The Client

edynamic redesigned the website for a leading payments processor for debit and credit card processing and CMS implementation.

Moneris Solutions is North America s leading payments processor for debit and credit card processing. Moneris offers merchant accounts and services, as well as the latest Point of Sale solutions for business.

Moneris recognized a need for a new website to meet existing business needs, including facilitating sales support, driving education on the wide range of Moneris products and services, and ensuring a seamless customer service experience online

Key Challenges

The initial assessment of the client's site lead to identification of the key challenges with the existing experience

1. Lack of alignment with User Needs

   The site did not provide any differentiation of experience to meet the different needs of distinct sectors of the target audience

2. Insufficient support for Sales Cycle

   When a prospect arrived on the site, there was no clear path to direct him to the content that would meet his needs. While there was plenty of information on the site to support the Sales Team, it was not organized in a way that would allow them to find information easily

3. Need for Site Optimization

   The original site was built five years ago. Any new content added since then had been forced onto the existing site structure or a separate URL had been created for it. Navigation was unintuitive and inconsistent. As a result, the user experience was disjointed and confusing.

Our Approach

edynamic redefined the content and messaging strategy, ensuring that the new site structure and layout would support the client's new marketing platform

Website Strategy	User Experience Redesign	Design

- Analysis of existing site and dentification of gaps and opportunities

- Identification of target audience

- Development of longterm plan and website roadmap

- Recreated user experience focused around target audience to support business generation

- Redefined navigation and site structure for a more intuitive online experience

- Created a strong, contemporary visual identity for the site in line with corporate image and brand standards

- Designed attractive and communicative page layouts to guide users to useful information

