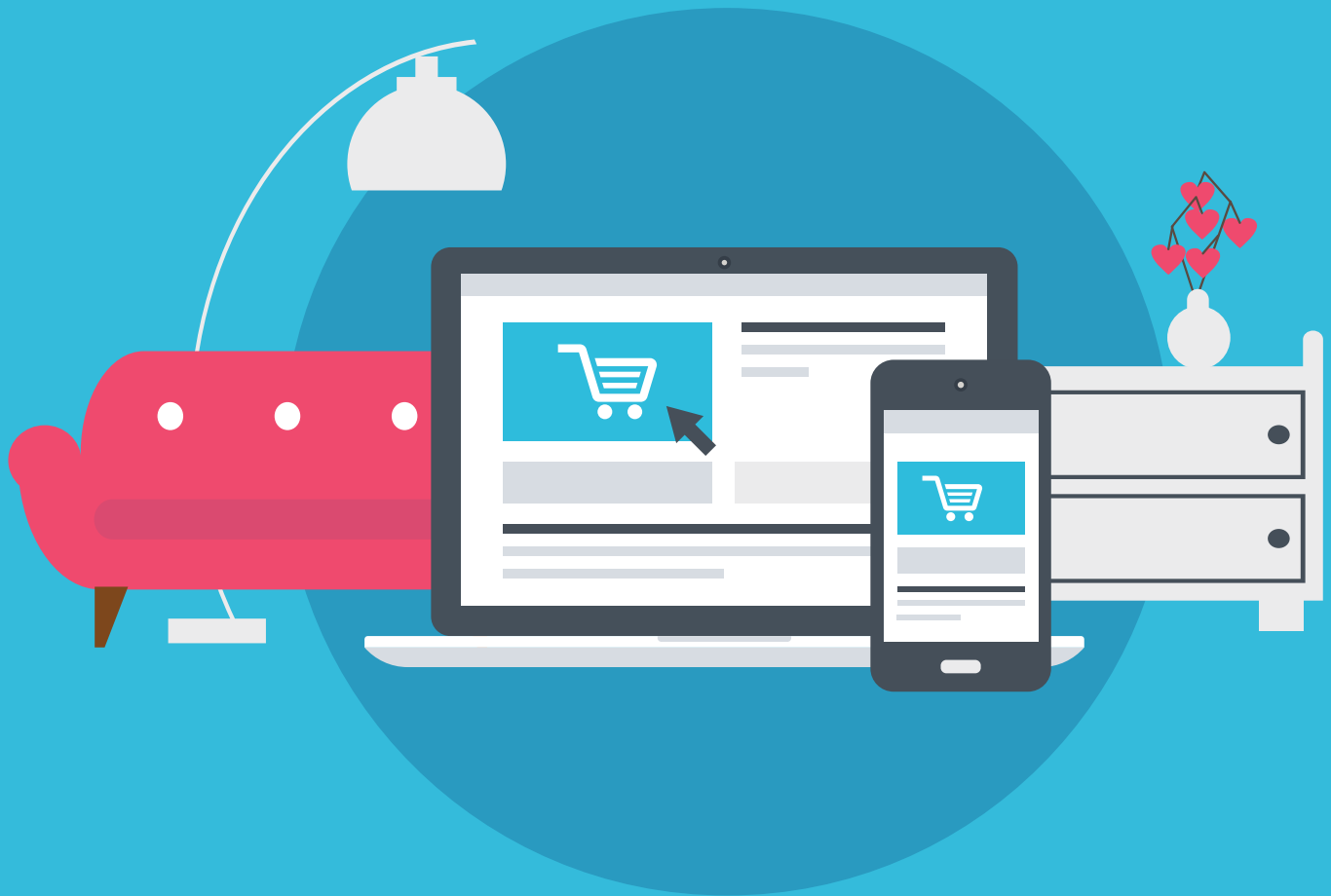


B2B WEBSITE REDESIGN IMPROVES PRODUCT DISCOVERY + ENHANCES USER EXPERIENCE



WHEREOWARE
DESIGN • DEVELOPMENT • MARKETING

UTTERMOST

www.whereoware.com

WHO

Uttermost is a family owned and managed home accessories and furniture manufacturer with over forty-three years of expertise in the industry. Uttermost offers a broad range of styles reflecting the unique tastes of prestigious retailers.



