



TribeAgency re-creates **World Book's** entire online strategy with three strongly linked, yet diverse, sites



### Market Outlook

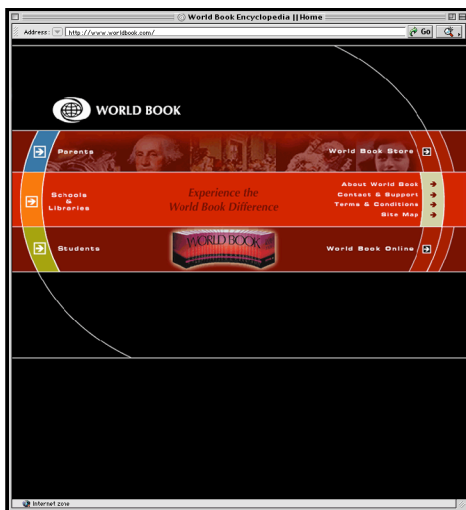
Developing a theme for one Website can often be challenging. One has to keep the Website interesting and usable, while catering to the needs and desires of the client for whom the site is being built. These many factors contribute to, what we consider, the thrilling nature of creating Websites. However, many companies have more than just one online initiative. What can be done to help a company who would like to integrate a number of different Websites? We experienced the answer to this question firsthand when we signed with World Book to rebuild their three Websites: WorldBook.com, The World Book Store and World Book Online.

### Opportunity

When World Book came to TribeAgency they were adamant about developing a theme that could transfer nicely across all of their online initiatives. We knew that we could accomplish this task, but we realized that this required careful planning on our part. We needed to create themes that worked well with their free, but limited, site (WorldBook.com), their online store (WorldBookStore.com) and their vast online encyclopedia (WorldBookOnline.com). Each site had unique necessities, making the implementation of a single interface across all sites impossible.

### Solutions

WorldBook.com was first in line for restructuring. The site is unique in that it is a free avenue of learning for parents, teachers and students. It also provides users access to The World Book Store and World Book Online. In terms of size, it fell in the middle of the three sites, therefore we chose to use this site as a breeding area for the interface elements that would be used across all the sites. We developed an interface that appealed to older and younger generations, encouraging all target audiences, parents, teachers and students alike, to browse through the site. We addressed navigational issues with the interface, ensuring that no content was buried so deep within the site that it was too difficult to access. Our navigation techniques were based strongly on usability research and offered only the most fluid navigational experience. We also developed and



### WORLDBOOK.CASE STUDY



produced additional multimedia content for the site, boosting the site's magnetism.

⌈ We tackled The World Book Store with ease, knowing that this was the smallest of the three sites. With slight adaptations of the interface to accommodate the commerce elements throughout the site, we were able to create a highly regarded design. We also took the time to alter the design slightly, to give The World Book Store its own definitive look while remaining within the design guidelines we had established with WorldBook.com. All moved smoothly during the process of the redesign, and World Book had a completed store design within weeks of the project onset.

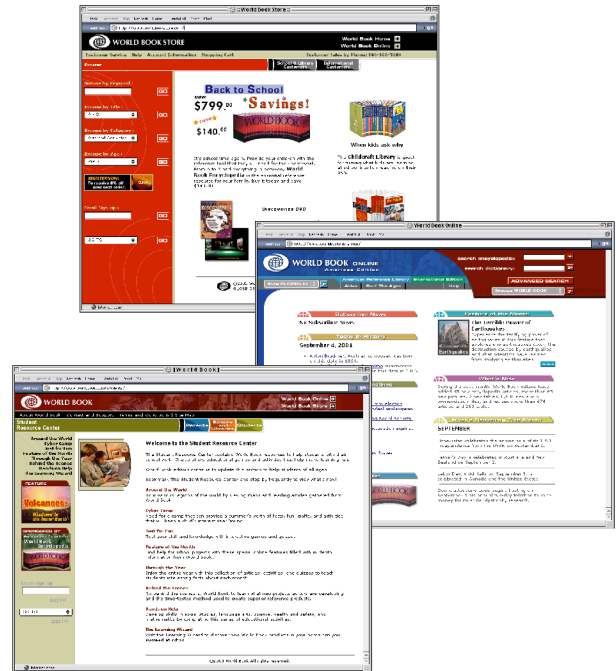
⌈ Next came the biggest project of the three: World Book Online. With World Book Online, we were required to stuff World Book's entire 22 volume print set, videos, sounds, maps and more into a similarly styled interface. Due to the size of this project, we were allowed much more preparation time, and walked World Book through many of our pre-production processes, authoring a Link and Level Worksheet, which outlines all the links throughout the current site (this document was over 325 pages long!) and a Blueprint, which reserves space for interface elements on each type of main page. By utilizing these important portions of our process, we were better able to serve World Book's needs and concerns in the design phase.

⌈ In fact, our pre-production documentation was so effective at laying out the structure of each page that, combined with all the hard work our designers had done on the previous two projects, the design process progressed without a hitch. We tailored an interface that was able to display all the relevant information that each section required, and allowed content to be generated dynamically without shortchanging any information that could be viewed by the user. The new interface also encouraged users to browse the site in a non-structured manner. This type of interaction allows the user to find information that interests them without specifically requesting the information in the first place. The adjustments we made in the article-level interface were particularly important, enabling more information to be displayed on the page than the previous design, while exceeding the previous usability level. World Book Online came out of TribeAgency a sleek, polished and fun Website.

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### Results

⌈ Through timing, expert conceptual design and advice, TribeAgency not only symmetrically redesigned all of World Book's Websites, but we drove the evolution of their online initiatives. We successfully developed a theme that translated well across all three sites. We united their efforts, giving them similar functionality throughout, and enabling them to greet users in a welcoming and familiar fashion with each visit.



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