



TribeAgency provides a high-volume, interactive solution for **biggestbook.com** redesign



### Market Outlook

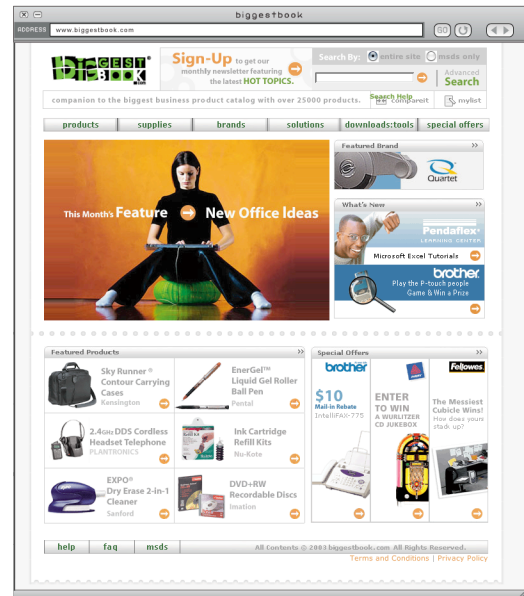
In recent years, high-volume and niche Websites have received much attention. The high-volume site is appealing because it tends to contain a copious amount of information, allowing users of many interests to find what pertains to them. On the other hand, the niche site tends to provide extremely tight service within small boundaries, while still retaining usability and appeal. A single site that retains both characteristics is seemingly quite a conundrum. TribeAgency received a call for such a site.

### Opportunity

Building on successful projects in the past. United Stationers Supply Co. called TribeAgency with an opportunity. This time they wanted to rebuild biggestbook.com, the website version of their business products catalog. Biggestbook.com was a high-volume, niche site because it provided information on over 25,000 products within an extremely tight market with numerous constraints. It had to provide information to users without compromising their relationship with product dealers, and still draw enough traffic to provide exposure benefits for the product vendors who funded the site. United Stationers gave us the green light to work our magic on an extremely dynamic, polar Website.

### Solutions

TribeAgency's trademarked 4D process was applied to the United Stationers project. With definition research, we determined that a number of the sections within the current site were slightly ambiguous and they could be better illustrated through subtle rewording and reworking. We drafted a revised Stack architecture for the site, outlining a new informational framework. Our new plan delineated six major sections within the site, which broke up into two groups of three based around product information or added value community content. This new hierarchy allowed for more direct and efficient retrieval of information throughout the site.



BIGGESTBOOK.COM CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY WEB INTERACTIVE PRINT MOTION IMMERSIVE

Since biggestbook.com contains over 25,000 products, we knew that the product navigation scheme would be our toughest challenge. The development of a straightforward, usable method of navigation for such a large volume of products turned out to be an exciting test for our information architects. Ironically, while producing the site architecture, we devised a method for browsing over 25,000 products through an ingenious use of columns, a traditional architectural mainstay. Rather than implementing navigation that used clunky pull-down menus, drop-down text, or individual pages for each category, we used columns to expand the categories out to the right. Not only did this create enough room to list all the categories, but it also provided the user with a graphical breadcrumb which allowed them to get back to previous categories if they found that they were looking in the wrong place. In all of our user testing, this method proved to be the easiest and fastest means of navigating the thousands of products throughout the site.

TribeAgency designers continued to work closely with United Stationers after the site architecture was finalized. We crafted designs that would appeal to biggestbook.com's audience - product dealers and consumers - and their revenue sources, the product vendors. Of the proposed designs, United Stationers quickly chose one that incorporated many new branding opportunities, plentiful white space and a clean, horizontal look. The design lent strongly to the pre-approved interface elements thanks to a carefully constructed Blueprint and previously devised navigational schemes.

The navigational method we pioneered proved to be the easiest and fastest means of navigating the thousands of products throughout the site.

It was then time to begin the process of making biggestbook.com fully functional. Our Technical Team spent countless hours linking the database to the Web pages and re-purposing value added content throughout the site, often making the information easier to find and absorb. In fact, during the Development Phase, one of the final phases of production, we took the time to effectively flesh out the site, showing the breadth of its content. With this final production process, the site came to life quickly, efficiently and ahead of schedule.

## Results

Thanks to TribeAgency, the site continues to provide dealers and consumers with innumerable office solutions, without compromising its niche business position.



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