

CASE STUDY: 'LUMUT PORT WEBSITE'

CLIENT: LUMUT PORT

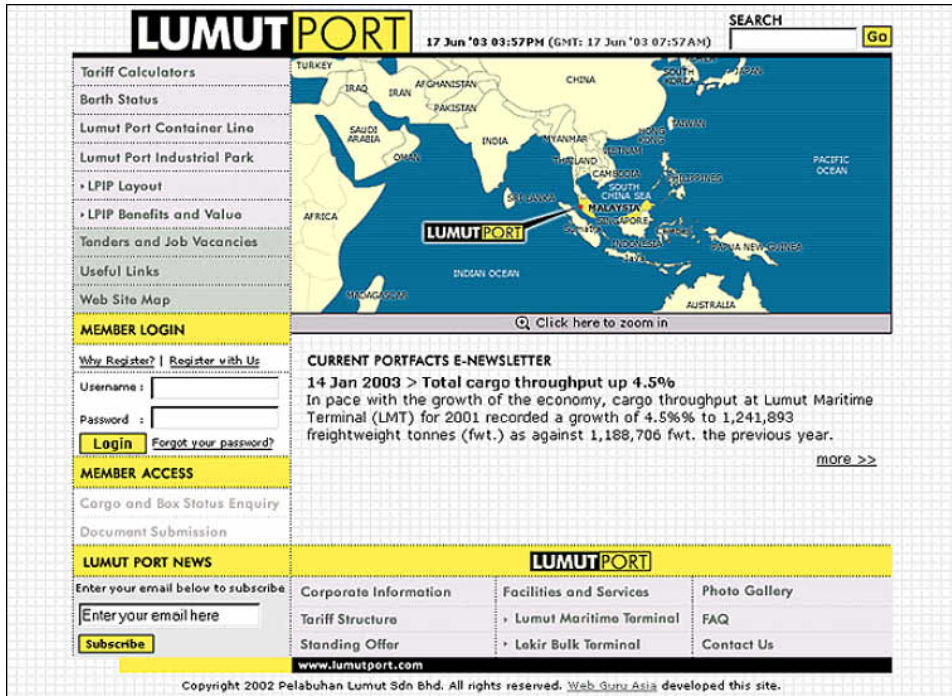
Type of work: **Website Development / Custom Application Development**

Business objective: **Customer Usability / Brand Awareness**

Client location: **Malaysia**

Audience: **International**

Language: **English**



The screenshot shows the Lumut Port website interface. At the top, there is a search bar and a timestamp: "17 Jun '03 03:57PM (GMT: 17 Jun '03 07:57AM)". The main navigation menu includes: Tariff Calculators, Birth Status, Lumut Port Container Line, Lumut Port Industrial Park, LPIP Layout, LPIP Benefits and Value, Tenders and Job Vacancies, Useful Links, and Web Site Map. A central map of Southeast Asia highlights Lumut Port in Malaysia. Below the map is a "MEMBER LOGIN" section with fields for Username and Password, and a "Login" button. To the right of the login section is a "CURRENT PORTFACTS E-NEWSLETTER" with the headline "14 Jan 2003 > Total cargo throughput up 4.5%" and a brief report on cargo growth. Below the newsletter is a "MEMBER ACCESS" section with links for "Cargo and Box Status Enquiry" and "Document Submission". At the bottom, there is a "LUMUT PORT NEWS" section with a subscription form and a grid of links for "Corporate Information", "Facilities and Services", "Photo Gallery", "Tariff Structure", "Lumut Maritime Terminal", "FAQ", "Standing Offer", "Lekir Bulk Terminal", and "Contact Us". The footer contains the copyright notice: "Copyright 2002 Pelabuhan Lumut Sdn Bhd. All rights reserved. Web Guru Asia developed this site."

The Web Guru Factor

Advance back-end functionality, including a Content Management System, deliver a powerful online tool for promoting Lumut Port.

The Challenge

Lumut Port is a major container port on the West Coast of Malaysia, strategically located about three hours north of Kuala Lumpur by road. It handles shipping from all over the world in two terminals, and features warehousing facilities, a container line and an industrial park.

To help promote Lumut Port its facilities, the port's management required a website that would perform a range of functions, and a content management system that would allow easy updates to be made on a daily basis.

The Solution

Web Guru Asia created a front-end website and a back-end content management system to include these functions, among others:

- Real-time tracking of cargo as it passes through Lumut Port.
- A pricing system, allowing site visitors to get quotes automatically.
- Details of land available at Lumut Port Industrial Park, and the status of the various lots.
- A calendar showing vessels arriving at, docked at and departing the port.
- Real-time display of job vacancies and tenders.
- A membership system, allowing members to view the status of their cargo.
- A template-based e-newsletter

Web Guru Asia also produced a 400 page user manual.

The Results

Despite the wide range of technical functions it performs, the new Lumut Port website is clear and easy to use. The content management system makes it simple for the client to make updates, track the status of vessels and cargoes, and publish regular e-newsletters. This has provided Lumut Port with a powerful tool for promoting their services to shipping professionals worldwide.