

## Press Release

### **Oman Avenues Mall launches new website with intuitive user interface, faster navigation**

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MUSCAT: With an objective to enhance engagement with its customers, Oman Avenues Mall, the largest mall in the Sultanate of Oman, has launched its newly designed website offering improved functionality, design and navigation.

The new website, which was developed using the latest technology, is fully compatible with today's browsers and mobile devices. It injects more dynamism, facilitates more interaction with visitors and keeps the customers updated on all developments at Oman Avenues Mall.

In sync with Oman's growing digital footprint, the website has been put together using the very latest technologies to deliver content quicker, while also ensuring the site is accessible to all and functionally rich. With a focus on delivering consistent user experience, reliability and download speed across all devices, the SEO-friendly website incorporates the best practices of responsive web design, so that users don't have to manually resize content to view suitably.

Offering advanced features, the website boasts of a clean design and a user-friendly navigation system with improved menu functionality that directs visitors to the information most relevant to them. It is also fully responsive with the interface changing when users visit the website through desktops, laptops, tablets or mobile phones offering them an optimal experience.

Mr. Derick Michael, General Manager, Oman Avenues Mall said, "We are excited to announce the launch of Oman Avenues Mall's newly designed website 'omanavenuesmall.com' which has been developed as per the finest industry standards. Created with an intention to offer a brand enhancing experience, we are confident that our valued customers will enjoy the new design that is easy to navigate and more user-friendly."

Oman Avenues Mall strives to make a positive impact in the community and invites visitors to connect with it and stay engaged in its continued growth. It has redesigned the website with customers in mind offering streamlining menus, simplifying navigation, building a responsive layout for all platforms and providing information on what's happening at the mall with sections focussing on offers, events and entertainment are integrated on the homepage giving visitors easy access.

Considering the large youth population in Oman, the overall design of the website focuses on youthful exuberance using elements like dynamic colours that appeal to youth. With multiple levels of filters integrated into the website, visitors can easily find out particulars about their favourite shopping, dining and entertainment options.

Online feedback form is integrated into the new website to receive comments and feedback from customers and business partners. Visitors can fill the form and submit the feedback any time.