

On-line



Number 10

Working within the limitations of the current content management system, the key aim of the redesign was to improve visibility of key areas of the site to tourists, education, and the general public.

The project involved developing the Number 10 personality, ensuring no political sway and enforcing Number 10's position as the seat of Government.

The key objectives of the project were to:

1. Improve usability
2. Encouraging visitors to explore
2. Improve accessibility
3. Promote non-news content
4. Encourage take-up of streamed content
5. Develop a consistent creative approach

Key activities included:

- User interface creation
- Usability analysis and testing
- Compliance with priority 1 and 2 of the DDA
- Compliance with the Office of E-envoy guidelines
- Build of templates for integration