Łódź, 24th August 2017

Press release

**New menu layout on Dacia websites in Poland, Czech Republic, Slovakia and Hungary**

**Visitors to the Polish, Czech, Slovak and Hungarian Dacia Websites, can now benefit from a new, simplified and optimised menu version.**

Renault is currently undertaking a global unification of its visual identification on the Web. As part of these efforts, MakoLab is implementing changes to the Dacia menu layout. Improvements to optimise and simplify the navigation can already be seen on the Polish, Czech, Slovak and Hungarian websites.

Among other modifications, the presentation of Dacia cars has changed. In the older version of the site once the menu had been expanded, the user would only see the names of the individual Dacia models. To find out what the cars looked like, the user was forced to click through a series of menu items to subsequently get acquainted with the vehicle on new subpages. In the newer version, the user can now see visualisations of all the models almost immediately after hovering over the "Cars" menu selection. Thanks to this, visitors to the site can decide much faster which cars they want to know more about. Upon clicking on an interesting model, the user is redirected to the appropriate product subpage, where all the parameters of the car are described.

In addition, the size of the main banner at the top of the site was reduced and additional navigation arrows were added, which from the perspective of the user experience prompts the user to follow the appropriate steps. According to Katarzyna Smok, who coordinates the implementation work, these changes are definitely beneficial.

*The layout is more intuitive for the user. In addition to modifying the Dacia brand sites, we use the experience of our work for Renault, which is a good example of how to use the project practices within the Group* – says Katarzyna Smok, Content Management Specialist at MakoLab.

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