



GAYTHER TRINARY

Peter Williams | 2023 | London, United Kingdom

01 | OVERVIEW



Gayther is an online service home to one of the world's largest collections of current and relevant LGBTQIA+ information. Accessing, navigating and sharing content on a large scale can be challenging, especially on a growing LGBTQIA+ platform. To help with accessibility, Gayther developed the Trinary. The Trinary was created to group services, tools, guides and directories by a

specific theme or focus, and this was achieved by introducing three dedicated websites.

The first website in the Trinary is Gayther Core (gayther.com), the website that is home to a wide range of detailed LGBTQIA+ travel guides, community information, key resource guides, detailed weather trends and the latest community news. Gayther Care (care.gayther.com) supports key and vulnerable groups within the community, whether through the various support groups and NPOs directory or the wide range of elder LGBTQIA+ community resources. The third and final website is Gayther Share or Affinity (gayther.lgbt). Gayther Affinity is a closed social media networking service designed to help community members and their friends connect and communicate within a safe online environment.

Gayther has expanded into three unique websites; however, it prides itself in still being one global service. The introduction of the Trinary has meant that each website will now be able to deliver tailored content and focus on different aspects and community themes. In addition to the Trinary, Gayther introduced an interactive sitemap service and shareable QR codes on every page. All of the tools and ways Gayther aims to help visitors, customers, community members, and friends find what they are looking for quickly and easily.

"The LGBTQIA+ community will often face very different obstacles and challenges than those identifying as heterosexual. Getting the right information to assess or understand the stance, status or protection within a given country or business can be difficult. Gayther has developed many guides, tools and services to help and support the community; however, the larger Gayther becomes, the harder it can be to find what you want and need. That is why we developed the Gayther Trinary." says Peter Williams, founder of Gayther.

"The Gayther Trinary is three unique websites, core, care, and share, each based on a specific theme or target audience. Individual sites contain all of the guides, tools and services associated with that particular theme or targeted group, making it easier to find what you are looking for and effortless to explore content specific to your current or future needs."

02 | TAGS

gayther, gay, lesbian, bisexual, transgender, lgbtqia, business, trinary, community, overview, three websites, core, care, share, affinity

03 | KEY FACTS

- Gayther has many unique features, such as the LGBTQIA+ question set to help businesses, services, and event organisers showcase and inform customers of their position on various community themes. All Gayther pages include a QR Code at the bottom of the page to make it quick and easy to share specific resources with friends and family, and directories contain the option for More Gayther, which links a particular listing to country-specific resources available across the Gayther platform
- Communication is important both on the platform and within the community. Across the Gayther service are thousands of translated terms and three dedicated online communication tools. The medical diagnosis interpreter, refugee communication tool and worldwide emergency contacts
- Gayther aims to be an inclusive platform for all groups. To ensure all groups are represented, including those most vulnerable, Gayther has created various guides and tools for groups such as the LGBTQIA+ elder community and refugees and migrants

- Gayther Affinity, the closed social networking service, contains over 270 groups and 280 forums and is home to Gayther's agony aunt service, known as Agony Zir. Gayther Affinity has a zero-tolerance policy concerning online bullying and harassment and has implemented moderation, reporting and user tools to ensure it remains a safe space for community members
- Ease of use and straightforward navigation is vital to Gayther. In addition to the Trinary, Gayther has an interactive sitemap, five directories with filters and enhanced search facilities. Five search options, eight themed sections showcasing grouped resources and an interactive world map made up of 28 continent and regional pages packed full of information such as travel inspiration 12-month heatmap, population information and key facts