cityoforlando.net
OFFICIAL HOME OF THE CITY BEAUTIFUL

YOUR CONNECTION. YOUR ORLANDO.
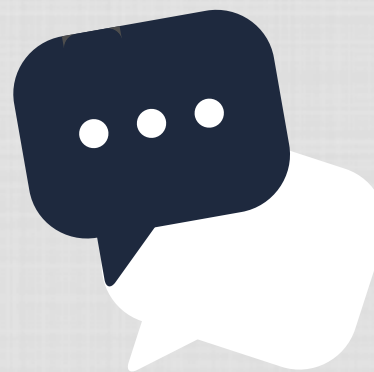
OLD CITYOFORLANDO.NET

PROJECT TIMELINE

SEPT. 2012

Project Charter approved

EXTERNAL RESEARCH

- Focus Groups
- Surveys
- Community Think Tank
- Site Statistics

INTERNAL RESEARCH

- Steering Committee
- Web Authors
- Surveys

MARCH 2014

Project Completed

HTTP_

SITE OBJECTIVES

☑ Cleaner design

☑ News & events

☑ Mobile compatible

☑ Unified pages

☑ Improved search

☑ Easier navigation

48%

32%

20%

SITE TRAFFIC

15,000

visitors a day

MOST VISITED

- Police Jobs
- Parks   • Jobs
- Lake Eola Park
- Permitting
- Fire Department

FROM DESKTOP TO MOBILE

OLD SITE

10,000

pages using FrontPage 2000 on a 10-year-old server

NEW SITE

1,000

pages using WordPress, with responsive design

YOUR NEW CONNECTION

Caption shown within the screenshot:

On Monday, November 18, 2013, Orlando Mayor Buddy Dyer and the SEE ART ORLANDO Board of Directors joined the Central Florida community at "Sculpting the Future of Downtown," the official unveiling event of Orlando's permanent, contemporary sculpture collection.

MAYOR HIGHLIGHTS

This weekend, we launched our new CityofOrlando.net website. This new site is your connection to your Orlando. Based on focus groups, surveys and input from area digital professionals, our new site is designed for you. The website provides you with easy access to your City government and is here to serve and support residents, businesses and visitors. The website is simple to navigate and understand, and has updated information on everything from parks and community centers to public safety and permitting. You can access CityofOrlando.net in your space and on your time. The new website is mobile friendly and works on smartphones, tablets, laptops ...

"Orlando is the center of a metro area with 2.2 million residents. Our Downtown is surrounded by eclectic neighborhoods and is alive with cultural and entertainment activities. Our economy is anchored by industries creating the careers of the future in life sciences, digital media and modeling, simulation & training."
- Mayor Buddy Dyer

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FOLLOWS "CLOUD FIRST WHEN APPLICABLE" STRATEGY

- Technology use of IaaS (Infrastructure as a Service)
- Application and content are hosted in the Cloud

SECURE INDUSTRY-STANDARD PROTECTIONS

- System design, connectivity and access control are managed by the internal City staff
- Multiple layers of protection (in-house and services)

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FINANCIALLY RESPONSIBLE

- Low capital investment, subscription model
- Ability to manage unpredictable demands as needed

IMPROVED MAINTAINABILITY AND SUPPORT

- Improved response time without increased cost
- Improved recovery ability during disasters
- Right source of services - Internal staff focusing on core applications (911, permitting etc..)