



Title: Design Directions for Updated Website

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Purpose:

At the May 26, 2022, Minnehaha Creek Watershed District (MCWD or the District) Board of Managers meeting, staff will provide a presentation about the progress made on redesigning the MCWD website. MCWD's Phase II vendor leading this work, Love Communications, will present their process and deliverables to date. Staff and Love Communications will facilitate a discussion about the recommended design direction for the new MCWD website.

Background:

On February 10, 2022, the Board of Managers approved contracting with Love Communications, a Salt Lake City, Utah-based marketing agency, for the Phase II design and build of a new website for MCWD ([Res #22-009](#)). Love Communications was selected following a competitive Request for Proposals (RFP) process approved by the Board on December 16, 2021 ([Res #21-093](#)). The Phase II contract builds upon a Phase I Website Content Strategy approved and adopted by the Board on November 19, 2020 ([Res #20-088](#)). This plan defined the site's architecture, the key content items needed to achieve the District's goals for the website, and laid the foundation for a Phase II design and build. It was the product of nearly two years of work and engagement with staff, Board Managers, Citizens Advisory Committee (CAC) members, and external stakeholders.

Phase I Content Strategy

MCWD selected the firm Vendi ([Res #19-060](#)) through a competitive process to develop a content strategy to guide the design and building of the new website. Based on the collection of diverse input, three goals were identified:

1. Connect people to the information they value
2. Highlight the value MCWD provides across the watershed
3. Provide transparency and organizational information

Through that process, a few key principles emerged for developing the plan:

1. Begin with a judicious focus on the most important content.
2. Weave in MCWD's brand position throughout.
3. Leverage high-quality third-party content whenever possible.

The Board-approved Phase I Content Strategy outlines the major sections of the website and the key content needed to achieve the goals of each section, and outlines guidelines for design, copywriting, and coding. At the time of approval, it was understood that design and copywriting decisions would occur during Phase II.

Outreach Strategic Direction

The Phase I work was aligned with an overall assessment and realignment of the Outreach Program. A Strategic Direction for the Outreach program was adopted on February 27, 2020 ([Res #20-018](#)), based on extensive input from Board and CAC members, stakeholders, staff, residents, and advisors.

The strategic direction called for an increased emphasis on supporting high-impact interpersonal outreach to advance key District initiatives, and a decreased emphasis on broad-based communications and education. The Outreach

program’s purpose is to help the organization deliver value to its residents and stakeholders by providing more tailored and effective outreach around its key initiatives.

The strategic direction also recognized that MCWD has multiple stakeholder audiences to serve, including the general public. To achieve this shift in emphasis while continuing to meet the needs of residents and community partners, MCWD's updated website was recognized as playing an important role to effectively serve many of the common requests for information that were often addressed by MCWD's previous broad-based communications and education emphasis. The redesigned website will effectively connect MCWD’s constituents to the information they are looking for and help them better understand MCWD’s role and approach.

Phase II Website Redesign Summary:

Phase II Scope

The Phase II Scope of Work builds directly on the approved Phase I Content Strategy, while leveraging the value of a fresh perspective from the new vendor to vet and stress-test the product to ensure its direction is backed by data and best serving the needs of MCWD in 2022 and going forward.

The major project tasks are included below with summary notes for project status and on-going input.

Task	Status / Timing	Input
1. Review Phase I research, Content Strategy, and current organizational needs	Completed	Documentation of engagement in Phase I shared with Love Communications for review
2. Determine workplan to launch new site no later than October 2022	Completed	N/A
3. Establish design elements for website and MCWD communications based on content strategy	Happening	Engagement of CAC, MCWD staff in design process; Recommended design presented to Board of Managers on May 26 for discussion
4. Create content for new website and edit current content selected for migration	Happening	Input shared in Phase I will inform content development; close involvement of staff
5. Build and develop new website	Summer 2022	N/A
6. Test site pre-launch and train staff for content management	September & Early October 2022	The beta site will be presented to the Board of Managers for discussion once fully developed and Managers will be invited to participate in testing
7. Launch new website	October 2022	The final site will be presented to the Board of Managers for approval of launch
8. Create plan for on-going support, maintenance, and enhancement projects	Happening	Phase I and May 2022 input may help inform future enhancement projects

Design Process

Overall, the direction set in Phase I remains with some areas of evolution that better align with MCWD’s current needs. The deliverables from Love Communications reflect this continuity and refinement.

