



# Relaunch of the Munich University of Applied Sciences website

Client:  
Hochschule München

Date:  
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Categories:

Tags:  
#IT  
#FirstSpirit

**The relaunch of the Munich University of Applied Sciences website sets new standards in the digital presentation of a renowned educational institution. The aim was to seamlessly integrate the new corporate identity and create a user-friendly and accessible platform. With an innovative UX concept and well-thought-out design, we took the website to a new level in terms of content and technology - for a future-proof and dynamic user experience.**

## Challenge

Munich University of Applied Sciences was faced with the challenging task of harmonizing its existing website with the new corporate identity and, at the same time, creating a user-friendly, accessible digital platform. A central concern was to efficiently design the work processes for up to 250 editors and to simplify content management. In addition, **16 FirstSpirit projects** had to be integrated and further developed in order to cope with the constantly growing complexity.

## Solution

A comprehensive approach was taken for the relaunch, focusing on design, technical implementation, and the integration of a customized user experience. The technical implementation was carried out using FirstSpirit as the content management system (CMS), which enables flexible and scalable management of the website content.

- **Smartsearch:** A powerful search technology that enables fast and precise search results across all content.
- **UX concept:** A tailor-made concept for optimizing user guidance and accessibility that guarantees an intuitive and smooth user experience.
- **Web style guide:** Development of a comprehensive style guide based on the corporate design guidelines to ensure a consistent brand identity across all digital channels.
- **Editor support:** Providing support that optimizes content administration and helps editors work efficiently.
- **Workshops & training:** Practice-oriented UX workshops, CD mapping sessions, and mood board developments that actively support digital transformation.

## Benefits

The relaunch has provided Munich University of Applied Sciences with a modern, user-friendly, and accessible platform that perfectly reflects the new corporate identity. The web style guide guarantees a consistent brand presence, and the targeted training of editors ensures efficient and intuitive content management. The use of FirstSpirit as a CMS enables efficient and future-proof content management. This relaunch not only strengthens the university's digital presence but also promotes its position as a pioneer in the digital transformation of higher education.

## About the customer

Munich University of Applied Sciences is one of Germany's leading educational institutions and stands for practice-oriented education and forward-looking research. With a strong digital presence and a clear focus on innovation, it is a major player in the digital transformation of higher education.

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digital business #simple

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A large group photo of the asioso team, approximately 30 people, standing and sitting in front of a modern building with large windows and a stone facade. They are all wearing white t-shirts with the asioso logo and the slogan "JUST DO IT. #SIMPLE!"

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