

# SILVERDOME

## Website Redevelopment Project



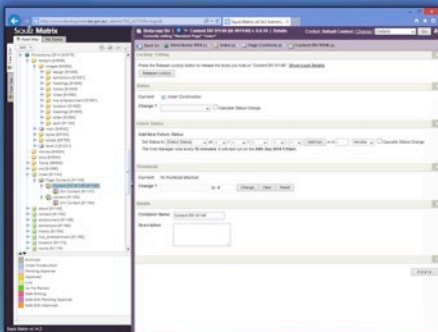
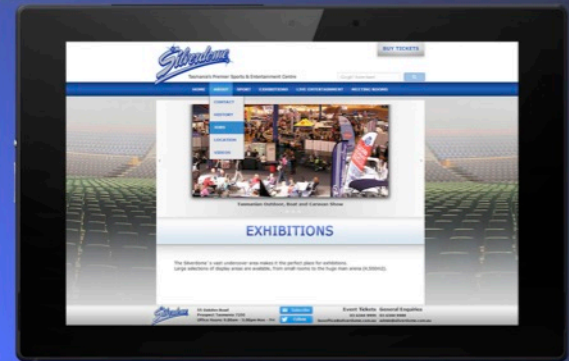
### THE CLIENT

The Silverdome is Tasmania's Premier Sports and Entertainment Centre located in Launceston, Tasmania. Construction on the Silverdome started in 1984 and its first event was held in 1985. The Silverdome has had a website for some years now and its content has been regularly updated. The design of the website, however, had not been updated in a long amount of time.



### THE WEBSITE

The objective of this project was to bring the Silverdome's website into the 21st century. A complete website redevelopment was needed, with a strong focus on usability and accessibility. Our main focus was to attract the attention of the general public and that of the promoters looking for a venue for their events, e.g: sporting events, conferences, live entertainment and exhibitions. One way we have tried to engage users is by including animated content, such as image sliders, which are present on several pages. This content rotates text and images related to the current webpage, with clickable links.



### THE DEVELOPMENT

The older design does not reflect the Silverdome brand or image well, and fails to adhere to WCAG 2.0 standards. The new design is implemented in such a way that it is easy to maintain and update. This modern design also reflects the Silverdome's image and is contemporary and commercially based. The site now meets Tasmanian government standards that are required for all government websites. With the redevelopment, the website is now easier to navigate and has a focus on usability. The website has also been implemented into the Squiz Matrix content management system. This makes it easier for the website's content to be added and updated.



### TEAM MEMBERS

from left to right:

Ben Lovell	LEAD ARTIST/INTERFACE DESIGNER
Cameron Fry	CLIENT LIASON
Nigel Thompson	ASSISTANT PROGRAMMER
Zhongyang Wang	LEAD DESIGNER
Mayra Donaji Barrera Machuca	PROJECT MANAGER
Dohyung An	LEAD PROGRAMMER

### DEVELOPMENT TOOLS

