



About The Company

The Trafford Centre is a key tourist attraction in the North West and one of the UK's leading shopping and leisure destinations, attracting over 29 million visitors per annum.

The Trafford Centre Requirement

Preferred design agency to The Trafford Centre, Eldon Design, approached Logical Minds to help develop a web content management system for their long standing and valued client.

With new stores opening and visitor levels increasing, it was clear The Trafford Centre's website could be better utilised to communicate up to date news and information to their growing number of users. The ability to quickly and easily make changes to the website was key to The Trafford Centre's requirements.



"The interactive solution from Logical Minds gave The Trafford Centre an improved service to registered users."



Logical Minds Solution

Logical Minds proposed a sophisticated content management system, designed to the specific requirements of the customer. The system would enable the client to carry out updates to the website simply, via a browser interface.

Functionality included a registration area, allowing visitors to receive updates via email or text. A children's micro site was also incorporated, based on the Centre's resident 'Barney Bear'. Registered young visitors are able to submit pictures, jokes and enter competitions.

The Business Benefits

The site now allows Eldon's client to communicate fresh information with ease. With details of increasing numbers of registered users, targeted information can be provided on request, to individuals based on their interests, such as fashion or music.

"The system from Logical Minds has certainly helped increase the number of website hits."

With a dramatic increase of hits to the website, Eldon Design is now in the process of moving the website to a dedicated server, in order to continue delivering dynamic content, in a professional manner to The Trafford Centre's growing audience.



Final Thoughts

Joy concludes, "The Logical Minds team are always available and helpful if any additional technical development is required to increase the functionality of the website."

Joy Amyes
Director,
Eldon Design Ltd.