



## **Sigma develops websites for the Municipal Authority of Helsingborg**

- strategic guidance concerning target groups and goals**

**Sigma has been commissioned to develop most of the websites for the Municipal Authority of Helsingborg. The commission encompasses analysis of the target groups needs and the formulation of impact goals.**

Sigma's commission encompasses target group analysis, the formulation of impact goals and the development of administrative organization. The purpose is to create favorable conditions for the coming implementation project by helping the project to steer towards the impact goals agreed.

We have enormous confidence in Sigma and are looking forward to working together on this project, says project manager Sofie Johansson of the Municipal Authority of Helsingborg.

Apart from helsingborg.se, the websites included in the impact mapping are dunkers.se, sofiero.se, fredriksdal.se, helsingborgssymfoniorkester.se and helsingborgsstadsteater.se. The project will also research the need for a special website aimed at tourists and visitors.

The Municipal Authority of Helsingborg has high ambitions for its web work and, in order to achieve success, it is essential for our development work to keep the target groups' needs in focus. That is why it is absolutely appropriate to start a major web project by finding out what the target groups want to do on the Municipal Authority's websites, says Kicki Strandh, project manager at Sigma.

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