

The logo for Air New Zealand Trade. It features the text "AIR NEW ZEALAND" in a dark blue, sans-serif font, followed by a stylized silver fern icon. Below this, the word "TRADE" is written in a large, bold, light blue sans-serif font.

AIR NEW ZEALAND 
TRADE



Air New Zealand Trade Website
Case Study

Monday July 6th 2009

Kellie Matheson
Freelance Web Designer

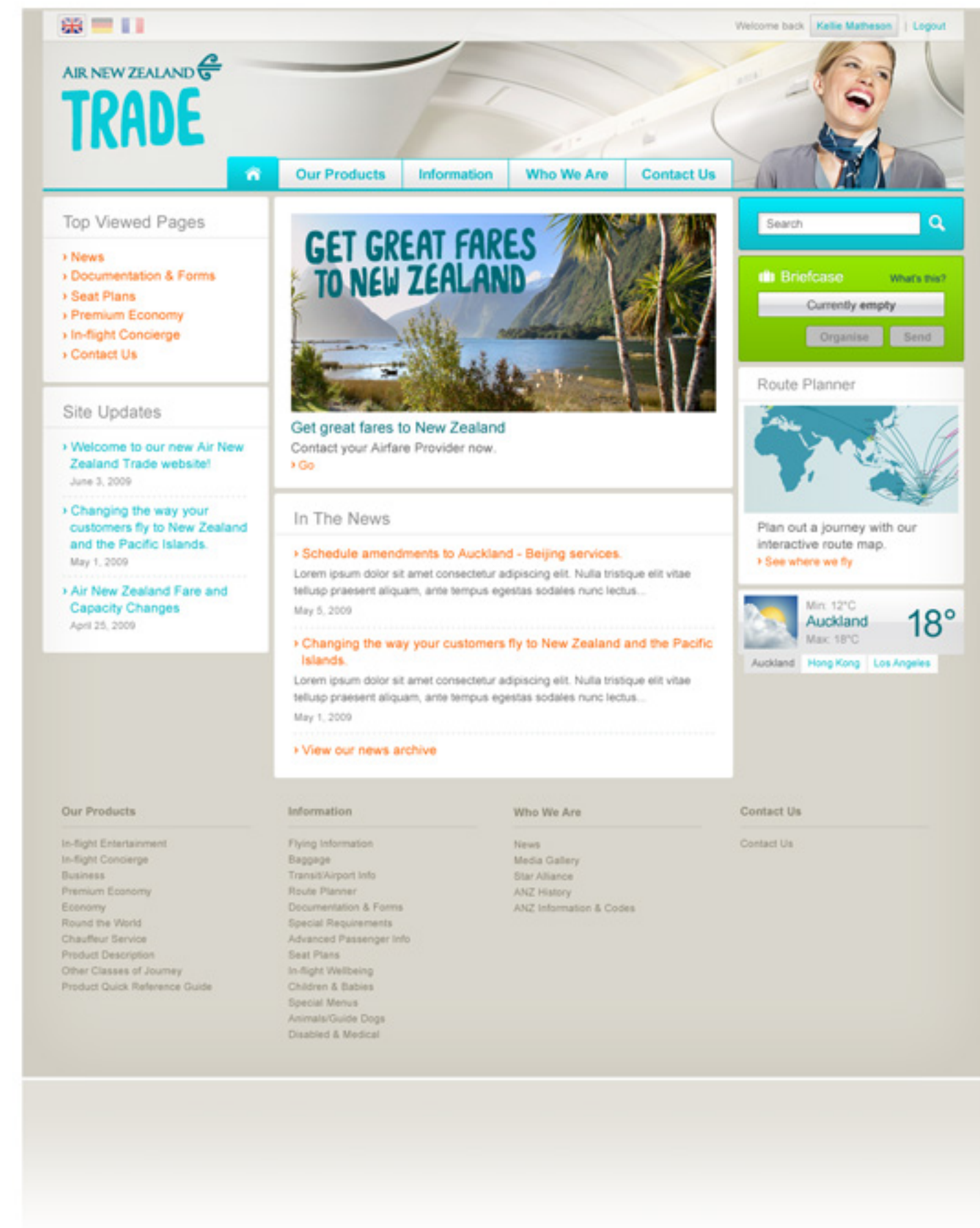
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Email kellie_matheson@hotmail.com

