B2B WEBSITE REDESIGN IMPROVES PRODUCT DISCOVERY + ENHANCES USER EXPERIENCE
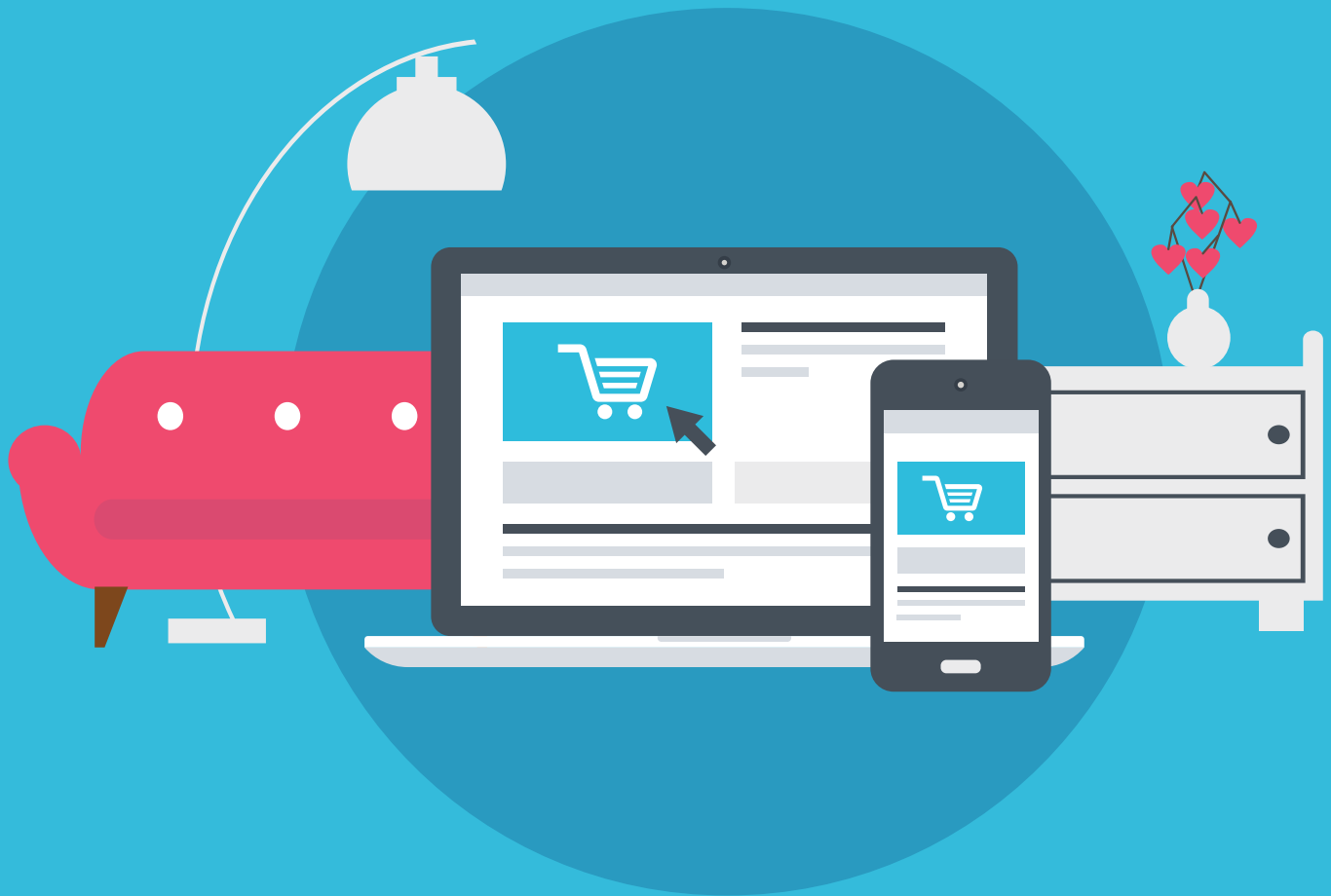

WHEREOWARE

DESIGN · DEVELOPMENT · MARKETING

UTTERMOST

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.

