

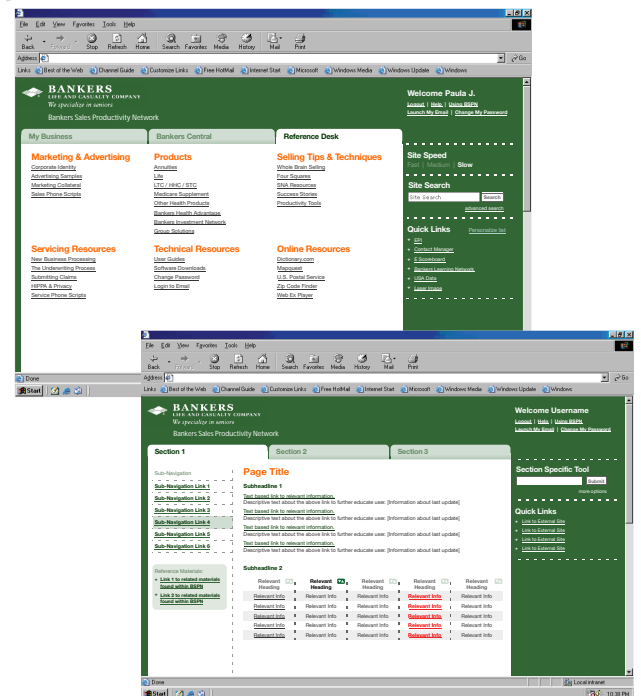
During the usability review presentation, **TribeAgency** provided documentation on all **architecture**, **functionality**, and **visual recommendations**.

Based on the feedback gathered from the usability testing, interviews, and online survey, TribeAgency created a written report offering suggestions for improvement of the existing site. TribeAgency extended the report to include “blue sky” suggestions, unencumbered by the possible limitations of Bankers technological capabilities. This creative “blue sky” thinking helped bring previously unimagined possibilities to the table, which stretched the role the intranet could play in agents and managers daily duties.

The recommendations led TribeAgency to rethink the organization of the site, constructing a new and more intuitive site architecture based on action items and the sales process. Using stack and flow chart documents, TribeAgency detailed out a new site organization which would accommodate all of the site’s existing information.

The final stage in the process involved putting a face onto the site architecture. TribeAgency’s creative team worked to make recommendations on how simple changes to the look and feel of the intranet could improve usability in significant ways. These recommendations included new layouts for report criteria pages, different site navigation areas, and regulations to standardize the treatment of like content across the entire site.

During the usability review presentation, TribeAgency provided documentation on all architecture, functionality, and visual recommendations. The documentation contained blueprint and wireframe documents of the site’s main sections, detailed diagrams to show user flow and functionality of new tools, and a complete written record of all findings throughout TribeAgency’s initial research phase.



Results

The Bankers team was very impressed with TribeAgency’s recommendations. After the final usability review presentation, Bankers was eager to begin the implementation stage based on TribeAgency’s suggestions. For implementation, Bankers will utilize TribeAgency’s consulting capabilities to ensure that the intranet meets the needs of Bankers personnel and leads to increased sales and cost savings.



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