



# M/A/R/C® provided an iterative and agile solution to expedite the transformation of an investment firm's website

## THE CHALLENGE

A Fortune 100 investment firm needed to reinvigorate its website to create more engaging experiences for both financial advisors and investors.

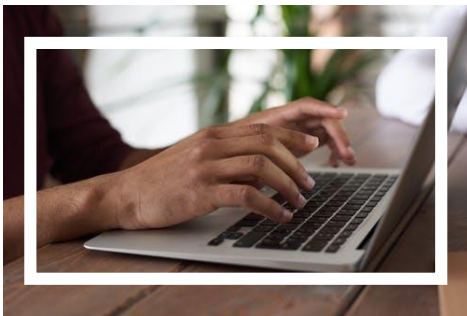
The website design team needed user feedback on a regular basis to assess the variety of prototypes being created over the course of the design process.



*The research design needed to be **flexible** and **quick** so feedback could keep up with the iterative website optimization process.*

## THE SOLUTION

M/A/R/C® recruited and maintained a panel of financial advisors and investors to participate in experience feedback on an ongoing basis.



Respondents were asked to review a website prototype and evaluate its appearance, functionality, content, and ease-of-use.

A web-enabled telephone interview, allowed M/A/R/C® and our clients' website designers to view how respondents navigated the website, asking questions in "real time" about their reactions.

## THE RESULT

M/A/R/C®'s solution enabled a faster, more efficient design process with the ability to evaluate changes and updates to the site "on the fly". This produced a website with a much improved user experience for both the advisor and investor audiences.

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