



## OBJECTIVE

The redevelopment of the ICI website was driven by a number of factors. Accessibility compliance was a priority but ICI also wanted to emphasise their 'Leadership in Formulation Science' brand value with a new look and feel and to include a larger section on their technology capabilities.

Through the new site ICI were looking to target a range of user groups including investors, journalists and analysts.





**Quick links / Page Sections:**

- Latest Annual Report
- Register for News
- Financial Key Facts
- Recent News
- Our Businesses (URLs)

**SOLUTION**

Developing and delivering a site that fulfilled ICI's needs and business requirements entailed more than just a facelift. We spent time with ICI to develop an understanding of their business objectives, their marketplace and their user groups; creating profiles and user journeys to reflect their target audiences.

The new site incorporates a number of specific homepages aimed at ICI's different user groups (retail and bond investors,

**Quick links / Page Sections:**

- Latest Annual Rep. (download) – Case Studies
- Latest Interim Report (pdf) – Financial Overview
- Recent News
- Shareholder Services

**RESULTS**

ICI's brief specified that the new site had to meet accessibility standards for users with sight problems and other disabilities.

As a result of our redevelopment the site has been awarded the prestigious Shaw Trust\* accreditation for accessibility. This site challenges perceptions that accessibility limits your ability to showcase your business.

journalists and analysts), highlighting timely and relevant content with deep links to more information. The global nature of the brand is reflected throughout the site in the use of colour and imagery.

Making the most of ICI's information resources, regular visitors to the site now have the opportunity to register for updates on announcements and financial news.

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**Milestones / History**



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ICI.com  
www.ici.com

\* Shaw Trust (www.shaw-trust.org.uk) is a national charity and the largest voluntary sector provider of employment services for disabled people in the UK