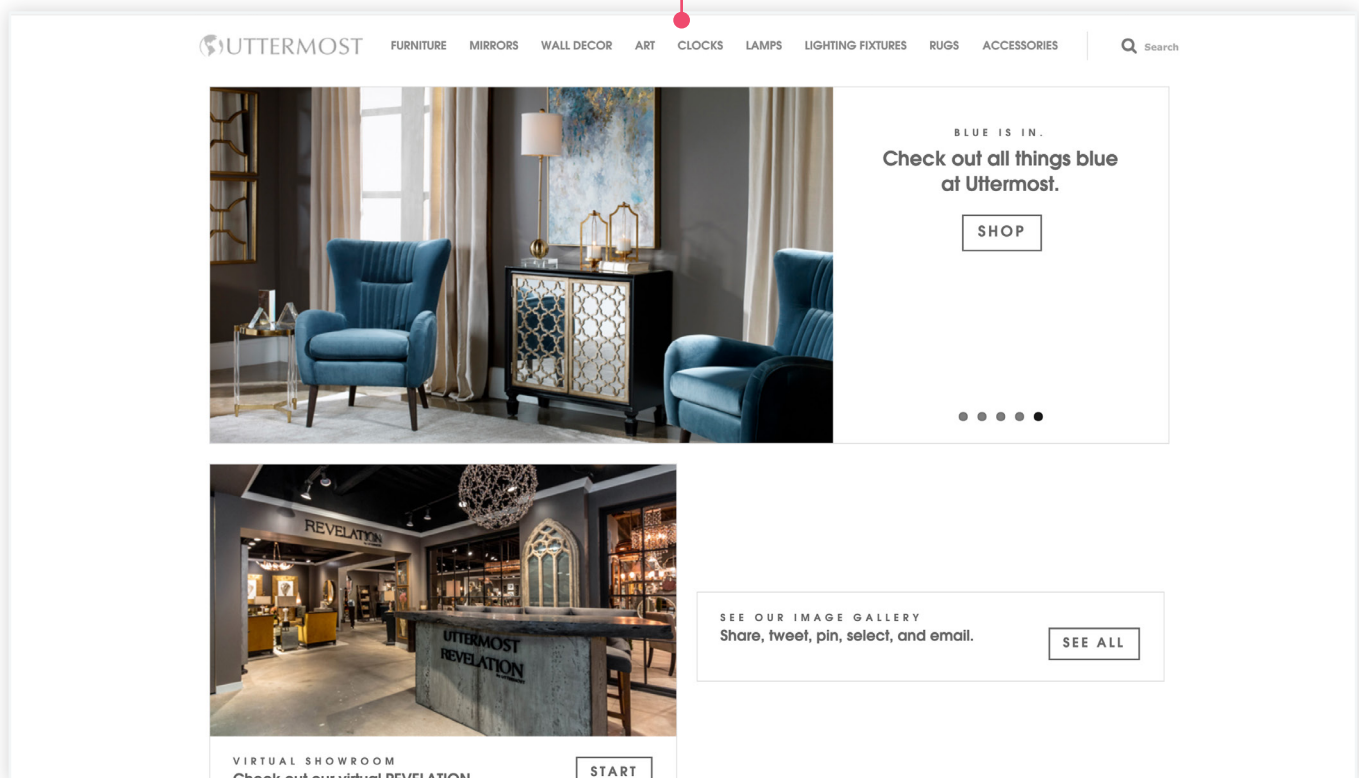
“We view our customers as family and strive to be their best possible partner. This was our goal throughout every aspect of our website redesign: to make it easy for our customers to discover the right products, place orders, manage their business, and deepen their relationship with the Uttermost brand.”

– Mac Cooper, President, Uttermost

CHALLENGES

Uttermost wanted to modernize their website to improve product discovery and the user experience (UX).

