

“All human created a superior customer experience converting a higher percentage of visitors, growing traffic, increasing partner referrals, and ultimately, driving domestic tourism and revenue.”

— **Claire Cadogan**, Head of Digital Marketing, Fáilte Ireland

Business Challenge

Ireland's national tourism development authority, Fáilte Ireland, had one primary goal: to reimagine its online presence. To accomplish this, they gave All human a clear objective: to design a digital experience that

- ✓ Dramatically increases the number of domestic visitors
- ✓ Provides users with an interactive, informative, and engaging digital website experience
- ✓ Increases visitor engagement with the site
- ✓ Supports visitors with valuable content
- ✓ Helps visitors to tap into more of what Ireland has to offer, uncovering the local gems and off the beaten track experiences

Ah solution

All human completed extensive research, including analytics analysis, user interviews, surveys, and usability testing, to gather the data-backed insights necessary to identify opportunities for creating an engaging customer experience.

Based on the results, All human built [DiscoverIreland.ie](#). This new website brings together existing legacy sites to give visitors a single, centralised, consistent customer experience.

A poor search function results in low engagement and transactions completion. All human designed Discover Ireland to ensure that visitors can easily find what they are looking for as the website mirrors typical search themes - Destinations, Things to Do, Events and Accommodation. Each location offers curated content and clear instructions to promote an action - for example, book now, check prices or get directions.

All human infused the site with animation and micro-interactions that, in addition to increasing engagement, creates a delightful digital experience.



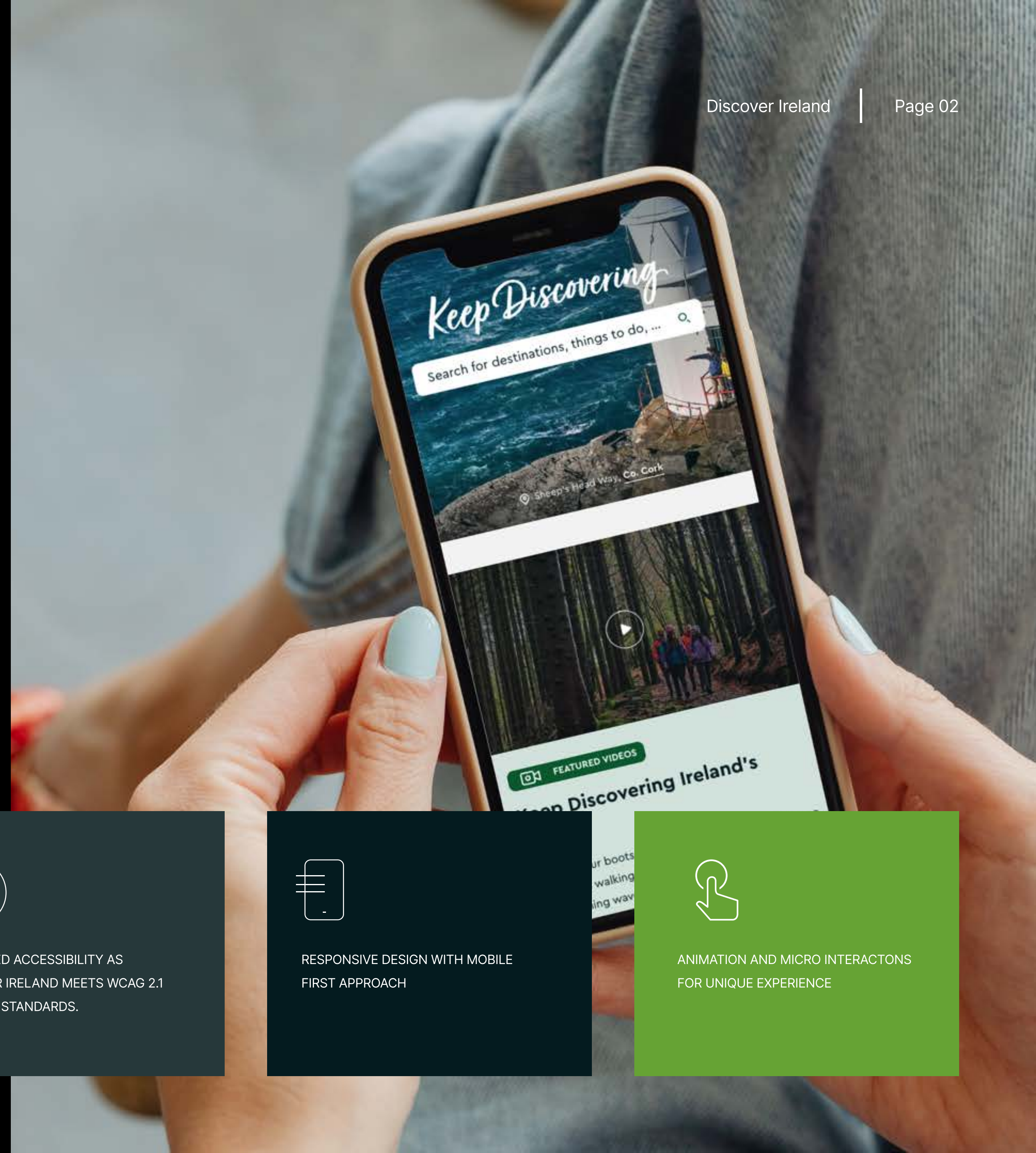
INCREASED ACCESSIBILITY AS
DISCOVER IRELAND MEETS WCAG 2.1
LEVEL AA STANDARDS.

