

More modern web presence for the HWZ

The new HWZ website, which marks the completion of the brand relaunch, focuses on user experience and customer centricity.

2022-11-09, Editorial

The HWZ Zurich School of Economics has a new online presence. This is intended to make it easier for interested parties to get started with the educational offers and to provide easy access to the relevant topics relating to the university. The website marks the completion of the HWZ's brand relaunch and visual modernization. The new site was developed, designed and implemented in collaboration with digital agency Liip and Mathias Bamert of Bamert.io as project manager. The focus is on user experience and customer centricity, the HWZ says.

HWZ offer now clearer

The focus is on a filter function that is intended to clearly display and select the comprehensive educational offerings of the HWZ - both on desktop and mobile. The navigation has been greatly reduced and the content of the educational offerings has been better structured.

