

case study

Norton Rose

Category: Usability

View site: <http://www.nortonrose.co.uk/>

the brief

Norton Rose, one of the largest legal firms in the world reviewed on-line 150 digital agencies before selecting MarketingNet as their preferred usability research partner. Norton Rose were in the process of rolling out a new content management system for both their internet and intranet sites. Rather than simply migrating their existing sites into the new system, Norton Rose want to take this opportunity to create a web presence that dominates the legal services space on-line.

The website should meet all current usability and accessibility guidelines and integrate with existing and planned CRM systems to facilitate client retention, reactivation and cross sell opportunities in order to fully realise the business potential from this channel. The brief was to provide Norton Rose with research based evidence to construct an effective Information Architecture (IA) and content plans which would set the standard for usability, and conform to Web Content Accessibility Guidelines (WCAG).

our solution

MarketingNet's Usability Team headed by Ben Ladkin Lead Usability Practitioner, devised a comprehensive research methodology which aimed to meet these key objectives:

- » Relevant content and content location
- » Intuitive and effective usability
- » Create persuasive architecture
- » Be an example of best practice

The activity included candidate recruitment for the research panel at senior level within the financial, energy, legal and services sectors. Techniques included focus group, one-to-one interviews, on-line research. MarketingNet's expertise within the legal services sector provided a comprehensive competitor analysis. Eye-tracking technology was used both in competitor analysis, creative, design proposals and wire frame as well as Information Architecture (IA), navigation and content structure.

the result

This comprehensive qualitative and quantitative research provided the base specification for the deployment of the new website and intranet for which MarketingNet is providing ongoing consultancy.