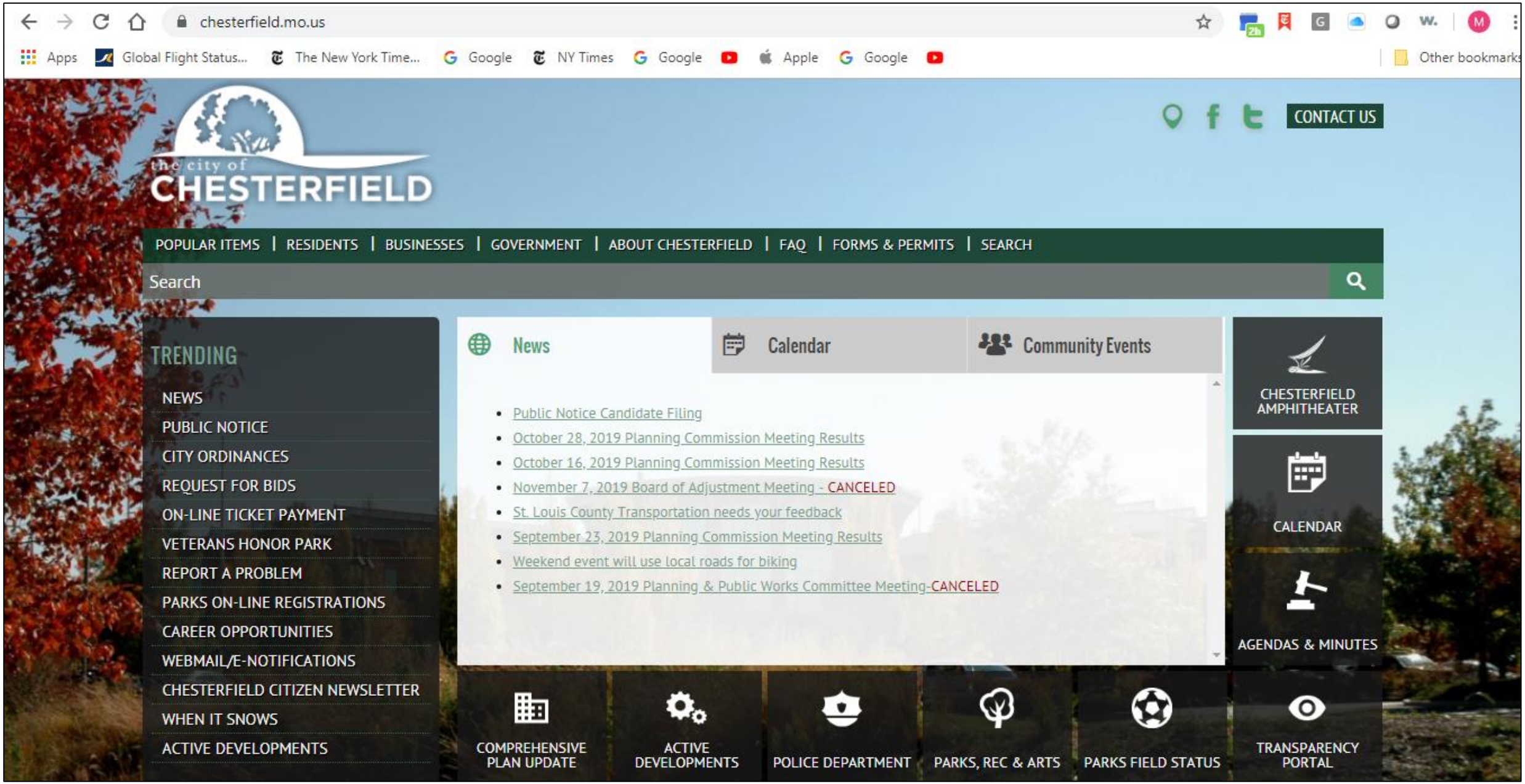
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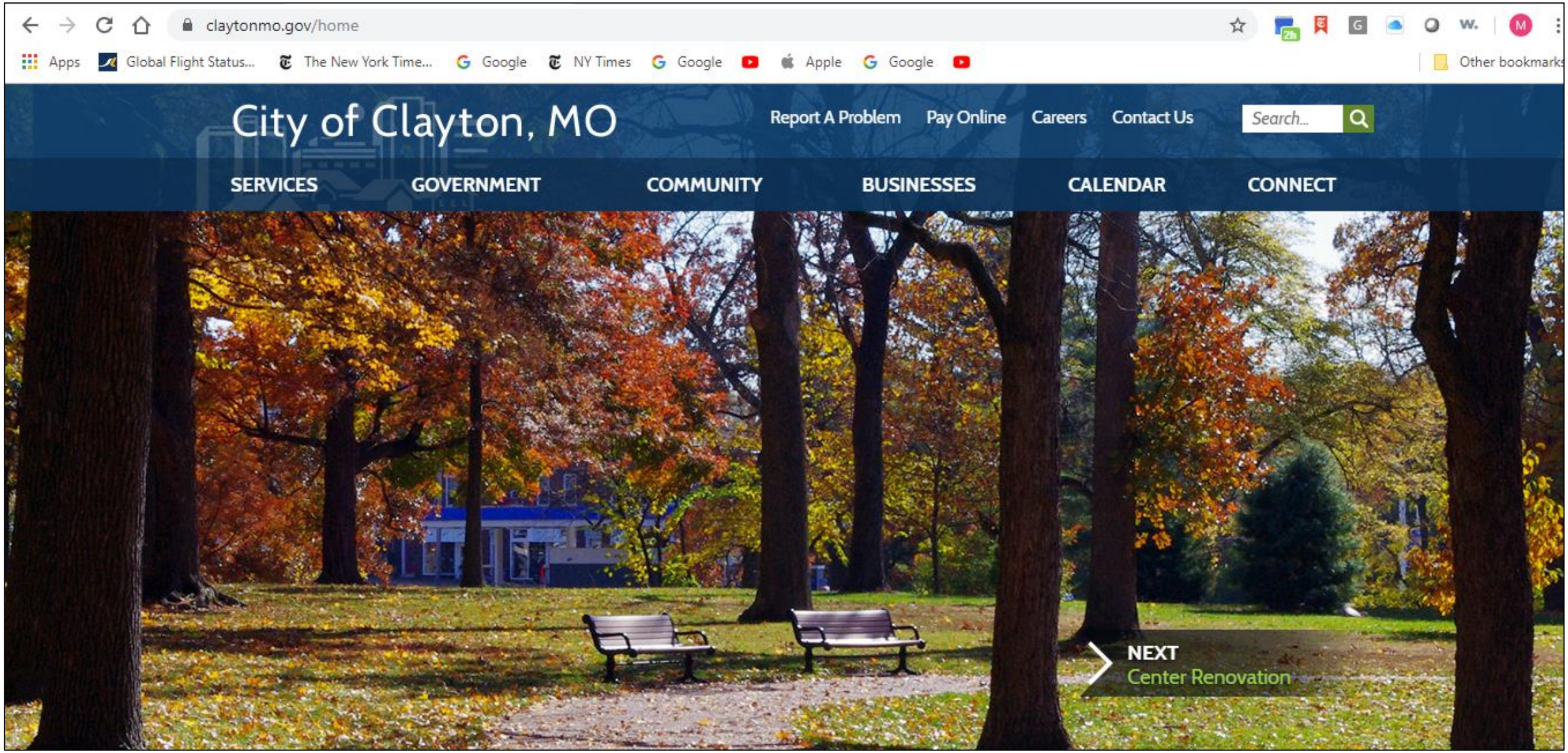
VETERANS HONOR PARK
REPORT A PROBLEM
PARKS ON-LINE REGISTRATIONS
CAREER OPPORTUNITIES
WEBMAIL/E-NOTIFICATIONS
CHESTERFIELD CITIZEN NEWSLETTER
WHEN IT SNOWS
ACTIVE DEVELOPMENTS
News
Calendar
Community Events
Public Notice Candidate Filing
October 28, 2019 Planning Commission Meeting Results
October 16, 2019 Planning Commission Meeting Results
November 7, 2019 Board of Adjustment Meeting - CANCELED
St. Louis County Transportation needs your feedback
September 23, 2019 Planning Commission Meeting Results
Weekend event will use local roads for biking
September 19, 2019 Planning & Public Works Committee Meeting-CANCELED
CHESTERFIELD AMPHITHEATER
CALENDAR
AGENDAS & MINUTES
COMPREHENSIVE PLAN UPDATE
ACTIVE DEVELOPMENTS
POLICE DEPARTMENT
PARKS, REC & ARTS
PARKS FIELD STATUS
TRANSPARENCY PORTAL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Wed, Nov 06. Scattered Showers, 47°F

