



CATEGORY - 07 – MARKETING COMMUNICATIONS

E) Best Tourism Website

The winning site markets, sells or portrays Sri Lankan attractions/ products/ experiences .

Nomination Criteria

Website design – creativity, consumer engagement, and usability are critical aspects of website design. Entries will be judged on the following criteria :

- Content
- Structure and Navigation
- Visual design
- Execution
- Interactivity
- Overall Experience

Content

Content is the information provided by a site to its audience: it is – among other things - text, animation, sound, and video. Quality content is engaging, relevant, and appropriate for the audience. Not least of all, quality content encourages the user to share information that leads to building an interactive relationship resulting in lead generation and sales.

(Marks 20)

Structure and Navigation

Structure and navigation is the framework of a site: the organization of content, the prioritization of information, and the method by which the user moves through the site. Good navigation gets you where you want to go quickly and offers easy access to the breadth and depth of the site's content.

(Marks 20)

Visual Design

Visual design is the overall appearance of the site. Good visual design is of high quality, it is appropriate and relevant to both the audience and the message it supports. Strong and unique visual design communicates an experience in itself.

(Marks 15)

Execution

Execution is how well the site integrates the use of technology. Good execution means the site works well. Good execution puts the site experience first and makes the technology invisible.

(Marks 10)



Interactivity

Interactivity is the way that a site allows you to do something. Good interactivity is more than a rollover or choosing what to click on next; it allows you, as a user, to give and receive. It makes the user a participant, not just a spectator. The theme of “relationship building” will also be considered, looking at how the site enables users to personalize or customize their experience. For instance, does the site enable easy registration (which, in turn, provides incremental value to a repeat visitor)? What kind of confirmation message is sent? Does it go to a mobile device or just email? And lastly, can the site enable a visitor to creatively tell others about the site?

(Marks 15)

Overall Experience

The overall experience encompasses all of the previous elements but also includes the intangibles that differentiate a good site from a great one.

(Marks 20)

Total score: 100 points.