- **Website UX (user experience) Design Plan:** This document provides an overview of the Love Communications discovery process to review Phase I outputs and research. Small areas of refinement from the Phase I Content Strategy are identified.
- **Website Site Map:** This deliverable reflects feedback from MCWD staff in response to the Audience & UX Research presented previously. The site map presents the overall “architecture” of the website, and the primary pillars of content that will give structure to the user’s journey. This refined site map is streamlined and simplified compared to the Phase I site map.

- **Initial Design Direction (Homepage):** Following development of the UX Design Plan and Site Map, Love Communications focused on the site’s initial design direction, reflected in design of the new site’s homepage. Establishing the design direction at this stage in the project allows for concerted effort on the site’s development and coding to commence, while the design elements are further refined, and the content is created. The design direction at this point should be assessed and understood as structural and focused on overall “look and feel” (does it “fit” MCWD?) rather than focused on specific wording, photographs, etc., which will be addressed at future stages of the project. MCWD’s Brand Manual and recommendations from Phase I informed the initial design direction.

The initial design direction recommended by staff for discussion by the Board at the May 26, 2022, meeting was refined through the following process:

- **Round 1 – Preliminary Designs:** Three preliminary design directions were presented to and discussed with a core team of MCWD lead website redesign staff, Administrator, and Manager Olson, the project’s Board liaison. The group provided feedback and selected two designs to move forward with refining.
- **Round 2 – Revised Designs:** Two revised design directions were shared with all MCWD staff and the CAC to gather feedback. Overall, both groups commended the strength of the two designs in significantly improving the MCWD website. Love Communications participated in the CAC’s May meeting and directly answered CAC questions and provided best practice insights behind the designs. Specific feedback coming out of the CAC and staff input sessions was discussed with Love to inform a final design direction.
- **Round 3 – Recommended Design:** One recommended design direction resulted from the previous rounds and will be presented to the Board for consideration and discussion. The recommended design builds upon the engagement and foundation set in Phase I, reflects refinements generated as Love Communications audited this past work, and benefits from the close review and input generated in Rounds 1 and 2 by the CAC, staff, and the website redesign core team.

At the May 26, 2022, meeting, staff and Love Communications will present the Phase II work completed to date and facilitate a discussion of the recommended design direction for the new MCWD website.

Attachments:

- Website UX (user experience) Design Plan
- Website Site Map
- Initial Design Direction (Homepage)
 - Designs presented in both desktop and responsive mobile display, as well as with demonstration of what the primary navigation drop-down menu will look like in both formats.



LOVE COMMUNICATIONS

MinnehahaCreek.org

Website UX Design Plan

Last Update: April 21, 2022

WEBSITE DISCOVERY ANALYSIS

Love Communications and the Minnehaha Creek Watershed District have jointly performed a secondary research review of Phase I survey, reports, and existing data.

It is our finding that such efforts were effective, careful, and necessary to increase the overall effectiveness of our Phase II Design and Development plan.

The following pages are the resulting recommendations that have been synthesized from these Phase 1 research materials:

- 2019 Outreach Survey
- Core Model Workshop
- Audience Focus Groups
- Insights Report



DISTRICT GOALS

DISTRICT TACTICS

Promote green infrastructure by influencing those who make decisions about and manipulate the landscape

Streamline and simplify the permitting process

Gather and present land use information partner planners find useful (such as GIS Visualization)

THE ROLE OF THE WEBSITE

Support outreach tactics by serving as a hub for data, information, and resources MCWD formerly offered through other channels

Automate common requests from tier-two audiences to enable staff to focus on highest-impact tactics/ tier-one outreach



VISITOR GOALS

2019 PHASE I – USER FOCUS

- Get a permit
- Recreate in the watershed
- Take action to protect clean water
- Learn about a water body that is relevant to them
- Access organizational information about MCWD
- Learn about a project that is relevant to them

2022 PHASE II – USER FOCUS

- Get the **right** permit, from the **right** agency
- **Factors that allow recreation** in the watershed
- Take action to protect clean water
- Learn about a water body that is relevant to them
- **Understand the role** of MCWD
- **Obtain updates on a project** that is relevant to them



CONTENT PILLARS

2019 PHASE I – CONTENT PILLARS

Primary Nav

- Permits
- Water Data
- Recreation
- What You Can Do
- Projects
- About Us
- Contact

Secondary Nav

- News
- Events
- Search
- Login

Footer Nav

- Newsletter Sign Up
- Social Media Links
- Policies

2022 PHASE II – CONTENT PILLARS

Currently Proposed Content Pillars

- About
- Residents
- Permits
- Projects
- Data



AUDIENCE SEGMENTS

Primary Audience

Land Use Community

(Developers, Real Estate Agents & Brokers, Trade Associations, etc.)

