

## case study

# redevelop frankston city council (fcc) website



# mbos

murrige online strategies

p 0419 761 463

e meaghan@mbos.com.au

www.mbos.com.au

### Primary Objective

**Develop a more customer-focused website, giving visitors quick and easy access to information about FCC's services, projects, events, and items of interest.**

“From our very first contact with mbos to our final website launch, they provided outstanding service, support and guidance. Every question was answered quickly and their consultation process went above and beyond what we asked of them. The process was so effective that both internal stakeholders and external users alike were very excited about the changes to the website.”

### challenges

- The original website had a large amount of content, much of which was out of date and not user-friendly.
- Council terminology and jargon was used throughout the website content.
- Many web pages contained information provided by multiple departments, which meant that updating the content was difficult and time-consuming.

### results

- ✓ A decrease in the number of enquiries from residents, businesses, and visitors.
- ✓ Increased user satisfaction and confidence in the website.
- ✓ An increase in awareness and promotion of council services and initiatives has been reported.
- ✓ Users report that the website is more 'welcoming' and less 'corporate'.
- ✓ Editors and content managers update the content more regularly.
- ✓ The website meets Level A Accessibility standards.
- ✓ Users are accessing more information about council services and initiatives more easily.



# www.frankston.vic.gov.au/



### reference

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## case study

# redevelop frankston city council library website



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### Primary Objective

**Develop a more industry competitive and customer centric website that would promote the library services, library catalogue, events, membership login and privileges.**

“ Identifying ways in which the website could be enhanced with the greatest impact and lowest effort, in other words, the best ‘bang for our buck’ was a result of mbos’s involvement in the website redesign. Meaghan’s ability to assess and address some key challenges around stakeholder requirements meant the final solution made everyone happy as well as fitting within our time lines, budget and resources. ”

### challenges

- Resourcing was limited so enhancements had to be easy to maintain and sustainable in the long term.
- The original website was not popular, only 14% of library users were accessing the library catalogue via the website.
- Users perceived the website as very technical.

### results

- ✓ Increased user satisfaction and confidence in the website due to easy access to the most common customer queries.
- ✓ Reported increased awareness and promotion of Library services, catalogue, events and membership.
- ✓ Editors and content managers update the content more regularly.



<http://library.frankston.vic.gov.au/>

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## case study

# redevelop frankston city council arts centre website and develop a social media strategy



# mbos

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### Primary Objective

**Develop a more customer centric website, increase website usage and online ticket sales. Plus, add value to the existing online marketing channels through interactivity and social media tools**

“mbos provided outstanding service and was an excellent company to work with. Their detailed recommendation report provided clear direction on what were the most effective enhancements to the website, this kept the project team focused on the project aims and objectives and avoided getting distracted with ineffective solutions which didn't meet the needs of our users.”

### challenges

- ⬆ Theatre tickets are purchased via a third party online booking system. It was not possible to make enhancements to the ticket purchasing process or to redesign the booking screens.

### results

- ✓ After the launch of the new website the satisfaction rating for website functionality was:
  - 87.4% of new users were satisfied or very satisfied
  - 89.2% of regular users were satisfied or very satisfiedThis was an increase of 40% for regular users since launch. The high satisfaction rating by both new and regular users is due to the user centric design.
- ✓ Users reported a more usable website, “I can see at a glance what I am looking for then get further info as required”. “It is more interactive”.
- ✓ Currently the Frankston Arts Centre are implementing the first stage of the social media strategy.



<http://artscentre.frankston.vic.gov.au/>



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## case study

# redevelop frankston city council (fcc) youth resource centre website



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### Primary Objective

**Develop a more youth-focused website as well as a short and long term strategy for ongoing improvements.**

“ We had a very specific target audience for this website, it was essential that the design and approach were specific to a young adult user group. Throughout the consultation process Meaghan taught us along the way what was important to our users. The website she designed and launched for us is exactly what we want and her service made every step of the process simple. ”

### challenges

- The website was viewed by its users as looking like a school intranet and reminded them of school.

### results

- ✓ Increased user satisfaction and confidence in the website.
- ✓ Users reported that the website is more 'fun' and more 'enticing'.



<http://youth.frankston.vic.gov.au/>

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## case study

# redevelop frankston city council (fcc) volunteer resource centre website



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### Primary Objective

**The primary objective of the Volunteer Resource Centre was to develop a website starting with a detailed requirements brief which was to provide the basis for an evaluation of technological solutions.**

“ Meaghan was an invaluable resource to us in setting up the Frankston Volunteer Resource Centre. Our aim was to provide a Centre with both a ‘walk in’ and ‘online’ service to appeal to a broad audience. Meaghan was able to help us understand the capability and functions that could be achieved as well as define and articulate our online needs. Meaghan input our needs into a technical specification document that enabled us to obtain quotes and ultimately implement the website. ”

### challenges

- Technological solutions which meet the requirements of this project are often costly and resource hungry.

### results

- Project team progressed with confidence and clarity.
- There are over 96 membership organisations and over 1300 registered volunteers.
- The final solution was cost effective, easy to maintain and meets the needs of the program and public.



[www.frankstonvolunteer.org.au/Pub/pStart.asp](http://www.frankstonvolunteer.org.au/Pub/pStart.asp)

### reference

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## make recommendations on redevelopment of the frankston city council intranet



### Primary Objective

To understand staff's usage of Citynet and how effective Citynet is as an internal communications tool. To compile a detailed brief of recommendations for future redevelopment.

### challenges

- Usage and perception of the original intranet were low.

### results

- Effective analysis of intranet user needs and requirements enabled a targeted use of the budget. This maximised the intranet as a cost effective communication tool.
- Staff and stakeholders alike were onboard, positive and enthusiastic about the redevelopment.



*mbos' approach meant that staff were onboard with the intranet redevelopment project. The requirements brief provided us with clear direction on what aspects of the intranet needed changing and which features we should keep. This made it easy to match current technologies and tools to our staffs needs. Fleshing out our staff's key requirements were key, mbos did an exceptional job in analysing and reporting on this.*

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