



HS2

Construction Marketing Awards 2018 / Best Use of Website

Connecting people and city centres across the UK

High Speed 2 (HS2) is the new high-speed rail network, connecting North and South.

In order to clearly communicate the HS2 project to a wide number of stakeholders (including the general public, contractors and job seekers), a new website was required. Studio 24 worked with HS2 in designing and developing an open-source, user-friendly site. Key to the project's success was to ensure stakeholders were engaged with fairly and meaningfully.

To achieve this it was critical that the website content was structured in a clear manner to ensure users reached the information they need quickly. User testing was carried out to validate that the content and information architecture worked for real users.

Longer term, the HS2 project will need to communicate the various project stages (planning through to construction and then launch) to it's users. We ensured a flexible Content Management System (CMS) was used, making it easy for HS2 to manage their content as the project progresses.

Since launch the site has been visited by 176,000 people, with almost half the traffic visiting the interactive map.

www.hs2.org.uk

Studio 24 are delivering us both capability and capacity. We gave them a constrained brief to deliver extremely quickly. They responded with composure, confidence and clarity.

Nick Jones, Head of Digital, HS2

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digital design + technology

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