

Redesigned Visit Wales Website Driven by Usability

About Visit Wales

Tourism is a hugely competitive, dynamic and constantly changing industry with over £8 million a day spent by tourists on trips to Wales, amounting to around £3 billion a year. Visit Wales is the Welsh Assembly Government's tourism team, within the Department for Heritage. Visit Wales is responsible for the promotion and development of Tourism in Wales.

The Challenge

In the fall of 2008, Visit Wales undertook a redesign of their website, a key resource for people planning their travels. The redesign was commissioned as a result of research that found users were having difficulty finding detailed information on the site and found the navigation confusing. To respond to these concerns, Visit Wales undertook a redesign of their page templates with an aim to drastically improve usability, with the end result being a contemporary, fresh and user-friendly website.

How We Helped

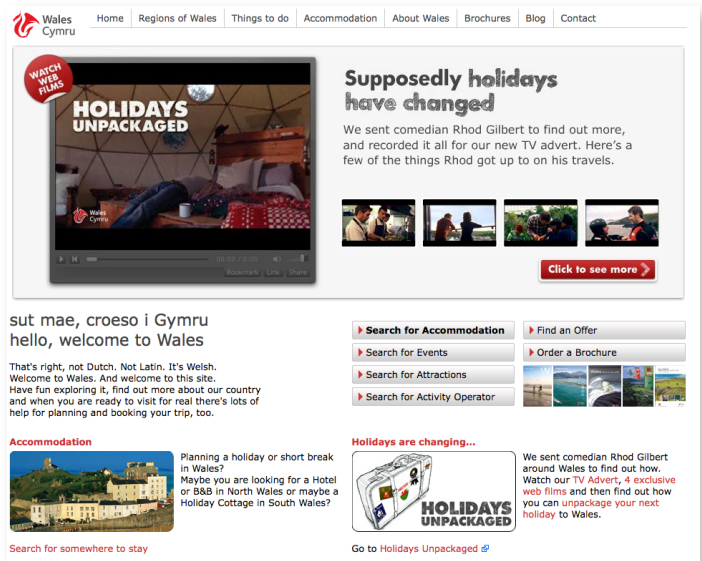
Working with the design firm S8080 and on the basis of usability testing by Bunnyfoot, the refreshed Visit Wales website was implemented using leading Web Content Management System Amaxus. The stability of the platform ensured consistent navigation and functional technical features that the tourism team could rely on. The final deliverables for this project were a complete set of page templates, including all the associated XHTML, CSS and XSLT.

As a testament to the success of the project, more recently Visit Wales implemented a new site that explores the world-class range of golfing opportunities in Wales, also built on the Amaxus Content Management System.

The Result

The redesigned Visit Wales website, driven by leading Web Content Management System, Amaxus, offers a wealth of information including engaging features such as a blog, video clips and search features to help visitors plan every detail of their visit to any region of Wales. All of this dynamic content is easy to update and maintain as a result of the Amaxus interface, which makes adding complex content easy and efficient.

The site is truly aimed at the international traveller with links to foreign language sites and entrance points for a number



of countries, including Canada, the USA and Australia. Most importantly, the new navigation design ensures that users are able to quickly find relevant information and continue to use the site as a resource.

Custom URLs, which are simple to create using the Amaxus interface are particularly helpful when planning marketing campaigns as they direct people to web addresses that are easy to remember and find. This can have a significant impact on natural search results.

About Amaxus

With its capability as a market-leading platform capable of running multiple multi-lingual sites from a single platform, and with a proven track record, Amaxus provides clients with functionality, flexibility and scalability. With over ten years experience building large-scale websites that enable users to create sophisticated content easily, our impressive client list ranges from FTSE 100 to international standards bodies and leading organisations across the UK public and heritage sector. Amaxus is a product of Box UK, with offices in London and Cardiff, UK.

For More Information

For more information or to arrange a demo of Amaxus, get in touch.

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