FORT WARD – MOBILE WEBSITE - WIREFRAMES

This document presents layouts and full graphic treatments for a companion mobile website to the Fort Ward Museum & State Historic Site. This website will use a mobile-first approach to design since it will be primarily meant to be used physically on the park grounds. The site will augment the visitors experience with supplemental content, for visitors that may be interested in digging deeper on any given subject. Some of the text in the treatments are placeholders for visualization purposes.

The working prototype can be accessed on the staging site below for review purposes:
https://xd.adobe.com/view/d082bd14-d01f-4233-7b36-8e725d35a34e-a6b3/

To navigate 3 pages deep, use this path:
Introduction (landing page) > choose Site Marker “8” on the map > scroll down, choose “The Residence”

Technical Implementation

While the full development will not begin until after the design contract has been fulfilled, the technical planning has been outlined between the City of Alexandria and Redmon Group.

In order to make an accessible mobile companion experience, we needed to have a short URL (web address) that would be memorable and easy to type into a mobile phone browser. The website server will be configured to use a domain name to encapsulate the experience. The domain name “ExploreFortWard.com” was chosen expressly for this purpose, with the intent that the City of Alexandria purchases the “.org” and “.net” versions of the domain as well. All domain extensions will route visitors to the same web address for Fort Ward’s mobile companion.

As for what server technologies will be used, the City of Alexandria is extremely flexible and will allow the developer (Redmon Group) to declare the most efficient solution. The flexibility stems from the city’s ability to spin up a cloud (virtual) server and easily configure it for whatever purpose is needed. The one stipulation given was that the City of Alexandria prefers a two tier publishing process in order to keep the website safe and secure.

What this means is that the content management system (CMS) will likely be implemented on a separate server, not accessible to the public. The CMS will generate static HTML files whenever published, which Alexandria IT staff (with secured access) will then manually copy up to the live website host server. Using this method of publishing will ensure a secure website, taking any public CMS vulnerabilities out of the equation.
Historic Site Marker - Graphic Panel Label

The following image is a reference from the design package. The image shows what a site marker graphic may look like on-site at Fort Ward, which will also direct visitors to the mobile companion to learn more information.

The text at the bottom of the graphic panel will identify the site marker, which will coincide with the ID needed within the mobile companion. The graphic will also highlight the URL for the mobile companion, and some site specific descriptive text. The domain name chosen by the City of Alexandria is “ExploreFortWard.com”. The short yet descriptive URL (https://explorefortward.com) will make it easy for visitors to remember and to type in their phone browser to find more information.

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**SCHOOL / CHURCH / RESIDENCE SITE**

**THE SITE’S NAME** honors the longevity and adaptability of the members of “The Fort” community. The community built a schoolhouse here around 1898. In 1932, the structure was converted into St. Cyprian’s Episcopal Chapel. Once the church was no longer in use, the building was sold to the Claiborne family, who then converted it into a home and sold the building to Lee Thomas Young. Sgt. Young lived in this home with his family until the City of Alexandria purchased it in 1964.

This aerial photograph of the School/Church/Residence was taken in 1962, after the building had been renovated into a home and sold to Sgt. Young.

Please visit explorefortward.com to learn more about the School/Church/Residence and the longevity of “The Fort” community.
Introduction Page

The introduction page is where the visitor will start their companion exploration and learn how to navigate the website.

A) This treatment shows how the content would normally be presented upon first arrival.

B) When touching “How to Navigate” an overlay will appear over the map and will either use call-outs or animation to point-out how to use the website to find content based on a relevant site marker location.

C) When touching “About the Mobile Website” an expanding div (or accordion text box) opens up so visitors may learn about the purpose of the website companion.

D) When the persistent menu button is touched (the hamburger in the upper right) the visitor can navigate directly to the intro page, or any of the Historic Site Marker overview pages. The menu button will expand like an accordion, pushing all other content below it. Consider the menu button an alternative way to navigate the site.
Site Overview Page

The site overview page acts as a landing page for the location specific Historic Site Marker. (in this case, site marker 8) A back button will be placed next to the site location title. The map is zoomed-in on the specific location. The content will be presented all at once in scrolling form.
Site Detail Page

The site detail page is for even deeper information about any given topic. (in this case, the School / Church / Residence) A back button will be placed next to the Historic Site Marker title. The content will be presented all at once in scrolling form.

Before purchasing the recently renovated home in 1947, Sgt. Lee Thomas Young and his family lived nearby at Fort Belvoir. After moving to “The Fort” they quickly became a part of “The Fort” community life, spending time with neighbors and sharing resources.

Sgt. Young described the home as having high, old-fashioned ceilings, hardwood floors, a long front porch at the front of the house, and extra luxuries such as running water and a full bathtub. The land surrounding the property contained a large garden. The Clarke family, when renovating the home, built five small cabins along the property, some of which Sgt. Young rented to soldiers and the rest he used for storing tools.