Policymakers

(Local Government and Community Leadership)

Secondary Audience

Property Owners

(Homeowners, Permit Applicants)

Enthusiasts/ Interested Public

(Community Groups, Volunteers, etc.)

Tertiary Audience

MCWD Key Staff

(Outreach, Data & Maps, etc.)

Recreators

(Paddlers, etc.)



Audience (User) Objectives

LAND USE COMMUNITY

**(Developers, Real Estate Agents & Brokers,
Trade Associations, etc.)**

The Land Use Community needs streamlined permitting processes and reassurance that MCWD is the preferred resource in integrated land use and water planning so they can advance projects and developments.

2022 PHASE II – CONTENT PILLARS

Common Intersections

- About
- Residents
- Permits
- Projects
- Data



Audience (User) Objectives

POLICYMAKERS

(Local Government and Community Leadership)

Policymakers and staff need a definitive process of coordination with a clearly defined leader, streamlined permitting, and proof of the Strategic Alignment Plan so they can experience the benefits of working with the Minnehaha Creek Water District Office earlier in their projects.

2022 PHASE II – CONTENT PILLARS

Common Intersections

– About

– Residents

– Permits

– Projects

– Data



Audience (User) Objectives

PROPERTY OWNERS

(Homeowners, Permit Applicants)

Property Owners need updated and accurate information about water levels, water quality, MCWD projects and a streamlined permitting process so they are informed of flooding risks, nearby property impacts, and can learn more about community initiatives.

2022 PHASE II – CONTENT PILLARS

Common Intersections

– About

– Residents

– Permits

– Projects

– Data



Audience (User) Objectives

ENTHUSIASTS/INTERESTED PUBLIC

**(Lake/Neighborhood Associations,
Volunteers, Etc.)**

Enthusiasts need water data, project info, volunteer opportunities, education, and resources so they can support the protection and preservation of water resources.

**There are many educational topics and resources related to water conservation which the public is vague about who is responsible. Many topics would fall to the jurisdiction of DNR, and the District would benefit by making their role (and partnerships) more clear.*

2022 PHASE II – CONTENT PILLARS

Common Intersections

- About
- Residents
- Permits
- Projects
- Data



Audience (User) Objectives

MCWD KEY STAFF

(Outreach, Data & Maps, etc.)

MCWD staff members need MinnehahaCreek.org to be an intuitive and effective resource for all audiences. It should inspire collaboration through meaningful storytelling and data representation.

Also, the site needs to be a reliable source of community materials such as meeting agendas and minutes. All of this so that MCWD staff can better collaborate with and inform all audience groups, leading to more meaningful community initiatives.

2022 PHASE II – CONTENT PILLARS

Common Intersections

– About

– Residents

– Permits

– Projects

– Data



Audience (User) Objectives

RECREATORS

(Paddlers, etc.)

Recreators need updated and accurate information about water levels and the conditions of recreational assets so they can plan their experience confidently.

**Recreators have shown an interest and trust in MCWD for key data, but we recognize that MCWD is not primarily a provider of recreational resources.*

2022 PHASE II – CONTENT PILLARS

Common Intersections

- About
- Residents
- Permits
- Projects
- Data





LOVE COMMUNICATIONS

MinnehahaCreek.org

Website Sitemap

Last Update: May 5, 2022

USER FOCUS

	Land Use Community (Developers, Real Estate Agents & Brokers, Trade Associations, etc.)	Policymakers (Local Government and Community Leadership)	Property Owners (Homeowners, Permit Applicants)	Enthusiasts/ Interested Public (Community Groups, Volunteers, etc.)	MCWD Key Staff * (Outreach, Data & Maps, etc.)	Recreators (Paddlers, etc.)
Get the <u>right</u> permit, from the <u>right</u> agency	●		●		●	
Factors that allow recreation in the watershed				●		●
Take action to protect clean water	●		●	●		●
Learn about a water body that is relevant to them	●		●	●		●
Understand the role of MCWD	●	●	●	●		●
Obtain updates on a project that is relevant to them	●	●	●	●	●	●

