

Evolving newzealand.com

Update on work underway to enhance the newzealand.com user experience.

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Key discussion points: webinar, 3 July 2012

The role of newzealand.com

- Central to our marketing strategy
- Build preference for New Zealand as a holiday destination through our:
 - Stunning landscapes
 - Embracing people
 - Fascinating stories
 - Captivating experiences
- Connect travellers with travel sellers – and convert them to travel

Tourism New Zealand website development drivers

We're committed to balancing:

- Our desired business outcomes (preference and conversion)
- The New Zealand destination brand, and
- The needs of our users (potential travellers).

We'll do this through user research and testing to complement our existing web analytics and active considerer insights.

Wrap up of 2011/12

- Solid newzealand.com performance, with 10.9m site visitors and equivalent referral rates to 2010/11
- User-centred design and navigation improvements delivered in the final quarter had positive benefits for users and industry
 - 18% net increase in business listing referrals from introduction of directory links
 - 15% net increase in business listing referrals from primary navigation changes

User research programme

Ongoing website design enhancements will be informed by our user personas. The things that differentiate a website user's behaviour are:

- Level of knowledge of NZ (geography, culture etc)
- Travel style (independent, guided)
- Planning preference (on-the-fly or highly structured)
- Stage in the planning style (dreaming, planning, booking)

newzealand.com user research in 2012 has involved:

- Information architecture testing to determine the best structure and labels to use on the site's primary navigation (570 users).
- Card sorting activity to appropriately group the wide range of activities and tours presented on the website.
- Concept design development and prototyping.
- Face-to-face user testing (one-hour sessions with 42 potential travellers in three countries).
- Listening to industry and stakeholder feedback .

The key components of newzealand.com development are:

- **Consistency of interactions:** Creating confident users of the site who can anticipate the site's behaviour with every click.
- **Business listing access:** Integrating planning and research information provided by business listings on the same page as the high level overviews about key topics.
- **Designing for the most common user journeys:** Profiling popular content. Providing clear next steps for users along with an increased focus on recommendations.
- **Orientation and way-finding:** Ensuring users know where they are in the website at any point in their journey, and how they can broaden or narrow the information in front of them.
- **'Don't make me think':** A no-tricks design that means users don't have to figure out how the system works in order to complete their task.

2012/13

Other work in the pipeline for the year ahead includes:

- Greater integration with our social media channels and social content.
- Mobile friendly site and application.
- Leveraging the renewed interest in 'Middle-earth'.