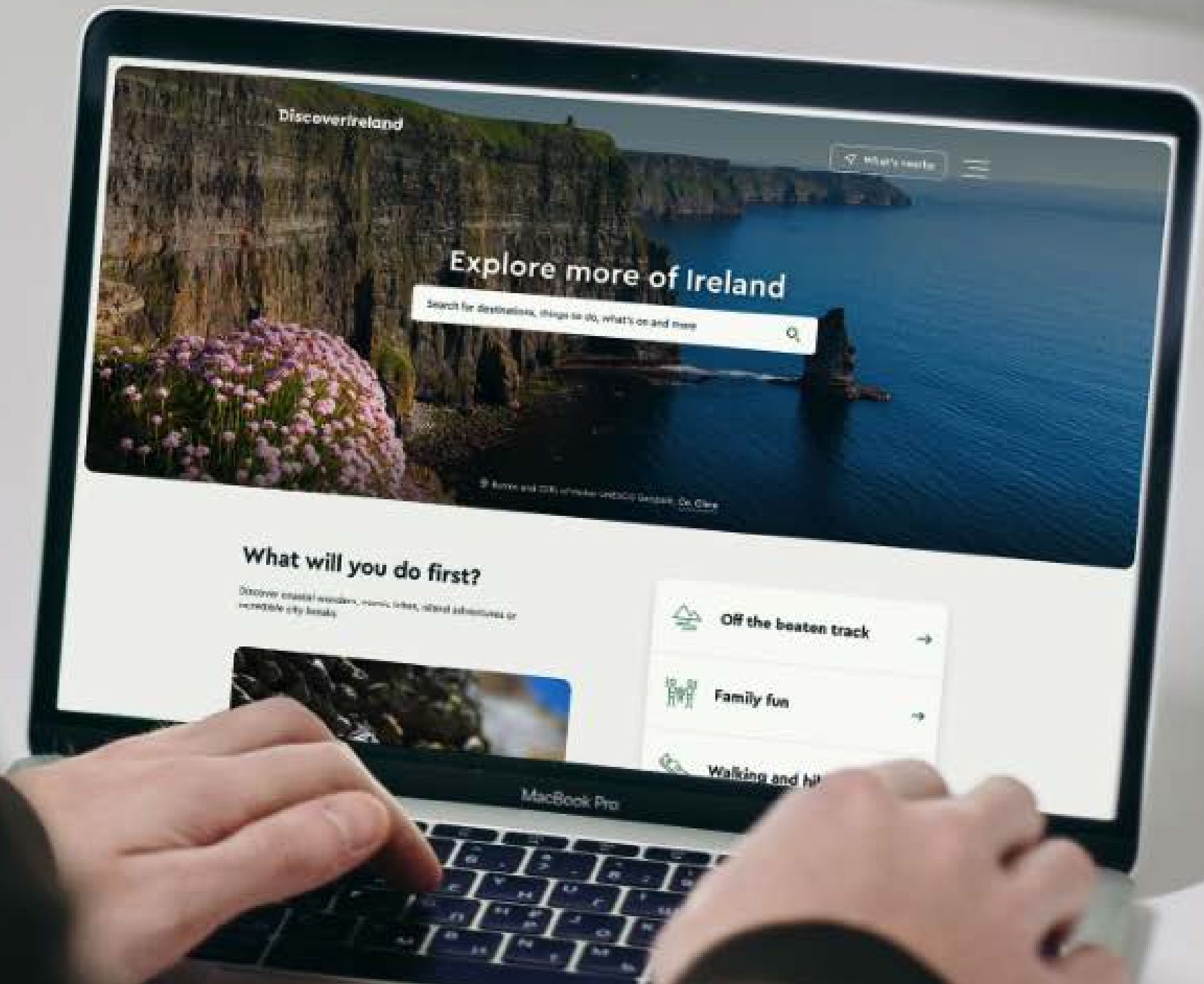


RESPONSIVE DESIGN WITH MOBILE
FIRST APPROACH



ANIMATION AND MICRO INTERACTIONS
FOR UNIQUE EXPERIENCE





Metrics and outcomes

- ✓ 31% increase in visits to the site
- ✓ 44% increase returning visitors
- ✓ 20% increase in session duration
- ✓ 196% increase in industry referrals
- ✓ 58% of users scrolling down to 75% on at least 1 page during their session
- ✓ Mobile-first design
- ✓ Increased accessibility as Discover Ireland meets WCAG 2.1 at Level AA standards

Awards

- Spiders Best website 2022
- B2C Website of the year / Travel & Leisure website of the year
- 2022 Winner of Gold and People's choice Lovie award



B2C WEBSITE OF THE YEAR
TRAVEL & LEISURE WEBSITE OF THE YEAR



BEST WEBSITE
WINNER 22



2022 WINNER OF GOLD AND PEOPLE'S
CHOICE LOVIE AWARDS