** By keeping up to date with published, accurate info, the website role benefits the MCWD Staff by reducing phone inquiries*

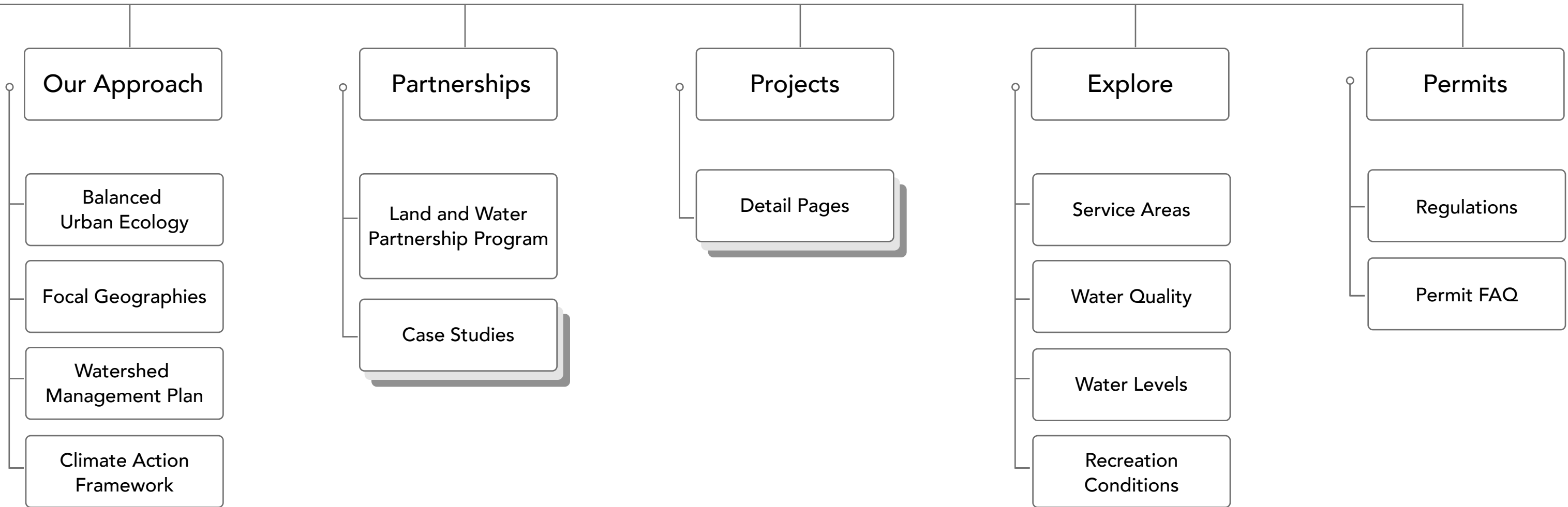


SITEMAP

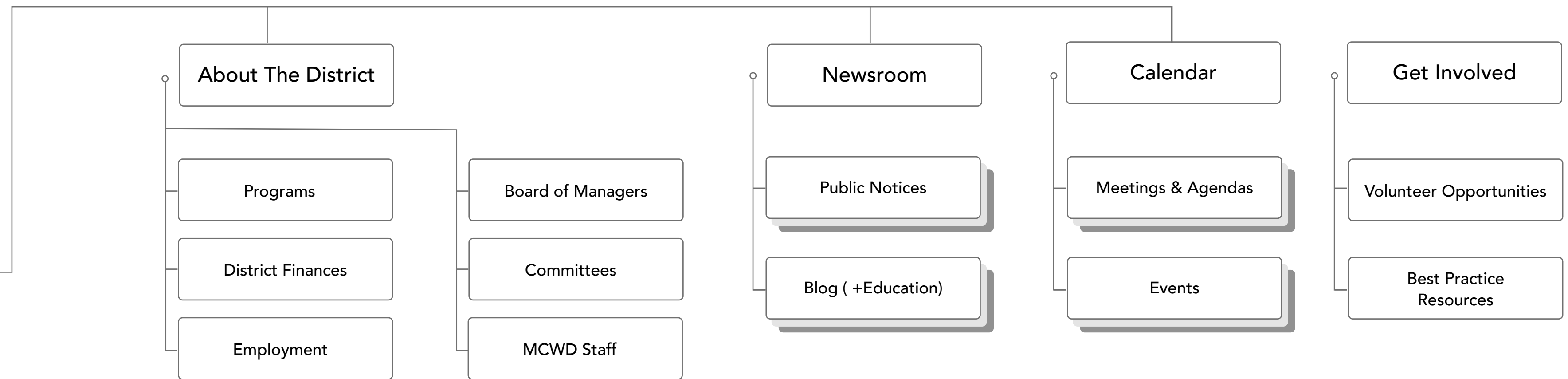
Home



Primary Navigation Map



Footer Navigation Map



Disclosures Nav



Creating A Landscape Of Vibrant Communities

BENEFITS OF PARTNERING EARLY



**PADDLE
THE CREEK**



**AM I IN
THE DISTRICT?**



**GET
INVOLVED**



**DO I NEED A
PERMIT?**



**WATER
QUALITY**



**WATER
CONDITIONS**

Improving the quality of water and quality of life for our residents.

The level of energy and commitment we bring to focused planning is present in every opportunity that comes our way. By working to understand the goals of others and applying sound science to