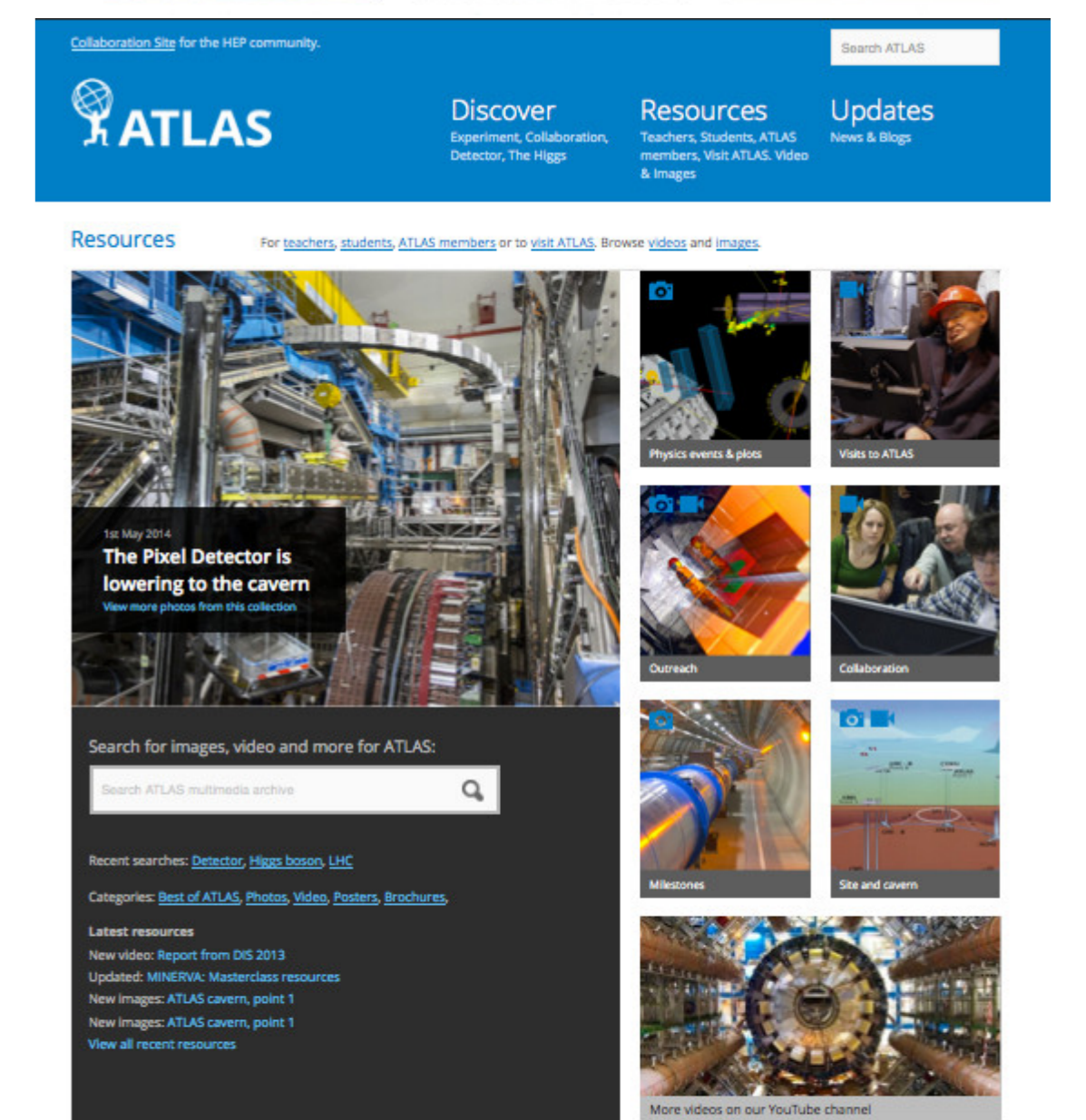
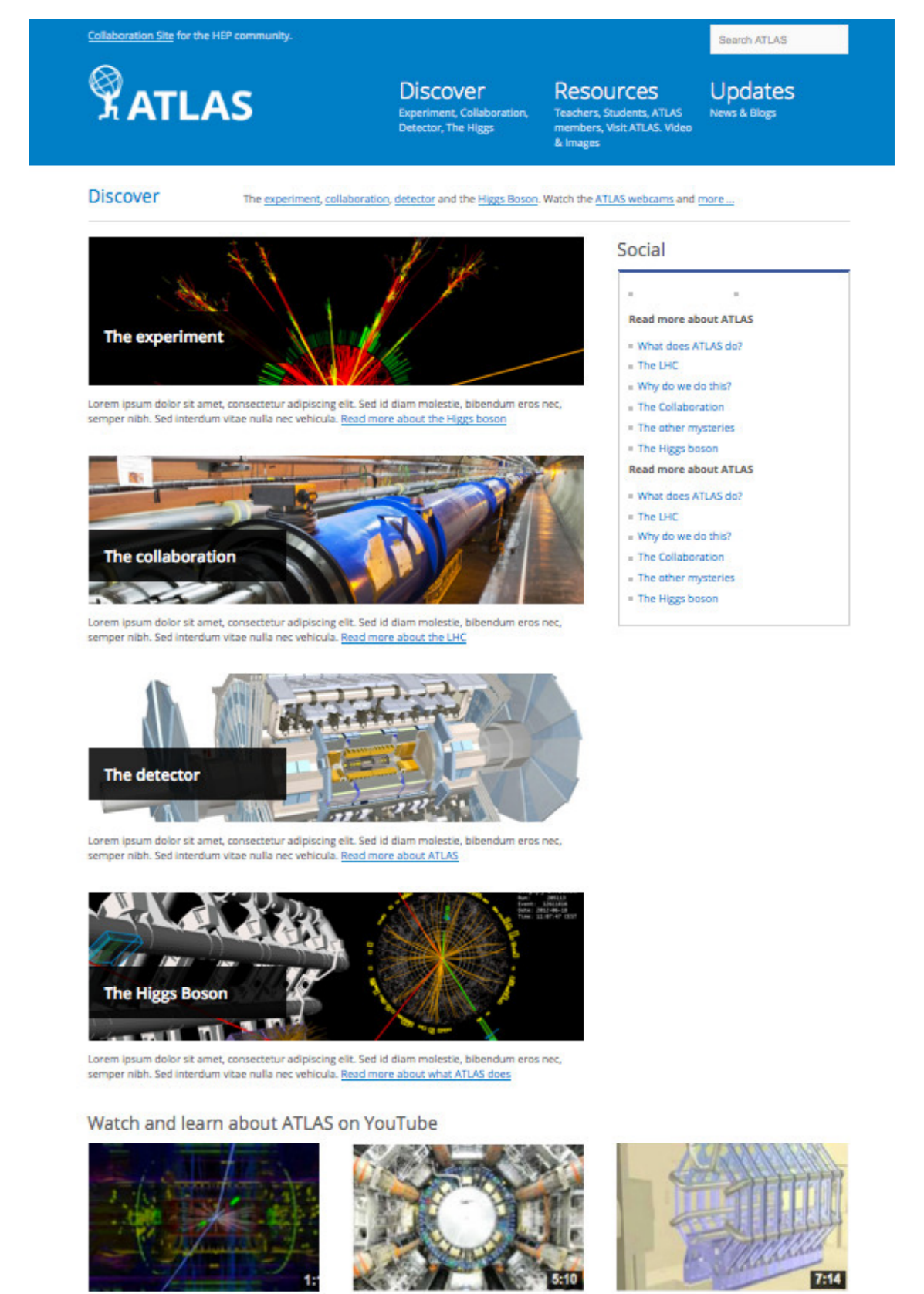
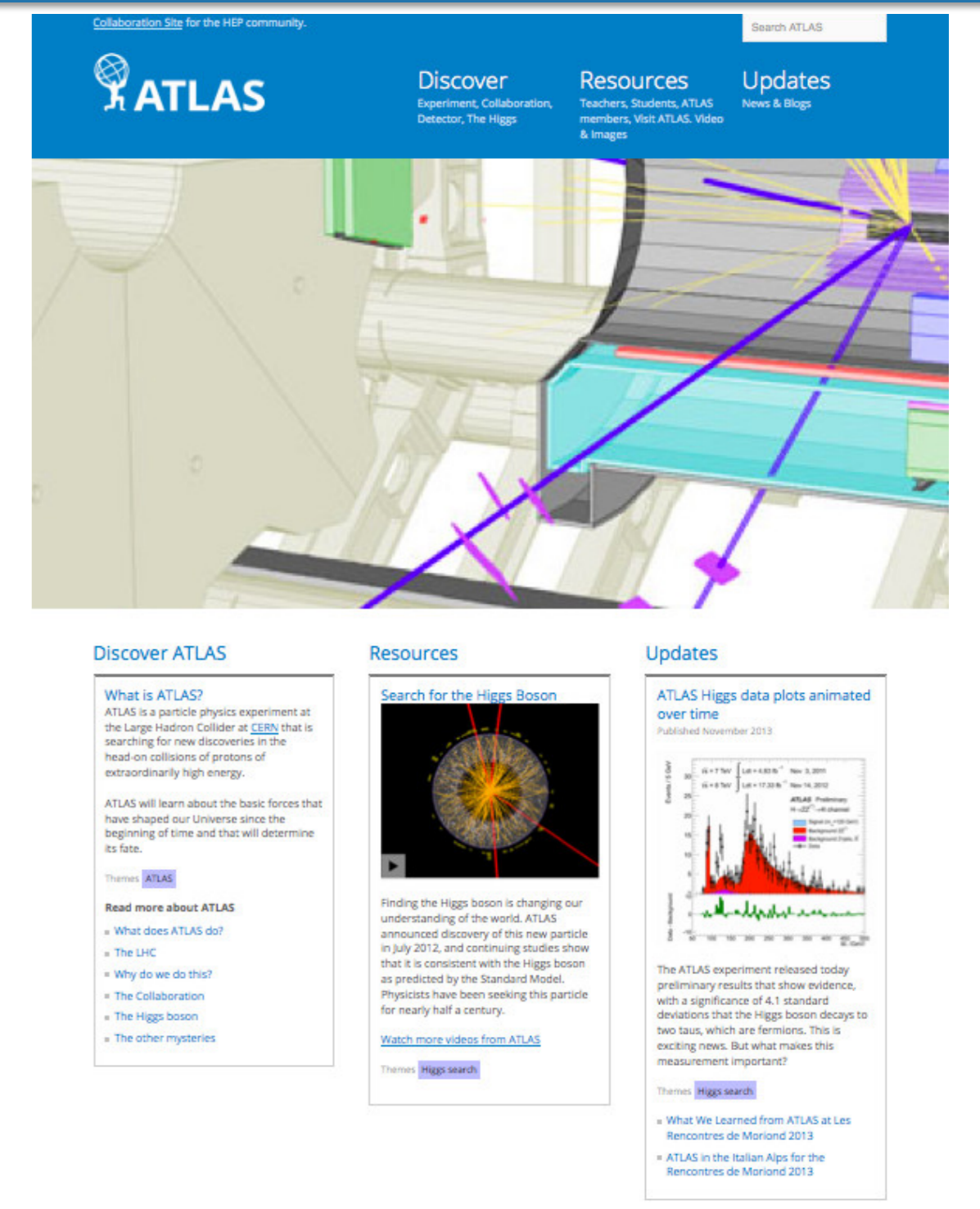
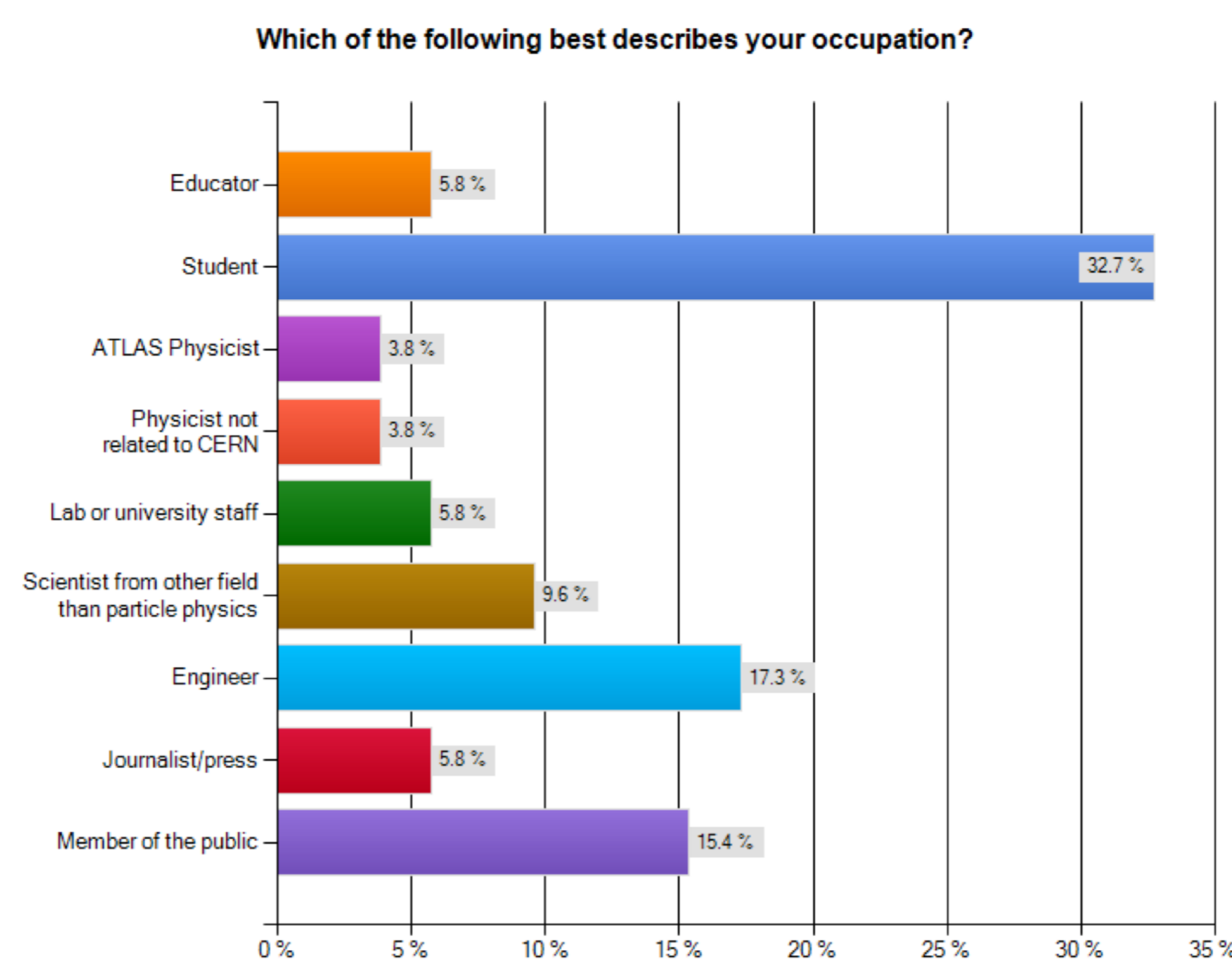


# Remaking the ATLAS public website

## Goals of the website:

- demonstrate what ATLAS is and does
- provide timely content as news & updates
- provide resources for internal & external audience
- provide content to support educational tasks



The research	
What we did	What we learned
User survey	<ul style="list-style-type: none"> <li>• 79% male, age 16-55</li> <li>• Most of our audience are students and educators</li> <li>• Majority get news about ATLAS from our website, social media and CERN communication platforms</li> </ul>
Stakeholders interview	<ul style="list-style-type: none"> <li>• ATLAS members use the site for presentation resources</li> <li>• It is important to convey the difference between CERN and ATLAS</li> <li>• Content navigation needs to be easier and targeted</li> </ul>

The process	
Content audit	Qualitative assessment of all existing published web content
Information architecture	Theme for main landing pages based on research: Discover (what ATLAS is & does), Resources (rich content, video, images), News & Updates
Content strategy	Developing and managing content for specific target groups
Design development	Improved user experience that supports the information architecture with scope for future content development