LANDING PAGE AS A SERVICE 2.0

NYC Mayor's Office of the Chief Technology Officer

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WHAT IS MOCTO?

- NYC Mayor's Office of the Chief Technology Officer

- Mission: "ensure that technology is inclusive, accessible, human-centered, and works for all New Yorkers"

- Focus areas:

    - Universal Broadband

    - Digital Services

    - Inclusive Innovation

    - Tech & Society

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WHAT IS LPAAS 2.0?

- Landing page template designed for NYC agencies to easily set up a static website

- New version of a previous template landing page project (LPAAS 1.0)

- Uses the United States Web Design System (USWDS), a design system created by the federal government to make it easier for government agencies to build accessible, mobile responsive websites

- Compliant with Web Content Accessibility Guidelines (WCAG) 2.0

- Has multilingual support

- Open-source

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USWDS & LPAAS 2.0 TEMPLATES

USWDS

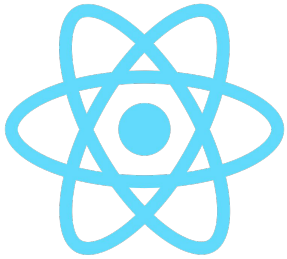

LPAAS 2.0

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WHY IS LPAAS 2.0 NEEDED?

- The NYC government is comprised of dozens of agencies and more than 300,000 employees

- The City launches new reports, projects, and campaigns all the time, many of which require a landing page

- Building a new landing page can be time consuming and expensive

- Procuring an external vendor to create a landing page can cost between $25,000 and $50,000

- LPAAS 2.0 is a time- and cost-saving measure

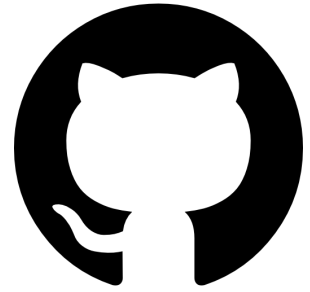- It makes it easier for NYC agencies to create accessible, multilingual, mobile-friendly websites

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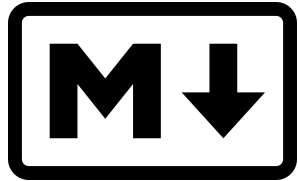CORPS

TECHNOLOGIES

React

Gatsby

Azure Static Web Apps

GitHub

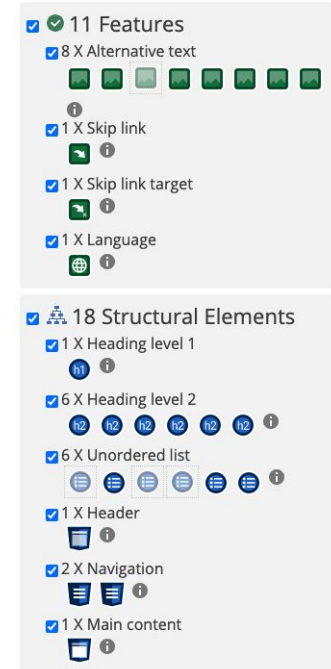*Markdown*

i18next

Sass

USWDS

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LPAAS 2.0 IS ACCESSIBLE

- U.S. Web Design System (USWDS)

- MOCTO design customizations

- WAVE Web Accessibility Evaluation Tool by WebAIM

- A11Y Project checklist

- Learned about human-centered design from the MOCTO team

- Conducted preliminary user research interviews with MOCTO employees who were not otherwise involved with the project

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WAVE Chrome extension

LPAAS 2.0 IS CUSTOMIZABLE

- LPAAS 2.0 template follows MOCTO theme

- Users can customize the landing page to fit their agency's theme by editing just one file

- Agency representatives can utilize existing templates and only need to edit markdown files to change the text content

- They can also create new template pages for additional customization

- Extensive documentation on GitHub and in the code on how and where to make changes

```
/* EDIT THIS FILE TO CUSTOMIZE THE THEME*/

/* || CUSTOM COLOR PALETTES */

// base palette
$custom-base-lightest: ▢#ccdee2;
$custom-base-lighter: ▢#9ab2b7;
$custom-base-light: ▢#68868c;
$custom-base: ▢#365961;
$custom-base-dark: ▢#042d36;
$custom-base-ink: ▢#001115;


// primary palette
$custom-primary-lighter: ▢#daf4f6;
$custom-primary-light: ▢#72d6dc;
$custom-primary: ▢#0bb7c2;
$custom-primary-dark: ▢#08888f;
$custom-primary-darker: ▢#04595b;
```

Sass Custom Theme File
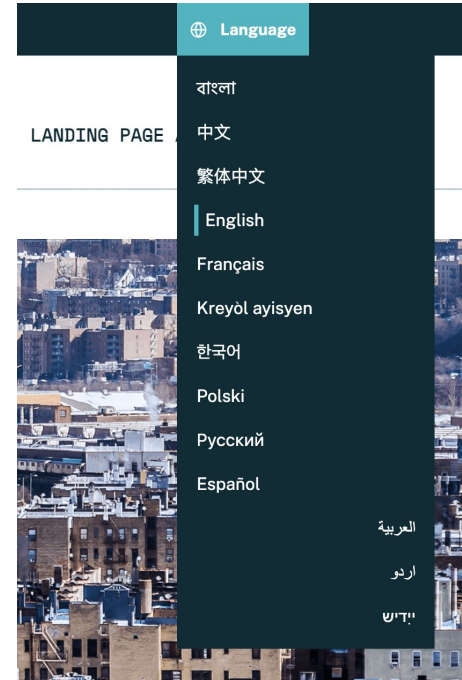
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LPAAS 2.0 IS RESPONSIVE

Desktop View

Mobile View

LPAAS 2.0 IS TRANSLATABLE

- NYC Local Law 30 of 2017

- The top languages spoken by New Yorkers with limited English proficiency: Spanish, Chinese, Russian, Bengali, Haitian, Korean, Arabic, Urdu, French, Polish

- i18next internationalization framework handles translation

- Gatsby templates can read content from markdown files in multiple languages

Language Module

KEY LEARNING POINTS

- Web accessibility

- Human-centered design

- Internationalization & language access

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THANK YOU!

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