

A Matrix, A Sitemap, & Wireframes

An RFP Website Redesign Exercise

Alex Piwtoratsky





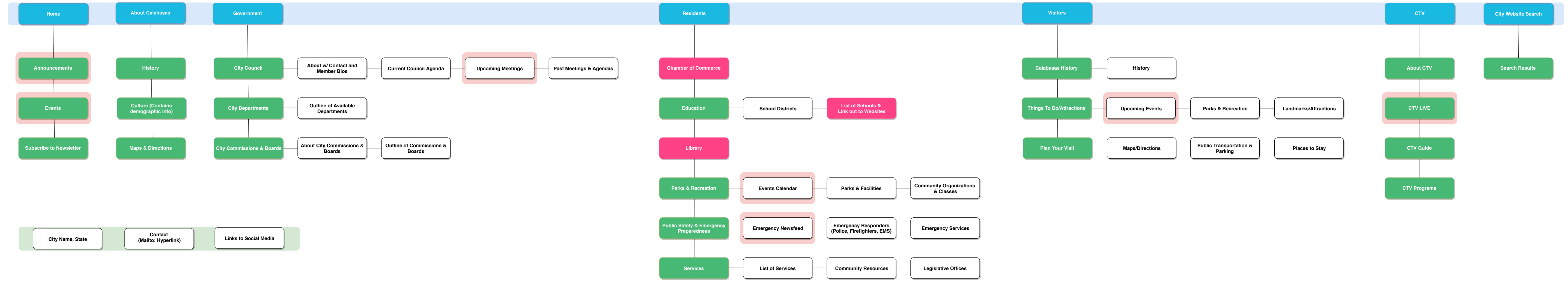
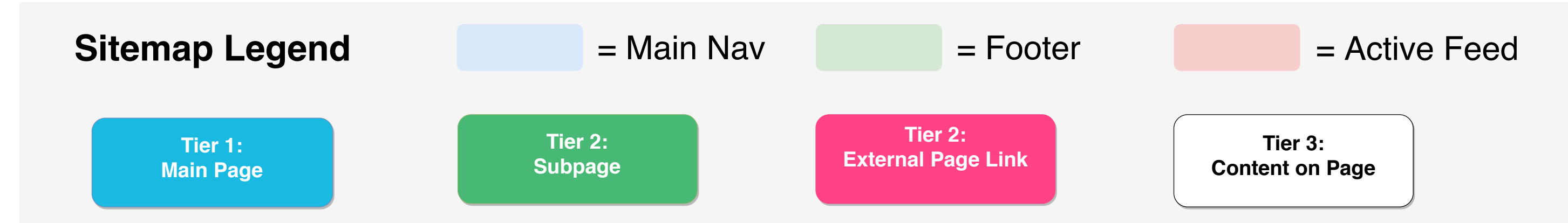
Core Page Matrix

BUSINESS GOAL	CORE PAGES	CONTENT OBJECTS	TAXONOMY	TAXONOMY SAMPLE
Create awareness of Calabasas' culture, community, and happenings through timely information.	Home Page	Announcements Newsfeed Calendar of Events Articles Date of Publication Map Direction Videos	Announcements Name of Event Date of Event Location of Event Description of Event Article Title Video Title	Announcements Calabasas Field Day December 2, 2018 Municipal Building Lawn Community Gathering Overview of Calabasas History 10 Best Places to Visit in Town
Serves as a hub for an introduction to residents and visitors of Calabasas; history and community focused.	About Page	History Culture Maps & Directions Photos Videos	History Content Culture Content Google Map Photo Video	A History of Calabasas Calabasas Culture & Demographics Interactive Google Map Photo Video
Provide Calabasas residents with useful and accurate information regarding policies, organizations, and departments.	Government Page	City Council Members Council Agenda Important Dates City Departments City Commissions & Boards Photos Recordings of Past Meetings	Name of Council Member Bio/Position of Council Member Council Member Email Name of Department Name of Commission/Board Meeting Description	Joe Schmoe Lead Council Member Joe.Schmoe@CityOfCalabasas.com Community Services Public Safety Commission General Description
Serves as a comprehensive one stop shop for residents regarding information about city services, school districts, and more.	Residents Page	Chamber of Commerce Education Library Parks & Recreation Public Safety Services	Service Name Service Contact Service Description Photo Links	Parks & Recreation P&R@CityOfCalabasas.com General Description Photo Link to specific program
Promote city's history, attractions, things to do, and lodging for visitors to Calabasas.	Visitors Page	Calabasas History Things to Do/Attractions Upcoming Events Plan Your Visit Maps/Directions Transporation/Parking Hotels & Lodging	Attraction Name Attraction Date/Hours Attraction Location Photo Google Map	King Gillette Ranch Ranch Hours 26800 Mulholland Highway, Calabasas, CA 91302 Interactive Google Map
To garner viewership and share knowledge through online programming and content to residents in Calabasas	CTV Page (Calabasas TV)	About CTV CTV Live CTV Guide CTV Programs Livestream Embedded Video	Page Description Program Title Program Info Episodes Livestream Video	CTV Live The Buzz Program Info Episodes 1-10 The Buzz Live The Buzz - Episode 1



