

case study

redevelop wodonga city council (wcc) website



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Primary Objective

Improve communication and increase online access to the most common customer queries via its website. Streamlining the process of updating website content was also a priority.

“mbos’s customer-centred approach was very effective. The workshops, interviews and other UX techniques which were employed, revealed a range of issues that we would have overlooked. The approach ensured that our users were placed at the heart of the redevelopment and design process. The final brief provided a clear guide to the website requirements from our users’ perspective and streamlined the decision making process.”

challenges

- To identify the range of information that customers were not accessing via the website.
- To identify the key issues with the current website with regard to usability and functionality.
- Overcoming council staffs’ frustration with the CMS.

results

- ✓ The broad range of data collected resulted in a detailed analysis of user needs.
- ✓ A more efficient and time saving design process.

The redeveloped Wodonga City Council website is scheduled to launch October 2012.

reference

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