

Jul 1, 2022

# Website Design & Development Brief

## CONNECTED CITY

### BACKGROUND

#### COMPANY OVERVIEW

[Connected City](#) is a state-recognized, public-private development project led by Metro Development Group and Pasco County government. It is located in east, central Pasco County consisting of residential and commercial developments with advanced technology infrastructure and augmented lifestyle features.

#### PRODUCT OR SERVICE OVERVIEW

Upon completion, the community will include 37,000 homes centered around a 12 million-square-foot commercial and retail zone including non-residential property such as offices, retail spaces, schools, hospitals, and hotels. It is expected to simultaneously attract innovative business and highly-educated professional talent. The community will include ULTRAFi gigabit connectivity, autonomous vehicle infrastructure, Streetleaf solar powered street lights, and other technology infrastructure.

Additional focus is on green spaces, walking trails, wellness programs and other human-centered elements to create a sustainable community supporting both its environment and its residents.

The Connected City is physically the connection of the [Epperson](#) and [Mirada](#) communities. The second phase called Connected City 2.0 will come on line with the opening of the [Angeline](#) community over the next 30-60 days.

### PROJECT OVERVIEW

#### PROJECT DESCRIPTION

This project is defined as the creation, design and development of a new website for the Connected City community. This will include content and functionality as outlined in this document.

#### PROJECT OBJECTIVE

The purpose of this project is to provide a primary online asset to attract *COMMERCIAL* residents to the Connected City community. We emphasize the qualifier of commercial as there is already a website property focused on the residential audience. Additional users would be local government, community, and business leaders who will refer to the site when working to attract our primary audience.

### MARKETING INFORMATION

#### COMPETITIVE OVERVIEW

Competitive communities are hard to qualify but there are a number of similar projects that are worth referencing and we have included them in the Site References section of this document.

## TARGET AUDIENCE

We are defining our target audience in two segments: Attractors and Builders.

**Attractors** are larger companies and enterprises focused on innovation. They are well-known brands (generally and/or locally) that will pique the interest of other organizations and attract them to the community. They are able to see the potential of Connected City over other tech-enabled master planned communities and value the access to talent and commitment to innovation.

Actions:

- Learn about Connected City
- Engage with tools and functionality to more deeply understand the value of being a key member of the community.
- Elect to contact or connect with a member of the Connected City team to find out more about specific opportunities.

**Builders** are the individual contributors, creators, and collaborators that make up the talent of a growing community. These are young professionals, startups, freelancers, and creative-talent focused on building and creating.

Actions:

- Learn about Connected City.
- Engage with content to understand the professional opportunities in Connected City.
- Sign up for additional communication about Connected City.
- Make contact to answer specific questions.

## DESIGN DIRECTION

### OVERALL DESIGN COMMUNICATION

Fundamental design communication system should encompass the following elements:

- A governing design language that can easily be understood as innovative without being cliché and predictably *techy*. It should incorporate a level of warmth and humanity that is core to the Pasco community.
- A minimalist element supporting clear and concise communication without losing the warmth of humanity that makes up a community.
- Traditional blues, blacks, and grays that communicate technology are available, but incorporating other energetic colors are an opportunity.
- Effective use of white-space can help anchor the brand elements of space and openness to possibility
- A familiar and relatable quality that communicates opportunity and community.
- A modular approach to page types and elements to support design consistency and ease of maintenance.

## VISUAL REFERENCES

These sites include a diverse variety of visual elements. These are for inspiration only and not meant to be explicit direction.

- [ITEO](#) simple, minimalist, modern, content-rich, and warmth through color

- [Everyday Robots](#) - Warmth and tech together to make tech feel more human but good use of white space
- [AKT Oil Services](#) - clean and bold with a good use of imagery
- [Telosa](#) - sophisticated, content-rich, good mix of renderings and photography
- [Thevnomad](#) - clean, modern, but with warmth and humanity. Animations are a bit slow and feel unresponsive.

## SITE REFERENCES

The following references are more categorical references and not necessarily design references. Those starred are those containing favorable design elements.

- [Sidewalk Labs: Quayside Toronto](#)
- [Summerlin Las Vegas\\*](#)
- [Centennial Yards Atlanta\\*](#)
- [Mana Wynwood Miami\\*](#)
- [Dogpatch Power Station San Francisco\\*](#)
- [Lake Nona Orlando](#)
- [National Landing Washington D.C.](#)

## FUNCTIONAL DIRECTION

### BASE TECHNICAL REQUIREMENTS

The site technology stack should reflect the standard WordPress configuration for easy updates, editing, and page addition. Plugins should be confined to essential functionality only. Standard security and maintenance elements should be given priority.

### FUNCTIONAL REQUIREMENTS

The following are functional suggestions for consideration.

- Sitemap similar to [Mana Wynwood](#) and [Dog Patch](#)
- Layered Maps like [The Point Utah](#)
- Resident Profiles like [Summerlin](#)
- Quotes & Rankings Scroll like [Summerlin](#)
- Available Space Visualizations
- Partnership Highlights of MDG and Pasco County teams
- Cost of Living Calculator

### MARKETING REQUIREMENTS

Clear navigation and desired action are the primary marketing objectives. Secondary is to allow the user to engage deeply while keeping the site structure simple. Standard Google Analytics implementation is required for tracking and measurement.

### COPY DIRECTION

Brand positioning and messaging documentation attached.

### LOGISTICAL DIRECTION

## SCHEDULE

Website Design: July 11 - July 22  
Client Review & Approval: July 25-27  
Content Writing: July 18-28  
Website Development: July 28 - August 16  
Client Review Staging & Copy Review: August 17-20  
Revisions & Final Approval: August 22-24  
Website Live: August 26, 2022

## ETCETERA

### OTHER FACTORS

There is the potential to incorporate the Connected City website currently focused on the residential consumer into this one at a later date.

### MISCELLANEOUS NOTES

The connection to the community at large (Pasco County) is important, but we should be careful to sell what is possible and not what is today. We are leveraging a focus on innovation not as an achievement, but as a pursuit. We need to communicate that what we are doing will fuel tomorrow. It's a long-term vision not a destination.