

## case study

# redevelop cardinia shire council (csc) website



# mbos

murrige online strategies

p 0419 761 463

e meaghan@mbos.com.au

www.mbos.com.au

### Primary Objective

**Develop a more 'customer centric' website so that commonly sought after information is easier to find. A subsidiary focus is to improve the perception of the website across the organisation.**

“Meaghan's involvement in the project, professional approach and subject knowledge gave us much needed support in getting buy-in from other business units and across council generally. We have had positive feedback from the community, web authors, councillors and management on the results of the redesign, in terms of the look and feel, the functionality we were able to achieve by going to the newer technology and on the improvements to site structure, navigation and page content. Our web authors were enthused and inspired by the process and empowered to take more responsibility for their content.”

### challenges

- Resources did not allow for a completely new website to be built from scratch.
- The new look website had extremely tight deadlines, the launch had to be completed within 3 months of the project beginning.
- Not all users have broadband internet access so enhancements had to take into account dial up access.

### results

- Editors and content managers update the content more regularly.
- Management has a greater understanding of the importance of usability and the gains achieved through the redesign.
- Users reported the website as “much easier to find information” and “so much better than the last one” as a result of a more ‘user centric’ design.
- Increased user satisfaction and confidence in the website.
- Improvements to site structure, navigation and functionality were implemented using the council's existing CMS technology.
- Greater buy-in across all the shire council's departments, management and content editors.



# www.cardinia.vic.gov.au/

### reference

**Ms Myrine Hawksworth**  
Communications  
Cardinia Shire Council

Phone: 03 5945 4257 • Email: m.hawksworth@cardinia.vic.gov.au