

Foresight website

Foresight is the primary government sponsored thinktank on how developments within the scientific community can directly influence and guide policy. Foresight often hits the headlines for its hard hitting and controversial findings and reports. The redesign of their website was completed in time to launch their most recent report on obesity. This was a lead news item for a number of days raising questions in the house and causing an unprecedented number of hits to the site



The primary aim of the redesign was redevelop the site so it was more engaging and easy to use. The main issues surrounded how content was organized and promoted. The design tended to hinder usability of the site and the navigation was confusing.

Bang utilized the principles of User centred design for this project, organizing surveys and developing user personas to gauge the effectiveness of the current site and build a strategy for the site going forward.

The aim was to design and develop a site that was organized around a visitors journey, supported by engaging and creative interfaces/messages. The site encompassed approximately 900 pages of information that need to be digested and migrated into the new site whilst following a new information architecture.

Key activities included:

- User persona research and development
- Information architecture and taxonomies based around user requirements
- Wireframing, interactive prototypes and testing
- Creation of the online brand experience and interfaces
- Usability analysis and testing
- Compliance with priority 1, 2 and 3 of the DDA
- Development of XHTML/CSS templates ready for content migration
- Development of a comprehensive online brand guidelines

