Case Study: City of Fountain Valley

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Customer profile

Customer name	City of Fountain Valley
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Industry	Local Government

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City History

The early settlements of Fountain Valley first appeared in the 1800s. The area, formally known as "Gospel Swamps" was in fact rested on swamps. Fountain Valley provided numerous artisan wells as well as a vast supply of water to its residents, thus, the origination of its name, "Fountain Valley."

In 1957, the City of Fountain Valley was incorporated as the 21st city in Orange County. Before moving onto any development projects, the city adopted a master plan which highly contributed to obtaining the reputation of being one of Orange County's best planned communities.

The City of Fountain Valley has established itself as a forward-looking community dedicated to improving the quality of life for its citizens.

Project Overview

With such a highly valued reputation, the City of Fountain Valley's current website, unfortunately, did not meet such standards. This serves as the primary basis to the city's decision of contracting Tekcetera as their new web designer.

Their legacy website is clearly outdated with difficult to navigate pages, and unorganized information tabs. With the new website, these flaws will be eliminated while adding several new features.

The new website is an original design created specifically for The City of Fountain Valley. Some of the new features added include an enhanced document search capability, smooth navigation flow between pages, search engine friendliness, newly updated content, and a simple editing and maintenance ability.

Tekcetera's team of designers created a layout full of earthy tones to complement the city's main attraction, Mile Square Park. The information tabs were also relocated from the center of the page to the top, creating a more organized appeal.

A "Quick Links" section has been added for information most frequently searched. This will eliminate the need for browsing several pages before obtaining the inquired information. The topics under the "Quick Links" section will be adjusted accordingly to the main tabs on top of the page.

With the new website, there are several features that would need to be updated regularly. This includes the city's calendar of events, employment opportunities, city council information, and the downloadable files made available for visitors. The City of Fountain Valley will access this information through a simple set of custom tools and Macromedia Contribute, a content management system that will allow them to make changes as required. City content editors will have content drafting, approval, content rollback and publishing abilities through these content management tools.

The Tekcetera team of web designers created a new website that highlighted the city's values while keeping their residents and visitors updated and informed on all

things related to the City of Fountain Valley. The new website is well organized, highly usable, and visually appealing; providing a much needed makeover.

High Level Goals of the project

1. Visual Appeal and Site Redesign with simplicity in mind.
2. Easy navigation, menu driven, searchable site with convenient shortcut navigation.
3. Simple Content Management – enable content creators, non technical CFV staff to update and maintain the website.
4. Design the framework of the site with Search Engines in mind. Allow for easy indexing of search engines so that residents can find content by searching on the major search engines.

IT Solutions Tekcetera Implemented

Original design
Javascript
ASP
HTML/CSS
MS Access

What the Client said….

"As team leader for the City of Fountain Valley's website development, I was very pleased with the working relationship the City had with Tekcetera. Tekcetera's team met with the City's team to determine our needs and what we wanted to provide to our residents and the business community. Tekcetera listened to our team and incorporated our goals and needs into their design. Tekcetera designed a highly functional, highly professional, and user friendly website. Tekcetera also provided the City with the appropriate software to enable our employees the ability to manage and update our website from our workstations in City Hall. The City immediately began receiving compliments on the new website. Residents and the business community noticed the change and welcomed it. If another City is interested in updating and improving their website I would highly recommend Tekcetera as their consultant."

- Don Heinbuch