Comments Transcript Like

This is the caption for the video in here lorem ipsum dolor sit amet, consectetur adipiscing elit. 00:00 / 04:59

Heading at 18 size, 24 leading.

Maecenas faucibus mollis interdum. Cras mattis consectetur purus sit amet fermentum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Nullam quis risus eget urna mollis ornare vel eu leo. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

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Print Bookmark Send to a friend

Related Downloads

- Application form (218k) PDF
- Some other doc (9.1mb) PDF
- Something else
- Etc

Also of Interest

- Contaminated Land
- Planning Related
- Something else
- Etc

Useful Contacts

- This department
- That department
- Another department
- Etc

September Events

August October

Aug 10 Longer Title of Event Lorem ipsum dolor sit amet, consectetur

Location | 3:00 PM Organizer | Lorem Ipsum
Short synopsis Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Fringilla Cras Euismod Etiam. [Read on >](#)

In this section

Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh.

- Planning Nav Link
- Planning Nav Link
- Planning Applications
- Planning Nav Link
- Planning Nav Link
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- Planning Nav Link

Latest News widget

News Title Headline

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News Title Headline

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News Title Headline

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1 2 3 ... 12

Footer [TBC]

1. Quick links

Would act as sub navigation for this section.

2. Media

This could be either static or video

3. Tabs

Allows the user to switch content. Comments could be treated like a blog post where people ask questions about 'Submitting a planning application' Transcript would only be there if the content above is a video.

4. Related Downloads

Word Docs or PDFs

Also of interest is supplementary links

5. Events

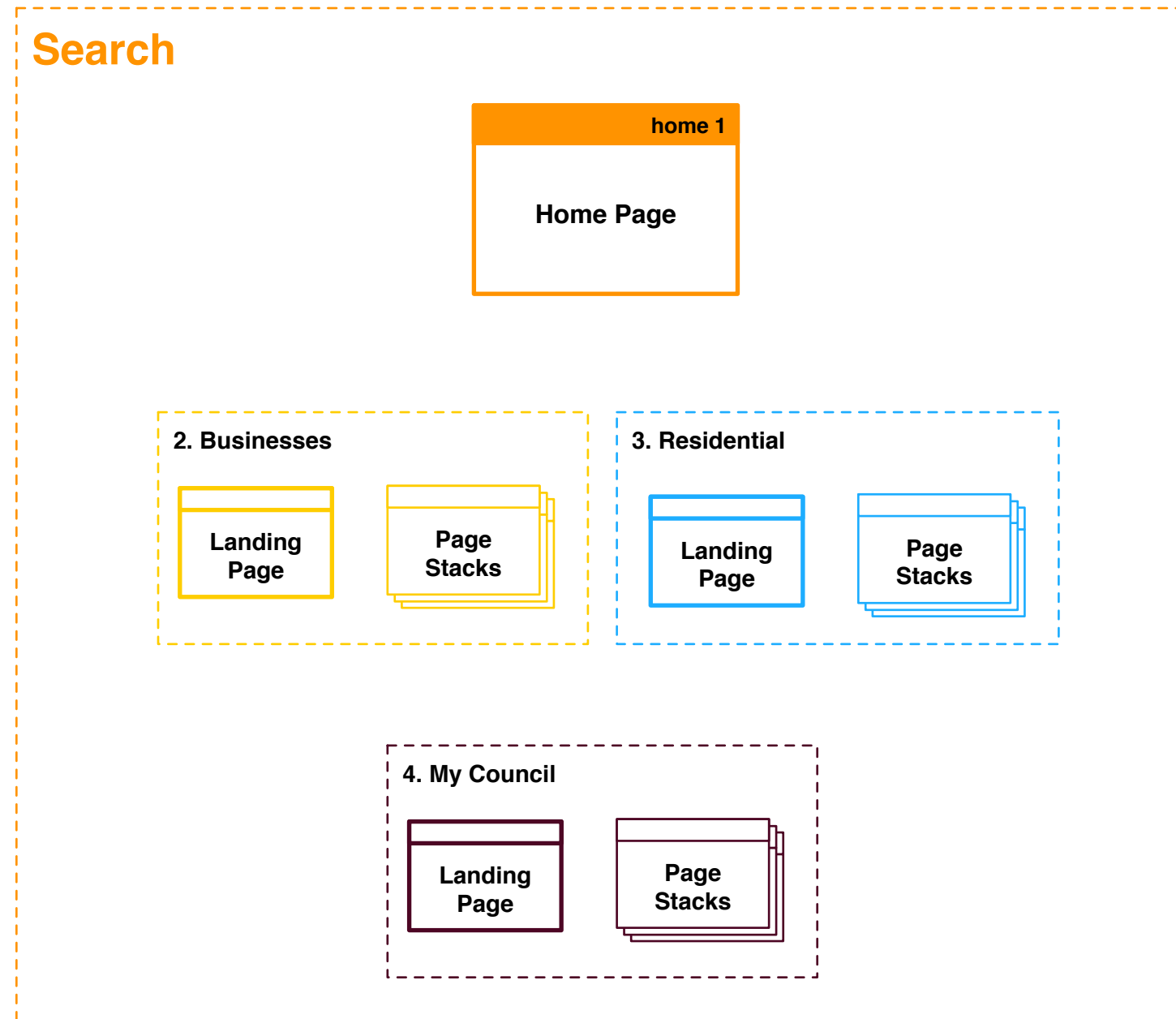
This would only display events that are relevant to planning. If there are no events the widget is hidden.