creative solutions, we are able to respond in a way that contributes to the creation of successful and sustainable communities.

[OUR APPROACH](#)



Featured & Active Projects

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[ALL PROJECTS](#)

Arden Park

Edina | Minnehaha Creek Subwatershed



Methodist Hospital

St. Louis Park | Minnehaha Creek Subwatershed



Six Mile

Halsted Bay Subwatershed



Water Levels at a Glance

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[DATA DASHBOARD](#)

LAKE MINNETONKA WATER LEVEL:

928.96

STATUS:

LOW

GRAY'S BAY DAM DISCHARGE:

0 ft³/s

STATUS:

CLOSED

HIAWATHA AVE. STREAMFLOW:

98 ft³/s

STATUS:

GOOD

Are you in the district?
Enter an address below to find out:

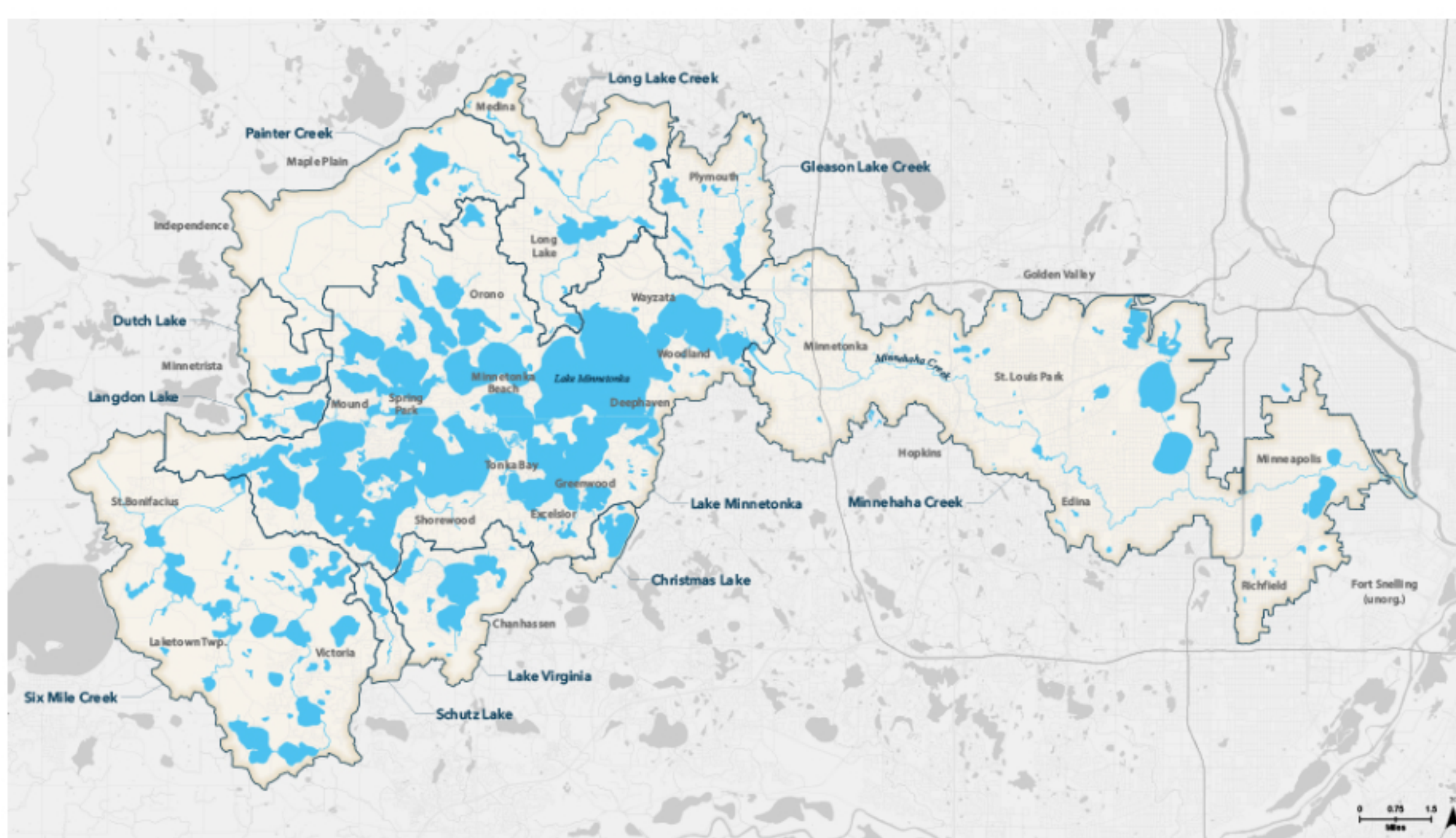
[SEARCH](#)