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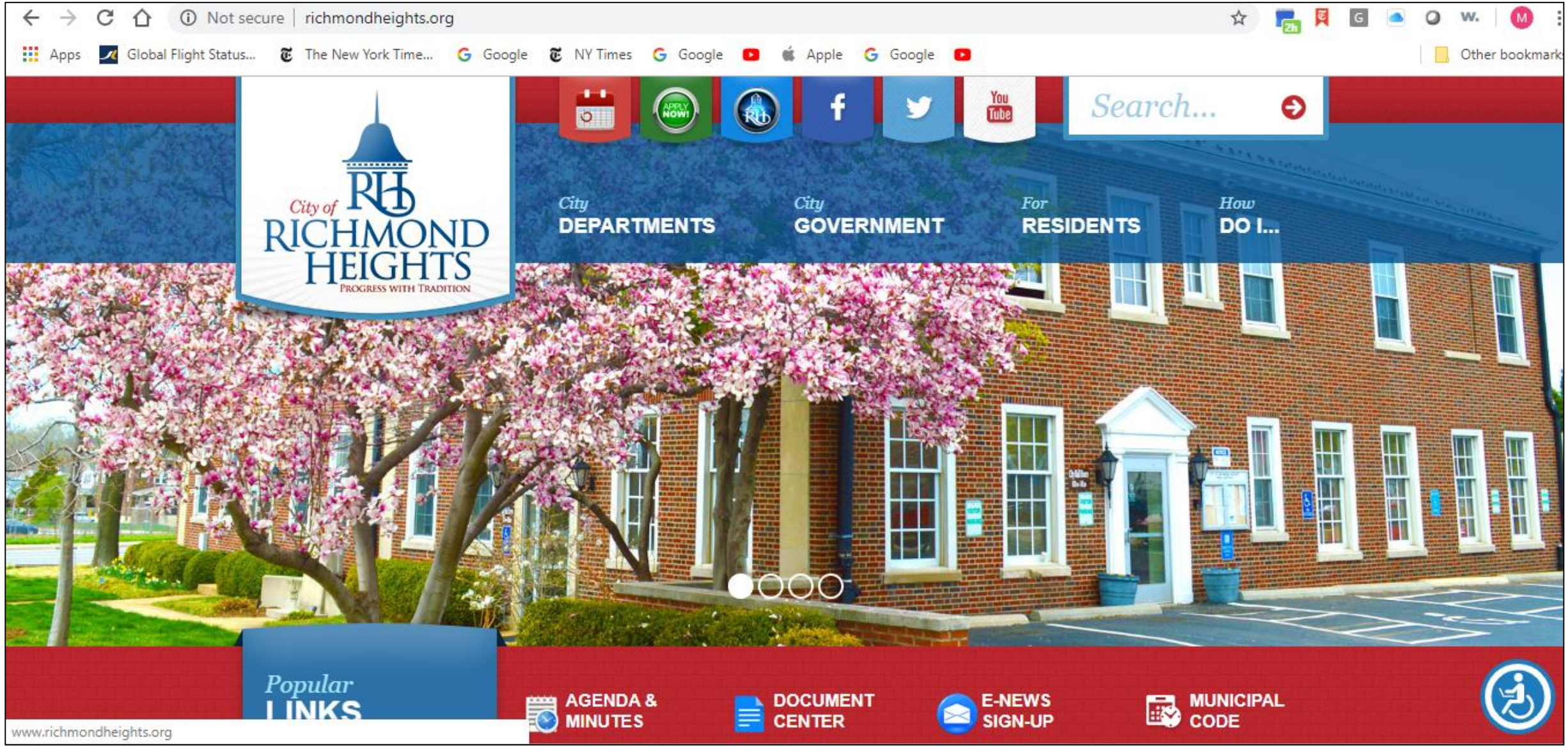
POPULAR LINKS

