

# DESIGN SPECS

## BOSTON.GOV (NEW) HOMEPAGE COMPONENTS

June 9, 2020

### Overview

#### The Problem

Boston.gov's existing homepage alert banner is well suited to calling out quick duration emergency events with a single message and CTA (Snowstorms, etc.). The Coronavirus public health emergency has lasted 2+ months and required communication of significant changes from virtually all City services, overburdening this component's design and creating challenges around prioritization of information.

#### The Solution

To maintain a clear, critical level alert on the homepage while linking to additional information related to the emergency wee...

1. Created a new alternate layout for the emergency banner component that allows two secondary calls-to-action (CTAs) in addition to the primary button (calling this the "3 CTA banner").
2. Created a new quick links component that can display several additional links to emergency related information (calling this the Quick Links component).

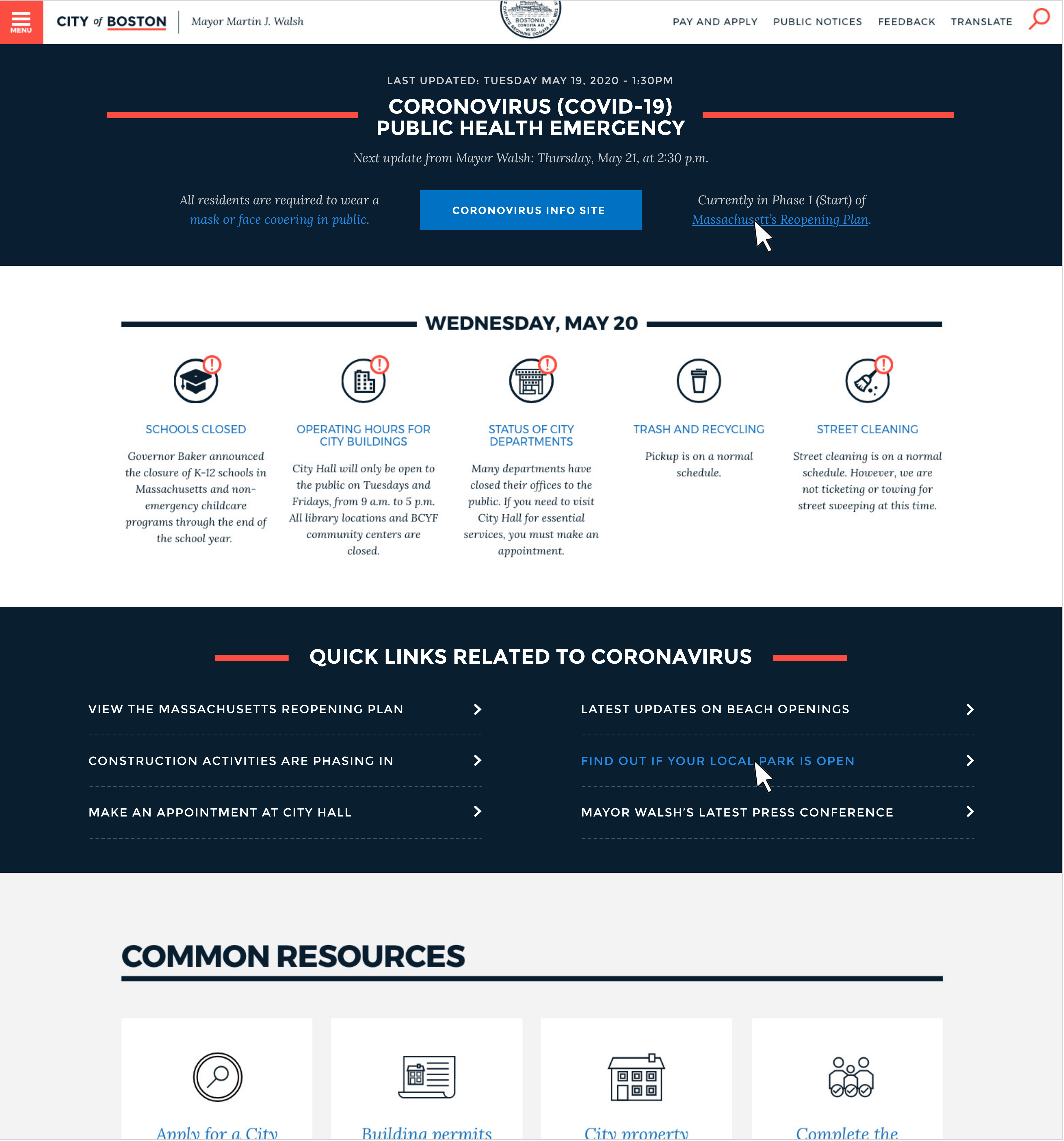
Each of these new components should be suitable for communicating critical information during longer term emergency events like the current Covid-19 health emergency, and natural disasters with significant recovery timelines for example.

#### Guidance for Usage

The 3 CTA banner component and the Quick Links component can be used together, or individually as needed. The existing emergency alert banner(s) are fine to continue using where appropriate—the new 3 CTA banner is an alternative layout to employ when more depth of info is needed.

Each of these new components are for temporary usage and shouldn't be used outside of short, or long-term emergency events. Once an emergency event is over both components should be taken down to reinforce their relationship to an emergency event that residents should pay special attention to.

### Desktop View



#### NEW 3 CTA Emergency Banner

Allows a title, one short message, one primary button CTA and two optional secondary link CTAs (use both or no secondary links for visual balance). Blue text indicates a link, and an underline appears on hover over a link.

Primary CTA should point to a main page where people can find more info about the emergency (today, the Coronavirus website). Latest updates, and key details that change regularly should be communicated on the linked main page, not in this banner.

This banner is meant to be the sign that **points people to the information**, it doesn't communicate more than a few basic bits of info on its own.

#### Existing "Today" Component

Reduced back to 5 sections (instead of 10) since additional links can now be placed in the Quick Links component below

#### NEW Quick Links Component

The Quick Links component comes after the standard Today component and can offer links to some of the information that is currently displayed there. Link text should be blue on hover.

When used, the Quick Links component should feature between **4 and 8 links** to regularly referenced information related to the emergency event. More than 8 will reduce scan-ability and clutter up the message the homepage is trying to tell.

For maximum effectiveness, this component will need careful attention paid to what is important enough and emergency related to appear in this section. Without strong editorial control, there is a risk this section could get stuffed full of links that reduce its ability to communicate succinctly, effectively de-prioritizing other content on the homepage.

#### Existing Common Resources Component

### Mobile View