CHALLENGES

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

"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

Website Pre-Redesign
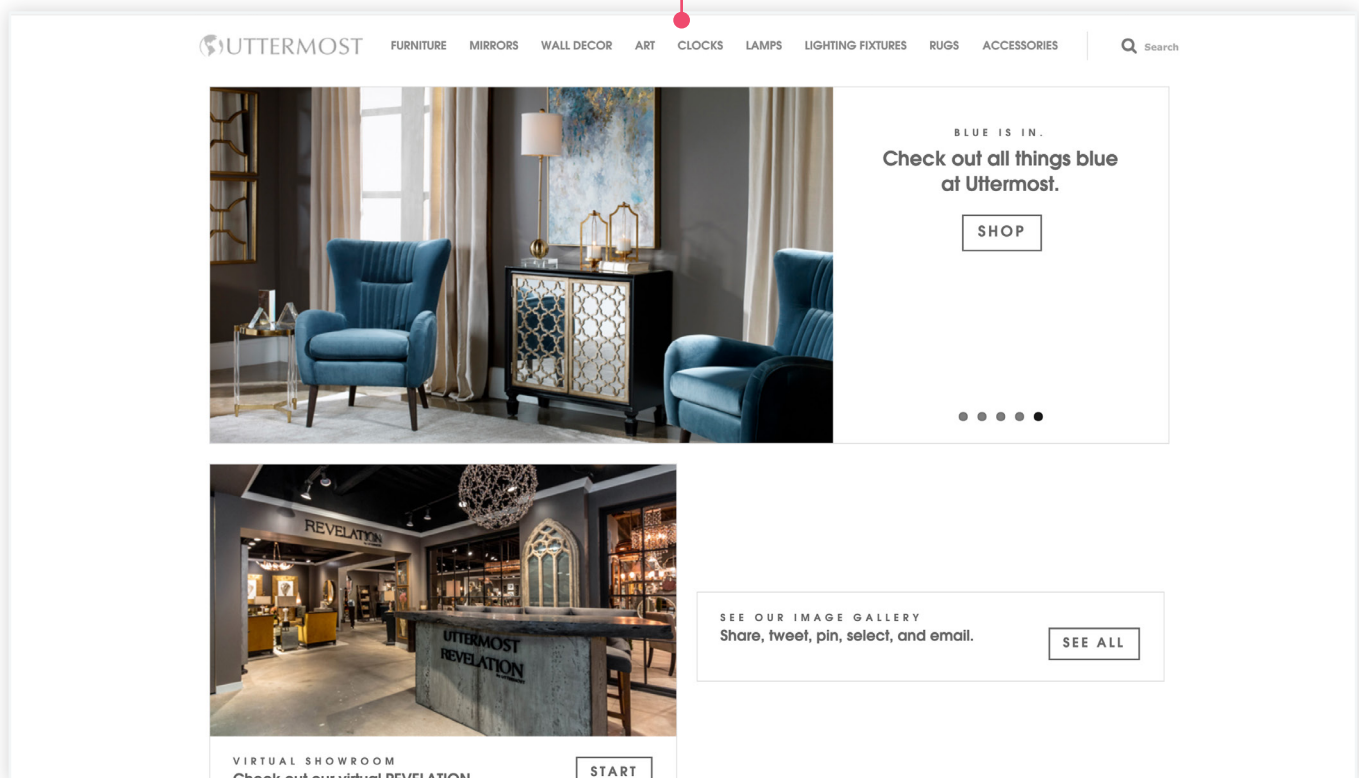
SOLUTION

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.


