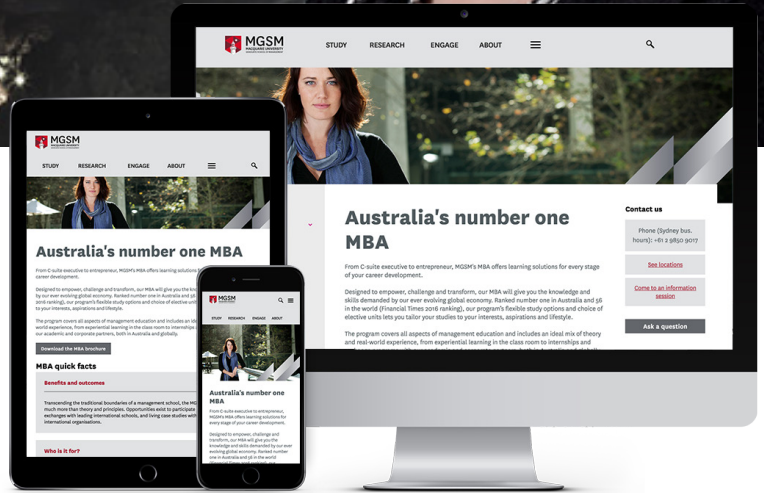


Case study of a university website project

User experience improvements and website rebuild for MGSM

In 2015, the Head of Marketing at MGSM (Macquarie Graduate School of Management) was responsible for a website that was difficult to navigate, outdated and not responsive. Polished Pixels was selected to transform the MGSM's underperforming website into an effective marketing tool.



Summary of results



Quick facts

Client	MGSM	Start date	August 2015
Sector	Higher education	Project length	9 months

What we did

- content audits
- usability research
- statistical analysis
- persona creation
- communications plan
- navigation / IA improvements
- website rebuild using Squiz Matrix CMS
- content refresh.

“ The results from the project were fantastic...This was a large project and Polished Pixels were very organised and made the process run very smoothly. ”

Head of Marketing, MGSM, 2016

About the client

In 2016, MGSM was once again ranked the No. 1 business school in Australia by the Financial Times Global MBA Ranking. The School is one of only three Australian business schools to make the prestigious top 100.

The MGSM has centres in:

- Sydney CBD
- North Ryde, and
- Hong Kong.

MGSM entrusted Polished Pixels to carry out user experience services and to rebuild their website.

We were honoured to have had the opportunity to work with such a highly respected and successful business school.

The challenge

Our client had a website that:

- was not friendly to mobile devices
- was difficult to navigate
- did not support the needs of potential students
- contained outdated information and photos
- had content hosted on various platforms
- presented inconsistent branding.

The goal

The goal was to consolidate website content and transform the website into a new and effective online presence - that would increase the appeal of MGSM's offering.

About the project

How we solved the challenge

We sat with the project owner and listened to the issues and the business goals. We developed a practical project plan focussed on improving the visitor's experience. Then over nine months we transformed the MGSM website into an effective marketing tool and launched it ontime and on budget.

Outcomes

- better user engagement
- easier to navigate
- responsive / mobile friendly
- better documentation of the audiences
- faster loading pages.



Your brief

We look forward to developing an idea of how Polished Pixels could improve your websites.

Your project would benefit from our years of experience of improving websites. We offer you local Squiz Matrix CMS experts.