CITY of CALABASAS

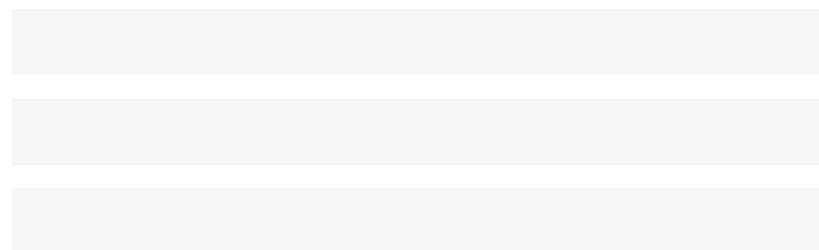
Sitemap Project





ANNOUNCEMENTS

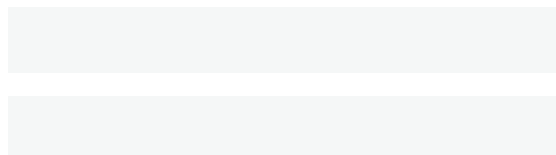
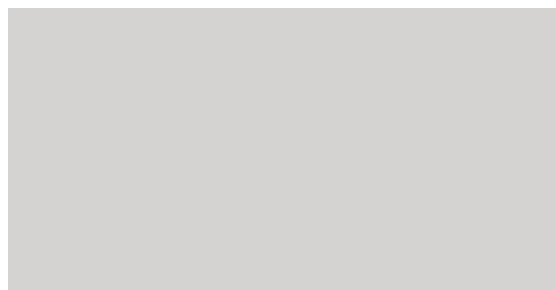
Announcement Title



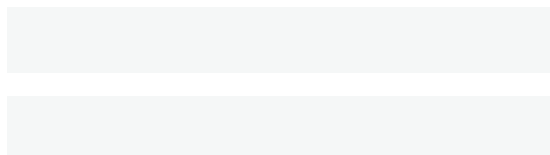
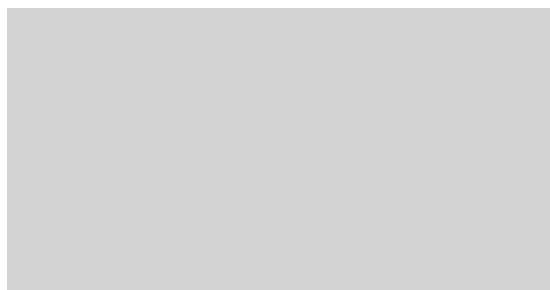
Read More



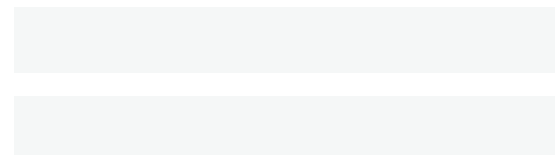
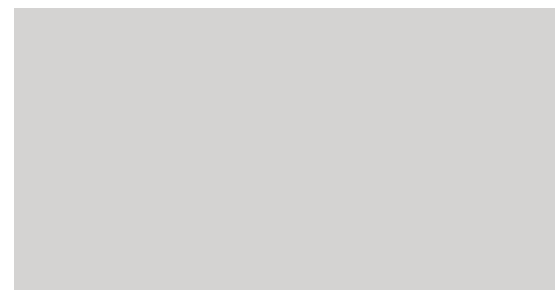
UPCOMING EVENTS