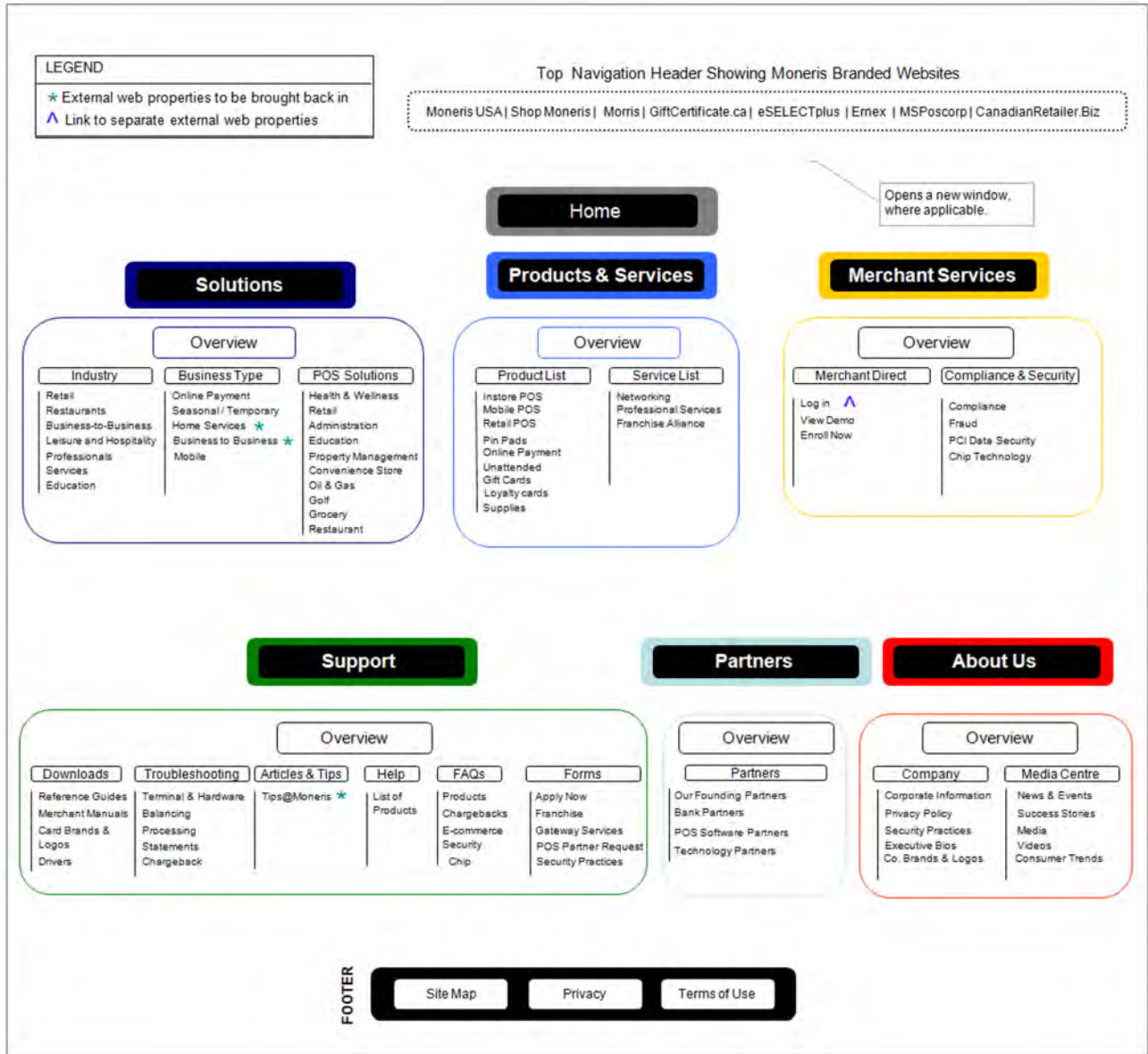# Our Approach – Analysis and Strategy

Site did not facilitate a quick understanding of Moneris' value proposition

Dated site design, did not reflect corporate identity of an industry leader
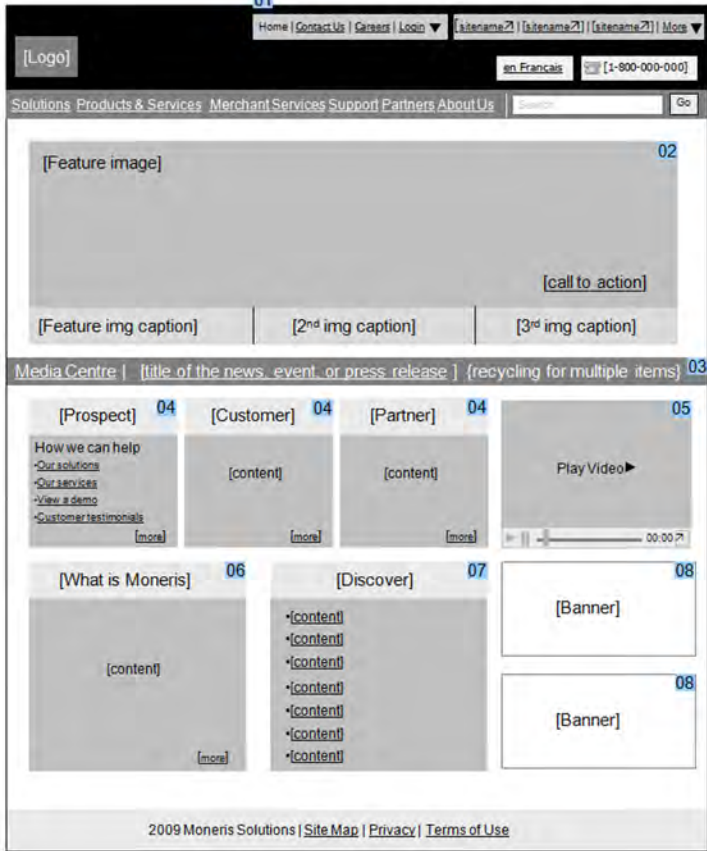
Though the site offered ample product information, it did not drive education

It was difficult for users to understand the products and services offered

Our Approach – Site Structure

LEGEND

★ External web properties to be brought back in
∧ Link to separate external web properties

Top Navigation Header Showing Moneris Branded Websites

Moneris USA | Shop Moneris | Morris | GiftCertificate.ca | eSELECTplus | Ernex | MSPoscorp | CanadianRetailer.Biz

Opens a new window, where applicable.

