

Concrete branding online :: Because Underwriters' Laboratories is an internationally recognized organization, it was imperative that their established brand be clearly and strongly communicated through their online presence. Nexvision developed a solution that not only continues the ULC brand, but strengthens it online.



Challenge :: ULC's lack of internal expertise prevented them from significantly improving on their text-heavy, outdated online presence.

Solution :: Nexvision leveraged sophisticated information architecture and strongly-branded design to effectively present ULC's vast company and service information online.

Results :: ULC can now present a valuable informational resource to consumer, trade and regulatory online visitors, allowing them to more quickly and easily locate the information they require.

UNDERWRITERS' LABORATORIES OF CANADA

www.ulc.ca

intuitive
information
architecture

Headquarters :: Toronto, Canada

Business Description :: ULC is an independent, not-for-profit product safety testing and certification organization. For more than 80 years, ULC has been one of the most recognized, reputable conformity assessment providers in the world, helping companies and products gain undisputed global acceptance.

Objective :: To provide a comprehensive online informational resource covering all aspects of ULC, its operations, the many products and services it certifies and the benefits it offers to both consumers and manufacturers.

CHALLENGE

As an internationally recognized organization devoted to the stringent testing and certification of thousands of consumer and industrial products, **Underwriters' Laboratories of Canada** required a meaningful online resource that would deliver vital information to consumers and regulators alike.

But with their internally developed online presence, ULC was unable to effectively convey information to their online visitors. Limited by their lack of internal expertise, ULC was unable to improve on their outdated and poorly structured online presence, which presented a text-heavy interface that made it difficult for their online visitors to locate meaningful information on ULC and the services they offer. Updates to the site were cumbersome and time-consuming, while improvements to the interface were exhaustive and therefore infrequent. ULC clearly required a new model.

SOLUTION HIGHLIGHTS

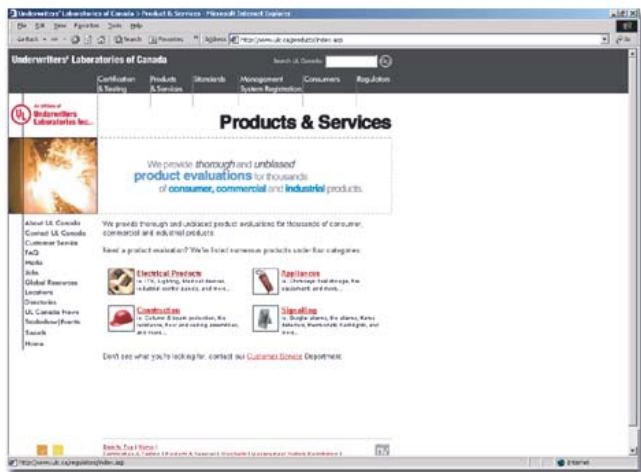
Working closely with ULC, Nexvision developed a complete solution that allows the organization to present a vast amount of information in a concise, organized manner. Utilizing **strategic information architecture**, Nexvision developed an intuitive navigation system that allows online visitors to gain rapid access to the information they require, often with only a few clicks of a mouse.

Through the medium of an entirely redeveloped, **strongly branded look and feel**, complete organization, event, certification and testing information is presented online. Comprehensive information on evaluated products in a number of categories is organized in a **concise product catalog**, allowing ULC staff to maintain an updated listing of all products carrying their prestigious certification.

RESULTS

Through the new online presence developed by Nexvision, ULC can effectively connect with consumer, trade and regulatory website visitors. ULC's new site acts as a **valuable resource** for product and service information, presenting important data in a highly organized, logical and simple to navigate manner.

Where navigation was once confused and content was lengthy, ULC can now present dynamic and engaging information to their online visitors. The **sophisticated navigational tools** incorporated into the solution allow visitors to access relevant information, while product profiles are categorized and presented in a concise manner. The vastly improved look and feel of the site represents the professionalism and experience of ULC, with **strong, consistent branding** carefully considered throughout. Ongoing support services provided by Nexvision have eliminated the extensive updating and editing time formerly spent by ULC staff, **increasing their productivity and saving costs**. The addition of various response, information request and submission forms have allowed ULC to more effectively serve the needs of their online visitors, while streamlining a number of administrative processes for their staff.



Solid architecture :: In order to allow ULC to communicate information on the thousands of products they test each year, Nexvision used intuitive information architecture to place information at visitors' fingertips.

"Visitors to our site can quickly find what they're looking for... the information is presented in a way that's interesting and attractive, and that's something that wasn't true of our previous site."

Tony Longo
Underwriters Laboratories of Canada

FOR MORE INFORMATION

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