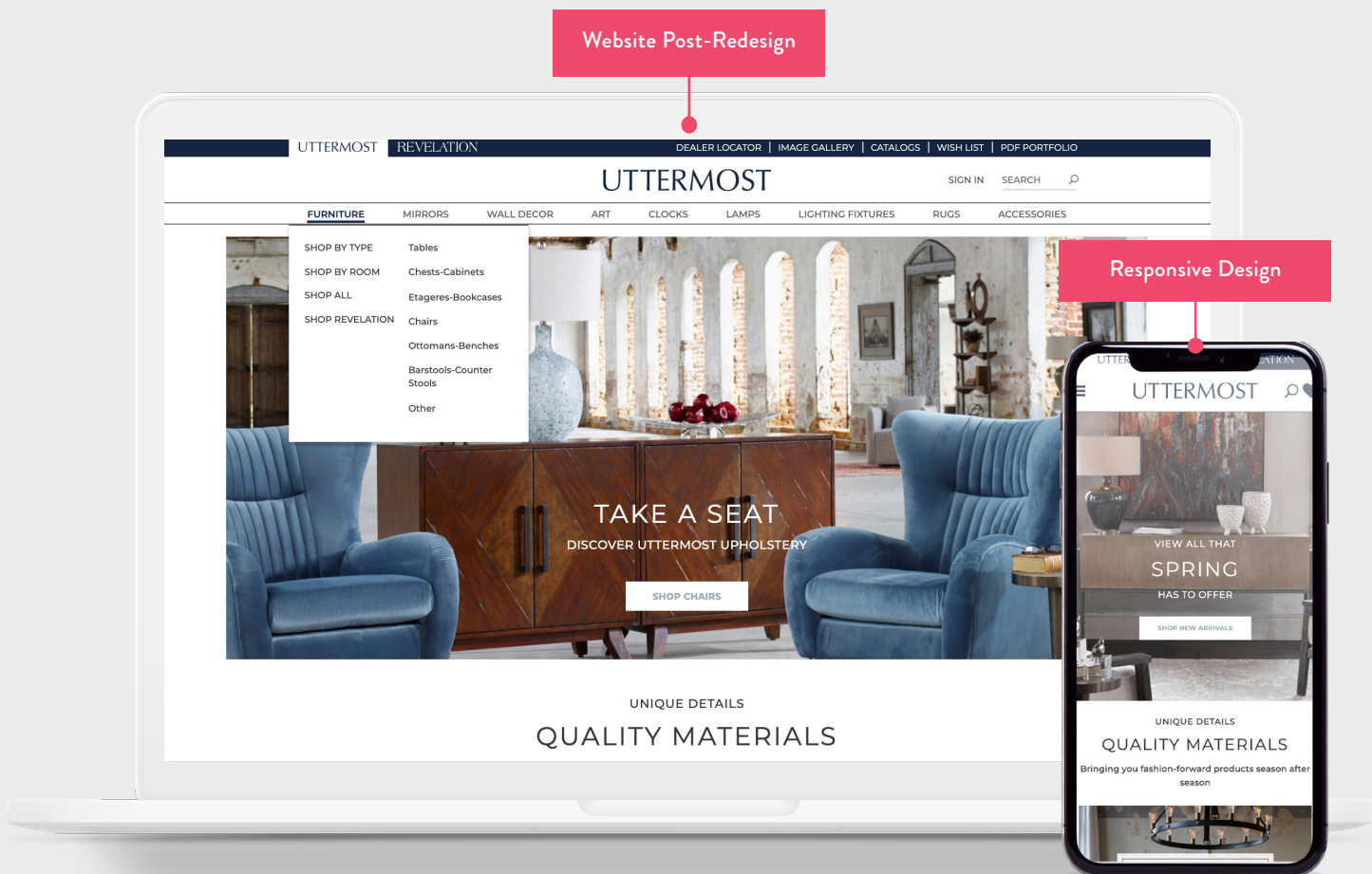
Website Pre-Redesign



SOLUTION

Uttermost teamed with digital agency Whereoware to redesign their website and make it easier for retailers to find products, place orders, and gain inspiration. Whereoware built the website on the feature-rich Episerver content management system (CMS).

