

BBC CHOICE TREATMENT



Before rebranding as Three, BBC Choice was the corporation's flagship digital channel. The initial Web site had been developed in-house and Egovision was commissioned to redesign the site following a refinement of the channel's key values.

All templates, graphics, fonts and instructions were provided by Egovision whilst the site itself was to be developed in-house by the BBC's web team.

The site was designed to be extendable, and allow for the in-house team to develop new pages and sections within the provided structure.

Following the relaunch of the site, statistics revealed a 300% increase in unique visitors and a vast improvement in the site's "stickiness".