DSCD25

Reef Knowledge System: Personalising the user experience on GovCMS

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Morpht

The Great Barrier Reef Marine Park Authority (Reef Authority)

The lead government agency responsible for managing and protecting the Great Barrier Reef Marine Park.

Context

- The Reef Authority engaged Morpht to rebuild the Reef Knowledge System (RKS) website on the GovCMS SaaS platform.

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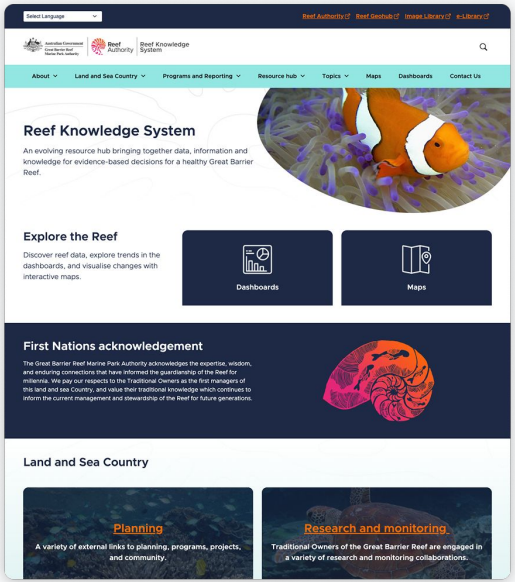
Australian Government
Great Barrier Reef Marine Park Authority

Reef Authority

The Reef Knowledge System website

(https://reefknowledgesystem.gbrmpa.gov.au/)

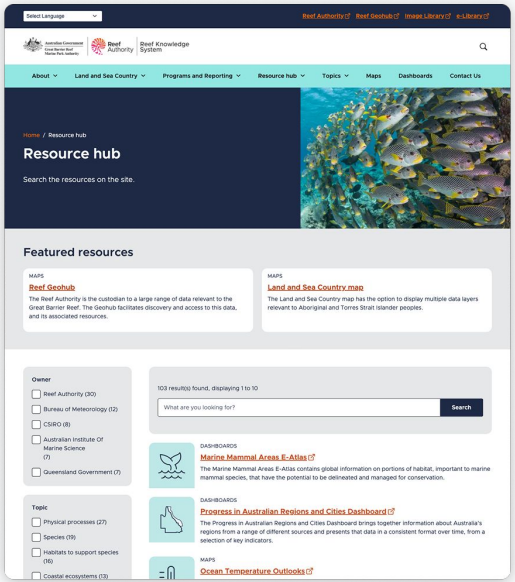
The Reef Knowledge System website is a central platform for accessing, sharing, and integrating information about the Great Barrier Reef's health, management, and research.



The Reef Knowledge System website

(https://reefknowledgesystem.gbrmpa.gov.au/)

It helps scientists, managers, and the public make informed decisions by providing easy access to data, reports, and knowledge products from multiple Reef-related programs.

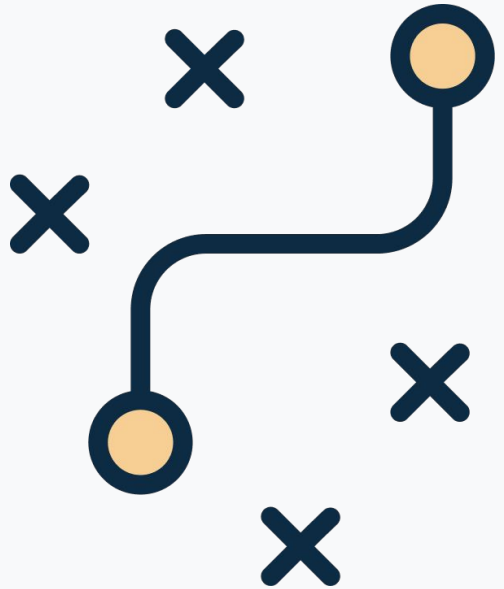


The challenge

- Existing information architecture did not adequately support user needs.
- Most content linked to external resources, with limited internal content.
- The new site needed to support a range of users, with a primary focus on natural resource managers and scientists seeking specific information.
- Future site growth and scalability need to be key planning considerations.

