

## case study

# redevelop macedon ranges shire council (mrsc) website



# mbos

murrige online strategies

p 0419 761 463

e meaghan@mbos.com.au

www.mbos.com.au

### Primary Objective

**Develop a website that reflects the community and the region. Increasing usage through usability and functionality improvements was a key focus.**

“ The user workshops and interviews which mbos conducted, provided valuable insights into our users' expectations. This enabled us to identify common trends and themes for the new website. mbos conducted a number of presentations with staff. These were brilliant in getting staff on board, and helping them understand the importance of getting past an organisation-centric mindset. ”

### challenges

- ↗ Competing internal priorities.
- ↗ Connecting with the different groups of users.
- ↗ Reflecting all aspects of the region in the one design and IA.
- ↗ Large volumes of content.
- ↗ Organisational expectations.

### results

- ✓ Community engagement throughout the process.
- ✓ Organisational engagement throughout the process.
- ✓ The development process kept a strong focus on the central themes and trends which were gleaned via the user needs analysis.

**The redeveloped Macedon Ranges Shire Council website is scheduled to launch early 2013.**

### reference

**Gemma Gamble**

Communications and Public Relations Coordinator  
Macedon Ranges Shire Council (MRSC)

Phone: 5422 0310 • Email: ggamble@mrsc.vic.gov.au