Home

Solutions

Overview

Industry	Business Type	POS Solutions
Retail	Online Payment	Health & Wellness
Restaurants	Seasonal / Temporary	Retail
Business-to-Business	Home Services ★	Administration
Leisure and Hospitality	Business to Business ★	Education
Professionals	Mobile	Property Management
Services		Convenience Store
Education		Oil & Gas
		Golf
		Grocery
		Restaurant

Products & Services

Overview

Product List	Service List
Instore POS	Networking
Mobile POS	Professional Services
Retail POS	Franchise Alliance
Pin Pads	
Online Payment	
Unattended	
Gift Cards	
Loyalty cards	
Supplies	

Merchant Services

Overview

Merchant Direct	Compliance & Security
Log in ∧	Compliance
View Demo	Fraud
Enroll Now	PCI Data Security
	Chip Technology

Support

Overview

Downloads	Troubleshooting	Articles & Tips	Help	FAQs	Forms
Reference Guides	Terminal & Hardware	Tips@Moneris ★	List of Products	Products	Apply Now
Merchant Manuals	Balancing			Chargebacks	Franchise
Card Brands & Logos	Processing			E-commerce	Gateway Services
Drivers	Statements			Security	POS Partner Request
	Chargeback			Chip	Security Practices

Partners

Overview

Partners
Our Founding Partners
Bank Partners
POS Software Partners
Technology Partners

About Us

Overview

Company	Media Centre
Corporate Information	News & Events
Privacy Policy	Success Stories
Security Practices	Media
Executive Bios	Videos
Co. Brands & Logos	Consumer Trends

FOOTER

Site Map	Privacy	Terms of Use

Our Approach – Information Architecture

Page Layout 01 – Main Level - Homepage

01 Top Navigation Header:
- Contains site-specific links, e.g. Home, Contact Us, Careers
- Contains Moneris-branded websites that opens another window, where applicable.

02 Content managed graphical asset and text caption. Prime space devoted to VIP information, such as new product / service introduction, campaigns, etc. Scalable to include multiple contents. Linkable with a call to action to a specific page.

03 Roll up of latest news, events, press releases, etc. Linkable to the selected item's page.
"Media Centre" – links to "About Us > Press Room"
This module may or may not appear depending availability of content: latest news, events or blog posts, etc.

04 Content managed list of links for each of the content buckets. Each content box targets the three profiles: Prospects (for conversion); Customers (for retention); Partner, with calls to actions. See example for "Prospect" box.

05 This area is set aside for value added content, such as video/audio (Moneris in news), launch of new product, etc.
For example: Embedded video player. Leverage any existing or future video content such as customer success story, product education, mass media PR, etc.

06 "What is Moneris" content box – value, expertise, experience, market leader. Link to more information, e.g. "About Us"

07 "Discover" content box – a content box for any recent information added to the website. Content types may include:
- useful and utilitarian, e.g. PCI Security Alerts
- older campaigns - still relevant but not necessary to be in the top banner area, e.g. Chinese rebate promo
- tools, e.g. customer support, product brochures

08 Banner box – placement for campaign ads and promotions

KEY

[square brackets]	Placeholder, Metadata, or Dynamic Content
{parenthesis brackets}	Instructions or Comments
underline	Hyperlink
underline↗	Hyperlink to External Site
underline▼	Drop Down Menu

![edynamic - Vision Delivered]

Our Approach-Generation of Design Concept

Our Solution

Bold, new design
Strong visual identity

Site focused around needs
of target groups: prospects,
customers and referrers

Page design and intuitive
navigation guide user
experience online

Flexible page layouts and
implementation of CMS
allow site content to be
kept current

Benefits to the Client

The new site has brought higher traffic to the site, enabled the sales team to disseminate product knowledge, and reduced site maintenance expenses

1. An attractive new site with a progressive fresh aesthetic

2. Improved layout and content strategy focused around user needs, more efficient online experience for prospects

3. Intuitive navigation and clear user paths to critical information

4. Streamlined site structure, effective organization of content-heavy site

5. Ability to update site content quickly and easily through CMS