Website Post-Redesign

Responsive Design
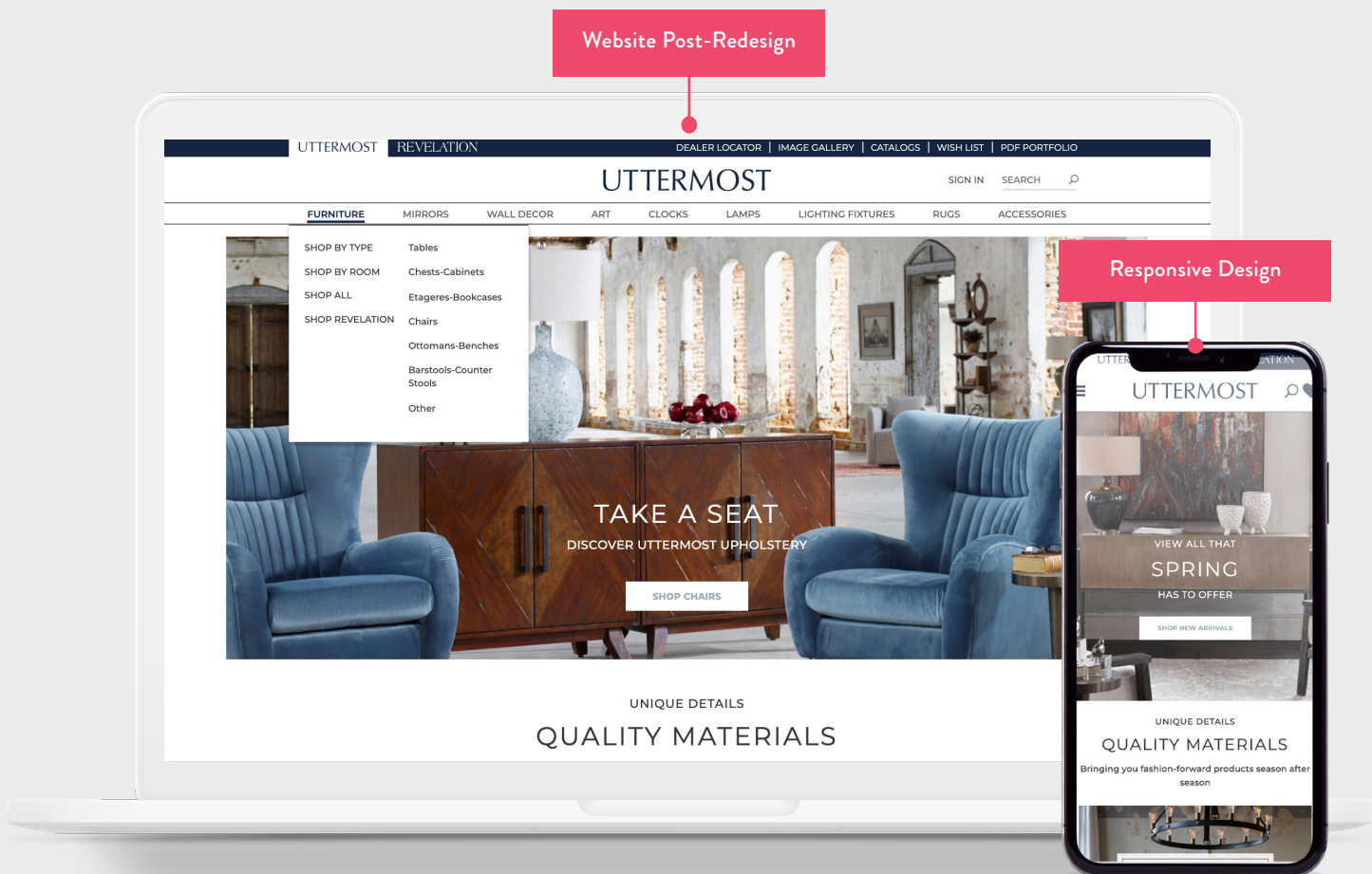
Rich Product Presentation

