

# World Trade Organization

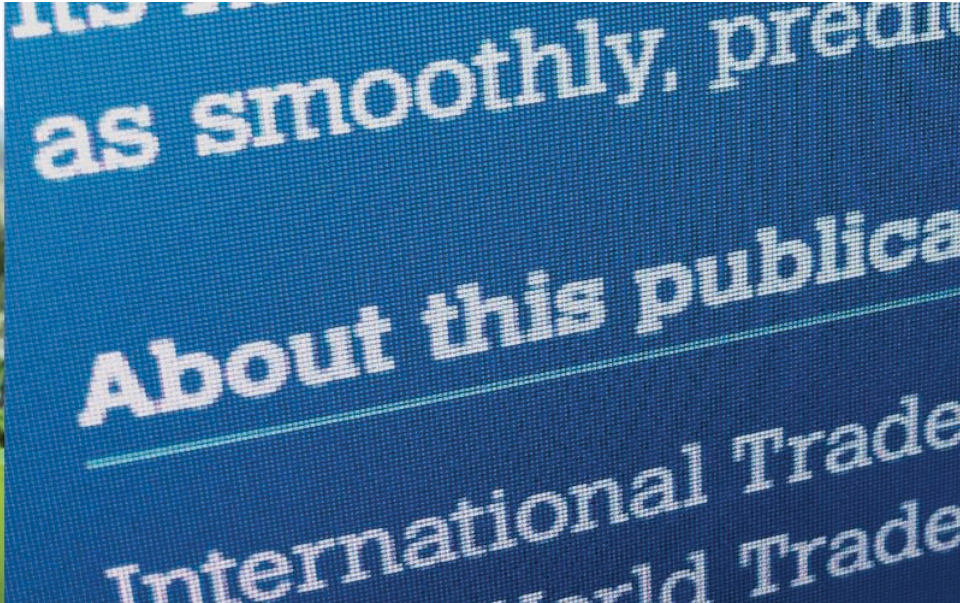
## User focused design



The World Trade Organization (WTO) manages the global rules of trade between nations and is a trusted brand for the provision of statistical information relating to world trade.

Reporting

Design, brand development, research & analysis, navigation



Each year the WTO produces its International Trade Statistics, a publication providing detailed statistics on trade by region, by product and in commercial services. It is a flagship document for the WTO and the most downloaded publication on their website.

Zephyr began working on the redesign of International Trade Statistics in the autumn of 2010 with the instruction to take the report on a three-year design journey. The ambition is for International Trade Statistics to become an exemplar of information design with user needs at its heart.

As well as improving the presentation of high volume data the Zephyr redesign of International Trade Statistics will address: How best to deliver highlights

conveying major annual developments; new features to aid understanding of detailed content; navigation techniques; chart and diagram design; and communication devices to strengthen the presence of the WTO brand.

The 2010 International Trade Statics produced by Zephyr is live on the WTO website and represents the first step towards a truly user focused statistics publication.

## Zephyr.

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