



TribeAgency implements architecture, navigation, usability consultation and full creative services for American Bar Association's Public Education Division



Market Outlook

Websites can be an effective tool for communicating messages. Educating the user about a product, service or cause is essential to the success of the effort. The ability to combine usability and design with effective messaging will help the entity to reach its business goals.

Opportunity

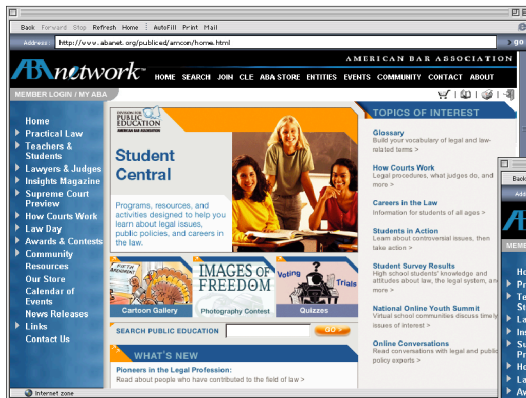
The mission of the American Bar Association's Public Education Division is to promote the public understanding of law and its role in society. TribeAgency was selected to successfully articulate this mission through the design of the

American Bar Association's Public Education Division Website. The new Website needed to serve as a key communication platform, while simultaneously achieving the organization's education objectives.

Solutions

The project's scope included full architecture, navigation and usability consultation. Full creative services were also utilized for the design of an entirely new interface to run across the 4,000 plus (and ever-growing) pages of the American Bar Association's Public Education Division site.

TribeAgency lead the American Bar Association's Public Education Division through the redesign and launch of the



AMERICAN BAR ASSOCIATION.CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

Website. TribeAgency's trademarked 4D process was applied to define the strategic and creative needs of the site.

The Define Phase of TribeAgency's 4D process determined the target audiences of the site and the key messages and paths to be addressed within the site's new architecture.

TribeAgency's information architects and strategists met weekly with the American Bar Association's Public Education Division to present architecture recommendations via page blueprints and a live site wire frame.

Once the new site structure was agreed upon and finalized, TribeAgency's creative team developed numerous conceptual executions that fit with the communication goals.

A modular and color-coded interface scheme was created to address the site's numerous key content areas and to act as a navigational aid for site visitors.

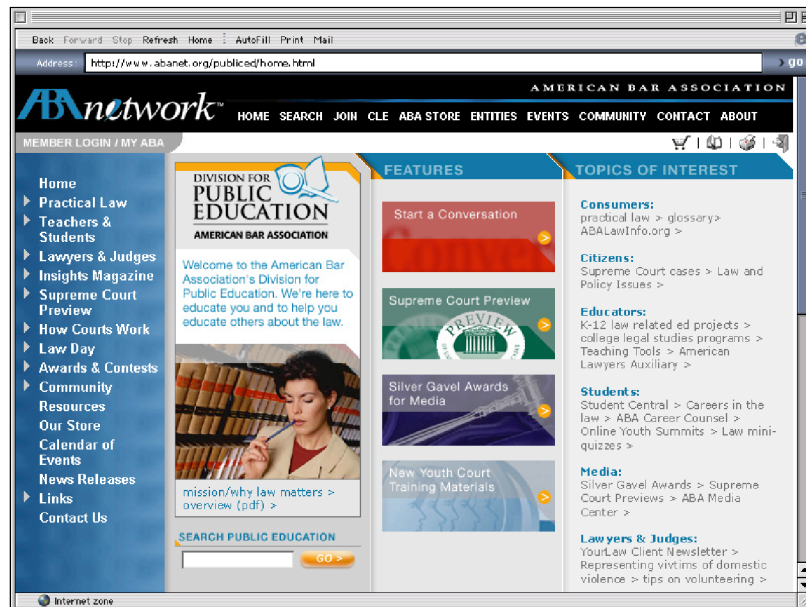
Design iterations and alterations were executed within four-hour turn-around periods to meet the site's aggressive re-launch date.

Once the site's interface design was approved, it was programmed to be controlled through one master "include file" so that future interface revisions and edits could be made in one place but take effect site-wide in real time.

The new Website for the Division of Public Education was successful in communicating the organization's key missions.

Results

The new Website for the Division of Public Education was successful in communicating the organization's key missions. The public now has better access to learn about the importance of high-quality law education, its role in society, and the legal profession.



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