

Vision by Granicus

Government websites that put your citizens at the center

Delight your citizens with a true digital government experience. A Vision website makes it easy for citizens to stay informed, find popular services, complete transactions, engage and get involved – from any device, anytime, anywhere.

CITIZEN-FOCUSED DESIGN

Vision projects start with research into how your website visitors want to engage with you and what services and information is most important to them. This research informs the design, content structure and development of your website – ultimately helping you deliver a superior digital-citizen experience.

ONGOING SUPPORT & CONTINUOUS IMPROVEMENT

To ensure your project will be successful throughout our partnership, we provide an annual CX consultation to drive site improvement over time and put powerful tools at your fingertips. You'll also have access to 24X7 support and ongoing training and educational resources, so you and your staff are always current on the latest web development trends in local government.

A CMS THAT POWERS SUPERIOR CITIZEN EXPERIENCES

Our content management system, visionLive™, is designed to help you and your team deliver superior digital citizen experiences long after the Vision project team hands over your newly designed website. Ease, control and flexibility combine to empower you to maintain, and hopefully elevate, your customers' experience over time.

Vision website design leverages UX, heatmapping and data analytics to identify the most common website tasks and information.



Heatmaps help us understand where eyes and clicks are going on your site.



"Basing our redesign on science, rather than emotion helped to keep everyone on the same page as we worked through the process of transforming our website into a true customer service portal."

- Kevin Tunell, Comms Director, Yuma County, AZ

UX & DESIGN

Custom Analytics	Heatmap analysis, web analytics, community survey's, stakeholder survey's
Usability Testing	Recorded user testing, card sorting
Certified UX Staff	NN/g certified user experience specialists
Design and Wire Frame	Data-driven custom design

MOBILE

Custom Mobile Views	Customized app-like mobile homepage, informed by research on top tasks by mobile users
Mobile Designer	Full control over the display and order of content of any page on a mobile device

ADVANCED CMS FUNCTIONALITY

Release Cadence	Quarterly
Customized User Dashboard	Role-Based dashboards for easy content updates, approvals
Role Permissions	Permissions across multiple modules w/ add, edit and delete configurations
Workflow	Multi-step workflow
Interior Page Builder	Easily create new interior pages with drag-and-drop page building, largest government-specific widget library (100+), save and reuse layouts + more
Homepage Builder	Create distinct homepages for a department, subsite or landing page leveraging the existing homepage template - customize main nav., colors, images
Social Media Integration	Customize, preview and schedule social posts, individual posts, build out social campaigns
Advanced Forms	Drag-and-drop form/survey builder, template library, conditional logic, payment processing, legally binding digital signatures
Flexible Search	Create search synonyms, promote pages, leverage faceted browsing + more
Universal API	Leverage vast number of the most common out of the box integrations, or build a custom integration based on your unique needs.

TRAINING

CMS Training	Onsite and remote instructor-led training, self-paced modular e-learning units
Content Strategy Training	Instructor-led "Writing for the Web" training, "Content Strategy" training and consultation, can be customized to client or department needs, 200+ clients trained
Content Migration	Simplify the process of populating your new website with content migration and writing services
Accessibility Training	Expert-led accessibility training, all instructors are WebAIM trained, 100+ clients trained

SUPPORT & MAINTENANCE

24/7 Support + Dedicated Client Advocate	24/7 support is augmented by our client success team that works with you to meet any challenges or opportunities that emerge
Online Help	On-demand training videos are available in the CMS and Vision regularly provides free live training and educational webinars
Hosting and Security	Rackspace Hosting, Disaster Recovery, DDoS migration, Data Security