About the project

Both a back-end and front-end re-design of the Air New Zealand Trade website including:

- Research and focus groups
- Information architecture and wireframes
- Design concepts and development*
- Build of the site, the CMS and testing
- Localisation for UK, FR and DE markets

*My role was to develop the look and feel, take the wireframes created by the IA and roll out the pages, and to work with the front-end developer during the build to ensure the design remained consistent throughout.



What Air New Zealand wanted:

- Bring in the “kiwi attitude” of doing things differently
- Facilitate a relationship between Air New Zealand and those in the Trade
- Have a functional site, beautifully executed
- Easy to find content without gimmicks

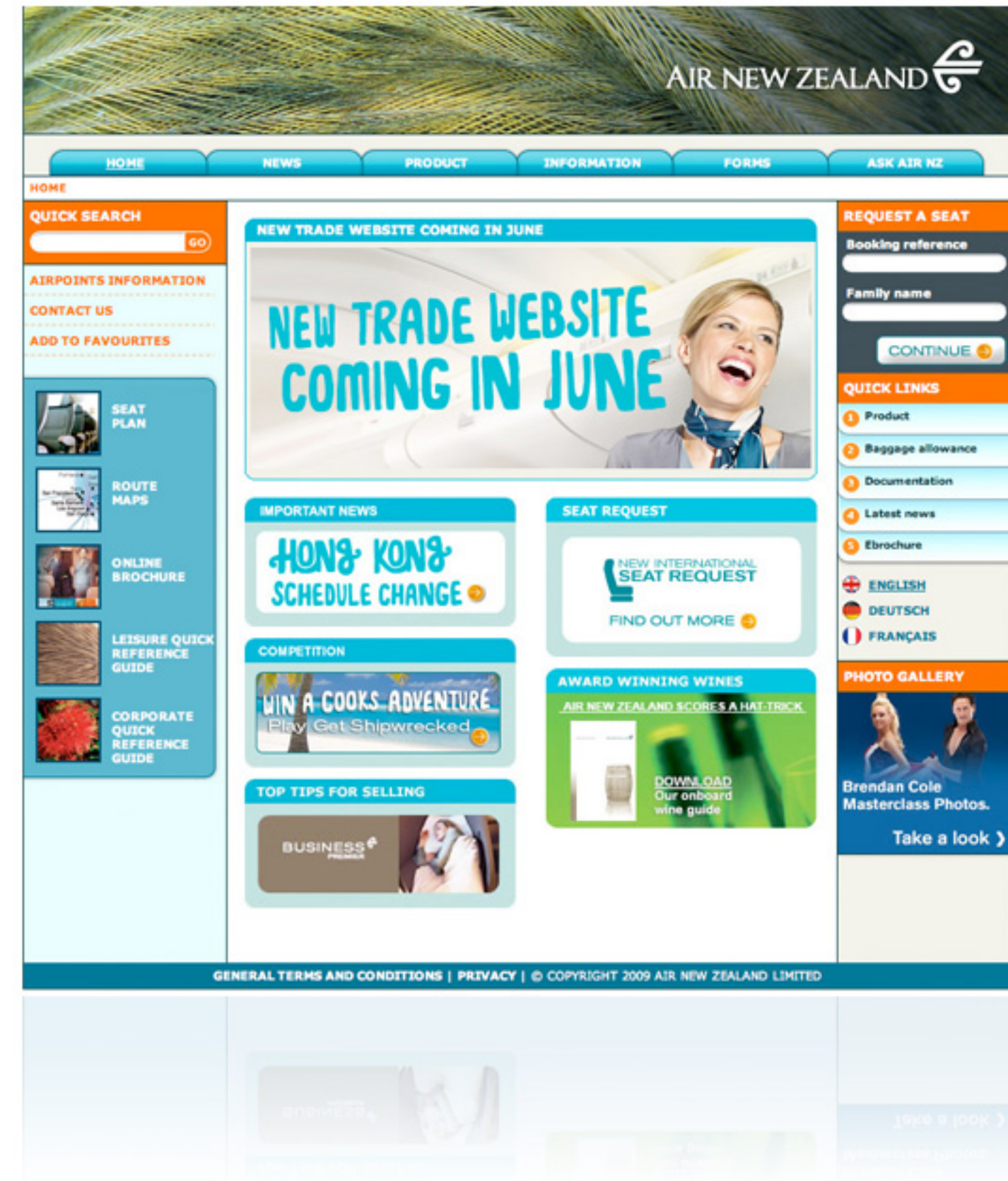
What the target audience wanted:

