

## New website for PSG simplifies user experience

Publicis Machine has designed a new website for PSG, an independent financial services group, which needed a consolidation of multiple websites with a user-focused approach, following the restructuring of its business. The 'what-we-offer' matrix, a dominant feature on the home page of the website, emphasises the user focus. It lets the user choose its audience view and subsequently the products and services that are most applicable to him or her. The website is built on a responsive design pattern, using a best-in-class implementation of HTML5 and CSS3, making it fully accessible on mobile and desktop browsers. It is usable on smartphones, phablets, tablets, personal computers and any other device installed with a modern browser.

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