



Manitoba Financial  
Services Agency

## Problem

- The MFSA had three separate websites representing separate facets of the provincial regulator.
- After a strategy session facilitated by Halmyre, the MFSA realized it needed a unified digital presence.
- The goal was to create a single cohesive web experience that drove engagement and reflected the needs of the public and registrants, and that also worked for the MFSA staff maintaining it, maximizing internal productivity.

## Approach

Halmyre understood that the approach required merging three silos of thought into one strategically unified brand presence for the MFSA's audience. To achieve that, Halmyre:

- Interviewed stakeholders and coordinated an agile project management process to facilitate a comprehensive business requirements document including full technical requirements scoping and process to update the platform, the CMS set-up QA testing, SEO and functionality creation;
- Interviewed and surveyed registrants to build an insightful set of personas to support content planning and comprehensive journey mapping;
- Developed comprehensive information architecture to set the stage for development, identifying costs and building efficiencies to manage the budget; and
- Developed the wireframes and created a visual brand strategy and user experience.

## Outcome

- A dynamic, unified online presence and internal processes that provide ease of use, simple updates and a forward-looking structure to accommodate future development.
- A digital platform built with the user in mind, delivering information and programming that is better able to provide the MFSA with rich data and engagement statistics to drive continual improvement and quality communication.
- A strategic direction and a new member-centric focus with future planning built in.