- Structurally easy to find content
- Latest updates/up to date content
- Simple search
- Ability to share content with customers
- Simplicity

Current website

Feedback from focus group of target audience using the current website:

- Content is hard to access
- Content is not up to date/not clear what is new
- Search is confusing, resort to Google instead
- Flash and heavy use of javascript not usable
- Lack of trust due to confusing website



Functional solutions:

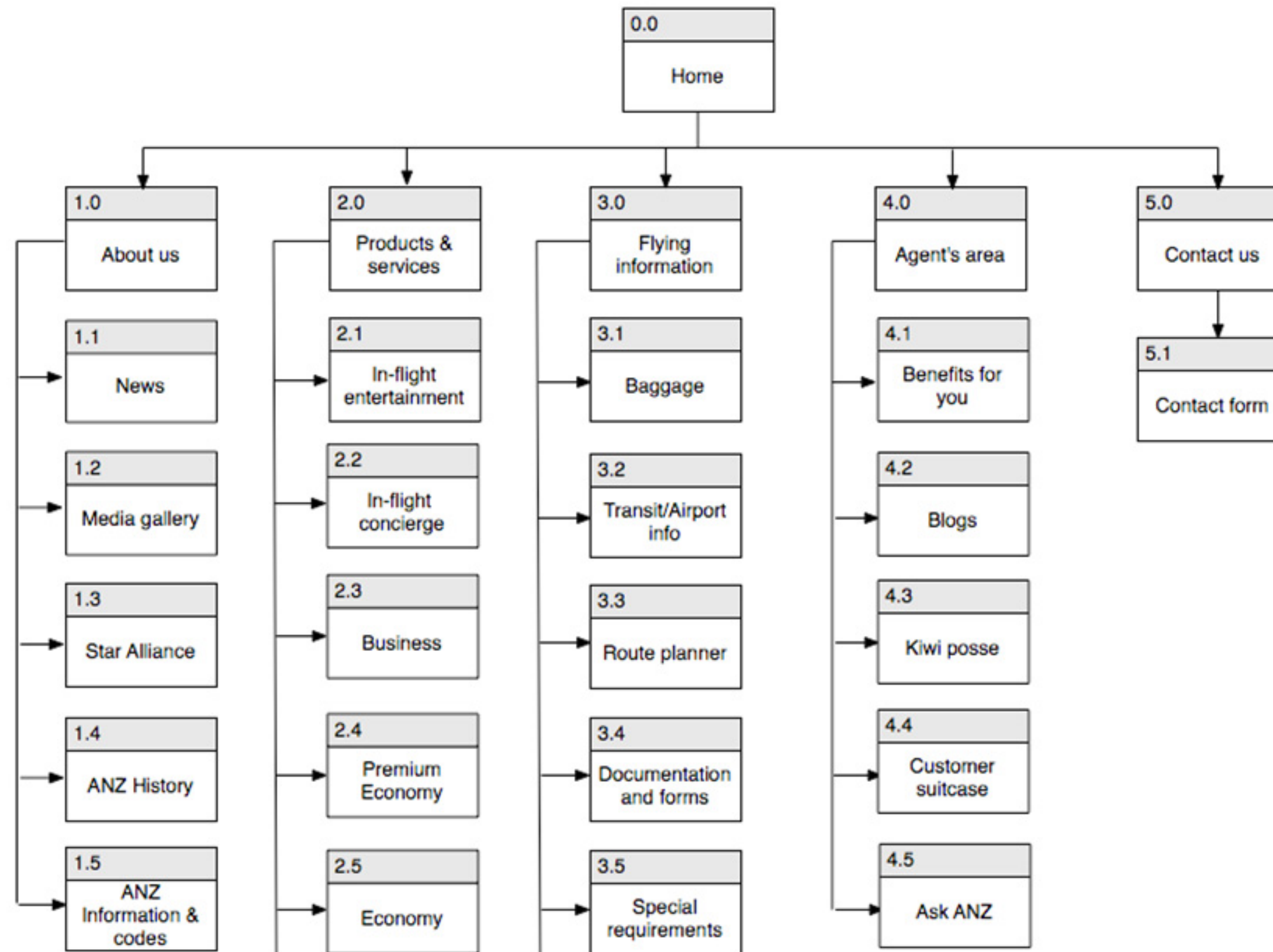
- Information is restructured for easier access
- All content is tagged, making it easy to find relevant content through search filters and contextual links to related content
- Search using Google's API and AJAX autofill drop down fields
- A CMS allows easier updating of content
- HTML site with no Flash and minimal javascript
- A "briefcase" which allows users to easily collate any information from the site and send as an email to their customers

