New online destination springs up for Portsmouth International Port

With the fresh new shoots of spring comes a whole new look for the Portsmouth International Port website – a complete redesign and reworking of the Port's online presence.

The new website arrives as the Port prepares to celebrate its 40th anniversary in June, looking back to first ferry operations in 1976 and forward to an exciting future.

The website portsmouth-port.co.uk is now fully responsive, and works on smart phones, tablet computers and, of course, PCs and laptops. That means people on the move can get all the important information they need, whatever device they are using at the time.

Uncluttered, with a clean and fresh new look, portsmouth-port.co.uk is now even easier to navigate. All areas of the business have been colour coded to make it easier to move around.

The website certainly packs a punch when it comes to pictures – the whole design is much more visual, with a reduction in the amount of text on each page. There are also plenty of images to help tell important stories about what makes Portsmouth International Port special.

A decision to redesign the website came after extensive customer research. Experts at the Hampshire based Purple Agency consulted with management, operators and passengers before creating the new online portal. They were keen to maintain the all-important information required by passengers, whilst giving the site a modern new look.

Martin Putman, Port Manager, said "I'm delighted with the new look portsmouth-port.co.uk. All the important information passengers and business customers require is there, but with a striking new look that can be viewed on any type of internet connected device."

The new website went live on Monday 21st of March, ahead of the all-important Easter Weekend – one of the busiest periods of the year at Portsmouth International Port.

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