**case study  
redevelop macedon ranges shire council (mrsc) website**

**Primary Objective:**

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

**Testimonial:**

*“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.

**Reference:**

Gemma Gamble  
Communications and Public Relations Coordinator  
Macedon Ranges Shire Council (mrsc)  
Email: ggamble@mrsc.vic.gov.au