



## A UNIFIED WEBSITE IMPROVES THE MEMBER EXPERIENCE

An effective website redesign strategy helped the Ontario Real Estate Association strengthen long-term member engagement.

CLIENT Ontario Real Estate Association LOCATION Toronto, ON WEBSITE [www.orea.com](http://www.orea.com) INDUSTRY Real Estate

### SERVICES RENDERED



**STRATEGY**  
Web Strategy  
Personas



**RESEARCH**  
Stakeholder Research  
User Interviews



**DESIGN**  
Information Architecture  
Interaction Design  
Visual Design



**TESTING**  
Usability Testing



**CONSTRUCTION**  
Style Guide  
Front-end Coding

### CHALLENGE

OREA trains and certifies Ontario REALTORS and provides support and services to more than 70,000 members. That dual role posed a challenge for the Association’s website: should training and certification be separate from member services, or should the two sides be presented together? At the same time, OREA faced the perennial problem confronting many member-driven associations of how to communicate the value it offers.

### APPROACH

Personas and user lifecycle showed that despite the two parts of OREA’s business, the member experience follows a single continuum. Prospects become trainees, who become certified REALTORS and ultimately OREA members. Our proposed web strategy and redesign reflected that continuum by unifying the two sides of the site. We provided guidance to OREA’s internal writers so they can generate engaging, on-brand content on an ongoing basis.

### IMPACT

The new website is designed as an inspirational, communal space for all users, no matter where in the lifecycle they are. To create a sense of community, the site features aspirational images of REALTORS and invites engagement and action through prominent buttons, links and practical interactivity. At the same time, all that functionality provides immediate proof of the value OREA delivers to members, cementing loyalty.

**“AKENDI’S INSIGHTS WERE EYE-OPENING. WE’D BEEN SO FOCUSED ON THE DISTINCTNESS OF OUR TWO BUSINESS LINES. IT WAS A REVELATION TO UNDERSTAND THE USER EXPERIENCE AS ONE JOURNEY. THE FINAL OUTCOME EXCEEDED OUR EXPECTATIONS.”**

**Tharma Athiththan** DIRECTOR INFORMATION TECHNOLOGY