



CASE STUDY

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.

Our client turned to us to:

- *Determine consumer perceptions of current website*
- *Evaluate each website prototype on key performance dimensions*
- *Inform the design process to quickly improve user experience for advisors and investors*

THE SOLUTION

A Comprehensive Approach

1

A panel of financial advisors and investors participated in experience feedback on a regular basis

2

Respondents evaluated prototype for appearance, functionality, content, and ease-of-use

3

A web-enabled telephone interview let client ask questions as respondents navigated website

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.

We'd love to share more!

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