



BRINGING MARKHAM'S VISION TO LIFE THROUGH A REIMAGINED WEBSITE

The City of Markham improves residents' access to government services and creates a sense of pride with the redesign of its website.

CLIENT City of Markham LOCATION Markham, ON WEBSITE www.markham.ca INDUSTRY Government

SERVICES RENDERED



STRATEGY
Personas



RESEARCH
Stakeholder Research
User Interviews
Content Inventory
Card Sorting



DESIGN
Information Architecture
Interaction Design
Visual Design



TESTING
Usability Testing



CONSTRUCTION
Style Guide
Responsive Design
Front-end Coding

CHALLENGE

The City of Markham is home to a growing and diverse population in the Greater Toronto Area. The City is recognized as being a leading, innovative, dynamic and change oriented municipality with a strong drive for excellence but its website didn't reflect their reputation and had a negative opinion from constituents.

APPROACH

Akendi conducted stakeholder workshops and user interviews to determine both organizational and user goals, defining who was using the website and when. Akendi then completely restructured the website, making information available in a way that makes sense to residents, whether they are at home or using their mobile devices on-the-go. The visual design uses a bright, lively colour palette to create a sense of energy while the photography highlights areas to promote civic pride and entice exploration.

IMPACT

City of Markham stakeholders are thrilled with the results of the website redesign and are eagerly awaiting launch. The new service-based and user-centred approach will help them deliver city services quickly and efficiently. The restructured site will inspire pride in the city and engage users as they interact with the website.