



Chill Creative Portfolio

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A New Website for Focused Public Engagement

Holiday Inn Golden Mile launches its first standalone website.

Client

Holiday Inn Golden Mile Hong Kong

Scope

- User flow analysis
- Website UI (User Interface) design

UX Design Enhances the Viewer's Experience and Streamlines the Purchasing Process.

As part of the IGH group, Holiday Inn Golden Mile (HIGM) owned a subpage under the group's main website. However, this structure presented limitations on how to distribute information and engage directly with local customers. One of HIGM's goals was to promote their F&B outlets and wedding venue to their target audiences. Chill Creative started this website project with an intensive analysis of information and structured it into a sitemap to enhance easy navigation. We dedicated a large portion to the four F&B outlets and linked each promotion to social media accounts and the online reservation/advance purchase option to boost the conversion rate.

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