

## BDIZ EDI website relaunched

# Clear and well-structured

BDIZ EDI has updated its website. It now has a clearer, more contemporary look and is much more service-oriented. In the new BDIZ EDI shop you can book events and order publications very easily—and pay conveniently online!

www.bdizedi.org aims to meet the needs of its visitors and target groups, integrating the social networks used by BDIZ EDI to create synergy effects. The clean home page and navigation menu also make it easier to present the association's objectives.

### Improved user experience

To improve the site's user-friendliness, Hanover-based agency Domanetzki & Partner, Design, commissioned by BDIZ EDI, has made targeted improvements to optimise the user experience. From a more logical arrangement of elements to more responsive features, the aim was to make interaction with the site as smooth and intuitive as possible.

### Updated look

The new design is fresh and contemporary to make navigating the site even more enjoyable. The structure of the site has been revised to ensure more consistent and logical navigation. It is now easier and quicker to find what you are looking for.

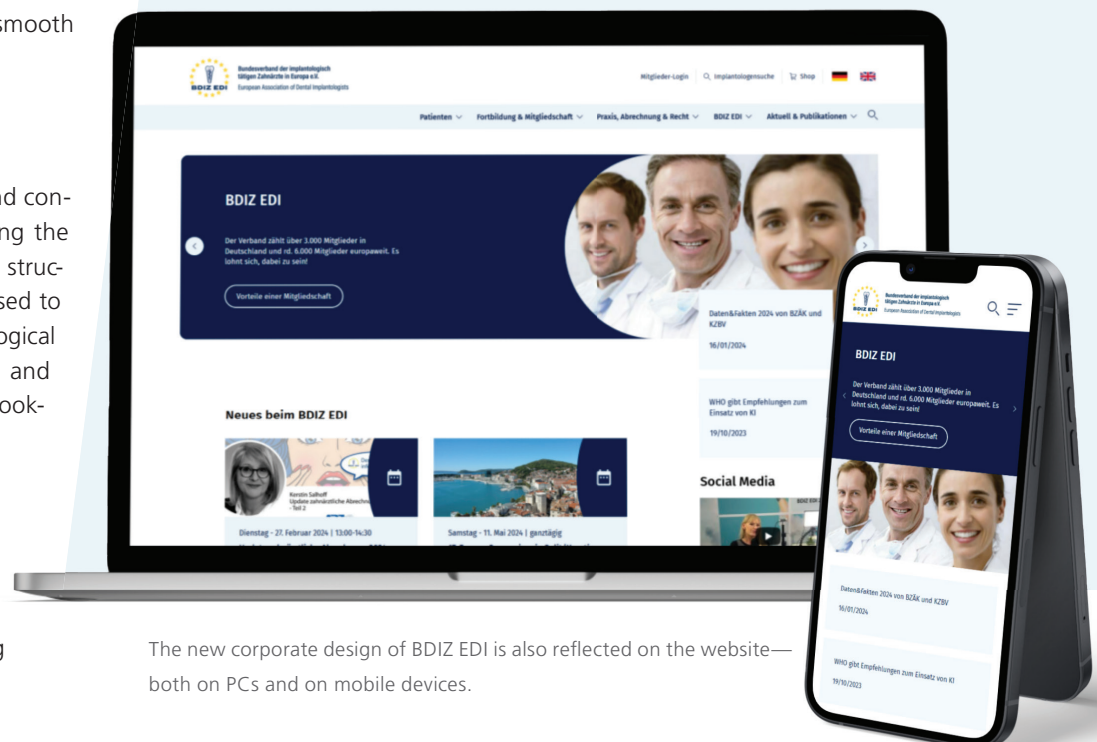
### Expanded shop

The shop area has been expanded to include not only products but also training and events—all in one place.

### PayPal as a payment method

PayPal has been added as a payment method to give users more flexibility and security when shopping. There are also plans to add more payment options in the future.

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The new corporate design of BDIZ EDI is also reflected on the website—both on PCs and on mobile devices.