

Description

With 60 hotels and resorts in 43 destinations, Taj is the largest chain of premier hotels in India and South Asia. The company wanted a world-class website that reflects the elegant, five-star hospitality it offers its guests.

Site Audience

The re-designed Taj site needed to speak to varied audience segments who came to the site with very different user goals. From a booking standpoint, the site was to be targeted both toward travel agents and guests directly. It also needed to serve a variety of corporate goals such as media and investor relations as well as provide the right communication with job seekers.



Essential Goals

The chief goals behind the site redesign were:

- To increase online reservations and global awareness
- To meet or exceed hotel industry best practices for usability and information design
- To develop an online experience reflective of a five-star, luxury hospitality brand
- To create an award-winning design concept to showcase the company's properties

Strategic Execution

In conjunction with Taj's rebranding effort, Avenue A | Razorfish created a new information architecture and visual design system for tajhotels.com. An audit of competitor websites allowed the team to glean industry best practices that were incorporated into the design effort.

In answer to the challenge of translating a five-star brand online, Avenue A | Razorfish conceived a distinctive look and feel that is both timeless and modern. The page structure is clean and spacious, giving prominence to large images that bring the company's hotels and their evocative settings to life. A palette of different colors distinguishes each of Taj's hotel groups—luxury, leisure, business, and palace. Flash technology is used subtly throughout the site, enabling dynamic

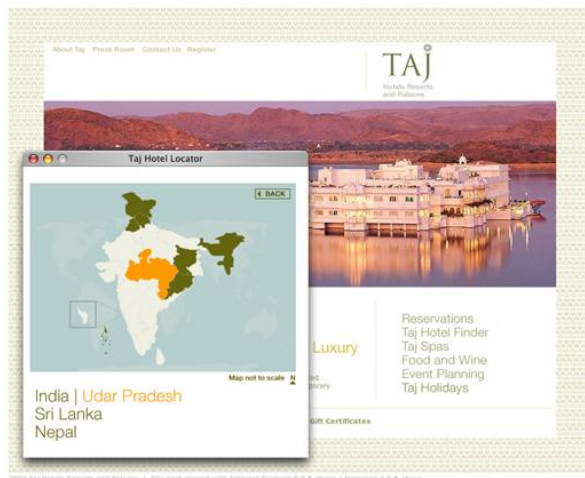


navigation, and visual cues, and audio enhancements that enrich the site atmosphere.

While uncluttered, the site's page structure accommodates detailed information about each hotel and its services, with a particular focus on fine dining and spa services.

Related content includes advice for traveling in the region and a section for travel agents. Avenue A | Razorfish developed a brand-focused content strategy and wrote much of the site's content, as well as providing third-party content recommendations for certain areas.

The site's features include an interactive map-based hotel finder, the ability to make reservations, wedding and meeting planners.



ROI

The sophisticated redesign elevates Taj's website to the high standards of its hotel properties and integrates the site more fully into the overall Taj brand strategy. Added functionality streamlines the online booking process and provides education about the hotel properties and restaurants impacting both sales revenue and profitability.

About Avenue A | Razorfish

Avenue A | Razorfish (www.avenuea-razorfish.com) is the largest independent interactive agency and an operating unit of Seattle-based aQuantive, Inc. (NASDAQ: AQNT), a digital marketing services and technology company. Avenue A | Razorfish solutions are entrenched in deep technology, rigorous analytics and a rich understanding of customer needs, including award-winning online advertising media and creative, search marketing services, email marketing, and world-class design and implementation of websites and intranets/extranets. Avenue A | Razorfish operates three regions – East, West and Central – with 11 offices located in major U.S. markets. Clients include AstraZeneca, Best Buy, Kraft, Microsoft/MSN, Ralph Lauren, and Wells Fargo.

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