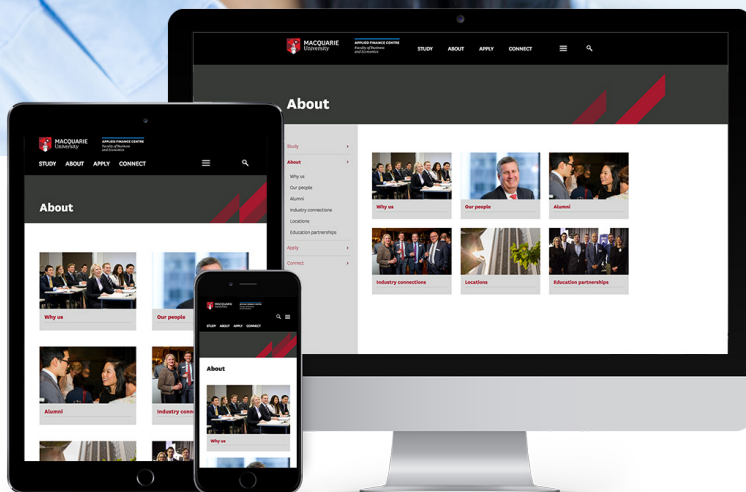


Case study of a university website project

User experience improvements and website re-build for MAFC

In 2015, the Head of Marketing at the Macquarie Applied Finance Centre (MAFC) required a new user-friendly and responsive website that would enable multi-lingual content. Polished Pixels were selected to transform the MAFC website into a user-friendly and effective marketing tool.



Summary of outcomes

	Old website	New website
Responsive	No	Yes
Intuitive navigation	No	Yes
Persona based content	No	Yes
Enterprise CMS	No	Yes
Search engine friendly	No	Yes

Quick facts

Client	MAFC	Start date	March 2015
Sector	Higher education	Project length	6 months

What we did

- content audit
- usability research
- statistical analysis
- persona development
- content refresh
- website rebuild using Squiz Matrix CMS

“ Polished Pixels’ experience in managing projects of this size was invaluable to me, and helped to meet the strategic objectives of our new site

Sarah Beresford - Head of Marketing, MAFC, 2015



PolishedPixels

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About the client

With over 30 years experience, the MAFC has an excellent reputation in the finance industry and investment markets.

MAFC is an industry leader that offers masters programs and executive education in finance.

Elite students are handpicked and selection is based on skills and experience – not quotas.

MAFC has centres in:

- Sydney
- Melbourne
- Singapore
- and Beijing.

Polished Pixels is proud that the MAFC entrusted us to make their website easier to use and to re-build their website.

The challenge

Our client had a website that:

- was not responsive
- was not intuitive to navigate
- did not support multi-lingual content
- contained outdated information and photos
- was hosted on old technology
- presented inconsistent branding.

The goal

The goal was to transform the website into a new and effective online presence, that could support multi-lingual versions of content and would increase the appeal of the MAFC masters programs.

About the project

How we solved the problem

We met with the project owner (Sarah Beresford) and discussed the goals and challenges. We then put together a thorough project plan and over the next six months we re-built the website.

Results

- better user engagement
- easier to navigate
- responsive / mobile friendly
- better documentation of the audiences
- multi-lingual versions of web content.



We look forward to seeing your brief

We're looking forward to getting more detail on how Polished Pixels could improve your websites.

Your project would benefit from our years of experience of improving websites.

