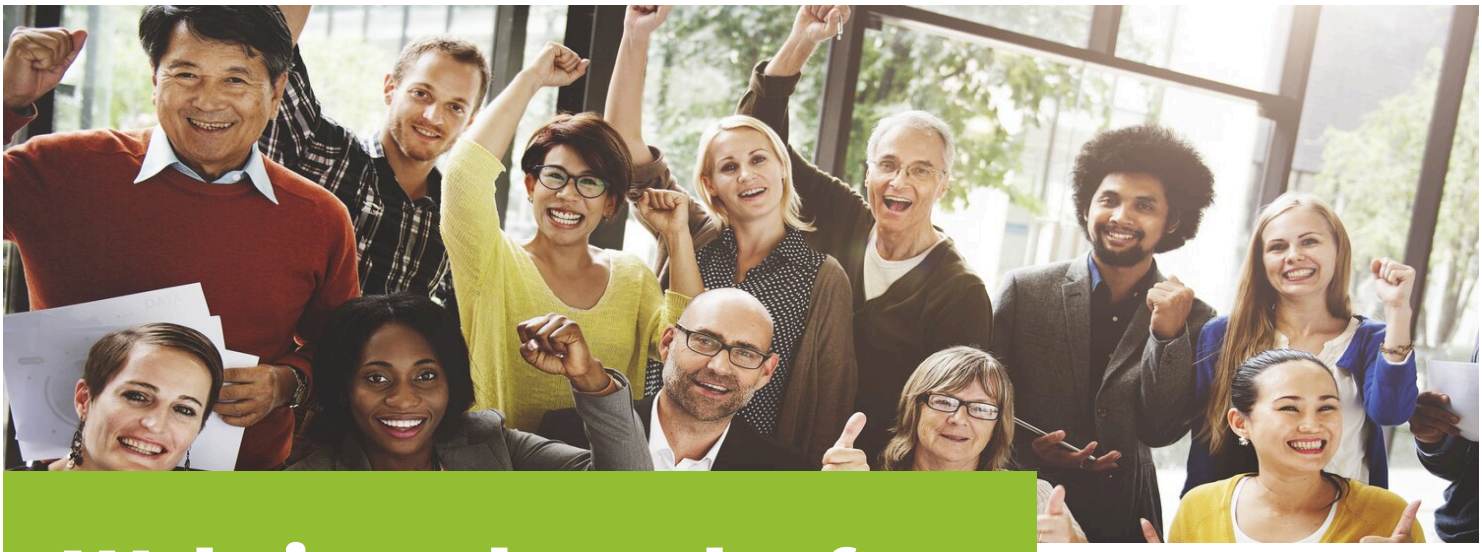

Website relaunch of ReDI School

Client:
ReDI School of Digital Integration

Date:
November 08, 2022

Categories:
Topics ,
Services

Tags:
#Bildung
#Case Study
#B2C
#CMS- Content-Management
#Analyse, Beratung & Strategie

asioso launches the website for ReDISchool.

Challenge

The **ReDI School** was launched in Berlin in 2015 and has grown considerably since then. Today, there are schools in various cities in Germany, Denmark and Sweden. Each location had different general conditions and this had to be mapped in a meaningful way. The original website was not designed for this. Participants often couldn't find the relevant information. The structure of the new website should improve this.

Solution

User journeys and personas were developed in advance. Asioso used target group workshops to find out what the priority target group was. Wireframes were created using the mobile-first approach. A **UX concept** was then created, and the website was completely restructured. As a special feature, a course finder was also designed, which potential students can use to filter by location and level of knowledge, among other things.

"*A big thank you to the asioso team for the excellent collaboration! The new website has become a great showcase for our work, but also a very useful and well-structured information tool for our participants.*" - Birgit Kölbl, Partnership Lead ReDI School for Digital Integration

Benefits

- Simplified information retrieval
- Improved and clear information architecture
- Course finder that can be used to filter
- Improved usability
- More appealing design

About ReDISchool

The ReDI School of Digital Integration is a non-profit tech school that provides free access to digital education and a career program. They accelerate labor market integration for tech-savvy newcomers and locals who do not have access to digital education or the labor market.

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