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For General Release

Information Services International-Dentsu, Ltd.

ISiD Supports Comprehensive Renovation of AIRDO Web Services

Total support, from design concept formulation
to UI design, implementation and infrastructure platform

Information Services International-Dentsu, Ltd. (“ISiD” Head office: Minato-ku, Tokyo; President and CEO: Setsuo Kamai) announces its support as a development partner on a web services comprehensive renovation project conducted by AIRDO Co., Ltd., in which it collaborated with AIRDO to construct a new customer communication platform in a short period of time spanning approximately 11 months. On this project, ISiD engaged in the formulation of a design concept for AIRDO’s official website and membership website, as well as UI design, implementation and the creation of an infrastructure platform.

Background

Amid rapid changes in the environment surrounding the travel industry, including diversifying travel styles and needs among travelers and an increase in the amount of foreign visitors to Japan, AIRDO is engaged in optimizing communications with each of its customers with the aim of improving customer satisfaction. As part of these efforts, ISiD was involved as a development partner to renovate the official website and member website, as well as to determine system infrastructure integration for the entire website with the aim of creating a website from the customer’s perspective with customer-first focus.

New Website Features

1. Realizing UI with user experience (UX) as the starting point

UI was designed based on a design concept with user experience (UX) as the starting point. To enable users to achieve their objectives without any stress, navigation and maneuverability were improved and additions were made including a function enabling simple fare comparison before booking and new content introducing AIRDO’s service lineup.

2. Introduction of Responsive web design

Responsive web design was used on all pages. This realizes the provision of full functionality and a display that is easy to read and use regardless of the device being used by the customer.

3. Launch of English website services

A new English language website was launched for foreign visitors to Japan. Chinese and Korean languages will also be supported in the future.

Contact:

ISiD Corporate Communications Office

TEL:+81 3-6713-6100

E-mail : g-pr@isid.co.jp

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