Our approach

- Research
- Design
- Build
- Personalisation
- Beta
- Deploy



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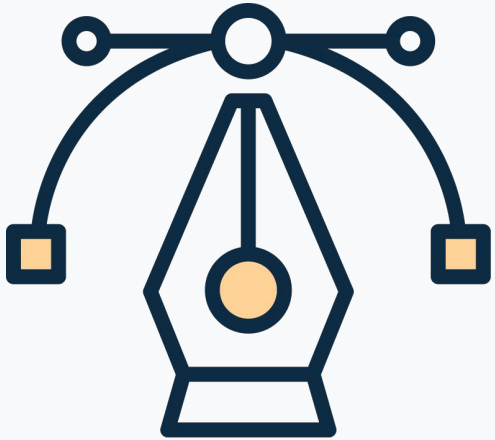
Research

- Site analytics
- User research
- Stakeholder workshops
- Information architecture review

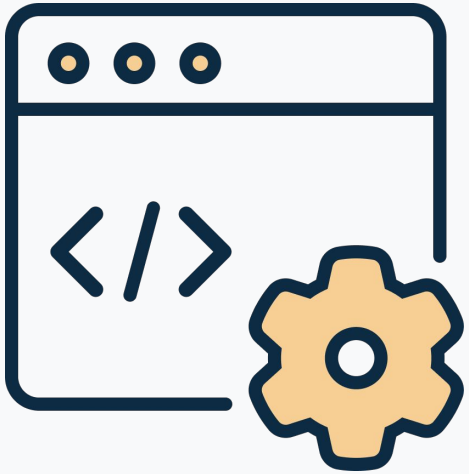
Design

- Innovation
- Trustworthy
- Scientific
- Approachable



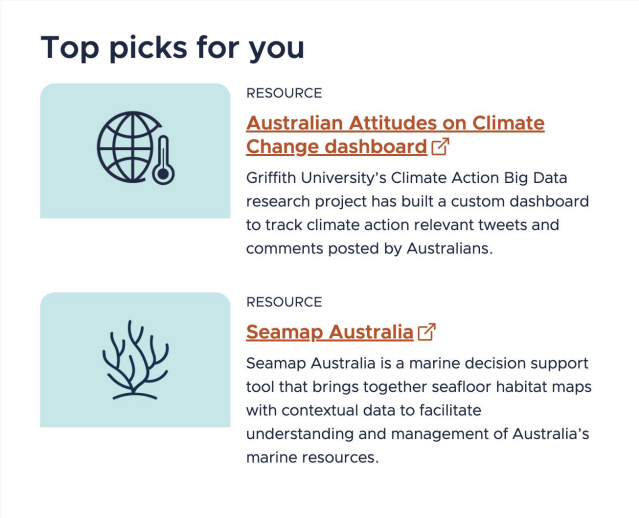
Build

- Content Modelling
- IA implementation
- New features
  - Resource hub
  - etc.