Design solutions:

- Ensure the focus is on the content
- Make it clear when content was added
- A structured grid with a modular design so it is easy to add/remove modules and content
- Search to be a prominent element
- The "briefcase" to be simple and easy to use
- The new direction of the Air New Zealand brand to bring in the "kiwi attitude"
- A fresh, vibrant and professional design

Sitemap

Created by the IA.

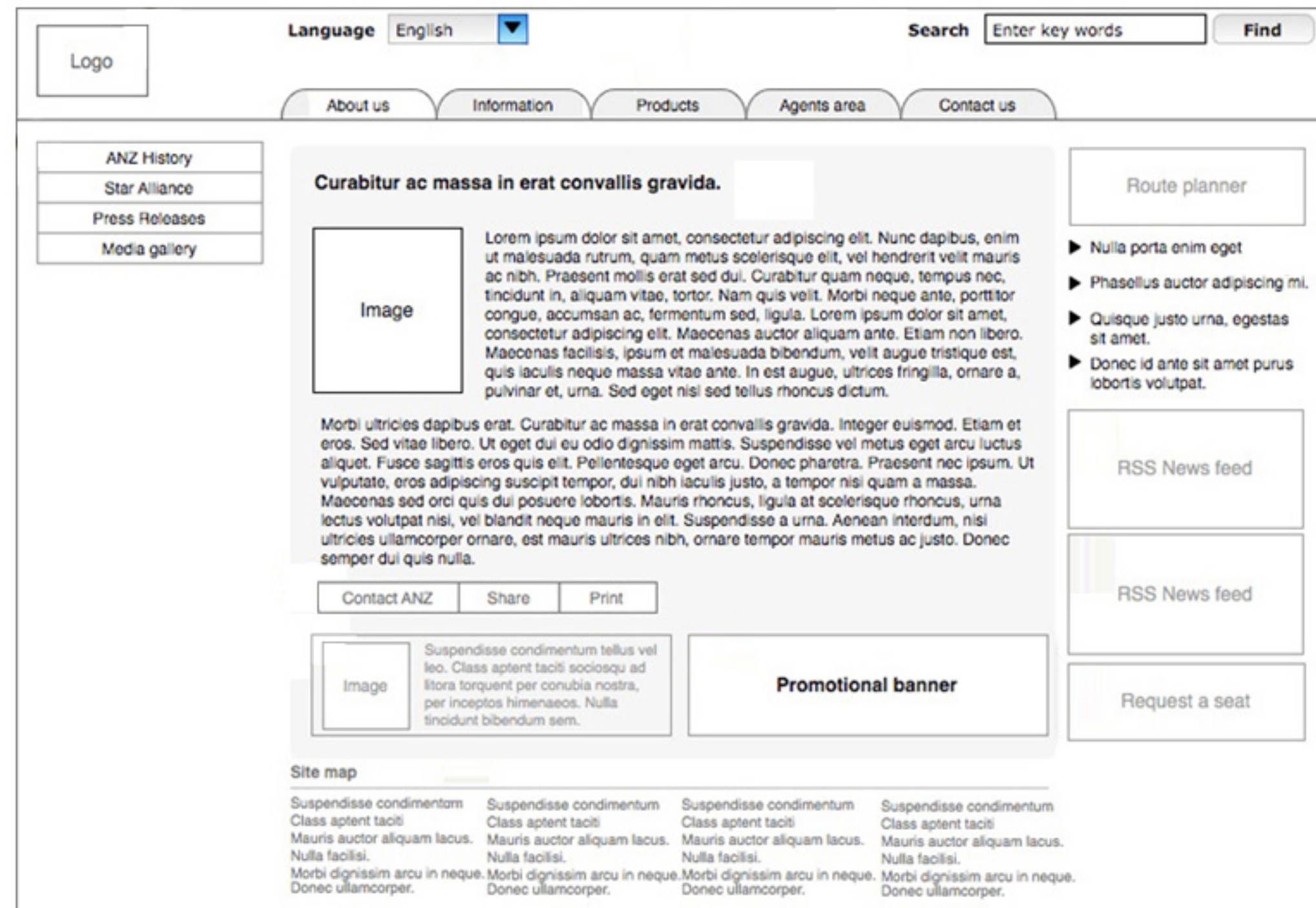


