

case study

redevelop kingston city council (kcc) website



City of
KINGSTON

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Primary Objective

To develop a new information architecture and compelling content so that the website is more user centric. Incorporating social media into the website was also a priority.

“mbos was pivotal in ensuring that the user needs was the focus at the start, middle and end of the project. The user experience credibility that mbos brought to the project ensured stakeholders were onboard quickly, that the organisation embraced the changes and the website reflected the users' needs.”

challenges

- User testing showed that content was paramount to the user experience.
- Information which was hard to find, inaccurate, out of date or irrelevant were the most common reasons attendees gave for abandoning a website.
- The Kingston Council wished to pursue its commitment to community engagement through Web 2.0 technologies.

results

- ✓ mbos brought user-experience credibility to the project. This meant that internal roadblocks were more easily overcome and stakeholders came on board more readily.

The redeveloped Kingston City Council website is scheduled to launch late 2012.

reference

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