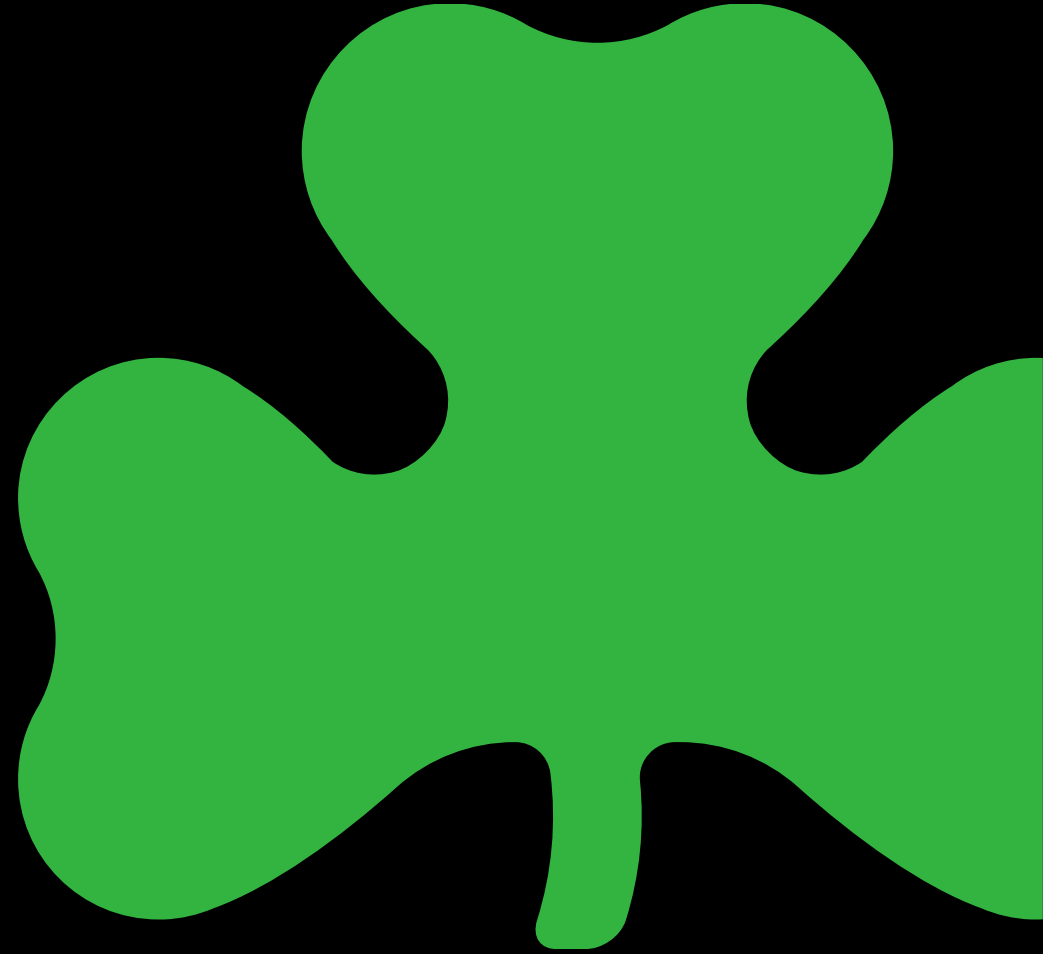


Erin.ca Upgrade

Status Update



This Presentation will include...