Wireframe

About Us page:

- Prominent language and search
- Simplified layout, less extra content
- Contextual links and rss feeds bring relevant content into the right hand side of the page
- Print and share (add to briefcase) tools are at the end of the article
- Right hand column is designed to be modular so content can be easily shifted, added or removed

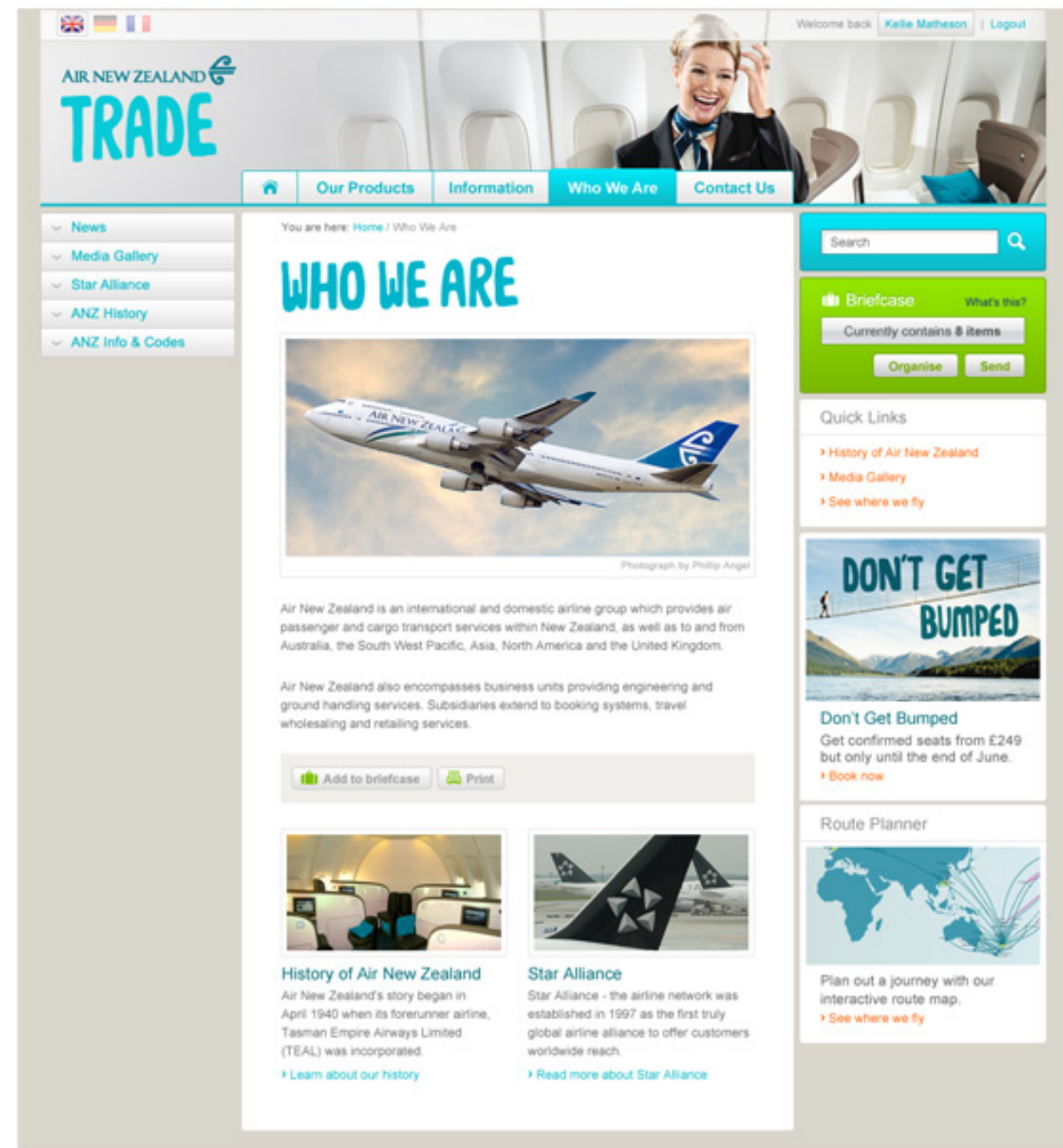
Wireframe created by the IA.