[CLEAR](#)

Explore Your Area

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[INTERACTIVE MAP](#)



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APRIL 24 [Public Notice Permit 21-074](#)

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MAY 28 [Board Meeting](#)

MAY 28 [CAC Meeting](#)

MAY 28 [Board Meeting](#)

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Creating A Landscape Of Vibrant Communities

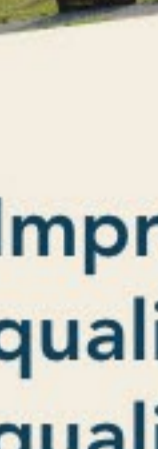
BENEFITS OF PARTNERING EARLY



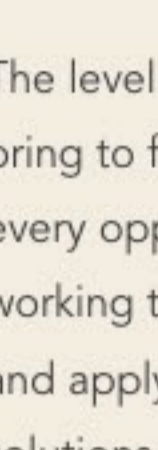
DO I NEED A PERMIT?



PUBLIC NOTICES



VOLUNTEER OPPORTUNITIES



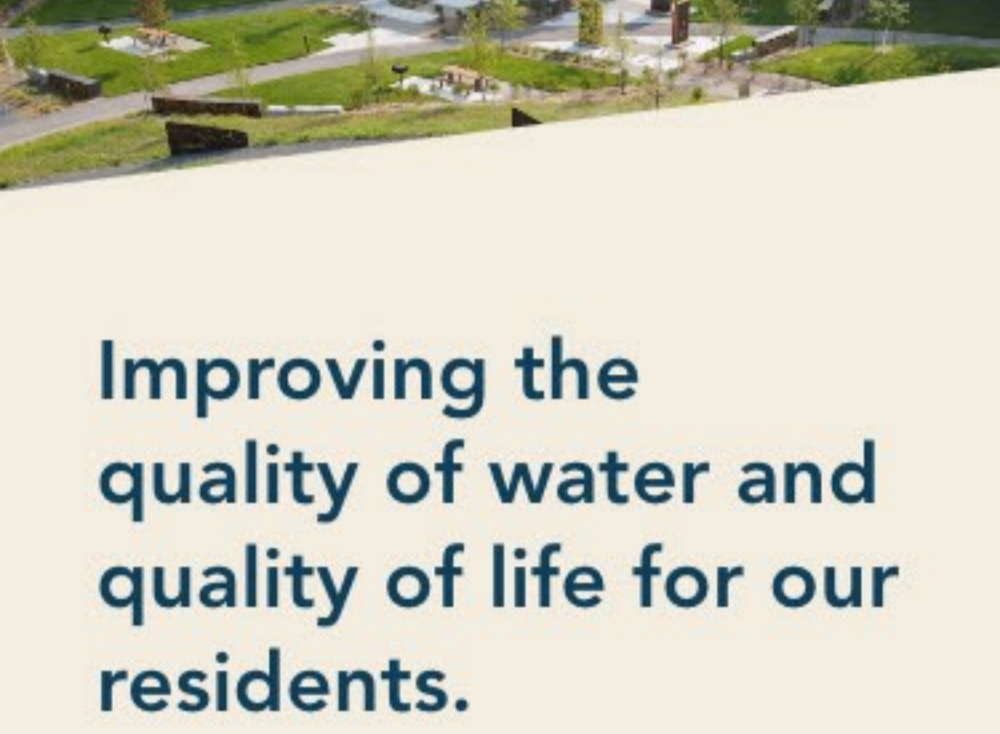
MCWD PROGRAMS



RECREATION CONDITIONS



BALANCED URBAN ECOLOGY



Improving the quality of water and quality of life for our residents.

The level of energy and commitment we bring to focused planning is present in every opportunity that comes our way. By working to understand the goals of others and applying sound science to creative solutions, we are able to respond in a way that contributes to the creation of successful and sustainable communities.

