
Helping Richmond International Airport Soar Even Higher

Challenge

As Richmond's national profile has risen – and improvements have been made to make the airport a more valuable resource for individuals and businesses – it became essential to update and upgrade the web presence for Richmond International Airport (RIC).

Approach

Beginning in 2018, WCG completely re-engineered the RIC site – blending superior design, a rock-solid user experience and intuitive information architecture. Our approach included significantly improving the user experience; developing a new, more engaging set of graphic standards for the site and the brand; leading a photo shoot to develop a library of proprietary images; and developing easy-to-follow processes to make it easier for RIC staff to make updates to the site.

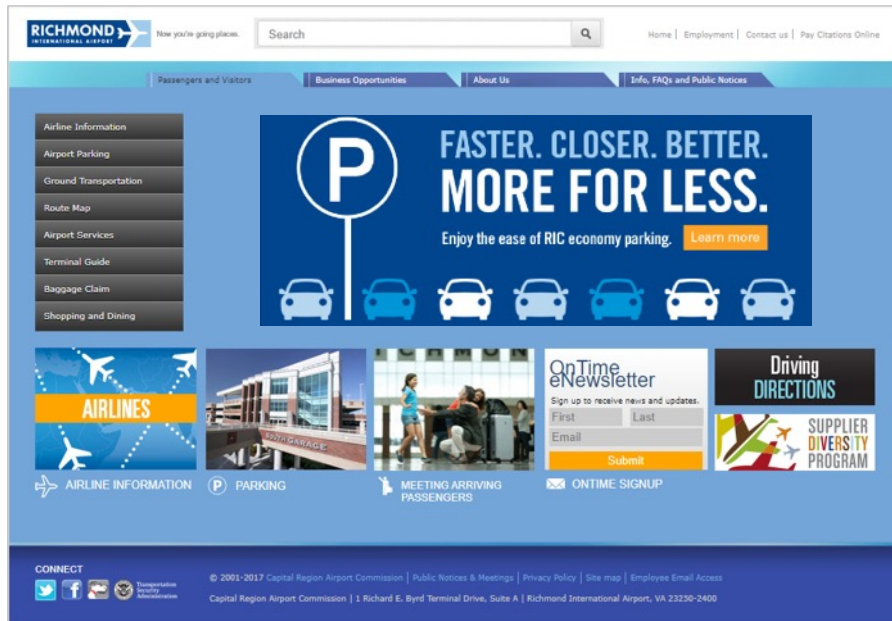
Result

By better equipping RIC to succeed in the digital age, WCG has enabled this vital resource to better serve the people and businesses of the region. The airport saw a steady increase in air traffic and bookings prior to the COVID-19 lockdown. WCG has been working in close consultation with RIC to strategically update its digital assets to support the gradual reopening of the airport.



RESULT

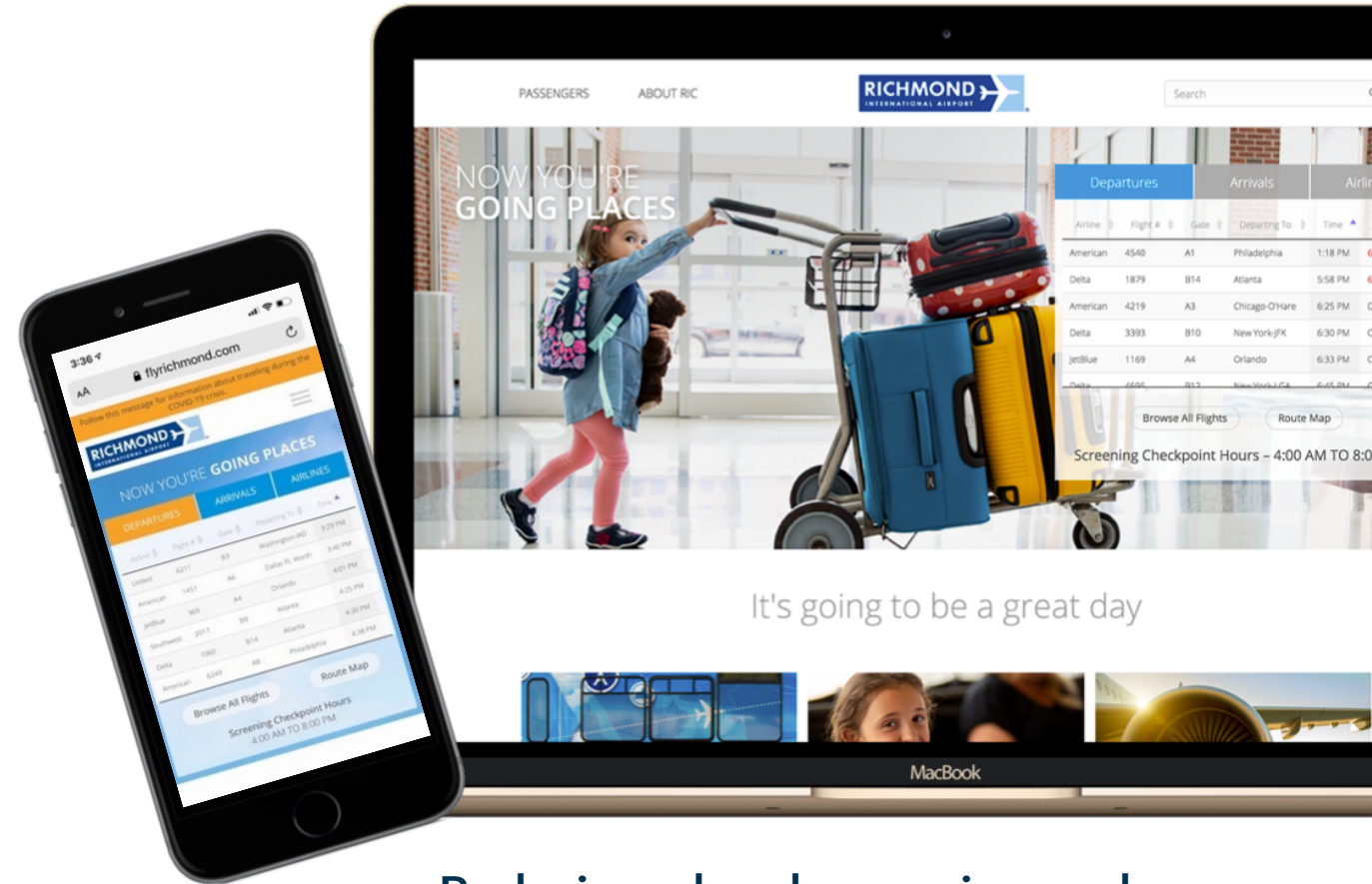
Custom engineering? Our approach in action.



Hard to navigate.

The previous Richmond International Airport website wasn't optimized for mobile, and flight information — the most common reason to visit — wasn't on the home page.

flyrichmond.com



Redesigned and re-engineered.

Our team redesigned the site with the traveler in mind. Interactive flight information on the homepage now provides up-to-the-minute flight details.