Read More



Read More



Read More

SEE ALL

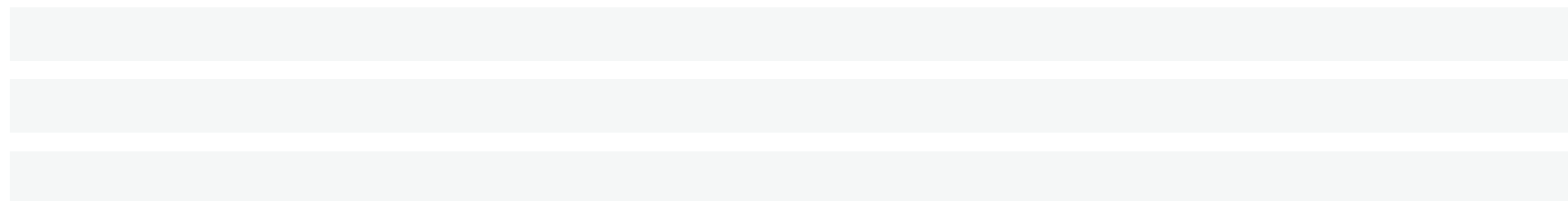
STAY IN TOUCH...

Sign Up for Our Newsletter

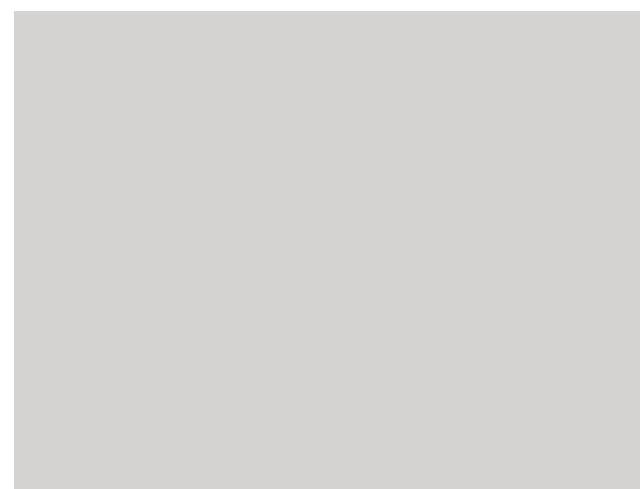
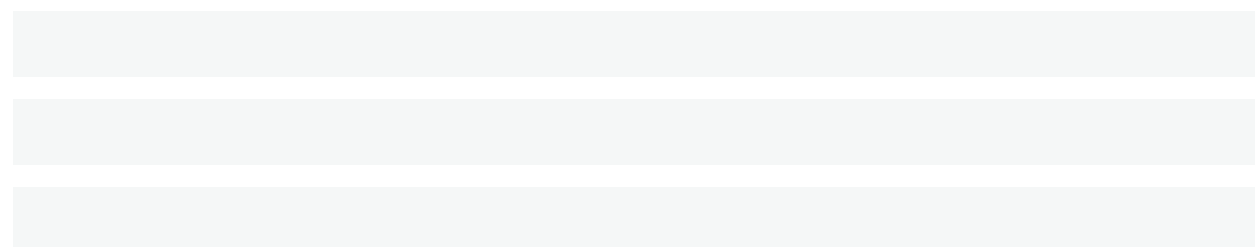