The multi-brand website provides retailers, designers, and sales representatives separate, on-brand shopping experiences for Uttermost and Revelation product lines. Rich product presentation and discovery, customer-focused user experience (UX), and responsive design for mobile users were primary focuses of the website redesign.

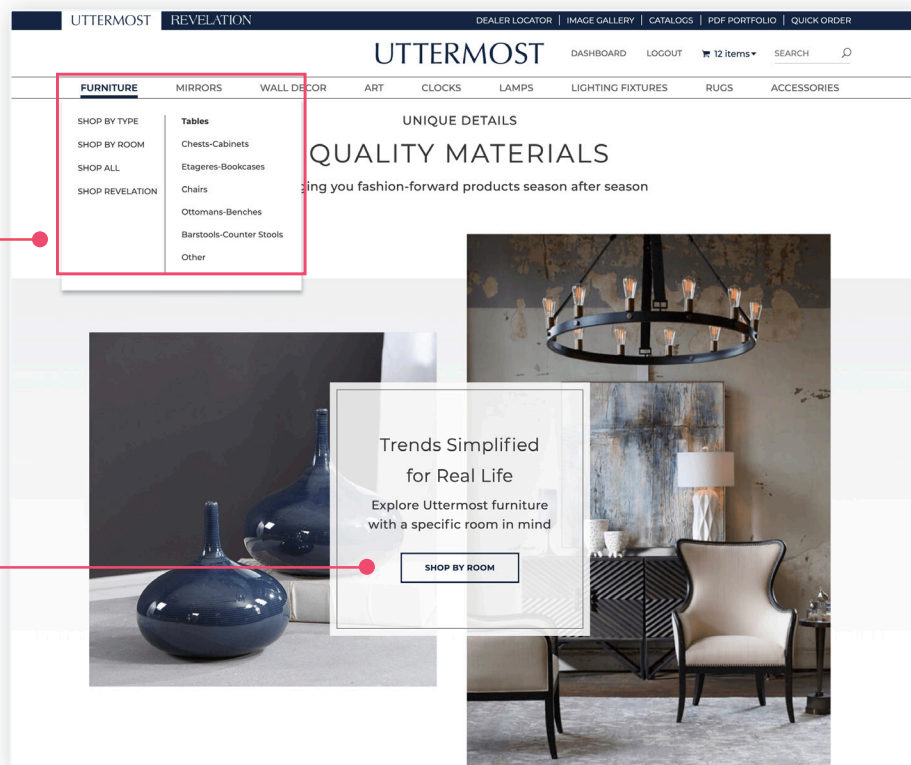


Rich Product Presentation

The elegant homepage design draws attention to featured products with a dynamic, multi-image homepage slider, a visual dropdown navigation, and relevant calls-to-action guiding retailers to explore the site.

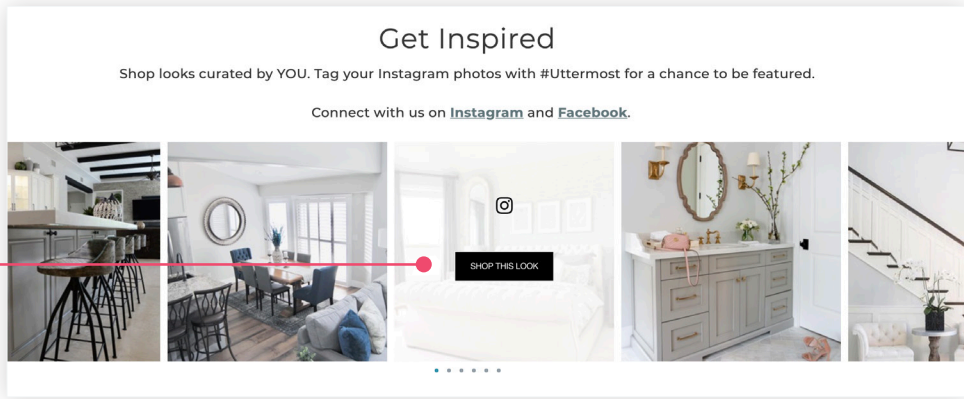
Uttermost highlights product collections and encourages visitors to browse and shop however they want to, with plentiful navigation options to shop by room, type, style, shape, finish, and more. A playful, Instagram-driven image gallery invites users to “shop this look”, while showcasing customer-curated products.

