

Press Release

Innovation Overhaul

Idea Couture and MaRS Partner to Remodel MaRS Website

For Immediate Release

TORONTO, ON– JANUARY 13, 2010– Idea Couture and MaRS Discovery District, two companies at the forefront of innovation have successfully partnered to remodel and reinvigorate the MaRS online experience.

MaRS Discovery District engaged Idea Couture to overhaul their website and online experience– MaRS' site contained a wealth of content, however it was not representative of MaRS' reputation as world-class center for entrepreneurship and innovation. Idea Couture worked with an assortment of MaRS stakeholders to reorganize the site structure based on MaRS' key personas. Beginning with a series of card sorting exercises and stakeholder interviews, Idea Couture's usability team revamped the information architecture to optimize the alignment between user flow and user goals. They developed information architecture, wireframes and visual design templates with the goal of showcasing the wealth of content that MaRS has to offer.

"Our team was excited about the opportunity to work with one of the cornerstones of the Canadian entrepreneurship and innovation community," said Chessan Chew, Vice President and Head of Digital Innovation. "We helped them articulate a vision of how MaRS could manifest their brand and wealth of content online in order to service the myriad number of stakeholders they serve."

Throughout the design process, Idea Couture worked closely with the MaRS technical team to ensure the design aligned with technical implementation. Idea Couture wanted to establish a visual aesthetic and interaction model that reflected MaRS' status as a superior centre of innovation as well as reflect the atmosphere of the MaRS space.

For more information visit www.marsdd.com

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IDEA COUTURE

Idea Couture is a global strategic innovation and experience design firm. The company brings together interdisciplinary thinkers to fill a void in the marketplace between strategic consultants, customer insight firms and design studios. They leverage design thinking, social technologies and deep customer insights to help transform business. Idea Couture works across a broad spectrum of industries, including fast-moving consumer goods, electronics, telecommunications, healthcare, financial services, media and publishing, and luxury goods. Clients include Fortune 500 companies in the US, Canada and Europe and China. The company is currently expanding its global footprints and opening offices in Shanghai and Mumbai.

www.ideacouture.com

Idea Couture

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