




BOSTON.GOV COVID-19 HOMEPAGE BANNER

May 29, 2020





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.**

MENU

CITY of **BOSTON** | Mayor Martin J. Walsh



PAY AND APPLYPUBLIC NOTICESEEDBACKTRANSLATE

LAST UPDATED: 1/26/15 AT 10:06 AM

**SNOW EMERGENCY & PARKING BAN
STARTS AT 3PM TODAY.**

A blizzard warning is in effect from 7:00pm Monday to 1:00am Wednesday.

ALERT BOSTON

Above: Single Message, 1 CTA

Below: Many Messages, Several CTAs

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PAY AND APPLYPUBLIC NOTICESEEDBACKTRANSLATE

LAST UPDATED: TUESDAY, MAY 19, 2020 - 1:30PM

CORONAVIRUS (COVID-19) UPDATES

The state released its reopening Massachusetts plan, with information on how and when different industries can reopen. While construction and manufacturing can resume, the City of Boston is [reopening construction in a phased manner](#).

All Mass. residents over the age of two must continue to [wear a face covering or mask](#) in public.

Next Mayor Walsh press conference: Thursday, May 21, at 2:30 p.m.

CORONAVIRUS INFORMATION




3 POSSIBLE SOLUTIONS

Each idea varies in complexity. Goal today is to settle on a direction to refine further


All solutions...


- Lean on the existing Boston.gov brand & design system
- Will require varying levels of custom development
- Could all still co-exist with an (updated) site-wide alert banner on other pages (replacing the tweaked FAQ component used today)

1. ALTERNATE ALERT LAYOUT

MENU

CITY of **BOSTON** | Mayor Martin J. Walsh



PAY AND APPLY PUBLIC NOTICES FEEDBACK TRANSLATE 

LAST UPDATED: TUESDAY MAY 19, 2020 - 1:30PM

**CORONAVIRUS (COVID-19)
PUBLIC HEALTH EMERGENCY**

Next Mayor Walsh press conference: Thursday, May 21, at 2:30 p.m.

All residents are required to wear a mask or face covering in public.

CORONAVIRUS INFO SITE

Currently in Phase 1 (Start) of Massachusetts's Reopening Plan.

WEDNESDAY, MAY 20



SCHOOLS CLOSED

Governor Baker announced the closure of K-12 schools in Massachusetts and non-emergency childcare programs through the end of the school year.



OPERATING HOURS FOR CITY BUILDINGS

City Hall will only be open to the public on Tuesdays and Fridays, from 9 a.m. to 5 p.m. All library locations and BCYF community centers are closed.



STATUS OF CITY DEPARTMENTS

Many departments have closed their offices to the public. If you need to visit City Hall for essential services, you must make an appointment.



TRASH AND RECYCLING

Pickup is on a normal schedule.



STREET CLEANING

Street cleaning is on a normal schedule. However, we are not ticketing or towing for street sweeping at this time.


1. ALTERNATE ALERT LAYOUT

- Allows one primary CTA and two optional, general-audience secondary CTAs
- Close to the original component, makes the Covid-19 info site work harder
- “Just the top links” approach, allows the Covid-19 info site to still be the source of everything pandemic related.
- Simple solution, simple development



2. NEW QUICK LINKS HOMEPAGE SECTION

 **CITY of BOSTON** | Mayor Martin J. Walsh

 [PAY AND APPLY](#) [PUBLIC NOTICES](#) [FEEDBACK](#) [TRANSLATE](#) 

LAST UPDATED: TUESDAY MAY 19, 2020 - 1:30PM

CORONAVIRUS (COVID-19) PUBLIC HEALTH EMERGENCY

Stay home, save lives: A Public Health Advisory is in place for everyone in Boston.