Project Overview



Key Milestones



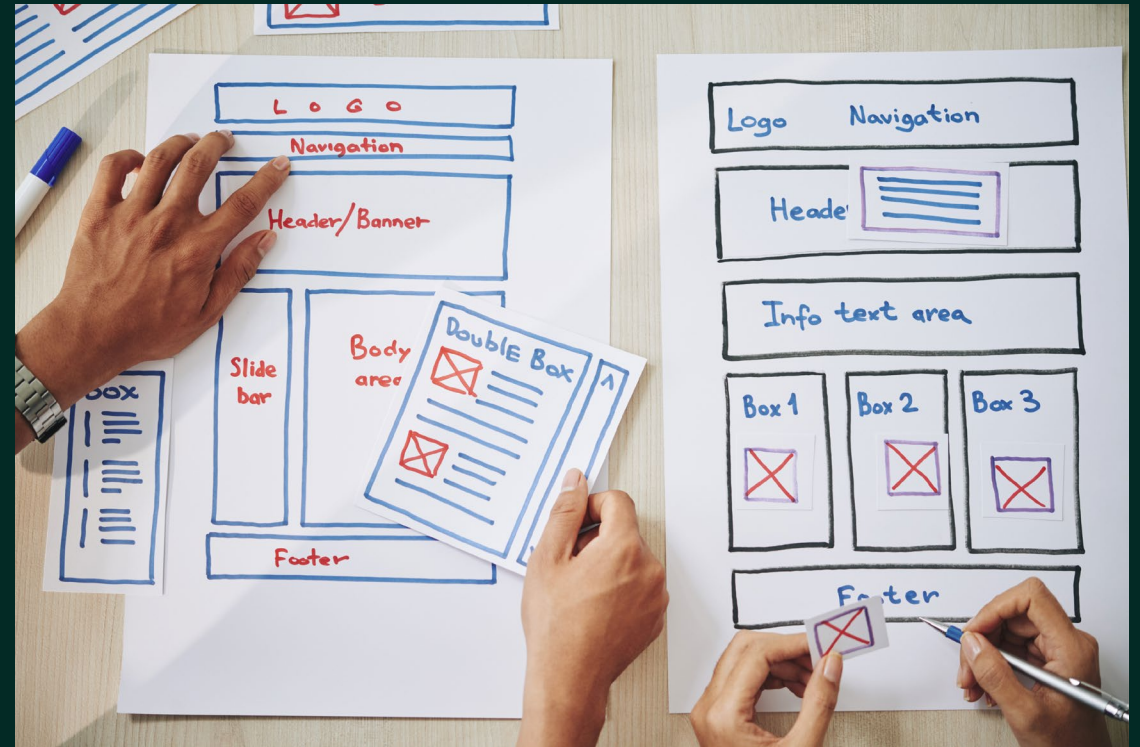
Where we are now



Next Steps

Project Overview

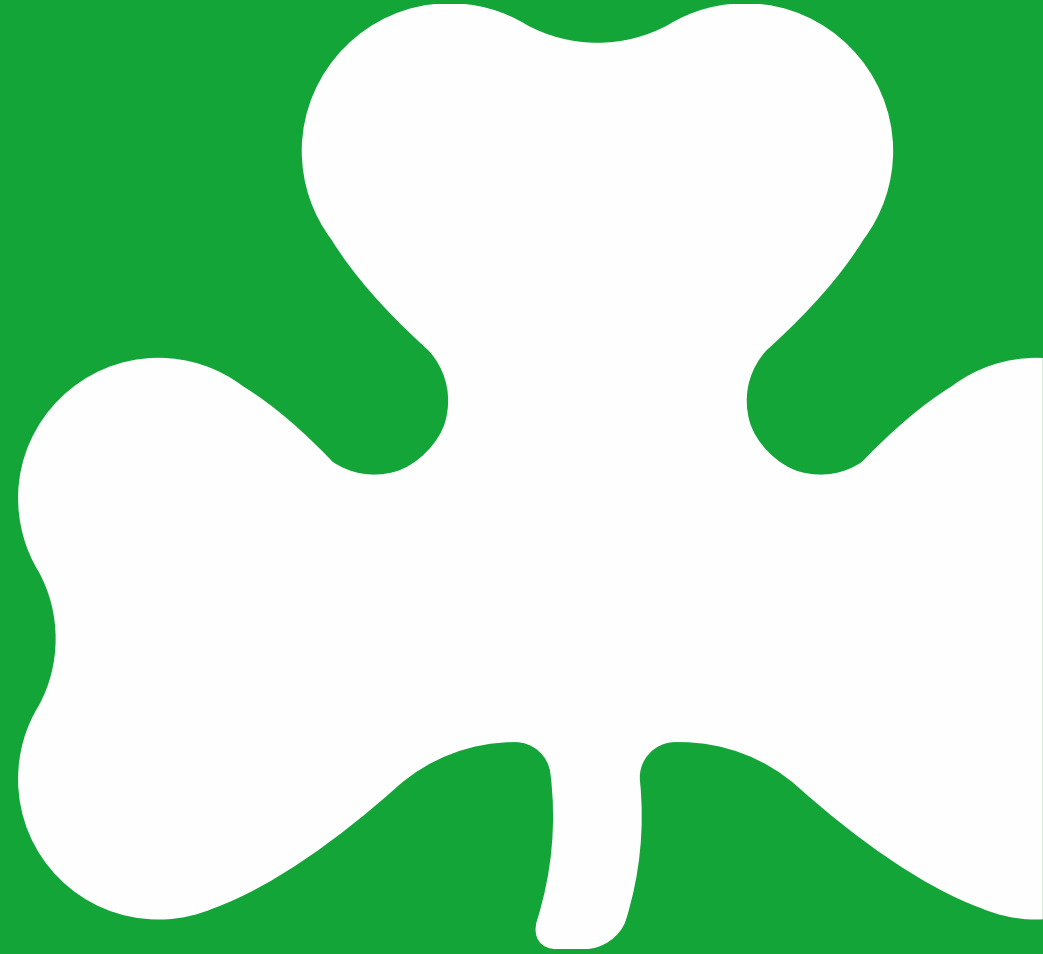
- The Town of Erin is redesigning Erin.ca to create a more accessible, modern hub for municipal information.
- RKD, a professional web design company who runs the current site has been contracted to make the upgrades.