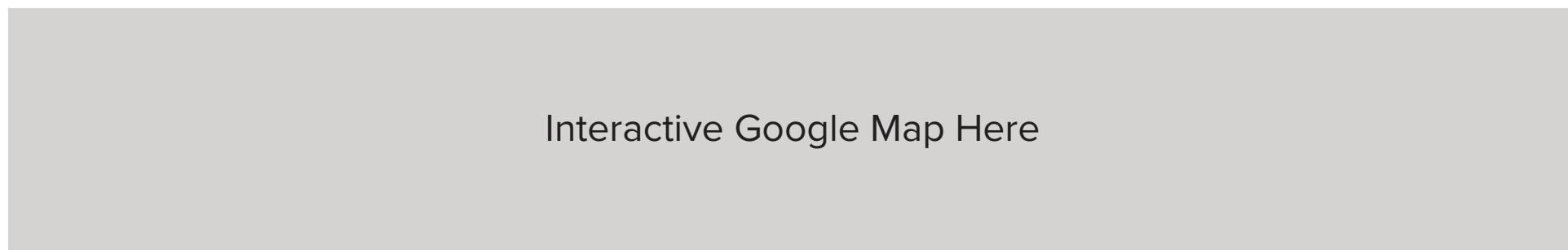
THE HISTORY OF CALABASAS



Culture & Demographics



City Map and Directions



Interactive Google Map Here





CITY GOVERNMENT

CITY COUNCIL

About City Council
& Members

Current Council
Agenda

Upcoming Meetings

Past Agendas &
Meetings

CITY COMMISSIONS & BOARDS

CITY DEPARTMENTS





FOR RESIDENTS

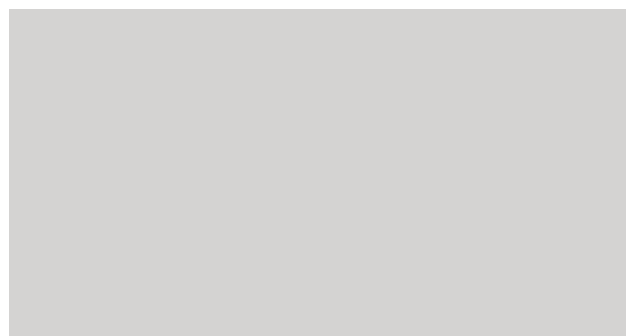
Chamber of
Commerce

Library of
Calabasas

Public Safety &
Emergency Services

List of
City Services

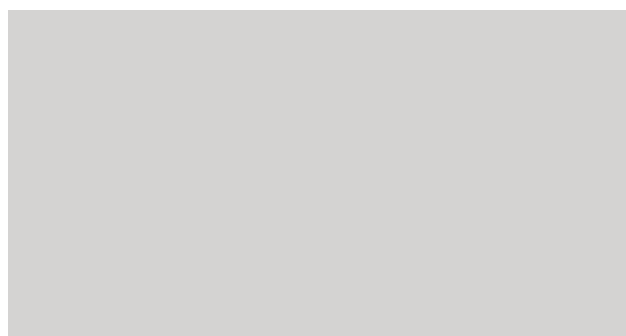
EDUCATION



Placeholder text for Education section

SEE ALL

PARKS AND RECREATION



Placeholder text for Parks and Recreation section

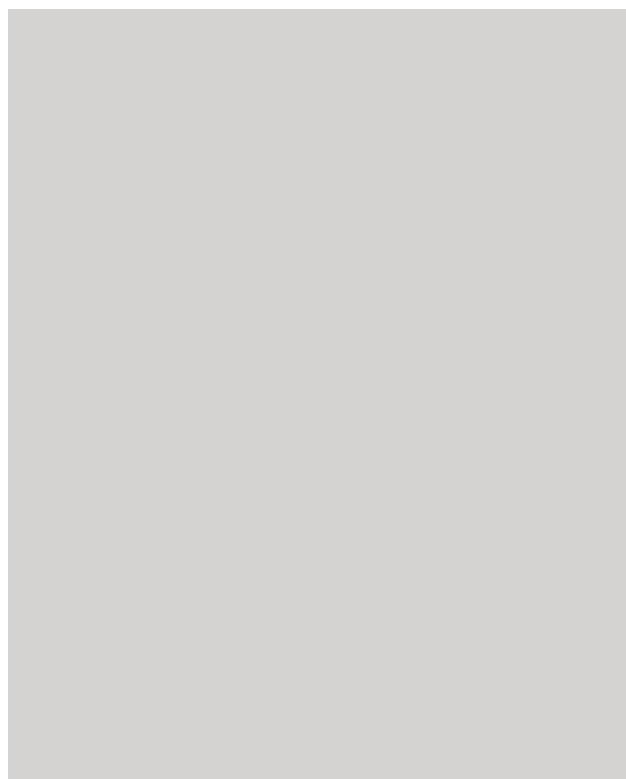
SEE ALL





VISIT US

CALABASAS HISTORY



Placeholder text for Calabasas History article

[Read More](#)

THINGS TO DO

Placeholder text for Things to Do article

[Read More](#)

Upcoming Events

Parks & Recreation

Landmarks & Attractions

PLAN YOUR VISIT

Maps

Transportation & Parking

Hotels & Lodging





CALABASAS TV

CTV LIVE



WATCH MORE FROM US

CTV GUIDE

CTV PROGRAMS



ABOUT CTV