Appendix

Card Sorting and Sitemap

Content Split

The basic diagram shows a possible way to split the content into relevant chunks. The concept follows a task based methodology according to what the user at the time is. In a view to keep the content structure simple, we have outlined broad key areas we feel are important based on the card sorting exercise.



02. Businesses

Emergencies
Customise...

Rates

Planning

Bin Collection, Recycling Environment

General Advice

Finance, Funding, Grants

Tenders

Contacts

Legal eg: Licenses and Permits

Health and Safety

Others (More)

Widgets

Report a...

Crime

Business stuff

News

Quick Find...

Dynamic links to popular pages

Give Feedback

eg: Complain

My Council **A-Z Search**

Postcode

Maps

03. Residential

Emergencies
Customise...

Planning

Highways and Travel

Bin Collection, Recycling Environment

Housing

Council Tax

Payments and Benefits

Make Payments **Login**

What's On: Parks, Leisure, Entertainment, Arts etc

Health and Social Care

Local Campaigns

Education

Others (More)

Widgets

Report a...

Crime, Anti Social Behaviour etc

Abandoned Cars

News

Quick Find...

Dynamic links to popular pages

FAQ's...

General Advice dependant on the section you are in

How tos: eg register a birth/death

General

Give Feedback

eg: Complain

My Council **A-Z Search**

Postcode

Maps

Considerations

- Age Demographic:** Decisions based on age will be good to look into from an experience point of view eg: Kids and relevant services

Global Patterns

Maps

Search for schools...

Enter your postcode **GO**

Display results within a 5 mile radius

My Council widget

Residential/Education/School Content Page

04. My Council

Emergencies
Maps

About

Tourism

Jobs

Democracy

Councillors

Customer Services

General Advice

Make Payments

Book appointments

Legal

Feeds into the site via widgets

Considerations

- Data Repository:** Everything else would be in this area. Customer services module and search will help find more obscure content eg:

Text Search Pattern

Search eg: Bins

Enter your postcode **GO**

Results

Regular Collections

Special Rules eg: Bank holidays

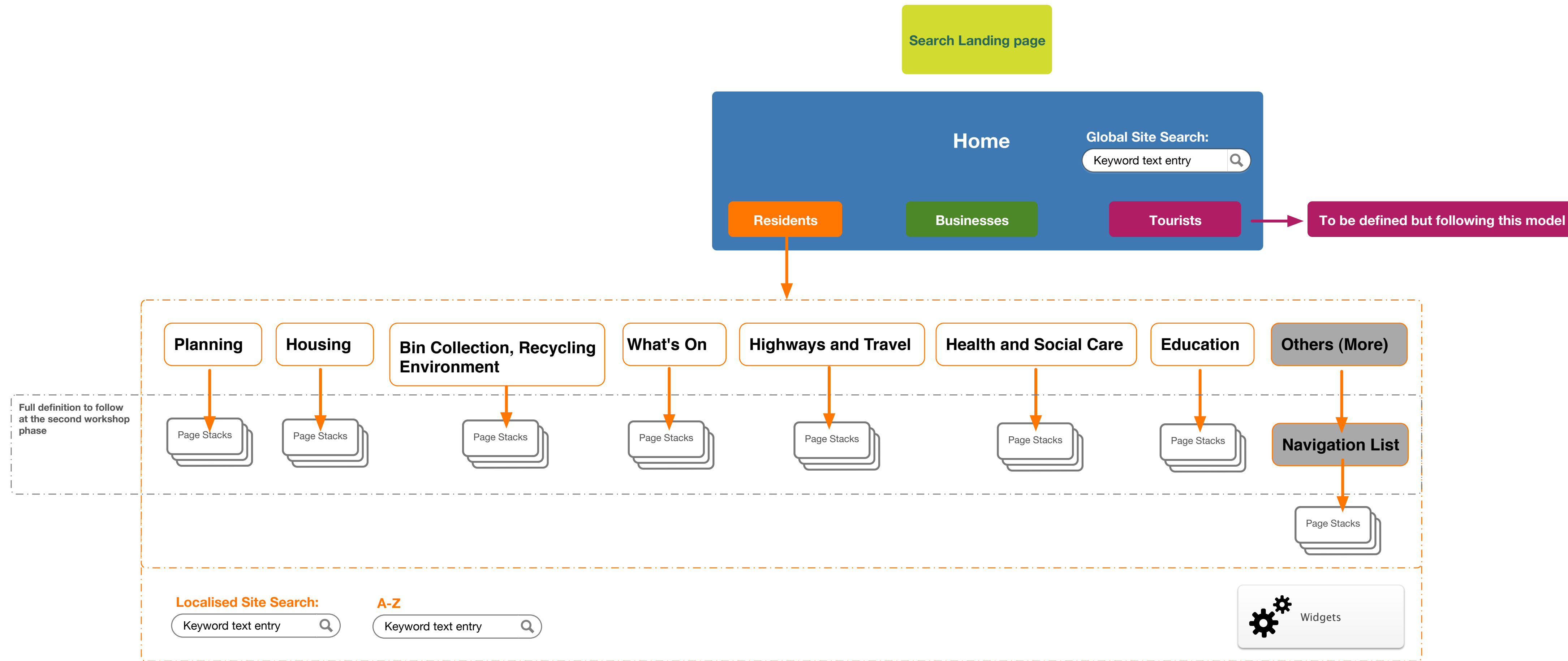
Warnings eg: Strike action

Possible actions:

