

canvas

Macquarie Securities Limited

Branding, website and online database development

Project Overview

Intelliexchange is an innovative online network that acts as a global knowledge exchange network. The site houses a panel of experts include academics, industry and government specialists who are typically senior thinkers in the field across a wide range of disciplines.

Members can subscribe to Intelliexchange to gain access to the database of experts. Members then have the ability to ask a question of their nominated expert and they can also interact with other members in the network and participate in discussion and events.



The Requirement

Canvas Design Consultants (Canvas) was engaged by Hong Kong based Macquarie Securities Limited (MSL) to bring Intelliexchange to life from the concept stage. As a result, Canvas developed the Intelliexchange brand identity, investigated the technical and business requirements, and drove the design and development of a seamless and interactive online solution.

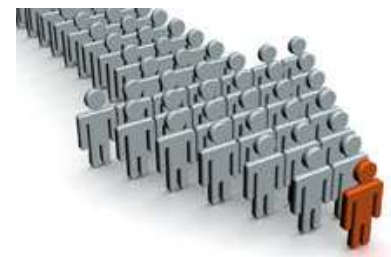
The Solution

Canvas conducted interviews with key stakeholders and undertook general market research to develop the Intelliexchange into a full requirements document. The resulting business analysis led the website requirements and branding strategies.

MSL appointed Canvas to develop a brand identity that would position Intelliexchange a highly reputable network within the international market. To achieve this result, Canvas provided multiple design concepts. By refining these concepts with the MSL team in Hong Kong, Canvas successfully created an engaging and professional brand identity that has been successfully implemented across web and collateral.

At the heart of the Intelliexchange idea is the innovation of global information exchange. We achieved this goal using a complex database driven application based on a content management system (CMS) designed and developed by Canvas and customised to meet the specific needs of the project.

A great deal of attention was paid to the information architecture to ensure the organisation of information, content, function, navigation and usability all contribute to a seamless user experience. Pages follow accessibility requirements, including standards compliant code, hidden accessibility features, and the site operates without the use of Javascript or other "plug ins".



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The Intelliexchange website offers multiple language capabilities (initially Chinese and English), access control for both administrators and clients, and a subscription-based forum.

View Website www.intelliexchange.com.au

Testimonial

"I am based in Hong Kong, and appointed Canvas Design to create a new brand, design and develop the print collateral, and to create an online solution which served as both website and online application to run our business in both Mandarin and English. My experience working with Canvas Design was professional, supportive and friendly".

Yvette Ip
Macquarie Capital Securities