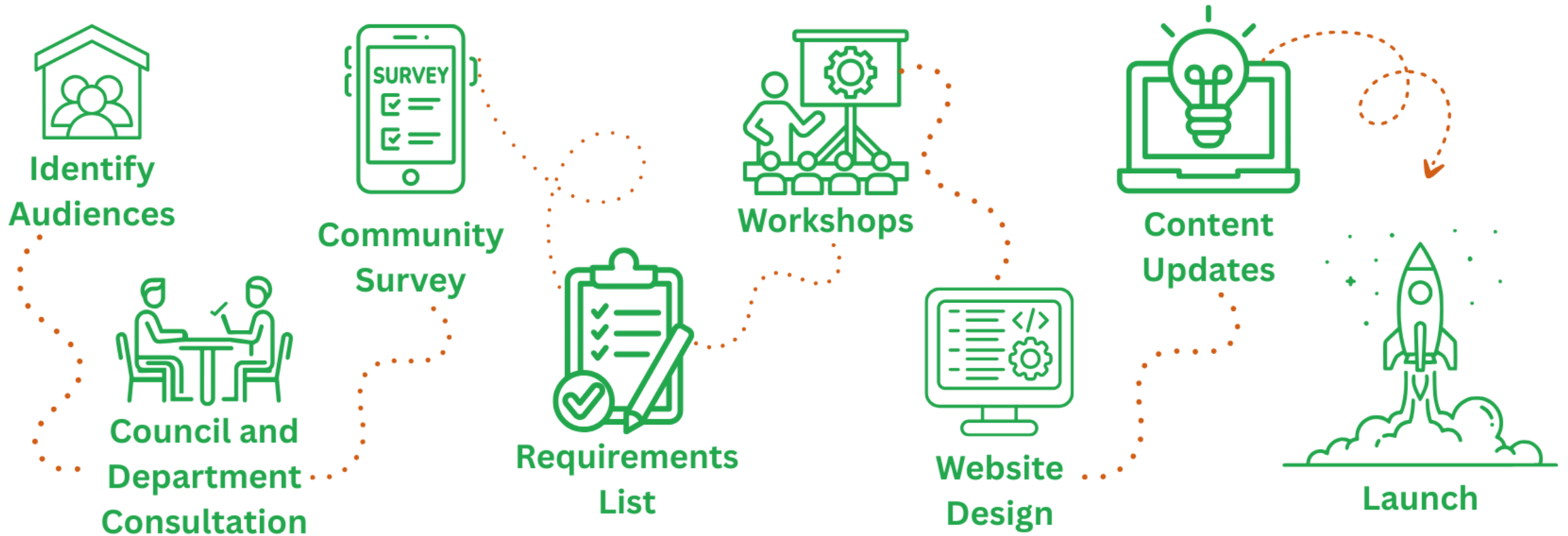
Project Overview

- Erin's IT and Communications departments have been working to identify key improvements through internal and public consultation.
- Staff have identified requirements for RKD, who will soon begin the design phase of the process.
- The website team is currently circulating requirements to staff, Council and advisory committees before submission to web designers.
- Environmental Taskforce to meet soon and prepare content with Website Update Team.

Key Milestones



Key Milestones



Audience Identification



Country Families



Kick Back Country



Diverse High
Income Families

The Town of Erin identified core audience segments within the municipality, generating three community personas. These guide the project to better meet residents' needs and interests.

Council and Department Insights

Staff met with department heads and council members through a series of sessions in late 2025.

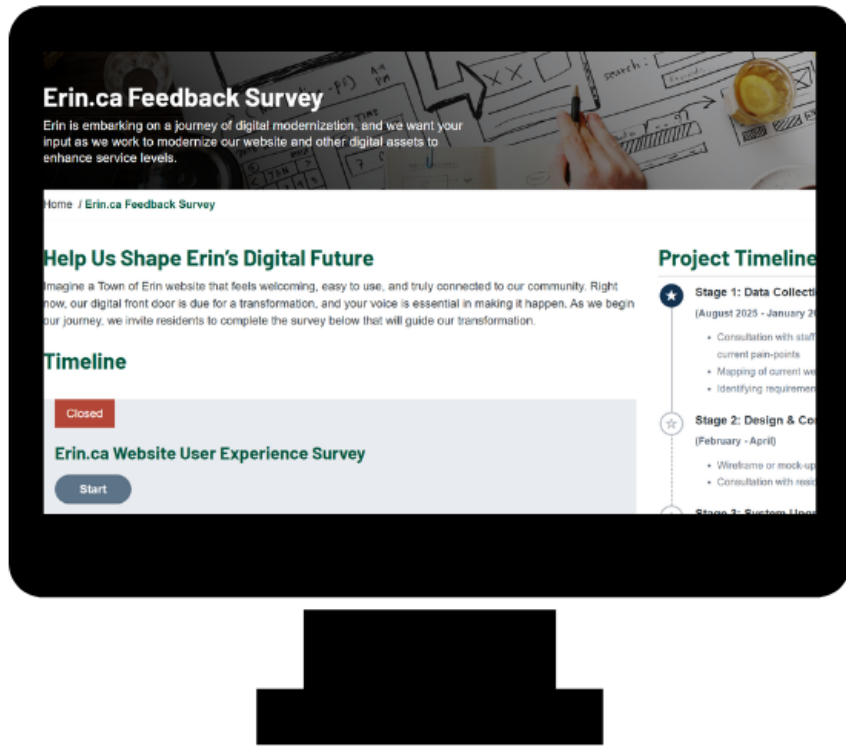
These meetings focused on:

- How the website is used
- Pain points in using the site
- Potential improvements