- Bids, RFPs & RFQs
- City Newsletter
- Program Registration
- Maryland Park Lake District
- Budget & City Financials
- Aquaport
- Report A Problem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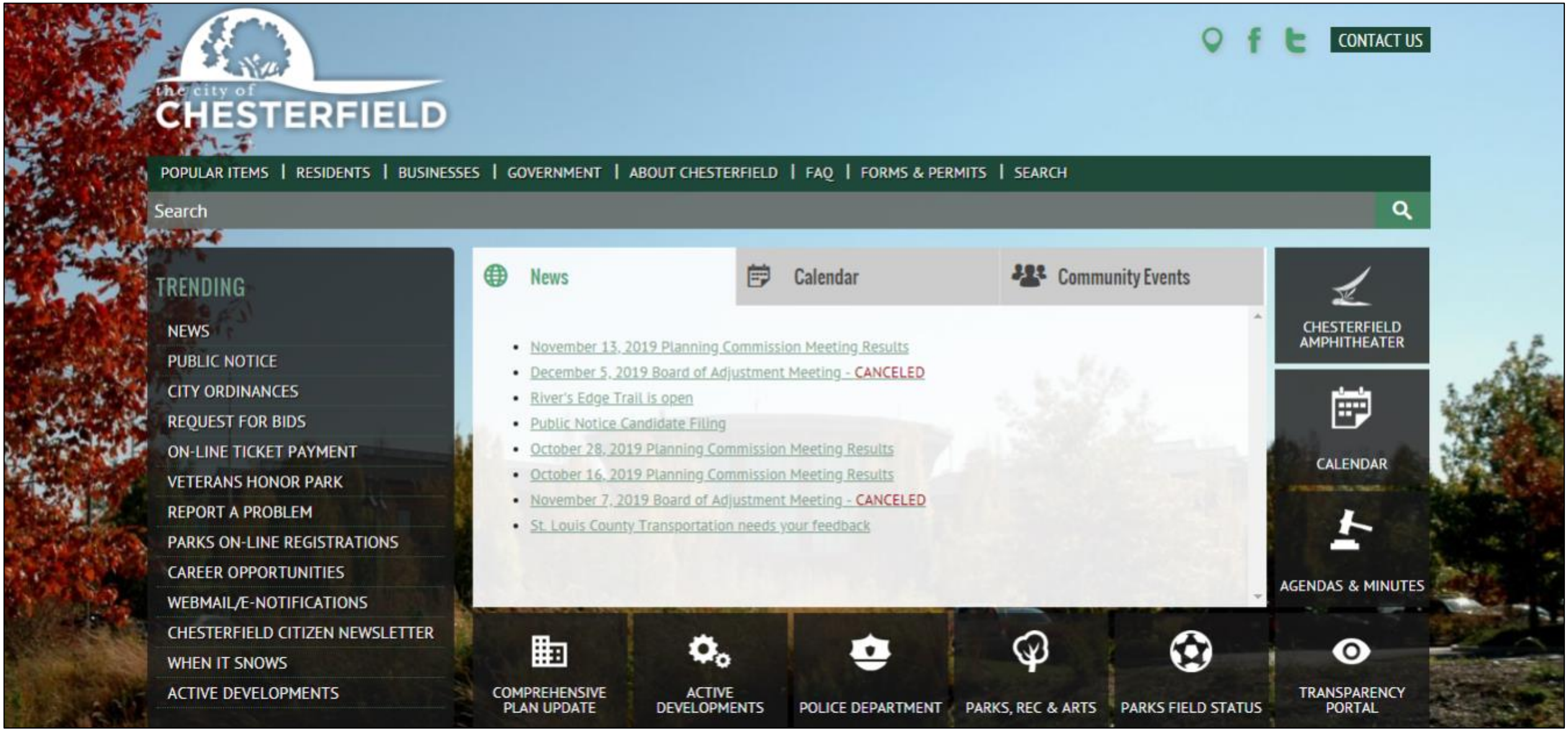
Website Creative Brief: 11.18.2019



Website Creative Brief: 11.18.2019

Current Website

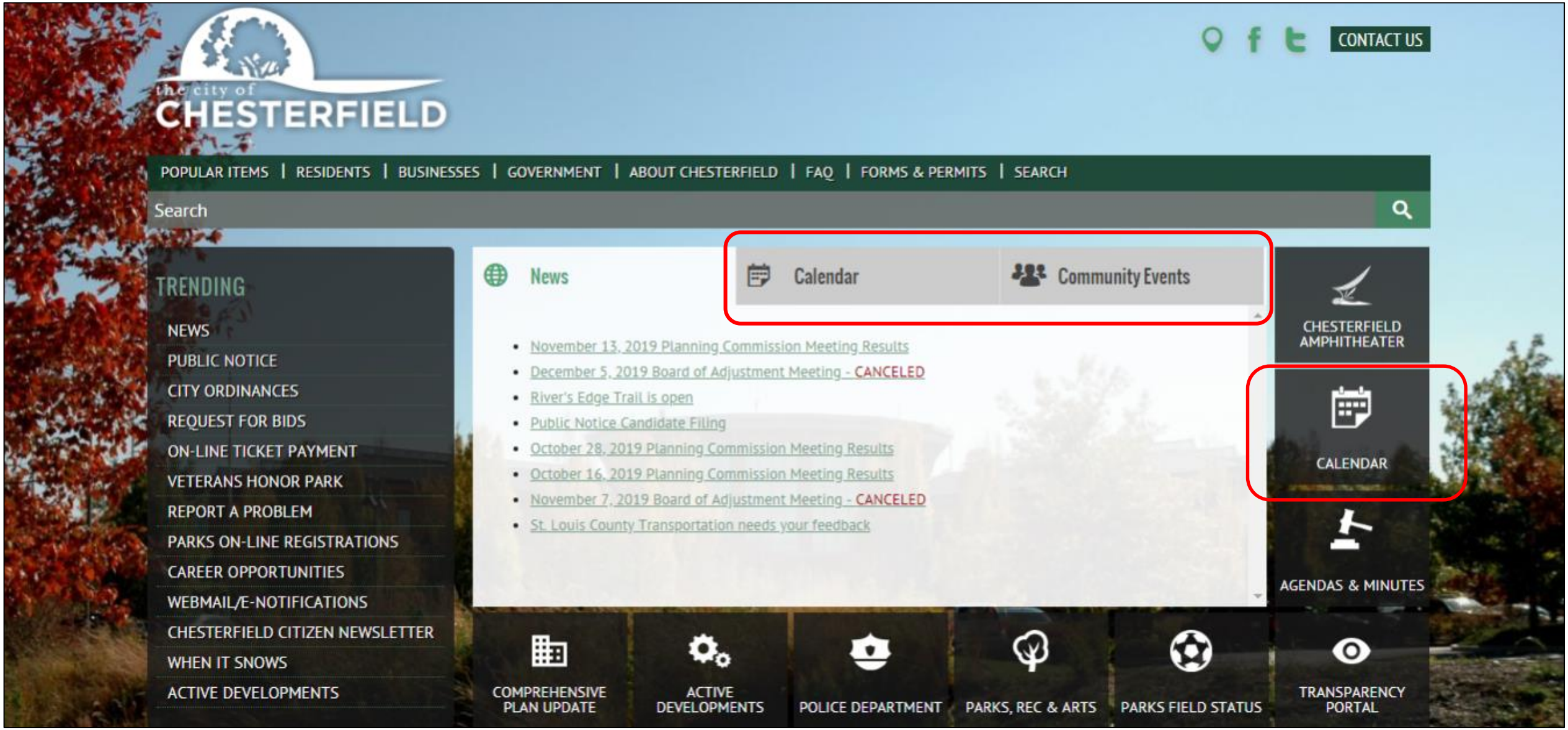
- Current version is 4+ years old

- Desire to update current version:
  - Clean up, make less “wordy”/text heavy
  - Reduce redundancies
  - Eliminate some items on home page
  - Add a “How Do I….? Feature