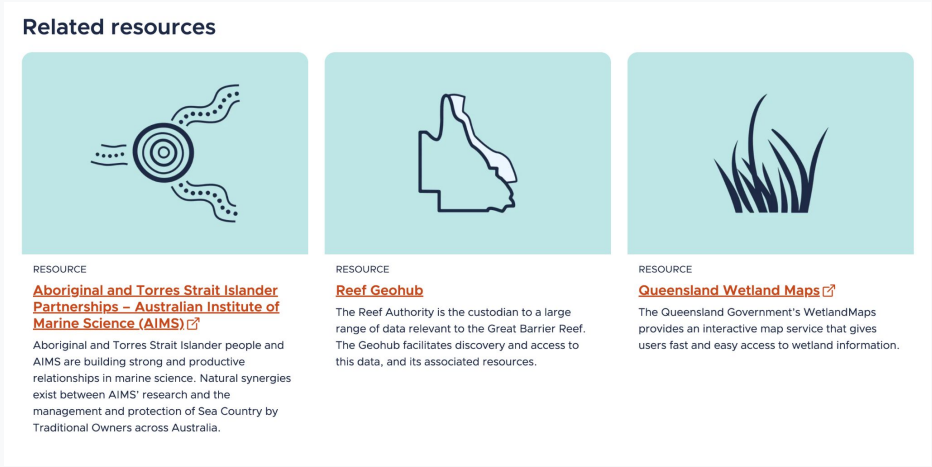
Personalisation

- Top Picks



Personalisation

- Recommended Resources



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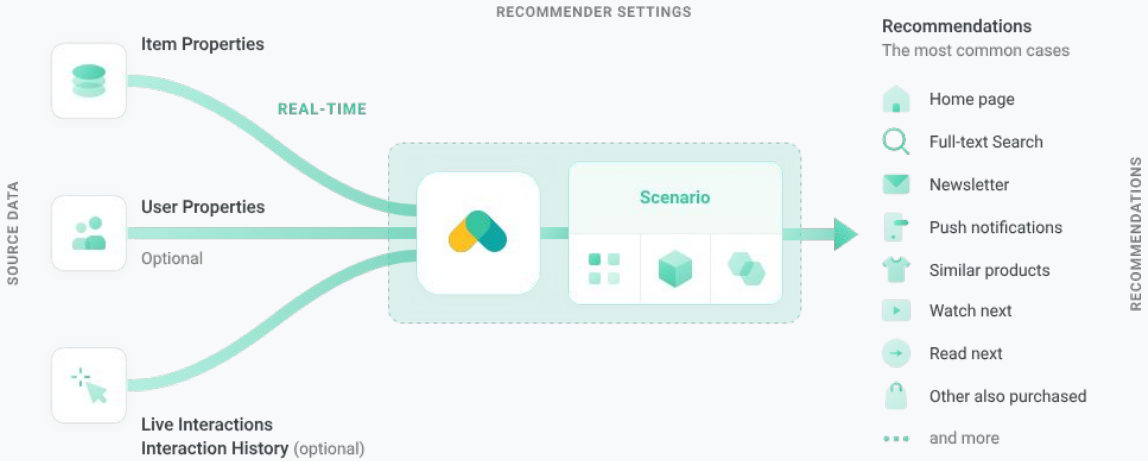
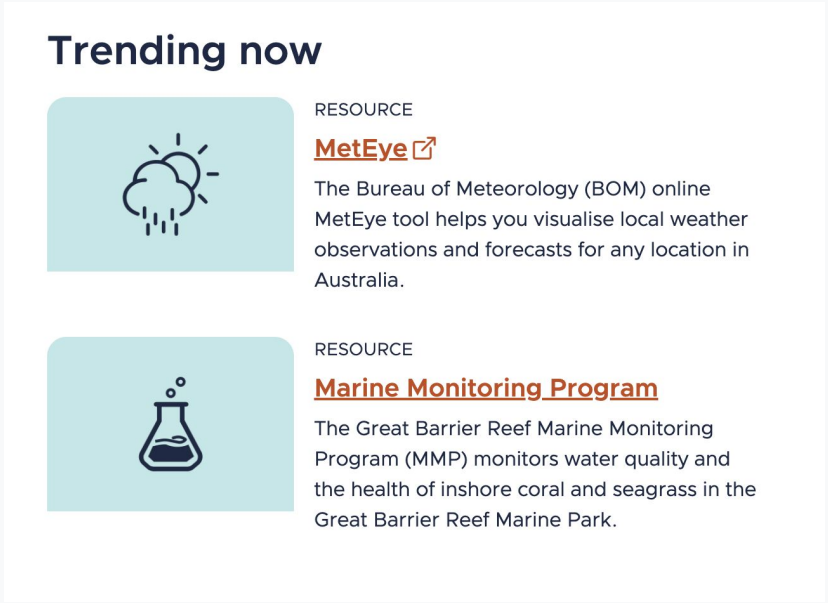
- Recommended Resources



Personalisation

- Trending Now



Deploy

- The rebuild successfully delivered a user-centred site with the Resource hub as its primary feature.
- The improved information architecture, topic-driven navigation, personalised content, and focus on accessibility provided a significant uplift in usability and positioned the site to better support both current user needs and future growth.

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Good bye

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