



Maryland Health Care Commission

WEBSITE REBUILD DEMO



Current Website

MARYLAND HEALTH CARE
COMMISSION CURRENT WEBSITE

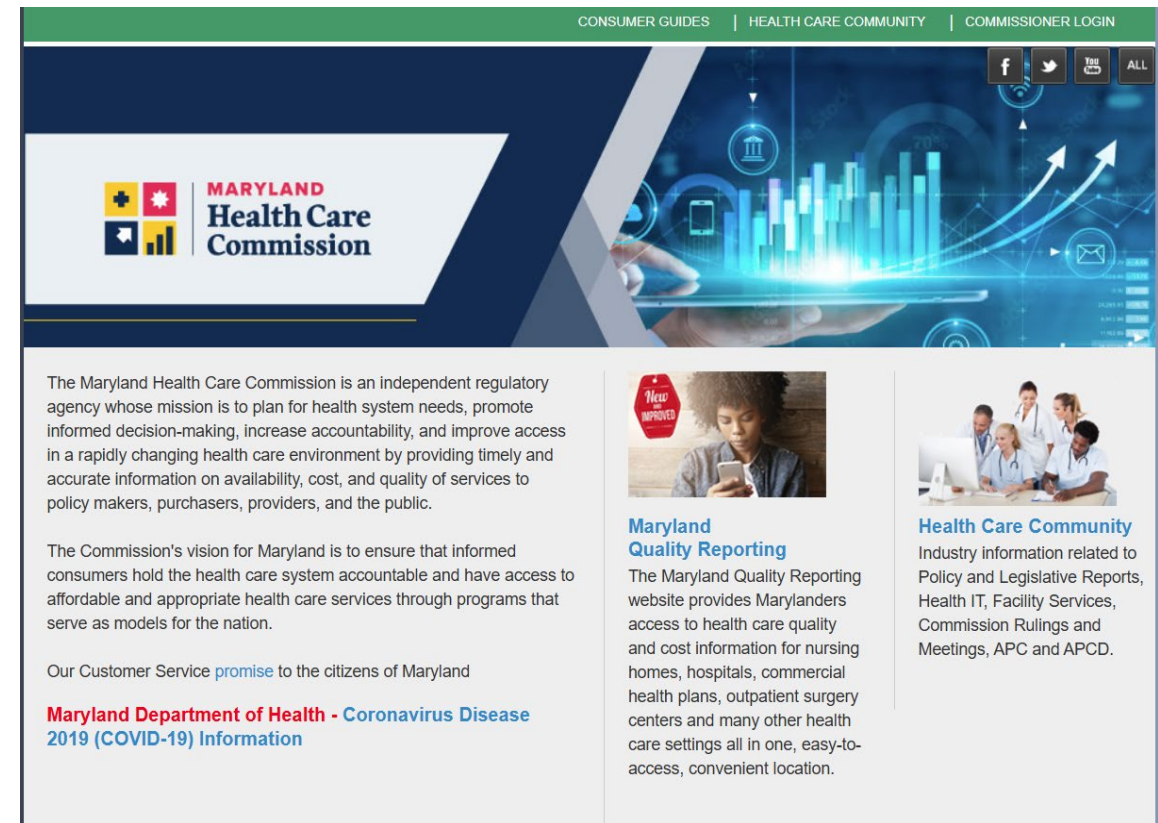


Current MHCC Website, Why Redesign

Launched October 2015

Outdated design and functionality

Not user and mobile friendly





Current MHCC Website, Why Redesign

Site navigation is center-driven

Difficult to find information on the site

Poor search engine optimization performance





Redesign Efforts



Redesign Efforts

- ▶ **A Two-Phase Strategic Approach:** We didn't just start building, we began with a heavy emphasis on discovery and strategy to set clear goals and objectives.
- ▶ **Data-Driven Audit:** We conducted a comprehensive audit of our current site to identify technical gaps and content that was no longer serving us
- ▶ **User-Centric Design:** Through surveys, we identified who exactly our users are and what they need which helped shift our focus from a center-driven model to a user-driven experience.
- ▶ **Core Objectives:** Our redesign efforts focused on content streamlining, lowering bounce rates, intuitive navigation, SEO optimization and total mobile responsiveness.



New Website

DEMO