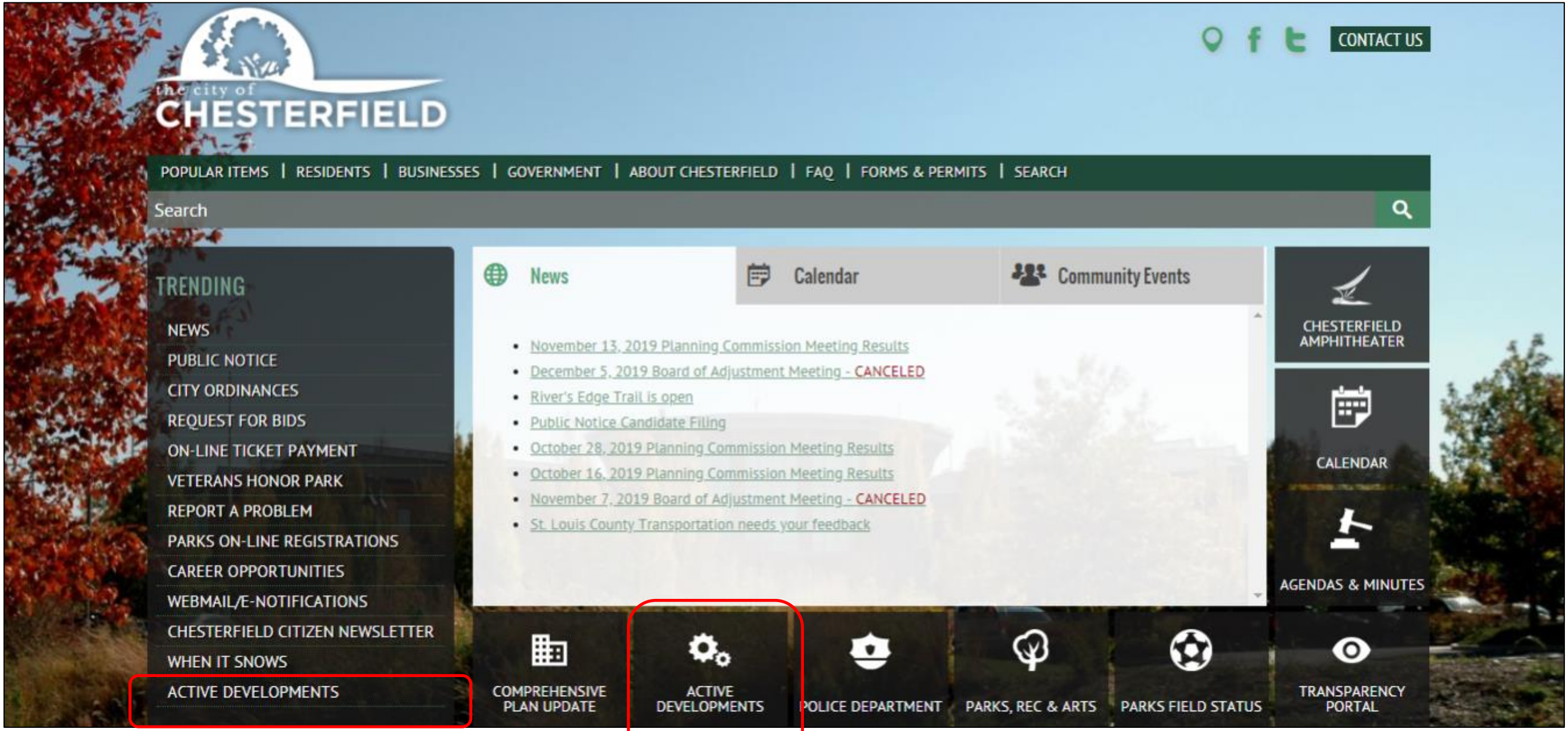
- Shift focus towards "How can we help you?" vs "who we are"

