

OBJECTIVE

If you shouted loud enough at Virgin you got space on the homepage. Driven by individual business departments rather than focusing on the audiences needs, their homepage didn't reflect their vision of 'tailored services'.

Virgin asked for a homepage redesign as a short-term tactical fix.



SOLUTION

Virgin allowed us access to their web stats which we used to literally build up a picture (image 01) of their user habits and their business requirements.

During workshops with Virgin's digital team and their stakeholders we developed a better understanding of their business requirements and objectives as well as some heady debates on wine and the bars around Leamington Spa. From here we were able to produce a homepage redesign audit covering

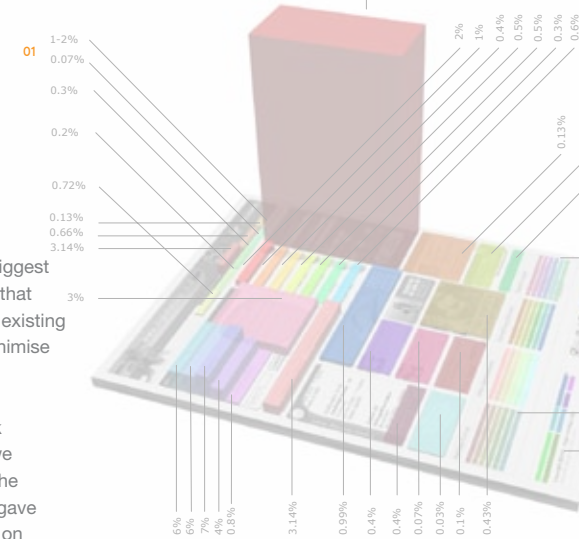
consistency, duplications, content, good and bad techniques and a customer key segmentation, detailing who their users are (online and offline) and how they use the site.

Our concepts centred on using the homepage to channel users to inspiring and informative content and functionality at the right place in the user journey.

RESULTS

Because their homepage is Virgin's biggest shop front we were careful to ensure that we worked within the confines of the existing business infrastructure in order to minimise disruption to the rest of the business.

Our up front audits and scoping work removed the subjectivity from what we presented and led to an easy sell at the stakeholder meetings. Our solutions gave Virgin a new creative direction based on their three key objectives: to inform, inspire and initiate.



- 01 Website state and user data
- 02 Current homepage
- 03 Proposed homepage