



# TribeAgency Called Upon To Meet Goodheart-Willcox Website Communication and Branding Needs



## Market Outlook

Providing an e-commerce solution and online presence that serves the needs of all customer targets is essential to growing a business online. A corporate site must effectively guide users to the information they are seeking by providing content and design that is both usable and enticing for the audience.

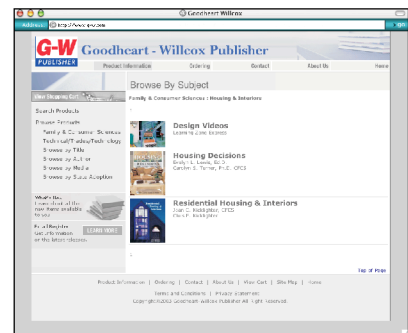
## Opportunity

Goodheart-Willcox, a leading publisher of high quality teaching materials, needed to communicate online to each of its key markets: industry, technology, consumer and education. TribeAgency was called to overhaul the existing site

to meet this communication need. The goal of the new site execution was to improve accessibility and usability for the key audiences while strengthening Goodheart-Willcox's brand image online.

## Solutions

The definition phase of the project uncovered a project scope that included architecture, design, and extensive database programming. The final solution called for a robust and dynamic content management and publishing system that addressed and resolved workflow automation and custom business rules.



## GOODHEART-WILLCOX.CASE STUDY



STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

TribeAgency employed its 4D process to consult and advise Goodheart-Willcox through a completely new project architecture.

Information architecture and usability plans executed were used by TribeAgency designers to present various concepts for the site's new interface.

After a final design direction was selected and approved, TribeAgency technologists began applying its proprietary content management software (CMS) suite, Webineer, to the 100 percent data-driven backend.

With the implementation of the Webineer Software Suite, Goodheart-Willcox's staff was provided with the tools to update, change and add content in real time without any further technical assistance for the remaining life cycle of the site.

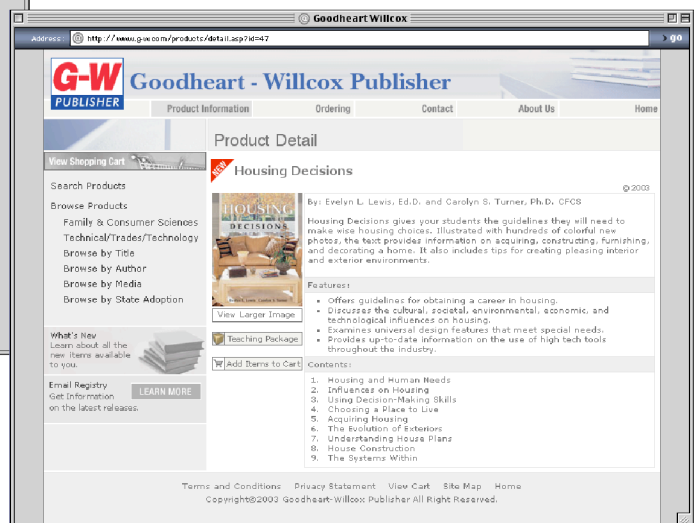
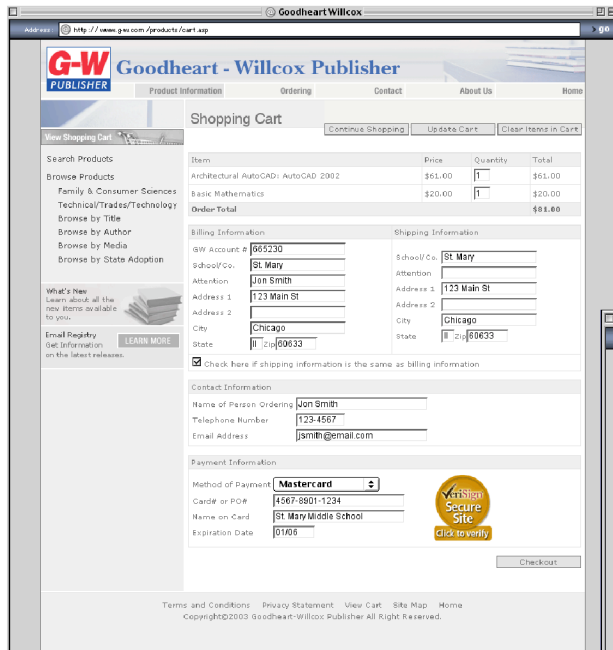
TribeAgency then developed custom business software to broker e-commerce transactions between the Website and existing Goodheart-Willcox backend applications.

The project has resulted in a **dynamic, constantly up to the minute site that is customer-centric, yet fully scalable to fit the company's future growth and expansion plans.**

### Results

With a combination of a solid architecture, cutting edge design and the latest application of technology, Goodheart-Willcox's new Website includes streamlined and much improved processes for tasks such as accepting reference material requests, allowing for online purchases and payments and providing online previews for new and emerging Goodheart-Willcox product offers.

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