



IRW Systems Limited  
concept to realisation



## Glasgow Museums — Web Design

**Microsoft**  
GOLD CERTIFIED  
Partner

"IRW were efficient and professional which enabled us to implement the solution with a minimum of disruption to staff and maximum benefit to the organisation."



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**CUSTOMER COMMENT:** "This site has a highly professional and polished appearance. It is clear that considerable time and professional resource has been devoted to the development of the site. The layout and design are clear and well-structured and the site is highly aesthetically appealing, which portrays the museums well, the information process on this site is very clear and easy to follow"

### Scottish Enterprise

**THE CUSTOMER:** The City of Glasgow owns one of the richest collections in Europe, displayed in 13 museums across the city.

**THE REQUIREMENT:** Glasgow Museums required a website that would reflect its importance to the community of Glasgow, the international importance of its collection and its commitment to reaching a wider audience. The website had to deliver increased access to new markets raising its profile both domestically and internationally whilst removing barriers to accessing information through W3C standards.

**THE SOLUTION:** IRW provided the consultancy and the development for the Glasgow Museums Website. The site consolidated 13 of the museums' disparate web sites into a single entity with a consistent look, feel and navigation across the sub-sites whilst allowing for the individuality of each museum. The website achieves the promotion of the wide variety of museums consistently by utilising templates for Exhibitions; Events & Activities; Education; Image Slide Shows; Latest News; Visitors With Disabilities; Visiting Us.

The browser-based content management system (CMS) allows write-once, author-anywhere content. A simple web interface is provided for non-technical staff to add and publish any content type intuitively, including rolling slide shows. The CMS also has an instantly recognisable Microsoft Word style editor. Administrators can utilise the related content system to suggest relevant content to visitors. IRW delivered an effective solution for accessibility to Glasgow Museums' online information. There are a variety of accessibility modes providing a range of options that can combine text size and contrast. Images are filtered to the accessibility level selected.

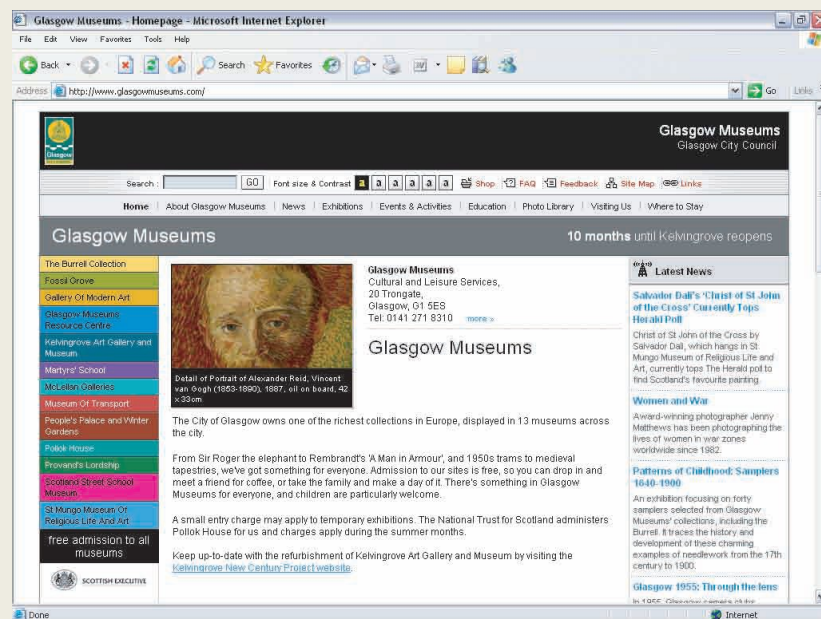
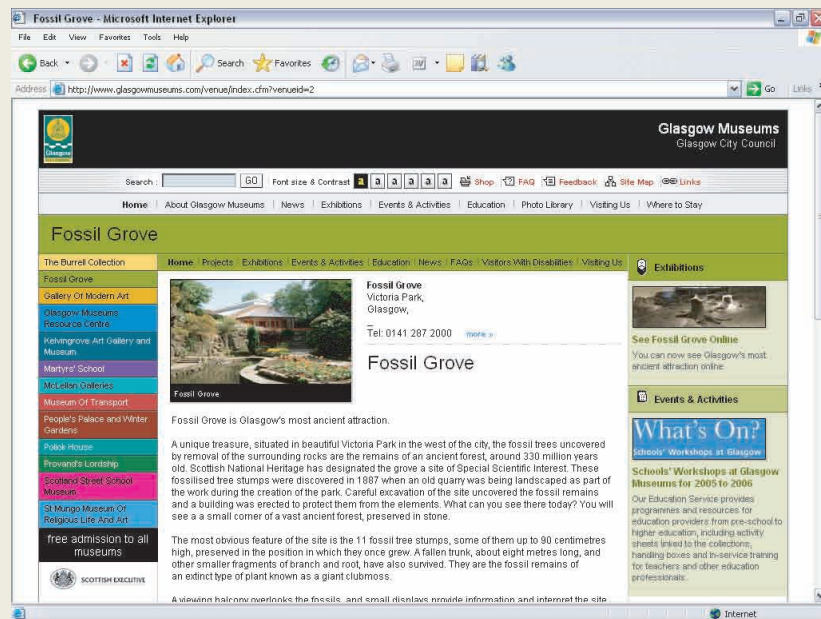


"The IRW analysts brought our business user into the design process, continuously improving the user interface and functionality, allowing us to have a rapid, effective web presence and intranet solution."

**BUSINESS BENEFITS:**

Since the site's launch in April 2003, traffic figures have risen by 2000%. The average visit length has increased from three minutes to over ten minutes with around 70% of visitors downloading materials such as maps, education support and exhibition guides. The tourist industry is giving early indications that interest in the museums has increased along with the visits to the web site.

As well as raising the profile of the Kelvingrove Refurbishment Appeal, Glasgow Museums have established reciprocal links with many North American museums, galleries and Scottish / American organisations. The domestic and international profile of Glasgow Museums 'Millet to Matisse' Exhibition has been raised, which is currently touring North America. The Glasgow Museums' website which has just been awarded the Corporate Website Award for 2005 by the Association of Scottish Visitor Attractions (ASVA).



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