Design

About Us page:

- Content is allowed to breathe with white space and divides between sections
- Strong active state on nav and use of breadcrumbs makes it easy to know where the user is in the site
- Secondary nav uses simple javascript dropdowns so users can sift through the menus quickly
- Search, Briefcase and contextual links are prominent on the right hand side and above the page fold
- Right hand column is styled to be adaptable modules for updating
- The design has elements of playfulness, fun and vibrancy which shows the “kiwi attitude”



The new website



Top Viewed Pages

- [› News](#)
- [› Documentation & Forms](#)
- [› Seat Plans](#)
- [› Premium Economy](#)
- [› In-flight Concierge](#)
- [› Contact Us](#)

Site Updates

- [› Welcome to our new Air New Zealand Trade website!](#)

June 3, 2009

- [› Changing the way your customers fly to New Zealand and the Pacific Islands.](#)

May 1, 2009

- [› Air New Zealand Fare and Capacity Changes](#)

April 25, 2009



Get great fares to New Zealand

Contact your Airfare Provider now.

[› Go](#)

In The News

- [› Schedule amendments to Auckland - Beijing services.](#)

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May 5, 2009

- [› Changing the way your customers fly to New Zealand and the Pacific Islands.](#)

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May 1, 2009

- [› View our news archive](#)



Briefcase

What's this?

Currently empty

[Organise](#)

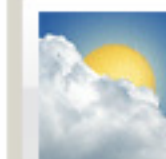
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Route Planner



Plan out a journey with our interactive route map.