- All “look & feel” changes, no hard coding ($$) change required

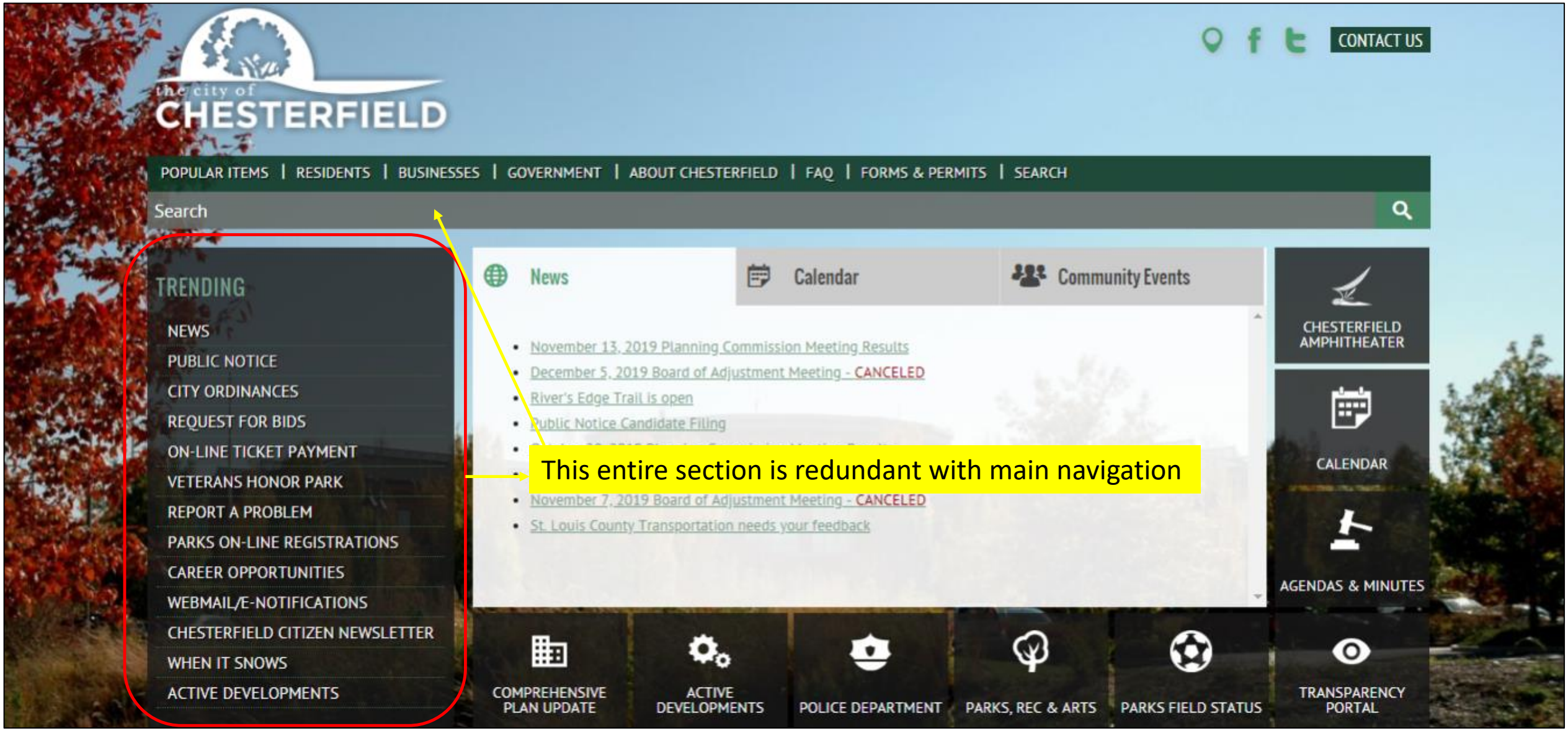
Eliminate Redundancies



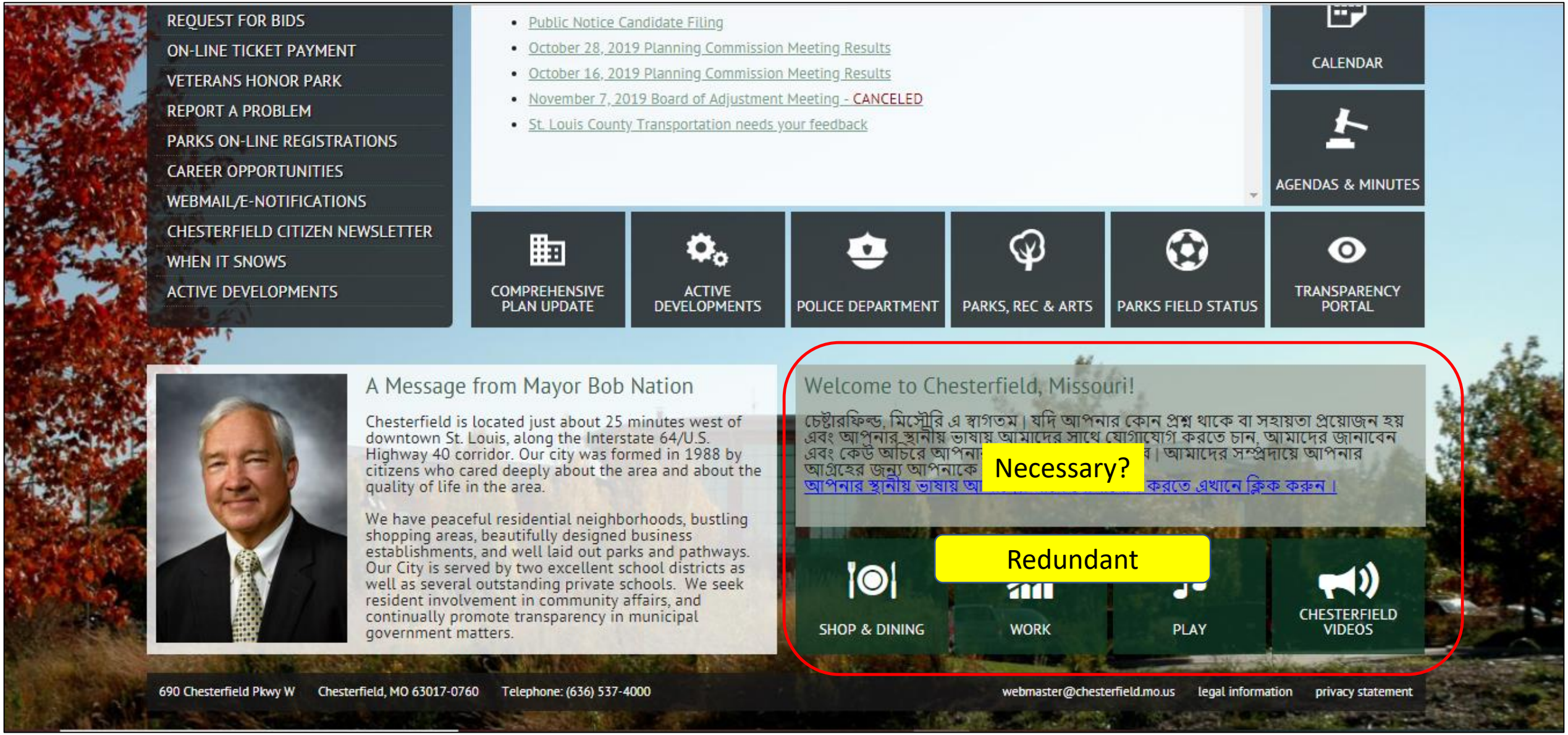
Eliminate Redundancies



Eliminate Redundancies



“Below the fold” area needs improvement



Website Creative Brief: 11.18.2019

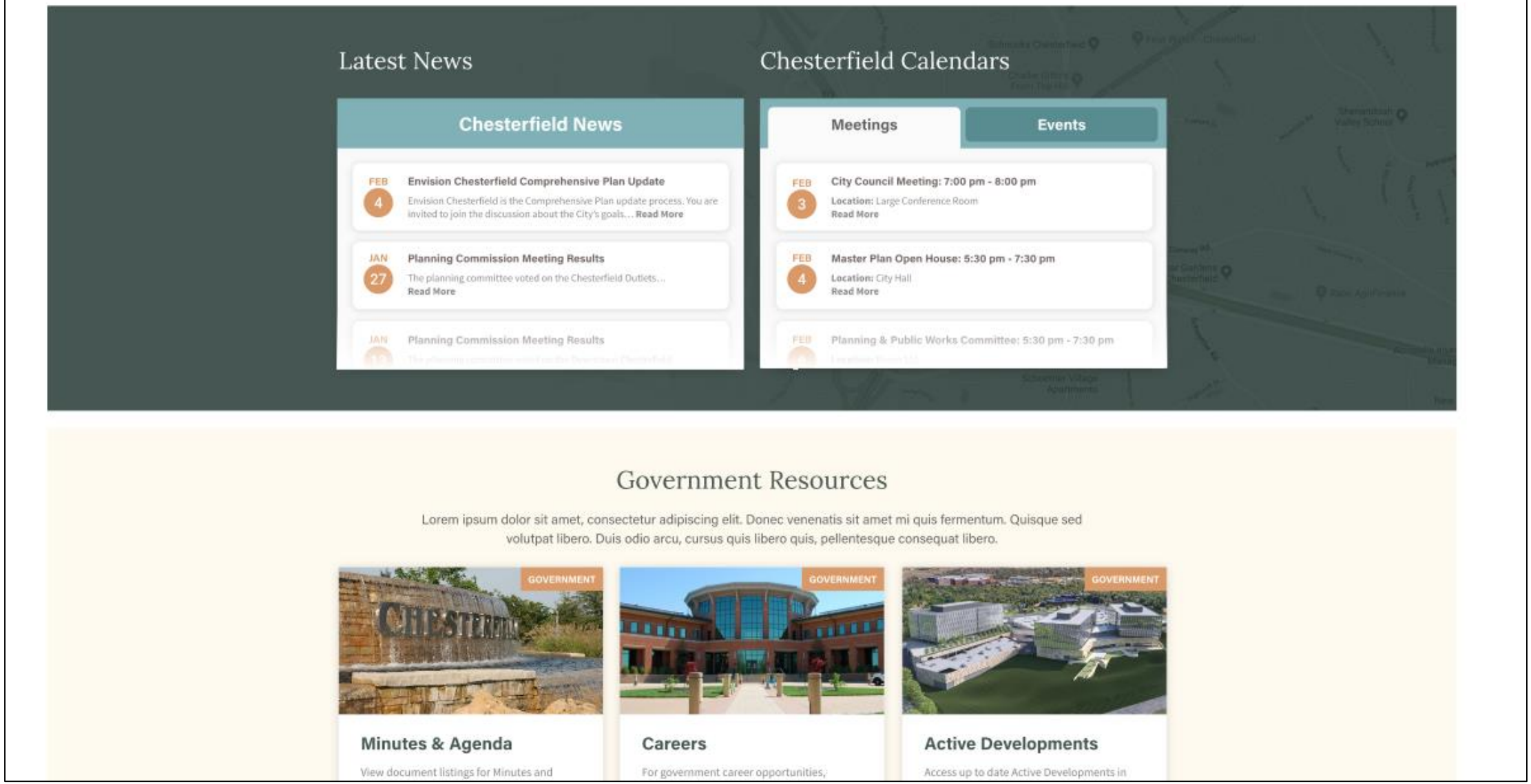
Next Steps

- Consult with current agency for design improvements
- Execute changes Q1 2020
- No budget request necessary, covered under existing IT funds

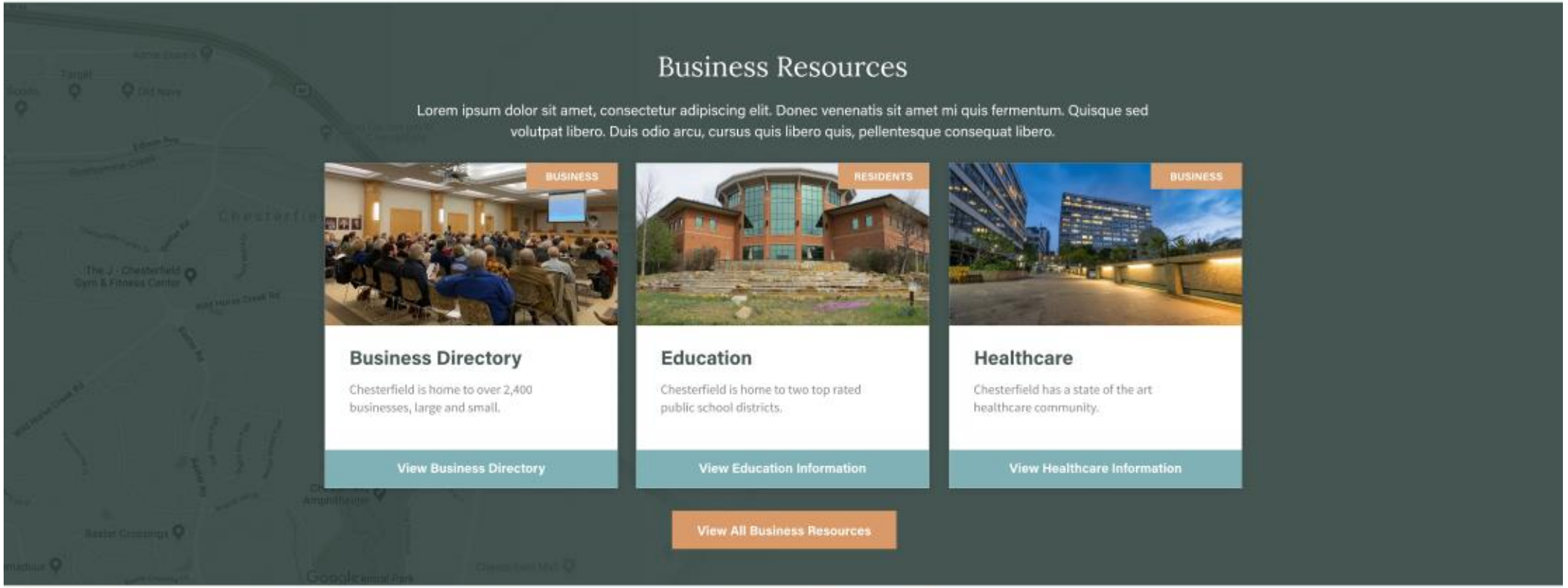
New Design

About
FAQ
Contact
CHESTERFIELD
Popular Items
Residents
Businesses
Government
Forms & Permits
Explore Chesterfield, MO
How Can We Help You?
Search
Field Status
Parks & Recreation
Aquatic Center
Shop & Dining
Amphitheater
Police Department
Welcome to Chesterfield, MO
FROM OUR MAYOR, BOB NATION
Welcome to Chesterfield, Missouri located just about 25 minutes west of downtown St. Louis, along the Interstate 64/U.S. Highway 40 corridor.
We have peaceful residential neighborhoods, bustling shopping areas, beautifully designed business establishments, and well laid out parks and pathways. Our City is served by two excellent school districts as well as several outstanding private schools. We seek resident involvement in community affairs, and continually promote transparency in municipal government matters.

