



# CITY OF TUALATIN

## Staff Report

**TO:** Honorable Mayor and Members of the City Council

**THROUGH:** Sherilyn Lombos, City Manager

**FROM:** Megan George, Deputy City Manager  
Heidi Stanley, Creative Communications and Marketing Program Manager

**DATE:** October 28, 2024

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**SUBJECT:**  
Website Redesign Update and Homepage Wireframe Review

### **EXECUTIVE SUMMARY:**

Over the past three months, Juicebox, our website redesign partner, and the City have held productive discovery sessions with City staff, community members, Advisory committee members, and CIO representatives. The focus group discussions were centered on enhancing the user experience, ensuring that community members can access important information more easily and conveniently. Juicebox has compiled a summary highlighting key findings, valuable insights, and strategic recommendations for our new website.

Based on these conversations, an earlier community survey, and small group briefings held with the City Council in April 2024, Juicebox has prepared a draft wireframe for the City Council's review. A wireframe is a visual representation of the structure and layout of a digital product, in this case the homepage of the City's website.

### **OUTCOMES OF DECISION:**

Juicebox's team will update the wireframe based on the City Council's feedback and use it as a guide to begin the design phase of the project.

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### **ATTACHMENTS:**

- Presentation
- City of Tualatin Discovery Findings