

Case Study: Asgard

Web design and product launch project



The task:

Asgard engaged Objective Digital on a project to create transaction pages for a new Investment wrap solution, and help construct the launch strategy of the new service.

The approach:

A User Centred Design approach to create the Adviser managed website and launch methodology:

- *Phase 1 – Requirements Gathering and Interface Design*

Following an expert review, competitive review and interface design workshop, the information architecture and wireframes were developed for the site.

- *Phase 2 – Prototype Build*

Our web development partner built a functioning prototype in HTML.

- *Phase 3 – Usability Testing*

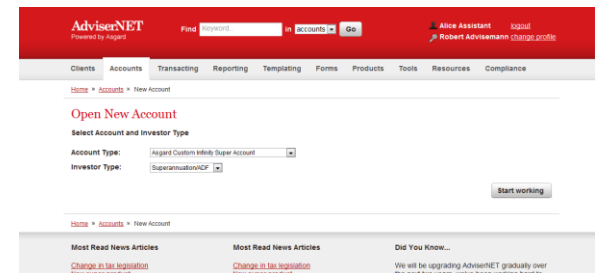
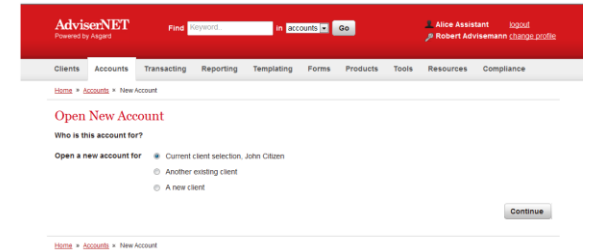
The prototype was tested to ensure user needs and expectations were met

- *Phase 4 – Adviser Research and Launch Strategy*

A series of interviews with Advisers were conducted, which helped plan the most effective method to launch the service and train users on the new Investment platform.

The outcome:

Objective Digital provided a complete guide to the new online investment solution, from template design through to methods to launch the service and train users. The website is currently being completed and due for release in June 2011.



Asgard