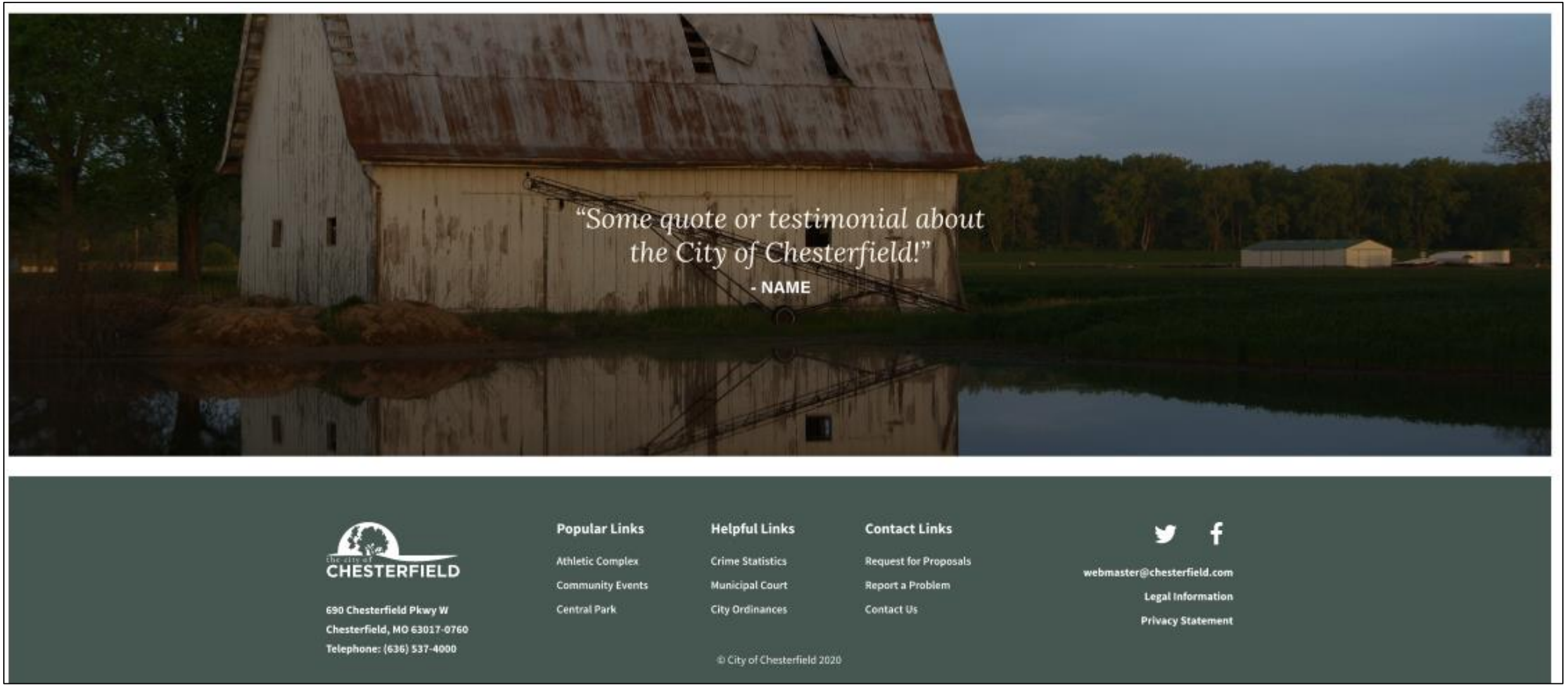
New Design – Below The Fold



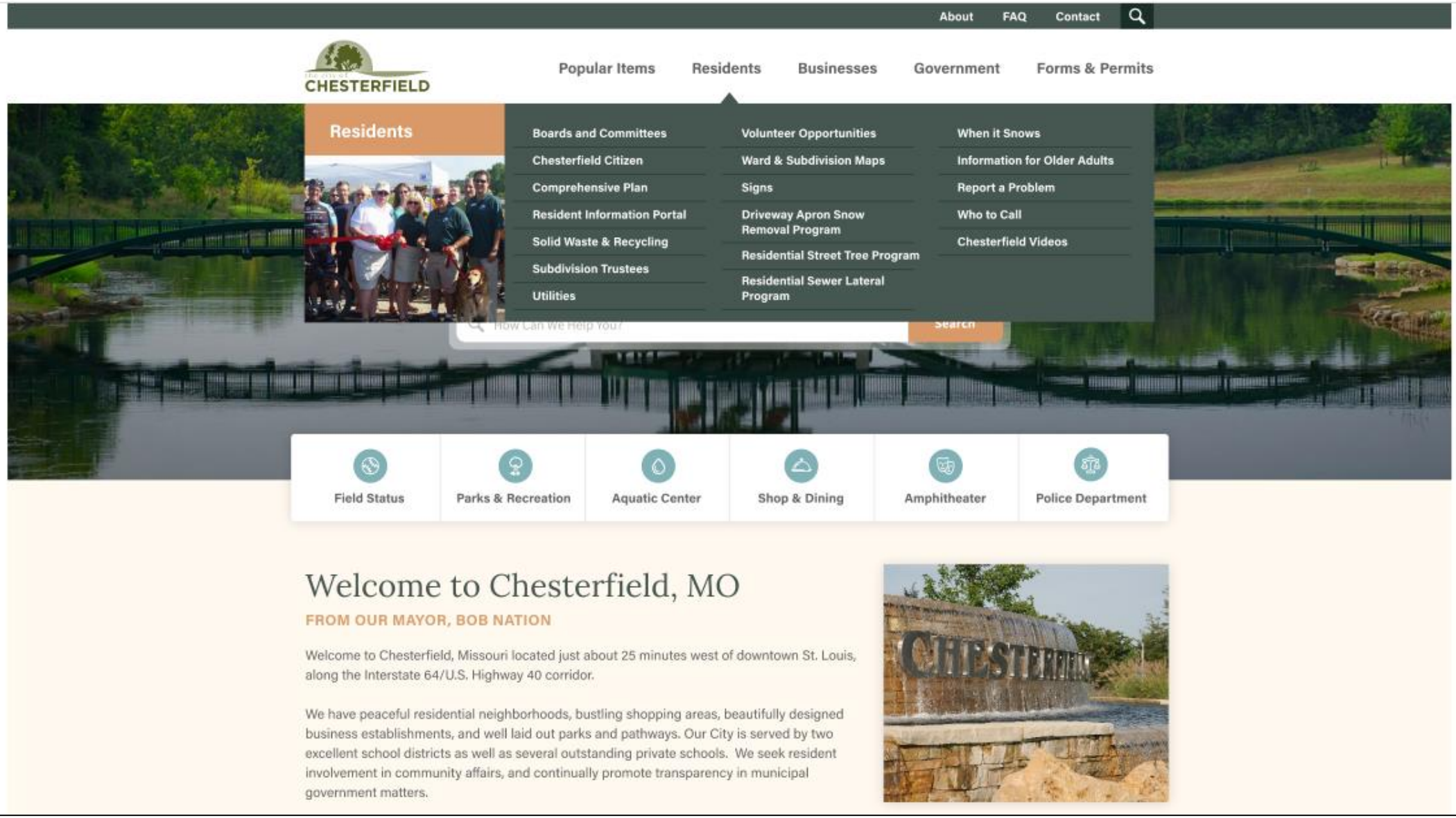
New Design – Below The Fold 2



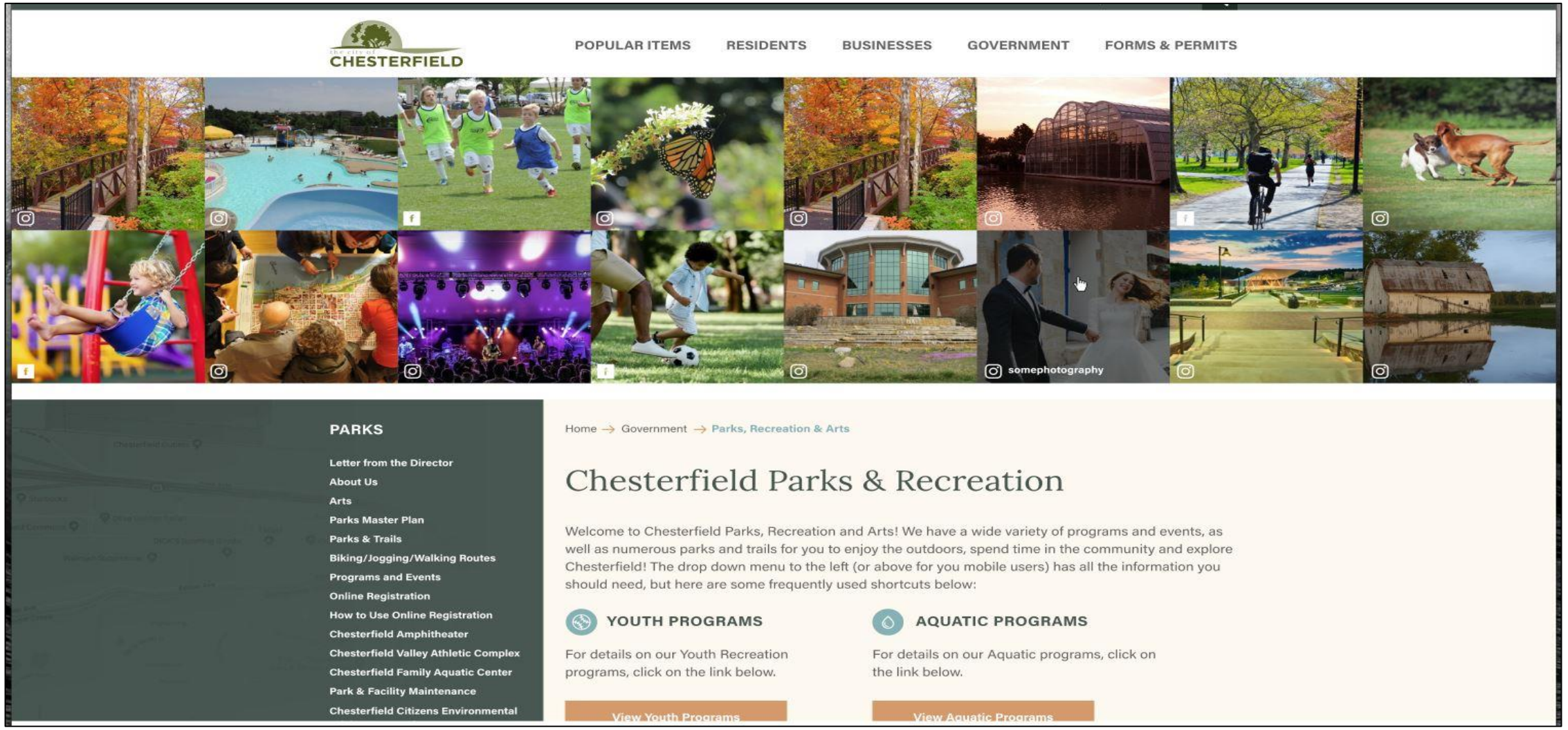
New Design – Below The Fold 3



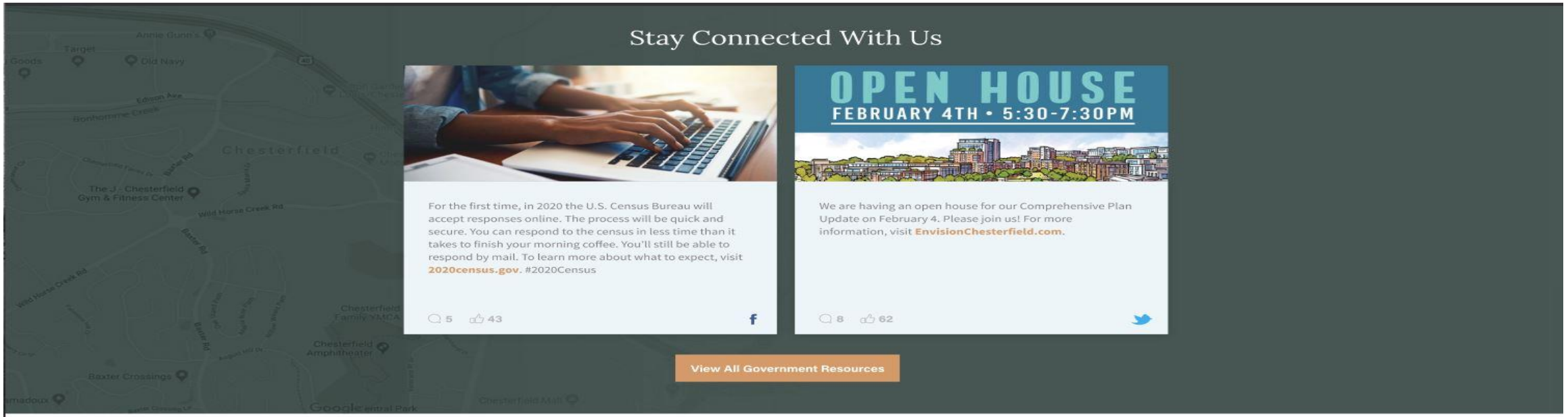
New Design – Main Navigation Drop Down Menus



Parks Dynamic Header images from Instagram



Parks Content from FaceBook and Twitter



New Design

Issues To Be Discussed/Resolved

- Naming of calendars, Business Meetings/Community Events?
- How far forward to display “News” events on the home page?
  - 7-10-14 days?
- How far forward to display calendar events on home page?
  - 7-10-14 days?