[CORONAVIRUS INFO SITE](#)

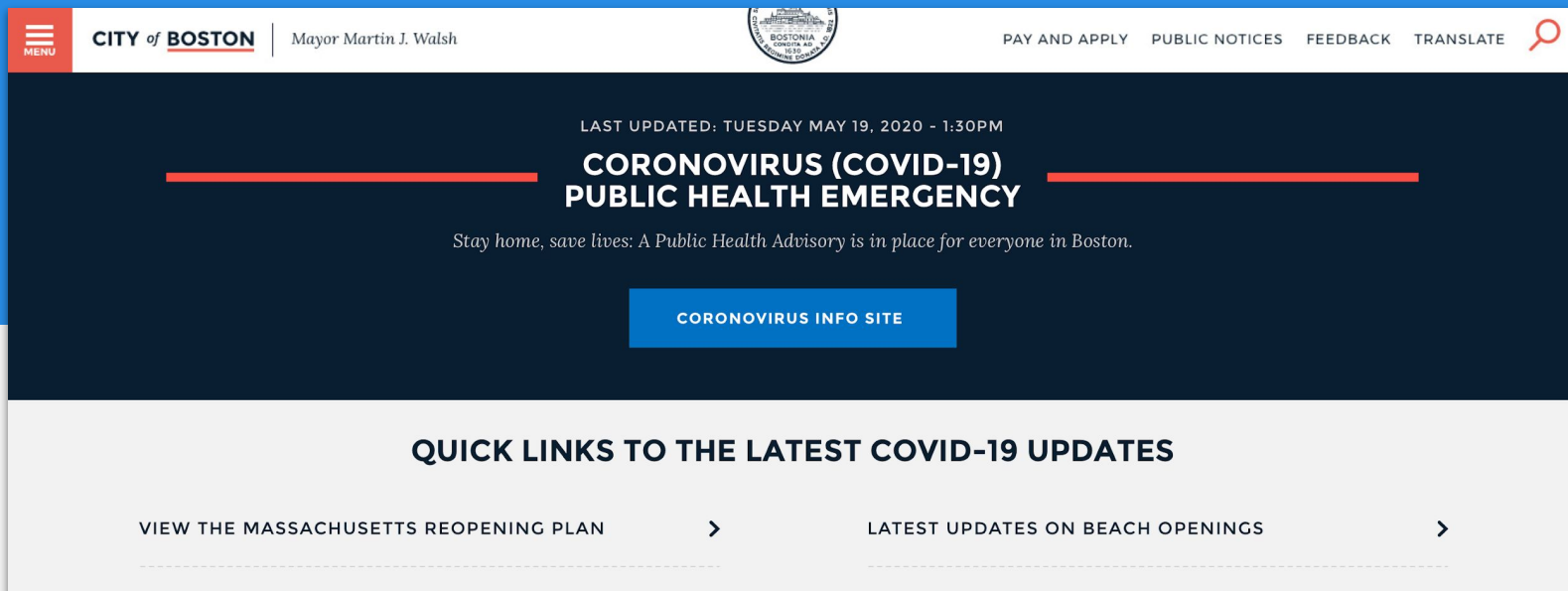
QUICK LINKS TO THE LATEST COVID-19 UPDATES

VIEW THE MASSACHUSETTS REOPENING PLAN	>	LATEST UPDATES ON BEACH OPENINGS	>
CONSTRUCTION ACTIVITIES ARE PHASING IN	>	FIND OUT IF YOUR LOCAL PARK IS OPEN	>
MAKE AN APPOINTMENT AT CITY HALL	>	MAYOR WALSH'S LATEST PRESS CONFERENCE	>




WEDNESDAY, MAY 20


2. NEW QUICK LINKS HOMEPAGE SECTION


- Requires no changes to the “right now” component, but adds a way to bubble up a handful of important links
- De-prioritizes other homepage content
- Will need strong editorial control over what goes in this section so it doesn’t get overblown.
- Some new development needed



3. GLOBAL ALERTS FEATURE

CITY of **BOSTON** | Mayor Martin J. Walsh[PAY AND APPLY](#) [PUBLIC NOTICES](#) [FEEDBACK](#) [TRANSLATE](#) 


