

Relaunch of the Munich University of Applied Sciences website

Client:
Hochschule München

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Categories:

Tags:
#IT
#FirstSpirit

The relaunch of the Munich University of Applied Sciences website sets new standards in the digital presentation of a renowned educational institution. The aim was to seamlessly integrate the new corporate identity and create a user-friendly and accessible platform. With an innovative UX concept and well-thought-out design, we took the website to a new level in terms of content and technology - for a future-proof and dynamic user experience.

Challenge

Munich University of Applied Sciences was faced with the challenging task of harmonizing its existing website with the new corporate identity and, at the same time, creating a user-friendly, accessible digital platform. A central concern was to efficiently design the work processes for up to 250 editors and to simplify content management. In addition, **16 FirstSpirit projects** had to be integrated and further developed in order to cope with the constantly growing complexity.

Solution

A comprehensive approach was taken for the relaunch, focusing on design, technical implementation, and the integration of a customized user experience. The technical implementation was carried out using FirstSpirit as the content management system (CMS), which enables flexible and scalable management of the website content.

- **Smartsearch**: A powerful search technology that enables fast and precise search results across all content.
- **UX concept:** A tailor-made concept for optimizing user guidance and accessibility that guarantees an intuitive and smooth user experience.
- **Web style guide:** Development of a comprehensive style guide based on the corporate design guidelines to ensure a consistent brand identity across all digital channels.
- **Editor support:** Providing support that optimizes content administration and helps editors work efficiently.
- **Workshops & training:** Practice-oriented UX workshops, CD mapping sessions, and mood board developments that actively support digital transformation.

Benefits

The relaunch has provided Munich University of Applied Sciences with a modern, user-friendly, and accessible platform that perfectly reflects the new corporate identity. The web style guide guarantees a consistent brand presence, and the targeted training of editors ensures efficient and intuitive content management. The use of FirstSpirit as a CMS enables efficient and future-proof content management. This relaunch not only strengthens the university's digital presence but also promotes its position as a pioneer in the digital transformation of higher education.

About the customer

Munich University of Applied Sciences is one of Germany's leading educational institutions and stands for practice-oriented education and forward-looking research. With a strong digital presence and a clear focus on innovation, it is a major player in the digital transformation of higher education.

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