SMU employs Convertium to revamp e-presence

BY DEBBIE CAI

The Singapore Management University (SMU) has appointed Convertium to work on rationalising and improving its online presence, with the interactive agency carrying out an in-depth study of SMU’s internal and external stakeholder needs to conceptualise a fresh offering. Convertium will also assess the usability of the present SMU sites to develop a more user-friendly navigation structure. The new look is expected to launch this Q2.

"Of the four proposals we received, Convertium’s had the right combination of design and value, and we were particularly impressed with their thoughtful approach to the new web architecture and their disciplined slant towards website design — particularly the internal survey process, as SMU has a considerable number of internal stakeholders and that process needed to be systemat-

ic,” said Darran Hanson, Assistant Director, Office of Corporate Communications, SMU.

Said Convertium Business Director Derrick Seeto, “SMU was interested in how our proposed solution would be backed by detailed reasoning and strategy — this is what helped us stand out from the crowd as we do not just do pretty pictures.”

The agency will provide SMU with master design templates for its corporate site, individual schools sites, e-newsletters and other microsites, and a comprehensive style guide will be provided to enable the institute to populate and manage its websites independently.