



Australian Federation of Air Pilots

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The AFAP approached The Digital Embassy to develop their new website and integrate this with their existing membership management platform. In order to ascertain the best path forward in this project, two workshops (Website Strategy & Digital Strategy) were undertaken to deliver insights and analysis on the requirements, allowing The Digital Embassy to scope and deliver the most relevant solution at both a member and organisation user level.

The new website would need to provide a simple, yet intuitive user experience with a clean corporate interface to match to the AFAP brand. The website's information architecture, functionality and content would need to be strategically planned to deliver relevant, member based information through enhanced engagement features and clear information channels.

