

City Launches New Interactive Website

Visitors to www.cityofirving.org have noticed a new look to the city website. Designed by the city's web team, information has been reorganized to offer an enhanced browsing experience based on feedback received from a survey conducted last fall.

In addition to the existing Video on Demand library, four Flash-based video players have been added as the main website element, and can be turned on and off according to the user's preference. Produced by Irving Community Television Network (ICTN), videos are organized into the categories of residents, visitors and businesses. This unique type of communication benchmarks Irving in web design.

According to Senior Web Technology Specialist Justin Boyette, "There is an increased demand for video content on the web as can be seen in examples such as YouTube, CNN and Yahoo. Site visitors have come to expect more and our job is to evolve with technology to meet their demands."

Users also can now send city news through e-mail to a list of recipients by submitting a simple web form at the bottom of each article. Social media fans can access the city's Facebook, Twitter and YouTube sites directly from the home page.

Other features include the addition of a citywide events calendar, a Quick Links menu at the top of the home page, RSS feeds and a permanent navigation menu at the bottom of each webpage. To further enhance communication initiatives, an interactive calendar is slated to launch this fall.