Book a collection

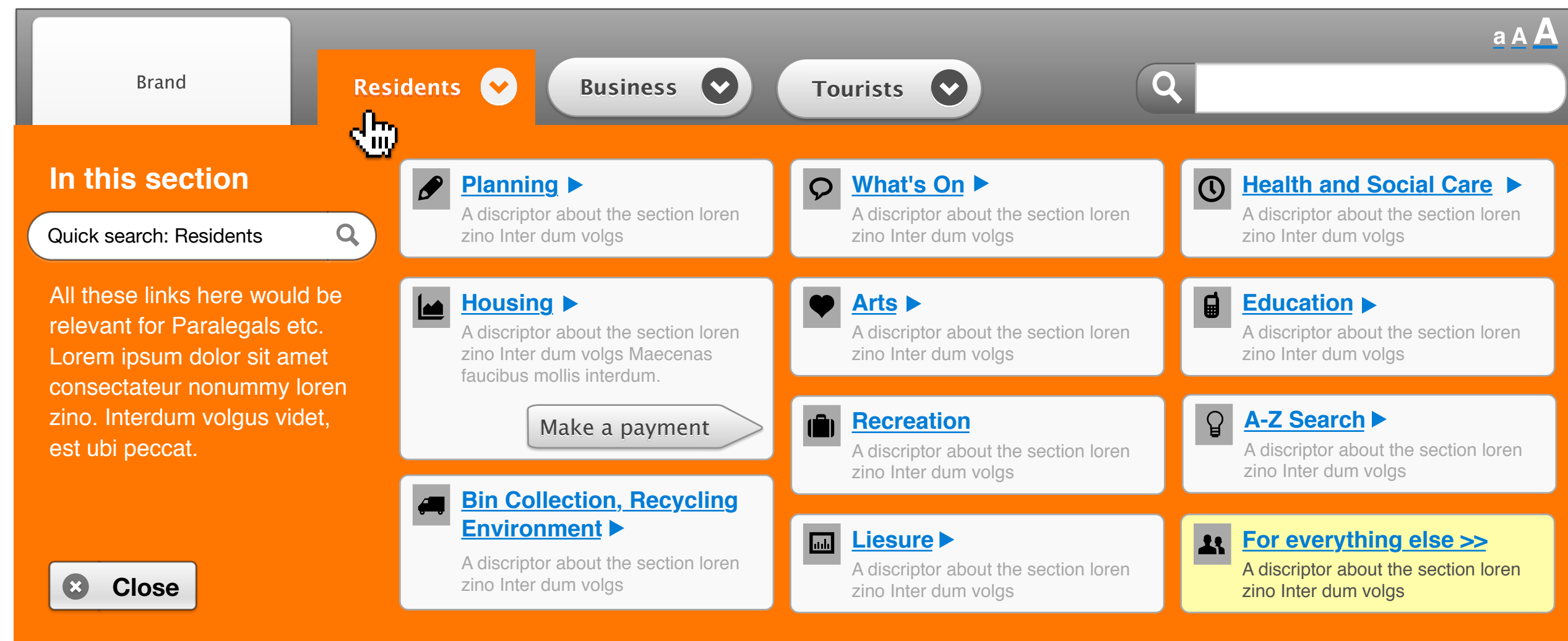
Considerations

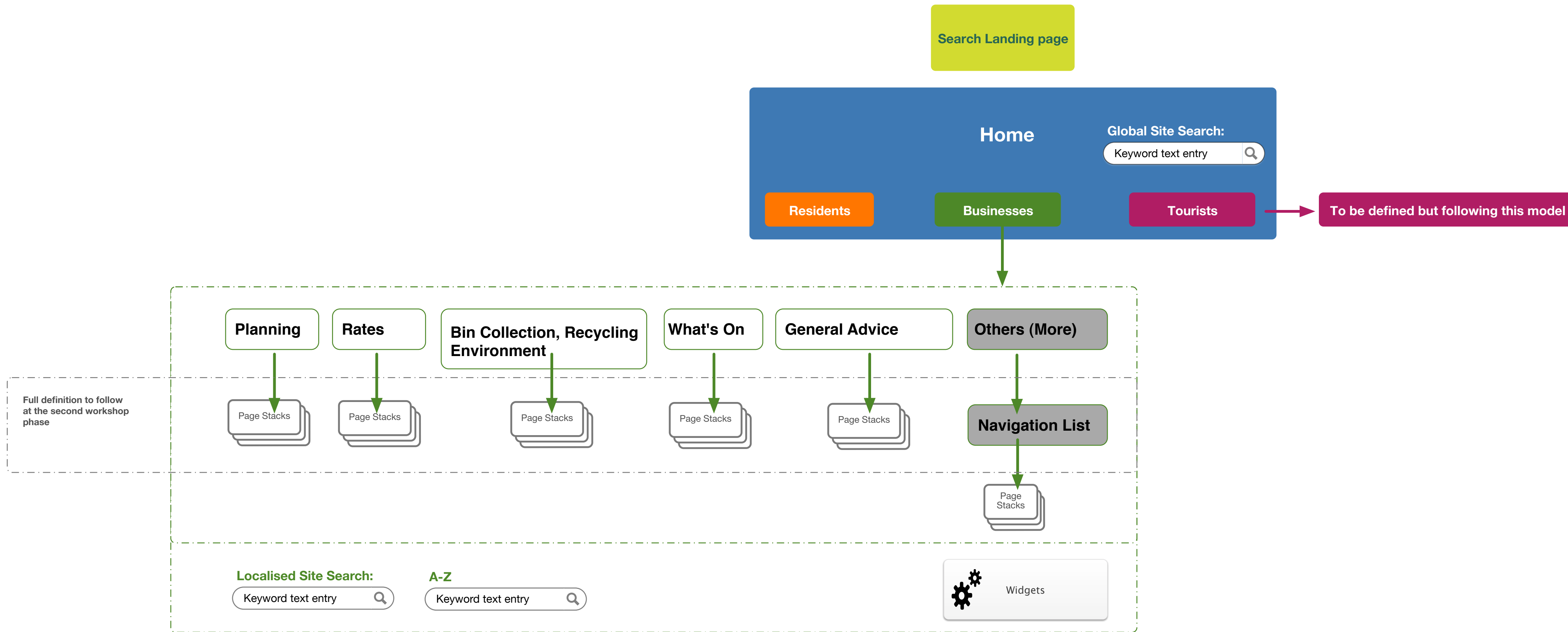
- Primary:** Key terms for natural language users would potentially key in eg: bins, rubbish collection
- Secondary:** Words such as Refuse



How Navigation would work

OnMouseHover and click





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