



TOURISM WESTERN AUSTRALIA'S PORTFOLIO IS THE THIRD LARGEST INDUSTRY IN WESTERN AUSTRALIA. THE GOVERNMENT'S STRATEGIC GOAL IS TO DOUBLE THE VALUE OF TOURISM IN WESTERN AUSTRALIA FROM \$6 BILLION A YEAR IN 2010 TO \$12 BILLION PER ANNUM BY 2020. ONE OF THE SEVEN KEY STRATEGIC PILLARS IS "THE BRAND" – EXPERIENCE EXTRAORDINARY WA.

THE CHALLENGE

Tourism Western Australia's website needed to provide a deeper online experience for visitors while addressing the increased usage of mobile devices and tablets. The website's content needed to be delivered to the visitor consistently with intuitive searchability while delivering on the brand promise.

With website designs requiring content from a large array of locations within the content management system (CMS) and external sources, the main challenge was to ensure administrators could create, manage, access and reference all of the content in no more than two interfaces whilst allowing the front-end users to experience a smooth and consistent website without complexity. Both aspects required a solution that was powerful yet simple.

THE VISION

To deliver a world-class user-experience that presented Western Australia as a destination that Experience the Extraordinary. Through stunning visuals and simple interaction, visitors knew they found the destination that would deliver on its promises.

THE SOLUTION

Working backwards from the end-user, visitor experience, the team developed the information architecture detailing all of the content that would be used in every user interface. From there, they devised a sophisticated page properties control panel that allowed administrators to pull, merge, sort, create and display content from across the distinct content areas to populate a common framework creating custom yet consistent webpages.

Key considerations:

- Utilisation of images in various locations and sizes, such as backgrounds, slider contents, feature images, preview images and thumbnails
- Use of categories and indexed content for easier identification and navigation across the site
- External search engine indexing for improved SEO

- Consistent typographical presentation using a combination of bold and italic text within featured page headings, snippets, search result descriptions, page descriptions, short descriptions and page titles
- Repetition of image and content style for consistency with a manual editing features to enable granular control over particular contents in heavily curated areas
- Search to use a common approach across different databases from locally stored CMS data as well as externally sourced data
- Responsiveness and consistency on all devices

With the changing technology landscape, the website needed to provide the same user experience from desktop to tablet to smartphone. The font styles for devices needed to remain in line with the desktop versions; however, the delivery needed to be crafted to the interface constraints of smaller screens.

To allow for varied promotions, the CMS needed to be robust enabling content administrators to piece together the pages utilising a variety of content layouts, webparts and themes in order to build up relevancy, order and relevant usability.

The ability to rank page elements based on relevancy within search results and the order of content within image blocks and display panels allowed content administrators to prioritise, sort and order the hierarchy of information. Built-in flexibility needed to allow for automatic display or manual manipulation of content priority.

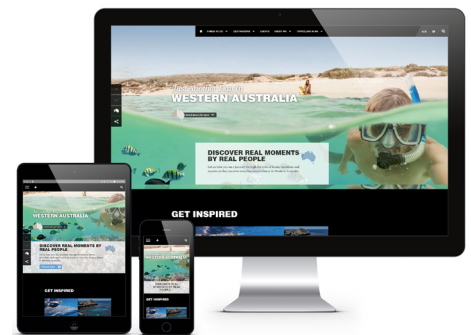
TECHNOLOGIES AND METHODOLOGIES UTILISED

Methodologies

- Agile techniques and iterative development
- Continuous deployment model
- PRINCE2

Technology Software

- .NET
- SharePoint 2010 and 2013
- Responsive design
- HTML5



- AngularJS
- Twitter Bootstrap
- WCF Web Services
- TeamCity automatic build

MEASURABLE BUSINESS BENEFITS

The Tourism Western Australia website (www.westernaustralia.com) successfully delivers an Extraordinary experience while providing the technical architecture and CMS required by the content administrators.

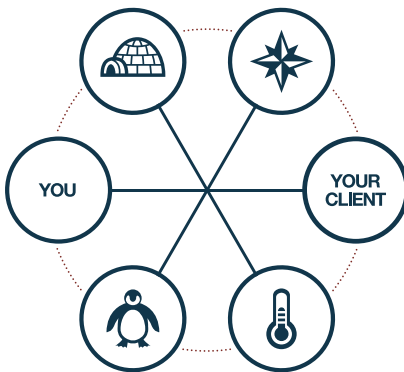
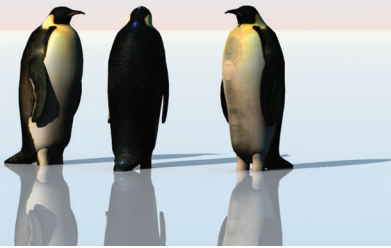
Visitor experience improvements:

- Fully responsive designs – consistent delivery of imagery and content regardless of device
- Enhanced search
- Increased user interactivity
- Intuitive front-end interfaces

Administrative experience improvements:

- Simplified, intuitive back-end interfaces for content authors and administrators
- Simple and elegant controls and interfaces
- Granular control of all website elements maximising flexibility over content display
- Sensibly reusable web content reducing error in delivery

AS A TRUSTED PARTNER, DIVERSUS RELIABLY DELIVERS QUALITY TECHNOLOGY AND INNOVATIVE BUSINESS SOLUTIONS



At Diversus, we focus on your business challenges and develop a plan to get you to where you need to be. We see our clients as our partners, and we seek to solve today's issues while never losing sight of the horizon.

IN THE BEGINNING

Established in 2006, Diversus has built a reputation for delivering quality work in an ethical manner

Our team work collaboratively to deliver tangible results. It's about evolving with business and technology, and making all people's contributions part of the process and solution.

WORLDLY LOCALS

Diversus is a wholly Australian owned and operated business and actively supports the local IT community. Our consultants all possess a diverse range of skills and professional experience from a variety of industries bringing a wealth of knowledge to your organisation.

Over 82% of our consultants have been raised in Australia with a strong understanding of the local economy. Yet 71% of our team has spent more than two years of their professional life overseas.

What does that mean to you, our clients? Our consultants are confident and nimble, using best practices to provide innovative solutions to business challenges.

STAYING IN FRONT

Ongoing skill and knowledge training, mentoring and support are fundamental to nurturing our staff and developing them throughout their career. Diversus is proud of our supportive reputation which enables us to attract and retain high-quality staff in the unique local market. For our clients, it is critically important that our people are armed with knowledge and possess the passion to develop and deploy industry best practice processes and tools.

Our expert team will help you respond to today's challenges to grow your business, reduce costs and optimise productivity, working closely with you on:

- Business Planning & Transformation
- Business Optimisation
- Customer Management & Analytics
- Digital Experience
- Digital Workplace
- Mobile Innovation
- Research & Development
- Cybersecurity
- Custom Solutions

CONTACT

Diversus reliably delivers quality technology and innovative business solutions that set your business to meet the challenges of today with capacity to plan for tomorrow.

If you'd like to speak with experienced professionals about solving your business challenges, please contact us.

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