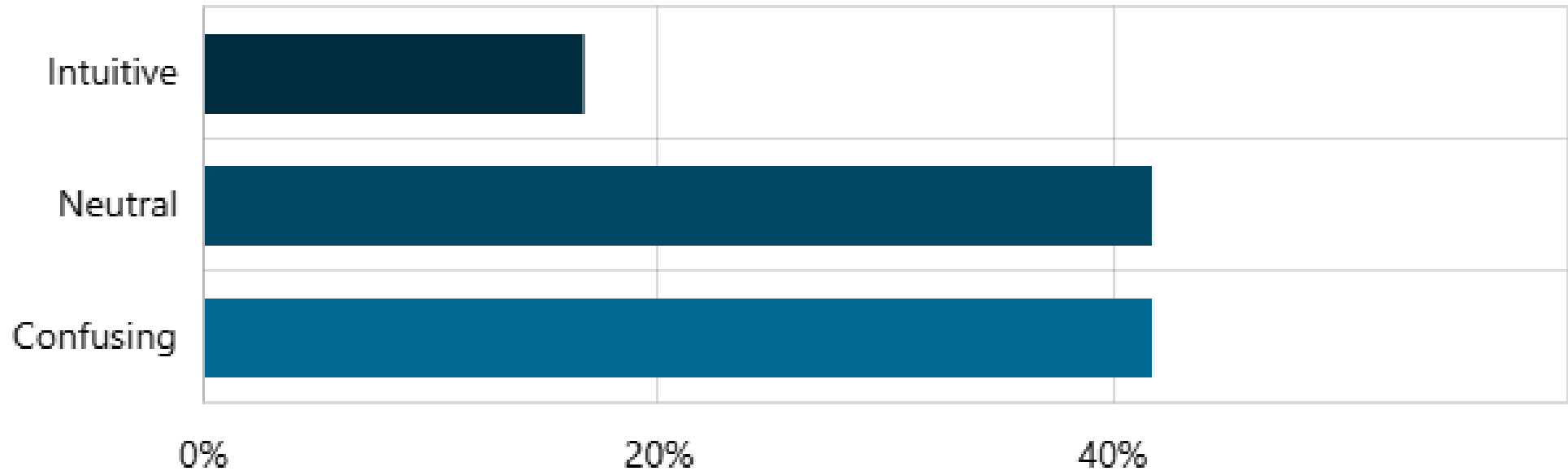
Each department was also asked to identify obsolete webpages and content updates for the new site.

