

DIY By-Laws Case study

Client: DIY By-Laws

Industry: Strata Lawyers

Target audience: Strata Companies,
Strata Managers, Bodies Corporate &
Strata Owners

Services: Website Design, Build
and Launch



Overview

The specialist strata legal team behind DIY By-Laws understands the need to provide strata owners and strata managers alike with a client-focused and cost-effective approach to Strata By-Laws. DIY By-Laws make the process of renovating your apartment, villa, or townhouse as easy and problem-free as possible, by guiding you through a series of steps to allow the user to generate their required documents at a fraction of the cost of engaging a solicitor directly.

Scope

Cyrius was approached to enhance and redesign the DIY By-Laws site from scratch. The initial iteration of the DIY By-Laws website, developed over 13 years, faced challenges around user experience (UX), user interface (UI) and functionality, requiring an extensive rebuild to meet evolving needs.

Talk to us about a project – Call Stefan info@cyrius.com.au

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Objectives

Bannermans' decision to reposition itself as "The Strata Property Experts" prompted a parallel initiative to enhance the DIY By-Laws platform. The goal was to modernise the site, align it with Bannermans' overarching brand, and streamline the customer journey. With competition emerging in the market, the website needed to be more user-friendly, visually appealing and efficient, reducing manual processing while staying ahead of competitors.

Solutions

Cyrius began with a deep dive to understand the complex Strata By-Laws process from both the end user and lawyer perspective, to be able to develop the complete process. With numerous steps, including off-line meetings and by-law registration, a combination of automated online processes and timed alert notifications was built using WordPress and Gravity Forms, with custom coding and logic. An appealing user interface, payment gateway, user registration and back-end administration completed the project's specification.

Outcome

DIY By-Laws has proven to be a popular solution for strata managers and lot owners alike, as well as making life much easier for the Bannermans team. A simplified process to a complex requirement has created an easy-to-market product which solves a common problem. The site has been a showcase for Bannermans innovation credentials and is supported by a broad-ranging strategy to nurture the strata industry, easing the stress of strata owners faced with navigating the challenging strata by-law landscape.

What they said:

"DIY By-Laws needed a lift to contend with our competitors ... We got all that and more with the new site. Very Happy!"

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Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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