

THE DESIGN COUNCIL: WEBSITE

THE WORLD'S LEADING ON-LINE DESIGN KNOWLEDGE RESOURCE



The redesign of the Design Council website led to a

110% increase in site visits in 18 months.

Problem

Over the course of five years, the Design Council developed a world leading online resource to promote and demonstrate how design enables cultural and economic change.

In the third evolution, the Design Council needed to reflect its recent brand redesign visually and conceptually by creating an effective online identity refresh that promoted new content and tools.

Solution

The design team developed an information architecture that addressed the Design Council's main constituencies: business, public sector and education. The content strategy was designed to inspire and enable managers in those three areas to use design as a strategic tool. The objective of the visual design was to communicate the Design Council's mission, values and personality through intuitive interaction, effective information design and accessibility for all.

The design process included the creation of personas, scenarios and extensive user testing to ensure that information was organised in a meaningful and appropriate way. A new content management system enabled the Design Council to manage and disseminate knowledge more quickly and efficiently. Rich visuals, sound bites, cross-referenced information and related links demonstrate the practical power of design, encourage repeat visits and make the site the most comprehensive design knowledge resource on the web.

Impact

The new design led to a 110% increase in site visits over 18 months and received glowing reviews from users. Visitors admire its ease of use and accessibility and hold it up as example of world-class design.

See casestudy online
[Design Council](#)



THE WORLD'S LEADING ON-LINE DESIGN KNOWLEDGE RESOURCE

- Create a clear information architecture
- Communicate vision and mission through design
- Ensure accessibility of site
- Use rich visuals, sound bites and intelligent linking
- Encourage repeat visits