The website is responsive, giving users a great experience from mobile, tablet, and desktop devices.



Intuitive Navigation Options

Relevant Calls-to-Action



Instagram-driven Image Gallery Invites Users to “Shop This Look”

Product Category Pages

Product category pages incorporate intuitive filters to narrow product options by style, color, size and other variations, making it a breeze to find the right product. Category pages display silo imagery for a clean, product-focused look, then zoom-in/hover functionality displays lifestyle and room photography for more variety, perspective, and an intricate look into the product.

Product “Quick View” opens a popover window with the product image and details allowing retailers to browse products in greater detail without leaving the product category page.

The image shows a product category page for nesting tables. At the top, it displays 'Showing 1 to 96 out of 270' and 'Sort by Featured'. Below this are four product cards. The first card, 'INDIA NESTING TABLES, S/3', is highlighted with a red border. A 'QUICK VIEW' button is overlaid on the bottom right of its image. A red line connects this button to a larger 'Quick View' popover window on the right. The popover shows a detailed view of the nesting tables, including a lifestyle photo of the tables in a room and a technical specification table. Below the main image in the popover are three smaller thumbnail images. A red box with a white background and a red dot points to these thumbnails, with the text 'Hovering Over Images Shows Alternate Photos'. The product details in the popover include: Designer: David Frisch, Dimensions: 19 W X 24 H X 18 D (in), Weight: 34, Ship Via: Motor Freight, UPC Number: 792977269086, and Availability (East Coast): EST: AUG 14, 2019. There is also an 'ADD TO WISH LIST' button and a note about ordering multiple pieces.

Showing 1 to 96 out of 270 Sort by **Featured** Showing **96**

NEW **ADD ALL TO PDF PORTFOLIO**

INDIA NESTING TABLES, S/3
24908 | 19 W X 24 H X 18 D (IN)
ADD TO PORTFOLIO ▾

NEW **QUICK VIEW**

HAYLEY CONSOLE TABLE, SILVER
24913 | 60 W X 31 H X 10 D (IN)
ADD TO PORTFOLIO ▾

NEW **QUICK VIEW**

COREENE CONSOLE TABLE
25051 | 47 W X 30 H X 12 D (IN)

NEW **QUICK VIEW**

COREENE COFFEE TABLE
25048 | 48 W X 16 H X 24 D (IN)

Showing 1 to 96 out of 270 Sort by **Featured** Showing

NEW
INDIA NESTING TABLES, S/3
#24908

Set of three nesting tables with an elegantly curved hand forged iron frame, finished in antique brushed gold with beveled mirror tops. Sizes: Sm-13x13x18, Med-15x16x21, Lg-18x19x24

Designer:	David Frisch
Dimensions:	19 W X 24 H X 18 D (in)
Weight:	34
Ship Via:	Motor Freight
UPC Number:	792977269086
Availability (East Coast):	EST: AUG 14, 2019

ADD TO WISH LIST

Please note: If you will be placing an order for 15 or more pieces of an item, please call our customer service group or your sales rep to confirm availability.

Hovering Over Images Shows Alternate Photos

Product Detail Pages

High-quality lifestyle and room photography and multiple alternative product views bring product details to life and help the customer visualize products in use.

Retailers can download branded tear sheets, add products to Portfolios and Wishlists, and view all information at-a-glance, making for a seamless browsing/order experience. Logged-in retailers can also see real-time inventory, so they know what items are in stock or on backorder.

The screenshot shows the product detail page for the **BLAYLOCK CONSOLE TABLE #24910** on the Uttermost website. The page includes a navigation bar with categories like FURNITURE, MIRRORS, and WALL DECOR. The main content area features a large lifestyle image of the table in a room, a zoomed-in alternate image of the table, and a row of alternate product photography. The product description includes details such as the designer (John Kowalski), dimensions (60 W X 32 H X 18 D (in)), weight (45), and ship via (Small Parcel). The page also has an 'ADD TO CART' button, a 'Download image' link, and a 'Recently Viewed' section at the bottom showing other products like the Coreene Coffee Table, Coreene Nesting Tables, and India Nesting Tables.