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Min: 12°C

Auckland

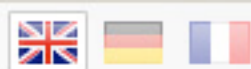
Max: 18°C

18°

[Auckland](#)

[Hong Kong](#)

[Los Angeles](#)



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TRADE



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- [Star Alliance](#)
- [ANZ History](#)
- [ANZ Info & Codes](#)

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WHO WE ARE



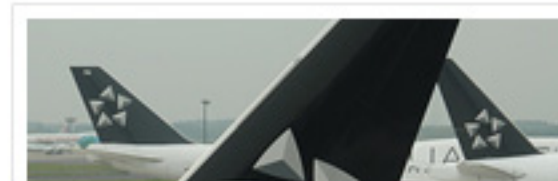
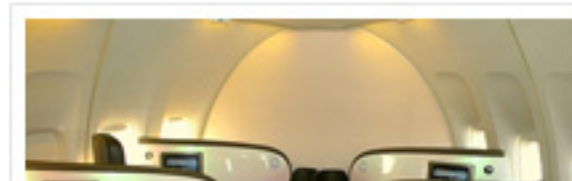
Photograph by Phillip Angel

Air New Zealand is an international and domestic airline group which provides air passenger and cargo transport services within New Zealand, as well as to and from Australia, the South West Pacific, Asia, North America and the United Kingdom.

Air New Zealand also encompasses business units providing engineering and ground handling services. Subsidiaries extend to booking systems, travel wholesaling and retailing services.

[Add to briefcase](#)

[Print](#)



Search



[Briefcase](#)

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Quick Links

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- [Media Gallery](#)
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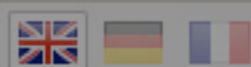
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BRIEFCASE

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ground handling services. Subsidiaries extend to booking systems, travel wholesaling and retailing services.


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Search



 Briefcase

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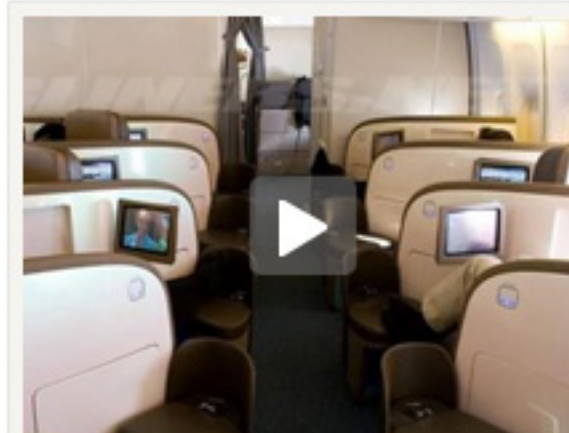


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Media Gallery

Business Premier

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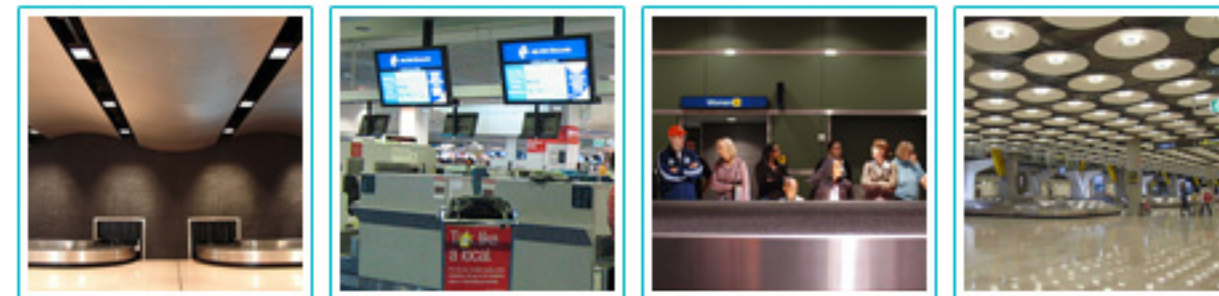
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powered by


Results **1 - 10** of about **216** for **baggage**

Image results for **baggage**



News results for **baggage**



[Travel re-booked via LAX](#) - 20 minutes ago

Please remind passengers of the **baggage** allowances for travel via LAX. Advise passengers now travelling via LAX that they will need to ensure their documentation is in order ...

<http://www.airnewzealandtrade.com/en/news/article10536.html>

Overweight or unaccompanied **baggage**

All **baggage** is weighed at check-in. If it is overweight it will normally still be allowed on the plane, but passengers will be charged at a set rate for the ...

<http://www.airnewzealandtrade.com/en/information/specialist-info/baggage-allowance/overweight-or-unaccompanied-baggage>

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Thank you

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