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.
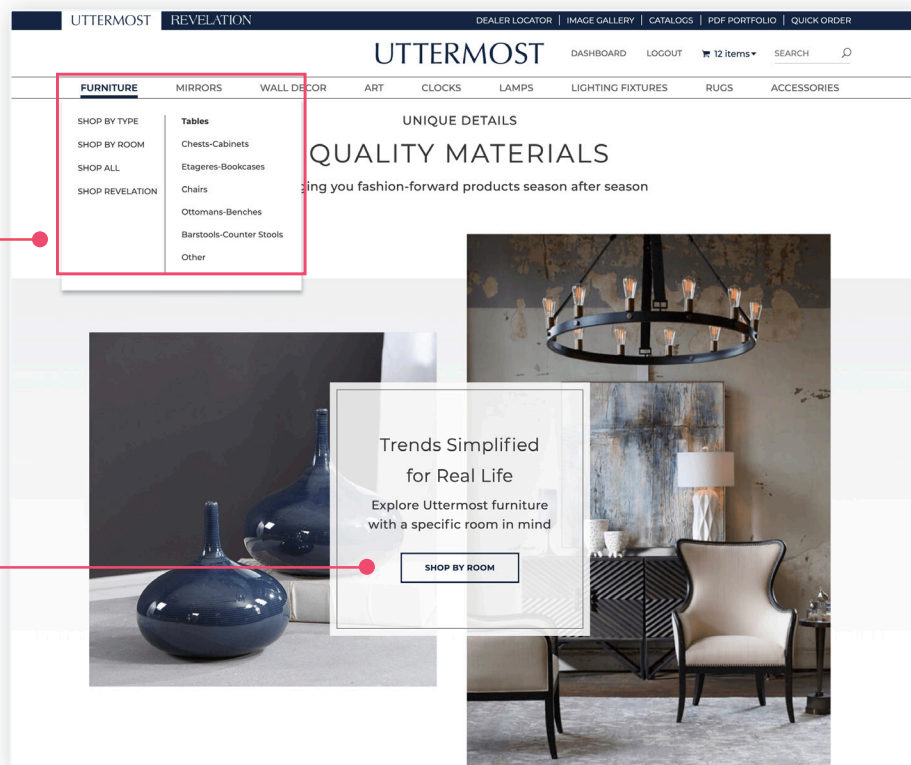
Intuitive Navigation Options

Relevant Calls-to-Action
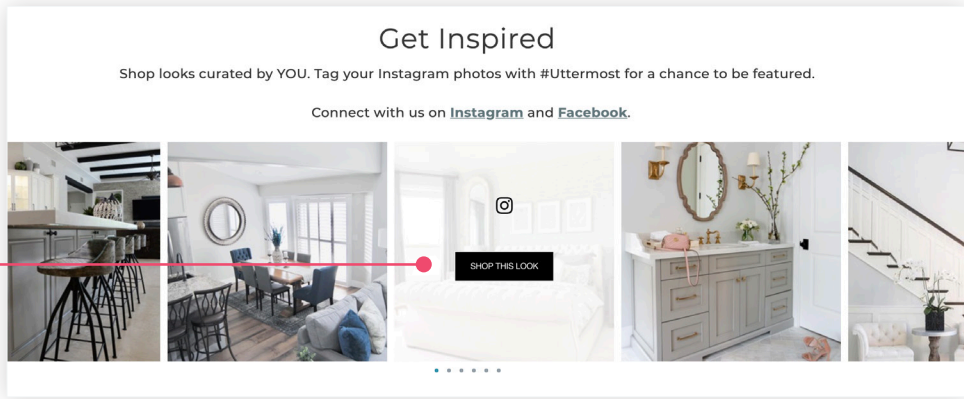
Instagram-driven Image Gallery Invites Users to "Shop This Look"

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.

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.

Zoom-In Alternate Images

Add To Portfolio

Alternate Product Photography

Recently Viewed Items Help Customers Return to Products

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.

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

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