Zoom-In Alternate Images

Add To Portfolio

Alternate Product Photography

Recently Viewed

Recently Viewed Items Help Customers Return to Products

Product Details:

- NEW**
- BLAYLOCK CONSOLE TABLE #24910**
- With soft industrial styling, this console table features a natural wood top with butterfly joint details. Iron base is finished in aged black with rust distressing and riveted accents.
- Designer:** John Kowalski
- Dimensions:** 60 W X 32 H X 18 D (in)
- Weight:** 45
- Ship Via:** Small Parcel
- UPC Number:** 792977249109

Buttons: 1, ADD TO CART, Download image, ASSEMBLY INSTRUCTIONS, SHARE, < PREV, NEXT >

Recently Viewed Items:

- COREENE COFFEE TABLE** 25048 | 48 W X 16 H X 24 D (IN)
- COREENE NESTING TABLES S/S, GOLD** 25050 | 21 W X 26 H X 11 D (IN)
- COREENE CONSOLE TABLE** 25051 | 47 W X 30 H X 12 D (IN)
- INDIA NESTING TABLES, S/3** 24908 | 19 W X 24 H X 18 D (IN)

Episerver Find Search Optimization

Most site visitors abandon a website if they can't quickly find what they're looking for, making a site's search functionality a critical component of visitor retention. Uttermost makes it easy for customers to search and find products by integrating their website with Episerver's Find tool.

Episerver Find combines visitor search behavior, website data, and web indexing to return super relevant site search results and related content or products. Uttermost can then view and analyze search metrics (most frequent searches, searches without relevant hits, etc.) to understand what visitors search for and optimize the website ongoing to improve the search experience.

B2B Features and Simple Content Management

Retailer Dashboard

Web-friendly portals and dashboards for Retailers and Sales Representatives offer shopping flexibility and tools to effectively manage business operations, like viewing order history and accessing invoices.

Meanwhile, the Uttermost site drives consumer traffic to retail locations through the dealer locator, integrated with Google Maps.

Ease of Use

Content updates and merchandising is made easy with the simple Episerver CMS. Uttermost can personalize the user experience by employing Visitor Groups, enabling different users to see different content based on a predetermined set of criteria.

These CMS features give Uttermost the ability to keep their website content fresh and relevant to drive traffic and engagement, while reducing their reliance on website developers to make page updates.

UTTERMOST REVELATION DEALER LOCATOR | IMAGE GALLERY | CATALOGS | PDF PORTFOLIO | QUICK ORDER

UTTERMOST DASHBOARD LOGOUT 0 Items SEARCH

FURNITURE MIRRORS WALL DECOR ART CLOCKS LAMPS LIGHTING FIXTURES RUGS ACCESSORIES

My Dashboard Orders Promotions Account Tools Customer Service

HOME | RETAILER DASHBOARD

RETAILER DASHBOARD

Welcome, Back End Developer

Your Sales Rep
Rep Name: UTTERMOST
UTTERMOST
Rep Email:
info@uttermost.com

Quick Inventory Lookup
Enter Item #
SUBMIT

SHOP HOTTEST ITEMS
Explore each category by National and Regional best sellers >

YOUR LATEST ORDERS
There are currently no recent orders to show for your account.
VIEW ALL ORDERS

Hottest Items

Frequently Purchased Products Top Selling Products Recommended Products

View Order History and Access Invoices in the Retailer Dashboard.

RESULTS

MEASURING PERFORMANCE OVER TWO QUARTERS, THE NEW WEBSITE:

Increased Revenue

↑ 20%

Increased Transactions

↑ 13%

Increased the Average Order Value

↑ 6%



“The Uttermost website combines rich product photography, thoughtful UX strategy and innovative, customer-focused features to give retailers, designers, reps, and consumers the best possible online shopping experience,”

– Joe Harris, Whereoware, Partner

CONTACT US FOR FOR MORE INFO

W: www.whereoware.com

E: sales@whereoware.com

P: (877) 521-7448

A: 14399 Penrose Pl #450
Chantilly, VA 20151

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DESIGN • DEVELOPMENT • MARKETING