



“MetaDesign is one of the premier design firms. They combine excellent strategic thinking with excellent creative execution. Our work with MetaDesign has had a direct impact on our bottom line.”

**Henry Eakland**

Creative Marketing Manager

Xerox has been transforming its business from a copier vendor to a high-end provider of total document solutions for the Fortune 500 market. This new positioning, however, had not been adequately supported by the Xerox.com Web site, which was highly fragmented with conflicting messages intended for different audiences.

Looking to develop a consistent framework to better support the business objectives and drive bottom-line revenue, Xerox turned to MetaDesign for help.

MetaDesign began by redesigning the site’s Supplies section, used by customers to re-order items such as toner cartridges and paper. Based on its success, Xerox asked MetaDesign to rework other areas within the site, including the Industry Solutions and Equipment sections. Leveraging input such as user-research, product literature, solution descriptions, case studies, and a clear call to action, MetaDesign has been transforming the Web site into a self-guiding pre-sales tool to help Fortune 500 managers fully understand Xerox’ value proposition.

Further, this has all been accomplished under the stipulation that the only changes were to be in information architecture and design, while working within existing layout and branding guidelines.

The project has already yielded a strong return on investment. Supplies are an important part of Xerox’ business, and the redesign has helped drive a dramatic increase in sales since the new section was launched.

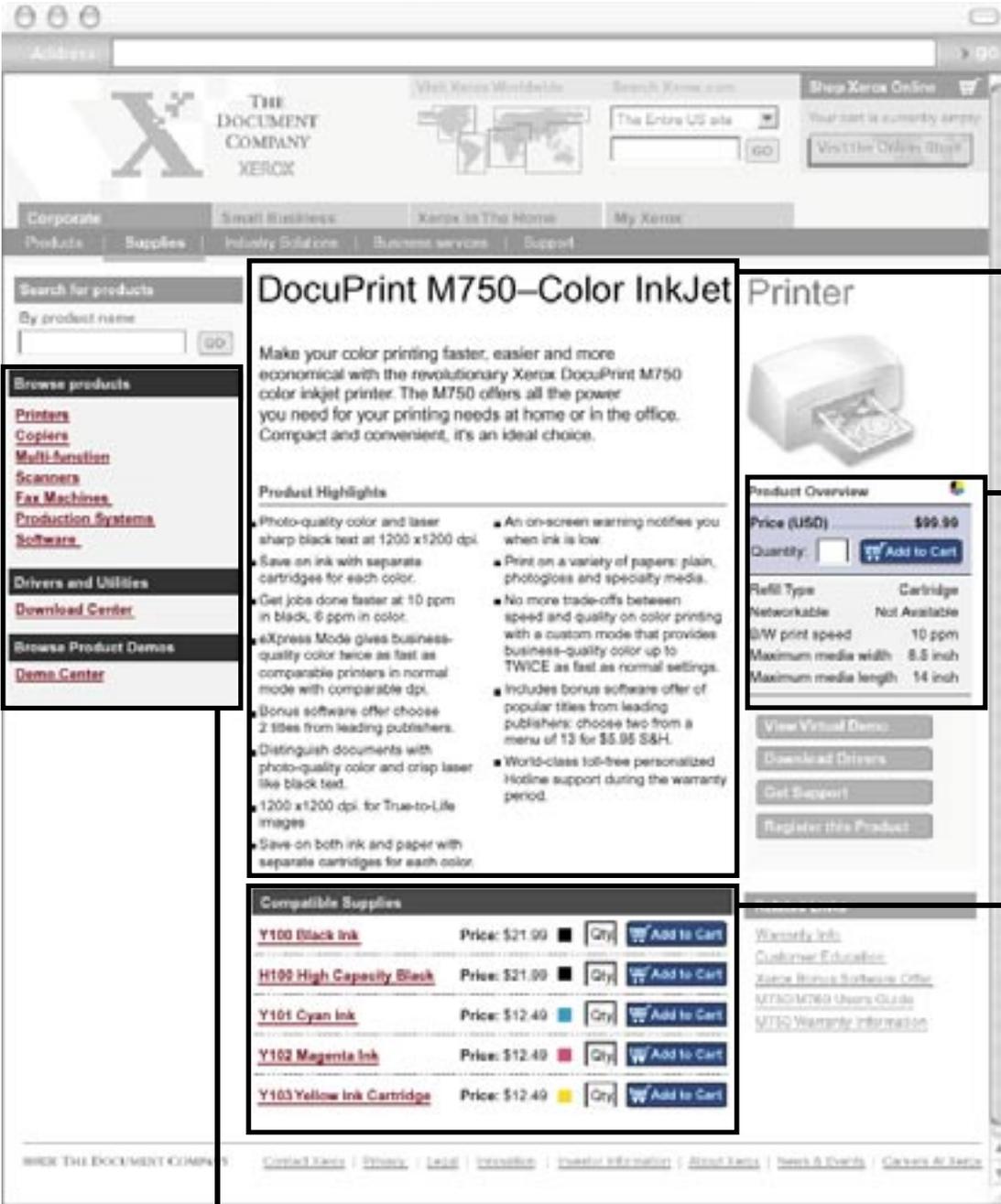
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**User research and testing**

Extensive research was conducted to determine the types of information and functionality most important to Xerox customers. The new design was then tested with users to determine its success.



**Recommended improvements**

Incorporating input from Xerox stakeholders and user research, the new design made a number of improvements.

Clear information hierarchies for page content.

The ability to purchase supplies on the product page.

Compatible supplies are listed with the product to encourage cross-selling.

A simplified navigation structure.