

Table of Contents

| | | | |
|---|----|---|----|
| Welcome! | 1 | General Residents..... | 35 |
| Prologue..... | 2 | Parks and Trails..... | 36 |
| Introduction | 2 | User-centric Presentation..... | 36 |
| Technological Context..... | 2 | Additional Information / Functionality for Both Parks and Trails..... | 37 |
| Changing Perspectives – From Web Bulletin Board to..... | 3 | Special Needs of Cyclists..... | 37 |
| E-Government..... | 3 | Additional Information/Functionality for Parks | 38 |
| Guiding Principles..... | 4 | Additional Information/Functionality for Trails | 38 |
| 1. Form follows function. | 4 | User Generated Content Opportunities | 38 |
| 2. The user’s perspective is paramount. | 5 | Potential Solutions | 38 |
| 3. Content must be purposeful and intention based. | 6 | Procedural Changes Suggested | 39 |
| 4. Use plain language and web-specific formatting..... | 8 | Organized Sport Groups / Facility Users | 39 |
| Sidebar: Rebalancing Work Effort..... | 9 | Recommended Process / Web Functionality..... | 40 |
| 5. Post content once, with one main path..... | 9 | Other Sport Related Suggestions..... | 41 |
| Sidebar: Simplification of Maps..... | 10 | Leisure & Recreation Summary | 42 |
| 6. Provide maps with standard “views” for frequent use.. | 10 | Mayor Rick Green | 43 |
| Sidebar: Potential Uses of Calendars | 11 | User Group Priorities | 45 |
| 7. Consider a greater use of calendars..... | 11 | Setting Priorities..... | 45 |
| Sidebar: Calendars | 12 | Other Recommended First Tier Menu Items..... | 48 |
| Home Page, Navigation, and Structural Content Guidelines | 12 | Using Social Media..... | 51 |
| Specific User Groups..... | 16 | Technical Guidelines..... | 52 |
| General Business Community | 17 | Related Documents..... | 53 |
| Suggestions to Facilitate Business Startups, Relocations, and Expansions..... | 18 | Conclusion | 53 |
| Film Producers..... | 19 | APPENDIX A – ORGANIZED SPORT BOOKING OF FIELDS AND DIAMONDS..... | 54 |
| Realtors, Builders, and Developers..... | 20 | | |
| Township of Langley Economic Development Committee. | 27 | | |
| Job Applicants | 29 | | |
| Suggested Content, Functionality, and Flow..... | 30 | | |