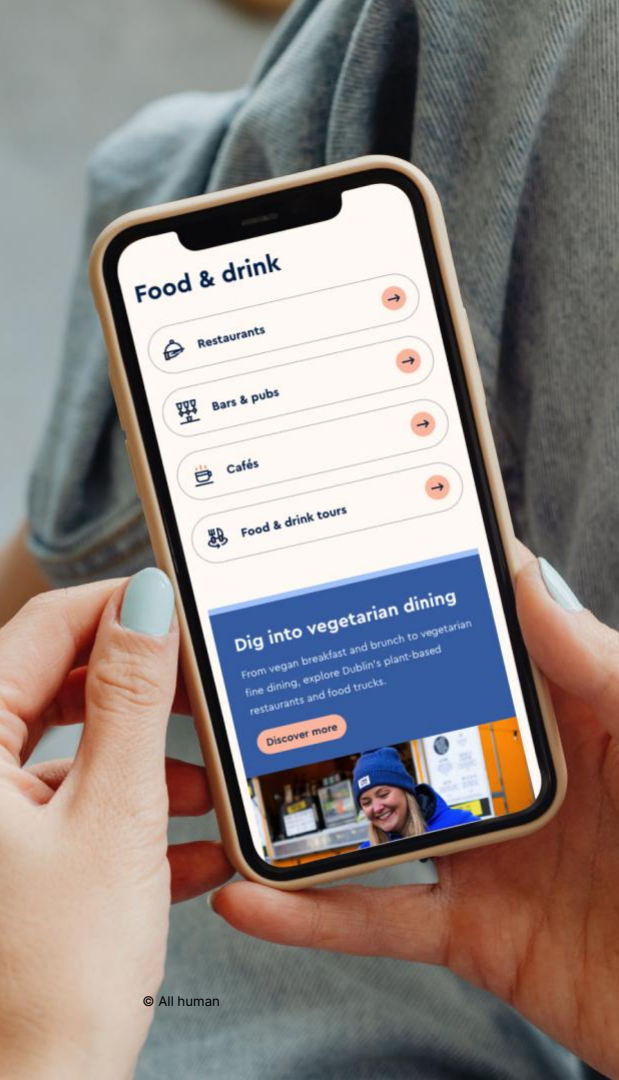Ah

Case Study

How we built a great CX that drives performance but also meets accessibility guidelines

"VisitDublin.com is a fantastic site. All human champions putting the consumer at the heart of their work to ensure that our site is based on established and evolving online behaviours. They have an impressive commitment to performance, optimisation, and to monitoring the changing behaviours of consumers ensuring an iterative and evolving digital experience." *Claire Cadogan, Head of Digital Marketing, Fáilte Ireland*

Business Challenge

Fáilte Ireland was looking for a way to continue its digital transformation journey and expand its digital ecosystem. A primary objective was to redevelop the VisitDublin website to produce a new, high-performing, accessible platform that is easy to use across all devices, and provides the right content, at the right time.

This new site had clear goals:

→   Firmly establish visitdublin.com as the best and most trusted source of information when visiting Dublin; an experience that would drive demand for tourism businesses in Dublin from both domestic and international visitors.

→   Inspire and facilitate the planning for every stage of the consumer journey while encouraging advocacy and repeat business.

→   Promote and encourage planning and experiencing day trips and longer stays.

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Ah solution

We conducted extensive user research to ensure our designed customer journeys mirror consumer behaviour. To ensure the site captures and reflects Dublin's unique personality, we collaborated with Fáilte Ireland and our partners to identify what makes it so special. Then we selected the tone, imagery, content, functionality and videos that perfectly convey what Dublin can offer.

The design and layout of the content provides an optimal user experience, implementing the best practices for exceptional visual design and usability: Simplicity, Navigability, Responsivity, Credibility and Consistency.

To increase engagement and user interaction with the website, we added features such as:

- What's nearby function- where visitors can orient themselves around their current location or accommodation.

- Collection pages split between inspirational guides and tourism business listings to align with various points on buying path.

- You may also like carousel on the business page ensuring no dead ends.

- Integration of festivals+events on the attraction page.

We followed a mobile-first design approach throughout the design, development and testing cycles to ensure a consistent user experience across all devices. Working to a WCAG AA standard, our team tested accessibility throughout the design and implementation. We worked with a third-party agency that specialises in a gold standard for accessibility and helped us address any remaining accessibility issues.

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Accessible platform that is easy to use across all devices

Design goals: Simple, navigable, responsive, credible and consistent

A mobile-first design approach

Metrics and outcomes

Within six months of its launch in June 2022, Visitdublin.com has enjoyed the following:

+208% increase in conversion rate	**+185%** increase in referrals	**+13%** increase in sessions
+55% increase in returning visitors	**+23%** increase in page views per session	**+84%** Increase in the amount of time visitors spend on the site.

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Awards

Digital Business Ireland

Tourism Website of the Year

SPIDERS

Best in Universal Design

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