 3 IMPORTANT ALERTS [+ SHOW ALERTS](#)



welcome to


BOSTON.GOV

WEDNESDAY, MAY 20




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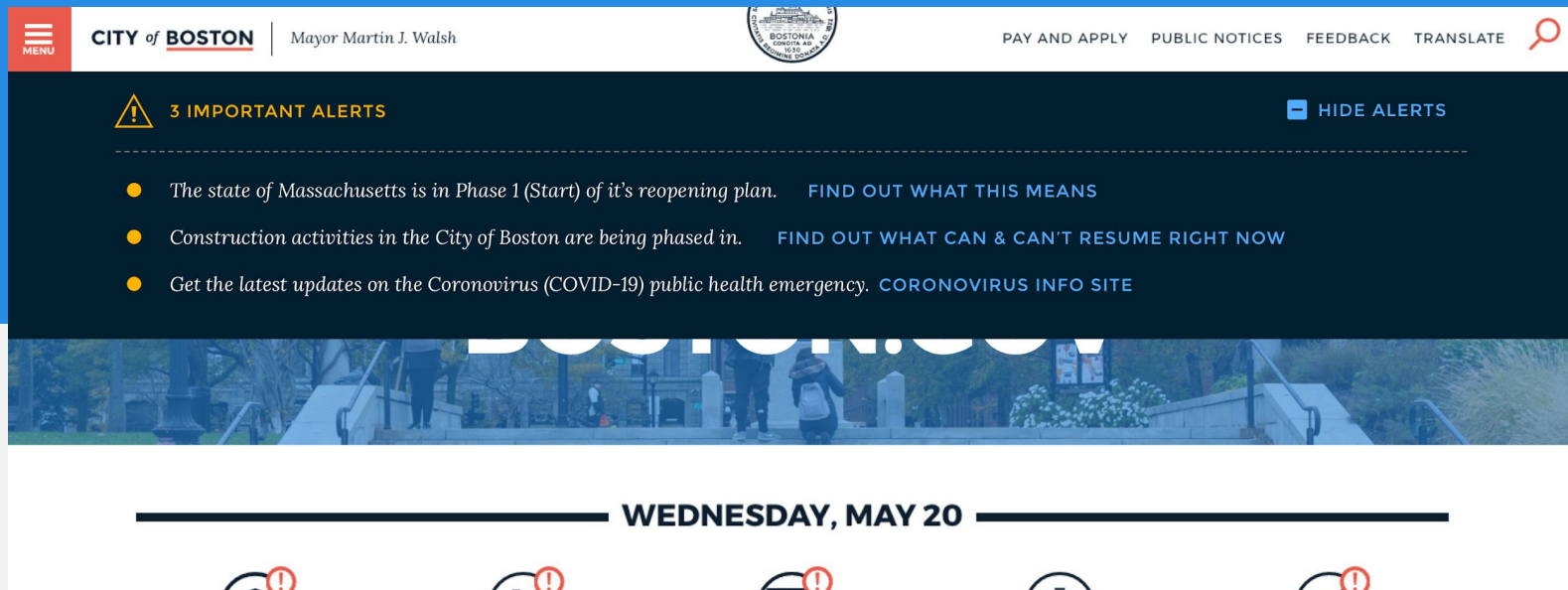


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3. GLOBAL ALERTS FEATURE

- New site-wide ability to highlight multiple important alerts. Could all be pandemic related now, but would enable snow-storm messaging at the same time as other key communications in the future
- Alerts will need to meet a certain level of importance to avoid abuse of this space
- Significant development & more planning/research needed





FOR CONSIDERATION

- What's the core focus of the Covid-19 info site vs. the Boston.gov homepage?
- What editorial strategy needs to be put in place in parallel with any design changes?
- What do analytics show about what Covid-19 info people need the most?



CURRENT PLAN BASED ON DISCUSSION

- Options 1 and/or 2 could be immediate solutions. Sam will work on finalizing design details so that they could be rolled out in the near future.
- Option 3 is a good longer term solution that needs further planning to clarify purpose and specific functionality/editorial strategy.



QUESTIONS & DISCUSSION

- END -