



EMPOWERING MEMBERS TO ADVANCE THEIR CAREERS THROUGH EDUCATION

A redesigned website equipped the Insurance Institute of Canada with vital tools and streamlined communication to help property and casualty professionals achieve their career goals.

CLIENT IIC LOCATION Toronto, ON WEBSITE www.insuranceinstitute.ca INDUSTRY Associations

SERVICES RENDERED



STRATEGY

Digital Strategy Guide
Journeys & Personas
Governance



RESEARCH

Stakeholder Research
User Interviews



DESIGN

Information Architecture
Interaction Design
Visual Design



TESTING

Usability Testing



CONSTRUCTION

Website Style Guide
Content Style Guide
Front-end Development

CHALLENGE

Representing a membership of more than 41,000 which includes over 18,000 active students in its formal programs, across multiple institutes and chapters and a complex system of services, information and resources. The new website required a streamlined structure and sophisticated design system that leverages personalization to enable users to navigate easily and feel engaged.

APPROACH

Akendi worked closely with the IIC's team to define a digital strategy to help prioritize the approach. We conducted user research and tested designs to provide valuable feedback, allowing for iteration and improvements. The design elevated the IIC brand bringing its online presence up-to-date, carefully ensuring accessibility, a unified tone of voice, and a positive experience.

IMPACT

The new website met all of the institute's strategic goals. The updated design provides a satisfying and seamless experience for existing and potential members while accommodating future enhancements. They can explore, learn, purchase educational services, and find support.

“THE WEBSITE REDESIGN HAS BEEN ONE OF THE MOST AMBITIOUS PROJECTS THE INSURANCE INSTITUTE HAS UNDERTAKEN. AKENDI PROVIDED SUPPORT AND EXPERTISE AT EACH STEP, INCLUDING ESTABLISHING CLEAR USER GOALS, CRAFTING A HIGH-QUALITY USER EXPERIENCE AND PROVIDING TOOLS AND SOLUTIONS.”

Fahed Malik, BComm, MBA DIRECTOR, MARKETING & COMMUNICATIONS