OUR APPROACH

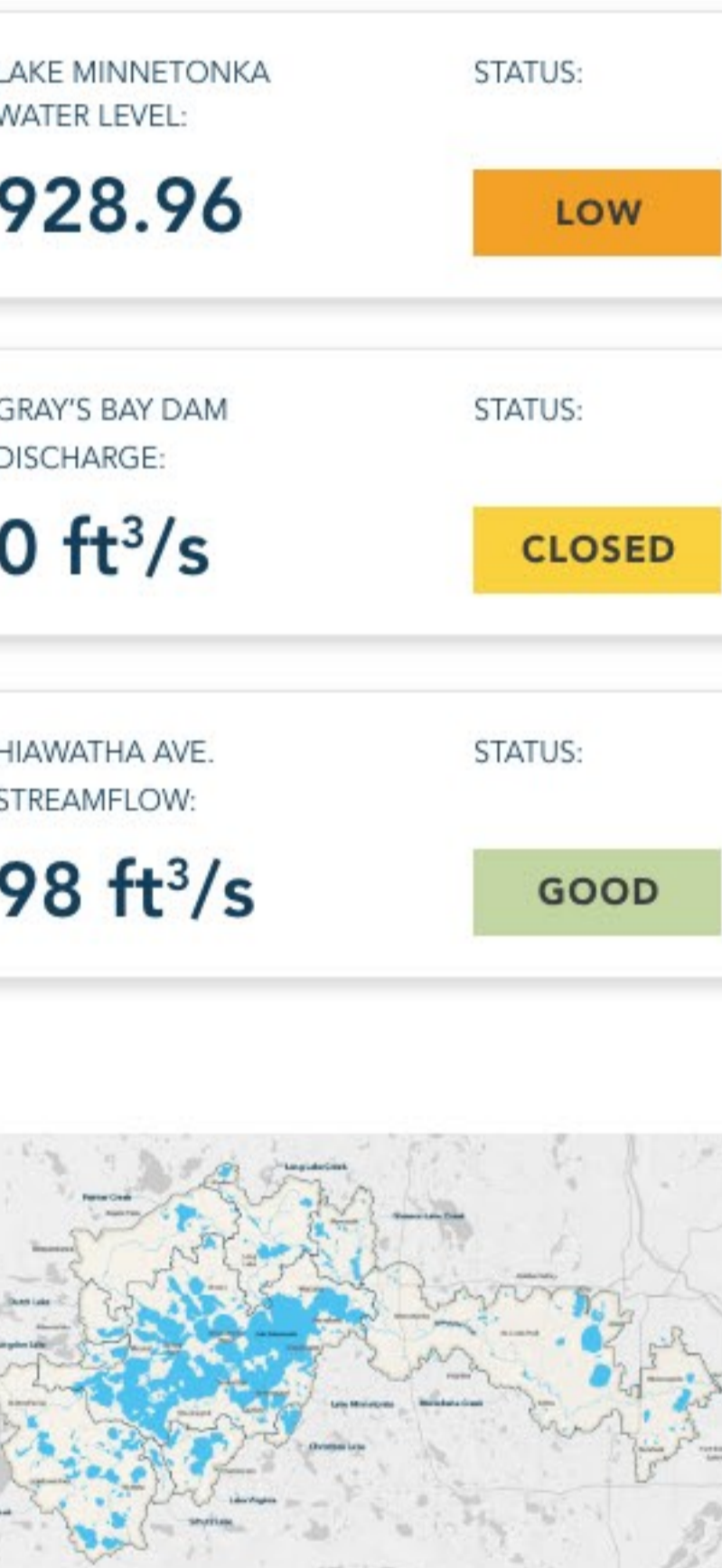
Featured & Active Projects

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ALL PROJECTS

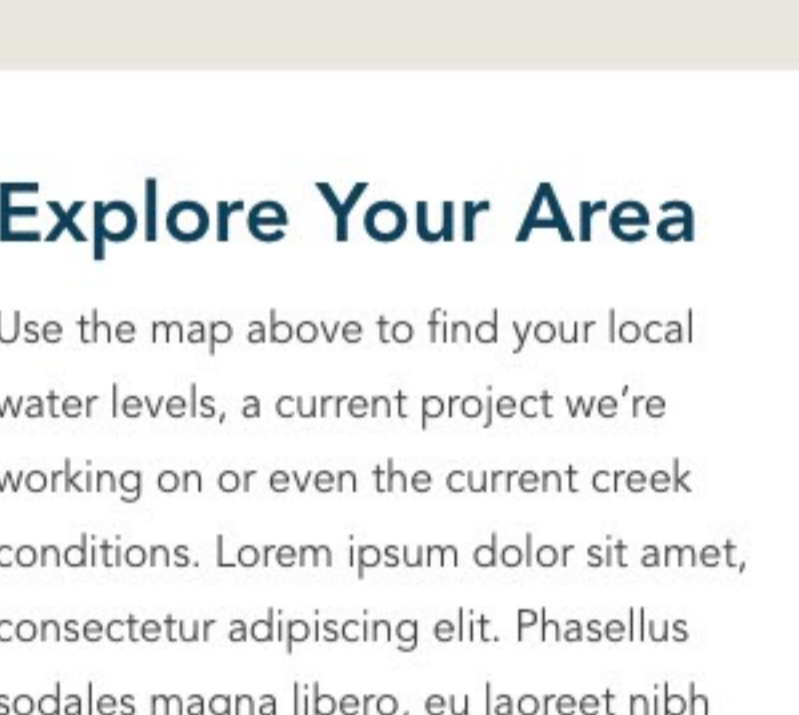
Arden Park

[Edina](#) | [Minnehaha Creek Subwatershed](#)



Methodist Hospital

[St. Louis Park](#) | [Minnehaha Creek Subwatershed](#)



Six Mile

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Water Levels at a Glance

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DATA DASHBOARD

LAKE MINNETONKA WATER LEVEL:	STATUS:
928.96	LOW
GRAY'S BAY DAM DISCHARGE:	STATUS:
0 ft³/s	CLOSED
HIAWATHA AVE. STREAMFLOW:	STATUS:
98 ft³/s	GOOD



Are you in the district? Enter an address below to find out:

SEARCH

CLEAR

Explore Your Area

Use the map above to find your local water levels, a current project we're working on or even the current creek conditions. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sodales magna libero, eu laoreet nibh cursus eu. Integer placerat volutpat tincidunt.

INTERACTIVE MAP

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MCWD

MINNEHAHA CREEK WATERSHED DISTRICT

Minnehaha Creek Watershed District
15320 Minnetonka Blvd, Minnetonka, MN 55345
Office 952-471-0590 - Fax 952-471-0682
Office hours: Monday - Friday, 8:00am - 4:30pm

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Creating A Landscape Vibrant Communities

BENEFITS OF PARTNERING EARLY

We seek to understand the goals of others so that we can meaningfully integrate our work to add broader value to the community.

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**PADDLE
THE CREEK**



**AM I IN
THE DISTRICT?**



**GET
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**DO I NEED A
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**WATER
QUALITY**



**WATER
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OUR APPROACH >



A BALANCED URBAN ECOLOGY

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