



RETHINKING THE MEMBER EXPERIENCE FOR A CRITICAL SEGMENT OF THE ECONOMY

Family Enterprise Canada upgraded their web experience to help small businesses thrive through enhanced programs, educational tools and social events.

CLIENT Family Enterprise Canada LOCATION Toronto, ON WEBSITE www.familyenterprise.ca INDUSTRY Associations

SERVICES RENDERED



STRATEGY

Web Strategy
Personas
Journeys



RESEARCH

Stakeholder Research
User Interviews



DESIGN

Information Architecture
Interaction Design
Visual Design



TESTING

Usability Testing



CONSTRUCTION

Content Writing
Front-end Development

CHALLENGE

Family Enterprise Canada supports, nurtures and provides a unified voice to the small, family owned businesses accounting for 7 million jobs and 50% of private sector GDP in Canada. Their website needed to integrate new functionality, including an improved member directory, events registration and resources centre to become a vital resource and community hub.

APPROACH

Through strategy sessions with stakeholders and relevant representatives of the small business community, Akendi defined a digital strategy to resolve how to best leverage the website to meet business goals while reflecting the needs and mental models of those visiting the site. The final design approach built upon the brand, presenting the organization as trusted, confident and reliable.

IMPACT

The reimagined website raised the profile of the organization and presented it as a valued resource for small business owners. Post launch saw an increase of engagement on the site, and increased sign ups for events and courses. Family Enterprise Canada also received positive feedback from users who praised the ease of use and better access to content and information. The board of directors expressed their satisfaction with the final result as well.