**case study
redevelop wodonga city council (wcc) website Objective**

**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.

**Testimonial:**

*“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.

**Reference:**

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