Bracebridge transfoms user experience with Govstack

Mission

To transform Bracebridge's online presence with better user experience

Client

Town of Bracebridge, Ontario

Website

bracebridge.ca

Background

The Town of Bracebridge first adopted GHD Digital's iCreate platform in 2017. Websites have evolved significantly since that initial launch. As a result, when the Town's website needed a refresh, they were prompted to explore Govstack for its enhanced features and more modern capabilities. Given their positive experience with i: Create, and the fact that Govstack was built to take advantage of the best aspects of i:Create while adding new features, the team confidently chose Govstack for this new chapter.

The Challenge

The main challenge of the existing site was that it could not keep up with the expectations of users who had grown accustomed to a more robust user experience in the intervening years. Navigation was proving to be a challenge, and the layout of content was not sufficiently intuitive, plus the site was missing a modern visual appeal.

→ **Transform for good**

Solution

Faced with a website that was difficult to navigate, outdated in appearance, and frustrating for users, the team chose Govstack to provide a better digital experience. The implementation process went smoothly, with GHD's project lead offering support at every step. Hands-on, interactive training sessions helped the team adapt quickly to the new platform, preparing them to deliver a vastly improved experience. Even an unexpected Microsoft outage two days before launch couldn't derail the project; with GHD's swift support, they were able to delay and reschedule the launch seamlessly, underscoring the strength of the collaboration.

Main Benefits

–   **Enhanced Visual Appeal:** New tools allowed Bracebridge to incorporate responsive photos, videos, buttons, and map embeds, enriching the visual and navigational experience.

–   **Streamlined Content:** The Parks and Facilities module centralized important community information, providing a single point for park details, amenities, and locations.

–   **Improved Backend Efficiency:** Govstack's user-friendly backend streamlined updates and simplified content management, allowing administrators to save time with easier page organization and link management.

Community Response

Positive feedback continues to roll in, but the absence of any negative response from the community signals quiet approval, suggesting strong satisfaction with the site's redesign and its enhanced user experience.

Key Feature Impact

In particular, the Parks and Facilities module has been a game-changer for Bracebridge, making it much easier for community members to find information about local parks, trails, and recreational facilities. Now, users can quickly locate the places they're interested in, while administrators enjoy a much simpler process for managing and updating information. This module has truly transformed how the community accesses and engages with local amenities!

The Partnership Experience

The Bracebridge team described their experience working with the GHD Digital as "fantastic." From sales to project management and training, the GHD team was supportive, patient, and effective, making the transition smooth and enjoyable.

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>
> –   **Town of Bracebridge**

Conclusion

The Town of Bracebridge's transition to Govstack has transformed their digital presence, delivering a website that is both visually engaging and user-friendly. The project highlights Govstack's impact in enhancing municipal websites and improving staff efficiency. The collaboration between Bracebridge and GHD Digital has positioned the Town for a successful, tech-driven future, addressing today's community needs while planning for tomorrow's growth. In addition, as valued clients, the they have provided will be instrumental in the continued expansion and evolution of the Govstack platform.