

## Case Study | GNER Website

Flow helped GNER (now National Express East Coast) to create a new travel information portal to meet the diverse and changing needs of GNER's customers while creating a platform to more effectively promote the brand and market secondary products and services.

### The Brief

Unify the GNER online presence to create a seamless user experience, increase sales online and integrate the new online booking engine.

In the summer of 2007 GNER engaged Flow Interactive, Splendid (our favourite design agency) and TMW (for content management) to redesign their website prior to the December 2007 launch of the newly developed booking engine.

The website redesign was part of an overall strategy to shift customers from offline to online & self-service channels while providing a vastly improved customer experience, increasing sales and providing more personalised and targeted marketing of secondary products and services.

In order to achieve these goals, the website needed to:

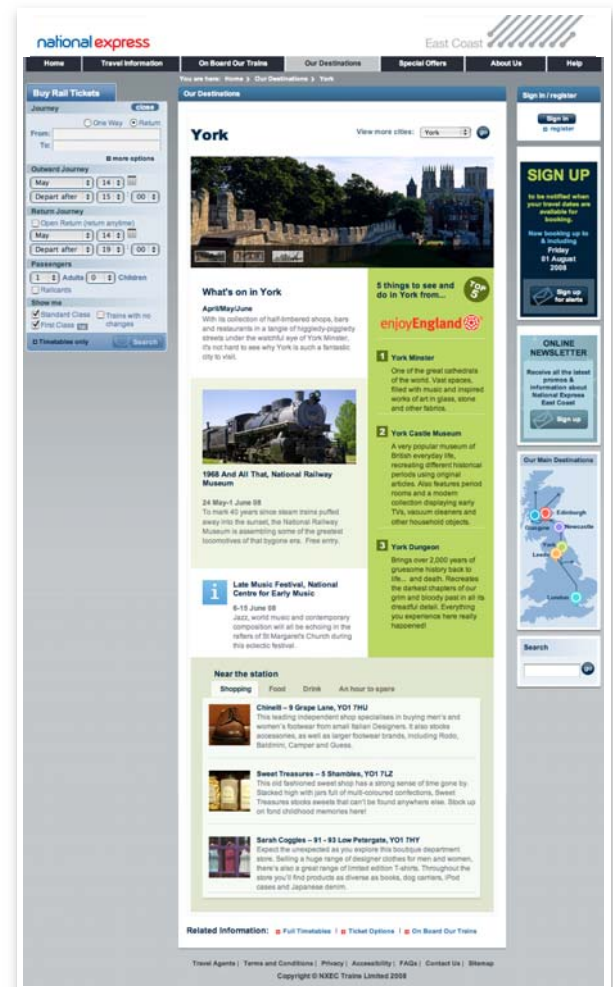
- Translate a valued and trusted offline experience online.
- Rationalise existing content into an easily comprehensive guide to offers, services and helpful travel information.
- Optimise the site to meet different customers needs.
- Build brand loyalty and drive online sales of both train tickets and secondary products and services.
- Increase the quantity and quality of customer data captured in order to provide a richer, more personalised customer experience on and offline.

### What We Did

Design, evaluate and launch a new GNER website in time for the November 2007 launch of the new booking engine (also designed by Flow & Splendid).

At the outset of the project, Flow conducted an expert evaluation (based on customer research carried out for the development booking engine the year before) on the current GNER website to understand why, where and how it was failing to meet customer and business needs.

A new conceptual model for the site was developed based on a number of key usage scenarios that reflect how customers' needs change over time as they move from exploring options, to deciding and planing travel through to travelling and returning home again. With these scenarios in mind, the site was then refined following an iterative design and evaluation process with end-users to ensure that it reflected their expectations and provided the right information, in the right format at the right time.



National Express East Coast Destination Page

### The Results

A website optimised around customer information needs that helped users to make confident travel decisions while enabling GNER to more effectively market their services to the right customers.

By employing a User-centred Design to focus the website on meeting customer needs, the team were able to successfully design and launch a new site for GNER by November 2007 with a high degree of confidence that it would be a success. In addition, the site provides a stable platform for GNER to market and sell secondary products and services relevant to specific customers and destinations. Not surprisingly, the new site has been exceedingly well received by customers and has been shortlisted for a number of industry awards.

### About Flow Interactive

Flow Interactive is a leading User-Centred Design Consultancy based in Clerkenwell, London. Founded in 1997, Flow specialises in research-based strategy and design for interactive products and services across a range of channels and platforms including Websites, PC and Web-based Software, Mobile Devices & iTV.

Email Flow at [info@flow-interactive.com](mailto:info@flow-interactive.com) or call +44 (0) 20 7336 4700