Erin Engaged Community Survey

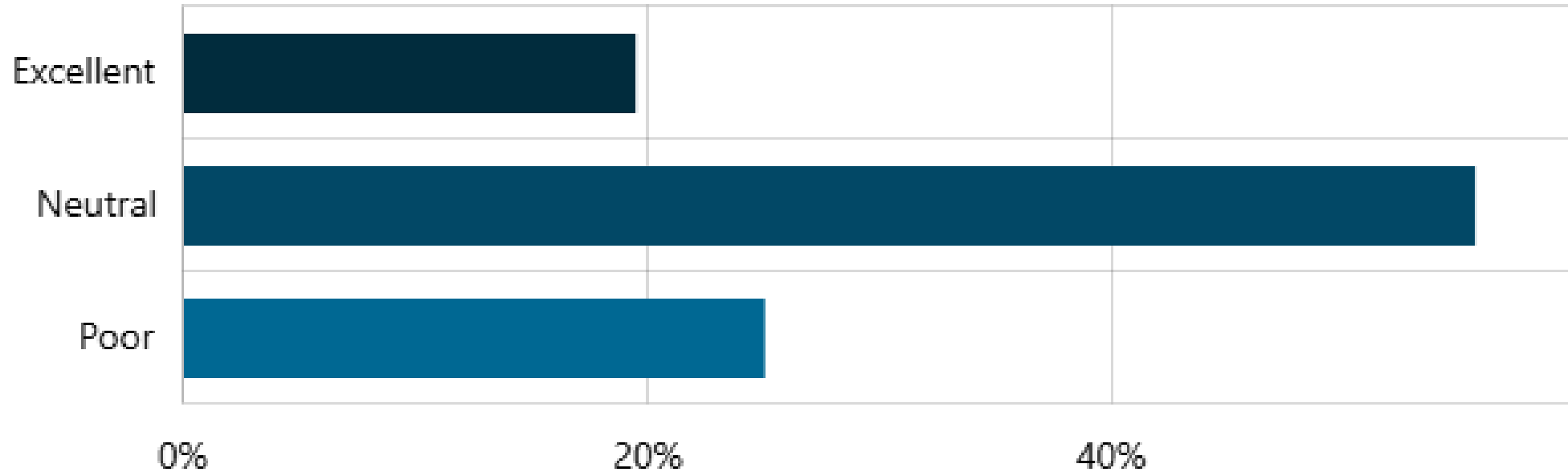


- Erin.ca Website User Experience Survey ran throughout January
- 36 respondents
- 14 wish to attend upcoming workshops
- Data collected reinforces need for clearer site navigation, layout and design
- Identifies desire for easier ways to fill out forms, access news and road closures

How intuitive and user-friendly is the website's navigation and layout?



How would you rate the visual design and readability of the website?



Collecting and Refining Requirements

- Staff, Council and public requests have been compiled into a spreadsheet.
- These asks have been analyzed and tailored to the website designers.
- The final requirements list is being circulated to department heads, Council and committees.

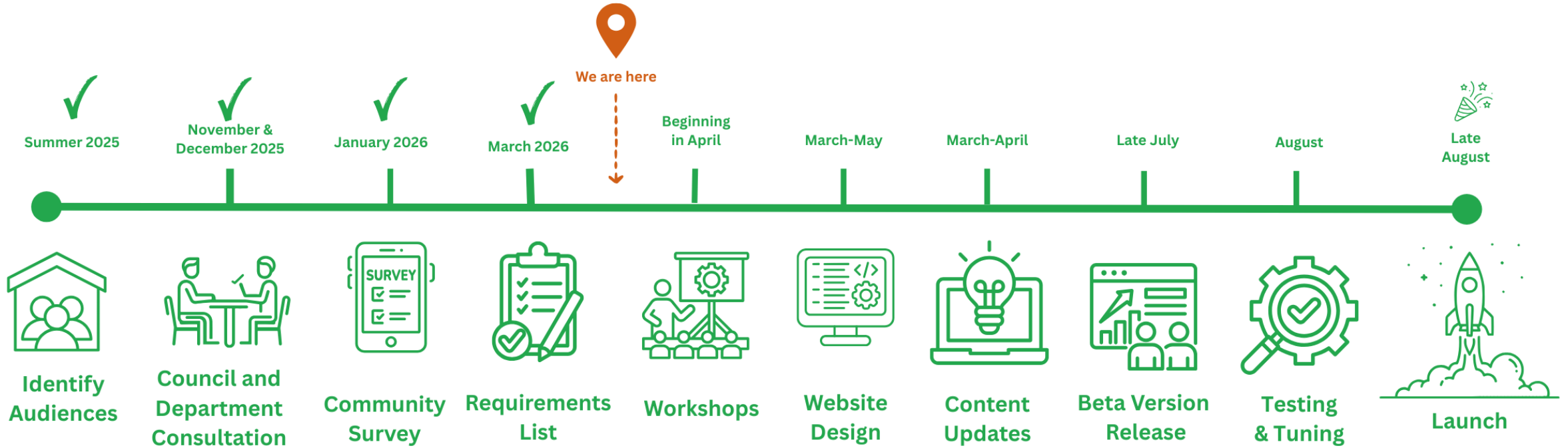


We are here



Requirements List

Timelines



Next Steps



- Requirements finalization for RKD meeting in March
- Website Workshops
- Wireframe Designs
- Content Updates
- Testing Phase
- Launch

Questions?

