Website Design Brief `<OPEN ATX/>`

Project Summary

POC: Open Austin
URL: open-austin.org
Due: 1/1/2016
Budget: None

Purpose of redesign: Refresh appearance of site, define the users and purpose of the site, and organize content more intuitively.

Audience & Desired Action

Typical User: 33, male, web developer
Happy Path: Arrives via link from social media, learns about open austin, visits project page and decides to engage with us

Objectives:
1. Provide information around who we are and when/how we engage
2. Be a source of Open Data policy info
3. Help connect project contributors to engagement opportunities

Branding & Perception

Personality: Approachable, Engaging, Pragmatic, Inspiring

Differentiation: Open Data values, Civic project focus, safe space to fail

Influence: Code for Boston, Code for Sacremento, GovFresh Theme
Other Requirements: On the requirements Google doc

Content & Maintenance

Source: Use existing content and CMS
Visual Elements: Logo already exists, we will use icons and more imagery for navigation pages and in content