

# Case Study: Westminster School (SA)

## Web redesign project



### The task:

Westminster School engaged Objective Digital on a project to redesign its public facing website.

### The approach:

A User Centred Design approach to redesign the public facing website:

- *Phase 1 – Business requirements specification*

This included a preliminary expert review, competitive review and key stakeholder interviews and workshops. This was invaluable to the client in revealing all priorities going forward.

- *Phase 2 – User requirements gathering*

This included a series of focus groups and in-depth interviews with a broad range of users (both internal and external). This was supported by a range of online surveys and card sort survey. Personas were also developed at this stage.

- *Phase 3 – Website interface specification*

After distilling all the data from Phase 1 & 2 an information architecture was proposed and wireframes developed. As well as a comprehensive document to be used to brief a website developer.

- *Phase 4 – Website graphic design, build and test*

Now that Phase 3 is complete we were able to submit the requirements for technical development.

### The outcome:

Objective Digital worked very closely with the client to develop a user centric website. To accommodate the client's future desire to move into more social media (especially blogs) we delivered a range of wireframe templates which can be easily adopted. The user centred design approach worked extremely well to reassure the Senior Leadership Team that all recommendations were squarely grounded in reality and met the needs of current staff, parents, students and prospective members of the Westminster community.



Westminster School