Transforming Black River-Matheson: a website redesign success story

Mission

They were looking for a solution that was easy to use, holistic in terms of its separate functionalities and one that would help revitalize their online presence.

Client

Black River-Matheson

Website

https://www.twpbrm.ca

Award

AVA Digital Awards, Honorable Mention Winner

Background

The township of Black River – Matheson was dealing with an outdated website that was difficult to maintain and was challenging to keep the residents of the township up-to-date and informed on issues related to their community.

The Challenge

Frustrated by an aging platform where modules operated independently of each other, they sought a solution that not only addressed their immediate issues but also offered a seamless and integrated user experience. Black River – Matheson's existing website was not merely outdated; it consisted of a convoluted mix of disparate modules that often failed to work harmoniously. Residents found the outdated design and lack of functionality counterintuitive and frustrating. The decision to revamp the website was driven by the need for a more modern, cohesive, and user-friendly platform that could better serve the municipality and the community.

→ **Transform for good**

Choosing the Right Partner

The township learned of GHD Digital through LAS (Local Authority Services). Having familiarity with other service providers in the industry, Black River – Matheson opted for a website redesign with a company that stood out – a decision influenced by their prior knowledge of GHD Digital's capabilities. Despite the competition, GHD Digital was seen as a reliable partner capable of delivering the desired results.

Implementation Challenges

The implementation phase posed challenges, primarily stemming from Black River's limited staff resources. However, GHD Digital rose to the occasion, stepping in to bridge the gap and contribute significantly to the project. Despite the hurdles, the collaboration resulted in a successful implementation, demonstrating the resilience and commitment of the joint team effort.

Addressing Specific Issues

The old website's calendar feature was an add-on and a persistent pain point for Black River – Matheson. But with the integration of Govstack Events solution it not only resolved this issue but also worked seamlessly with the overall functionality of the site. The newfound efficiency in event management marked a significant enhancement in user experience.

The Outcome

Since the redesign, Black River–Matheson has experienced an uptick in site users who find the the improved navigation and accessibility a huge improvement over the previous site. Residents have expressed satisfaction in finding information more easily, emphasizing the positive impact of the redesign on the overall user experience. Furthermore, the new website has streamlined the municipality's operations, facilitating seamless integration with other solutions, including billing software and social media platforms.

Holistic Platform Integration

The revamped website, operating on a more holistic platform, now consolidates various functions into a single, cohesive space. (It also sets the stage for any future additions without requiring an entire website redesign.) This consolidation not only simplifies user interactions but also streamlines internal processes, turning the site a central hub for all municipal activities.

Post-Implementation Support

Black River–Matheson has found post-implementation support to be robust, underscoring the ongoing commitment of GHD Digital to ensure the municipality's continued success with the redesigned platform. The responsive support system has addressed any emerging issues promptly, contributing to the sustained effectiveness of the revamped website.

> **"The feedback from the community has been overwhelmingly positive with residents commenting on how easy it is to navigate the site and find what they need.**
>
> **– Chris Wray,**
> *Title?*
> *Black River – Matheson*

Conclusion

Black River – Matheson and the Govstack team, through the website redesign, have demonstrate the transformative power of modernization. Overcoming implementation challenges, the municipality now enjoys a more functional, integrated, and user-friendly platform, benefiting both residents and internal operations. The success story of Black River Matheson's website redesign serves as an inspiration for other municipalities seeking to enhance their online presence and operational efficiency.