

A high-angle, close-up photograph of three surgeons in an operating room. They are wearing blue surgical scrubs, blue bouffant caps, and white surgical masks. The surgeon on the left is looking down, the one in the center is looking up, and the one on the right is looking down. The background is dark and out of focus, showing some medical equipment. The lighting is bright and clinical.

FOCUSING ON THE DETAILS FOR AN ELECTRONICS PARTS MANUFACTURER

Bivar Website Design & Development

SPINX

A close-up photograph of a person with long brown hair, wearing safety goggles and a white lab coat. They are looking through a microscope. Their hands, wearing blue nitrile gloves, are visible at the bottom, holding the base of the microscope. The background is a soft, out-of-focus laboratory setting.

Overview

To say that Bivar focuses on granular detail is an understatement. They don't make computers. They don't make printed circuit boards. They make the components that go on printed circuit boards, and have been an industry leader in the field of small computer components for years. From the positioning components, to the LED lights that go on printed circuit boards, Bivar is a trusted solutions provider for circuit board components of all shapes and sizes.

A man and a woman, both wearing lanyards, are focused on examining a transparent electronic device. The man, wearing glasses and a blue shirt, is pointing at a component inside the device. The woman, in a white shirt, is looking down at the device with concentration. The device itself is a clear plastic enclosure housing various electronic components like a circuit board, a fan, and connectors. The background is a blurred office or lab environment with large windows.

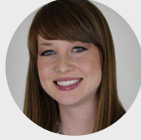
With thousands of products, we
needed to come up with some
creative UX solutions to help users
easily find the product they're
looking for.

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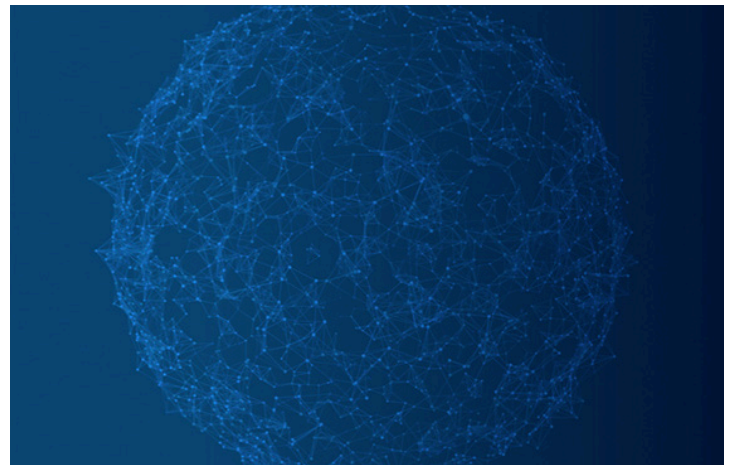


Ryan Gould

Project Manager

Discovery

During our discovery process with Bivar, we were immersed into the world of printed circuit board components. Conducting interviews with key stakeholders within the company gave us loads of insight into the challenges their users faced on their website.



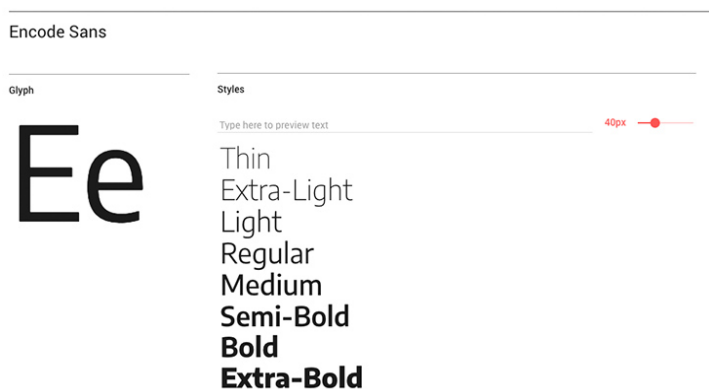
In addition, we learned about all of the complexities of Bivar's products, and the incredible breadth of product lines they offered. A single positioning component could have hundreds of variations in length, size, color, outer diameter, and inner diameter. Plus, each variation had its own unique SKU. It was apparent early on that we needed to come up with some creative ways for users to easily be able to find the product they are looking for.

UX Strategy

The bulk of the UX strategy was focused on how to simplify the user journey of finding products. Bivar's products hierarchy on their old site was pretty complicated, so we needed to find an effective way of simplifying things to make it easier for visitors to find what they needed.

Our goal was to streamline the journey and decrease the number of clicks it took to land on a page containing specific product info. From the subcategory pages, we introduced a shortcut that allowed visitors to toggle between numerous product options using a series of dropdown options for color, length, width, diameter, etc. This allowed visitors to compare similar products from one page, making it easier for them to hone in on the specific product they were looking for.

Another hefty part of our UX strategy was spent planning the details for a product configurator that would allow Bivar to easily add all of their products to the content management system. To plan this, we mapped out what was necessary to add a product - all of the attributes, values, images, and documents that would be needed and how what the relationship was between everything.





Build

Aligning the website look and feel to Bivar's brand values was where our design team got to put their passion into action. The colors, imagery, and fonts were all intentionally curated to reflect the technological focus of their business.

In order to give Bivar the most control over managing their product catalog, we build the website on a custom .NET platform. The backend system for product creation seems simple when in use, but took a great deal of logic and programming in order to implement it properly.

We began with creating a bucket of product option categories (e.g. length, width, color, etc.) for a particular product category and then created individual the individual options (i.e. for length there might be 4mm, 5mm, 6mm, etc and for color there might be white, black, green, etc.). Once the administrator created all of the individual options and option categories for a particular product category, we automatically generated individual SKUs for each variation of product and the product variations populated on the front end of the website.

New Products



LPR & LPV Series

Rigid Light Pipes featuring an innovative adapter design that eliminates light bleed at the source, high vibration environments.



PLTR IP67 Threaded

IP67 rated Rigid Light Pipes protect from harmful dust and moisture including splashing water and accidental submersion.



Image Enlarged to Show Details

SM0402 Surface Mount LED

A single color Surface Mount LED is perfect for smaller applications and features a 130° viewing angle and comes in a variety of colors and sizes.

[VIEW PRODUCT](#)



Need a Custom Solution?



BIVAR

PRODUCTS

SOLUTIONS

FIND REPS/ DISTRIBUTORS

CONTACT

ABOUT

MYBIVAR LOGIN

Full or partial part number / keyword



Positioning Components

[Learn more](#)

PCB Standoffs / Supports

Component Mounts / Insulators

Component Spacers

Securing Circuit Cards

[Learn more](#)

PCB Card Guides

PCB Ejectors

PCB Handles

Enclosure Handles

PCB Inserters / Extractors

LED Indication

[Learn more](#)

Rigid Light Pipes

Flexible Light Pipes

Panel Mount Indicators

Circuit Board Indicators

LEDs

LED Replacement Lamps

UV / IR LEDs

LED Mounts / Holders

Linear LED Lighting

[Learn more](#)

Coastline Linear

Peninsula

LED Modules

Track Systems

Control & Power

[Product Change Notification](#)

[Quality Assurance / RoHS](#)

that shape the world around us. Our components can be found in everything from water purification plants in Africa,



Security



Datacom



Industrial



Healthcare



Energy & Utility



Audio / Video



Transportation



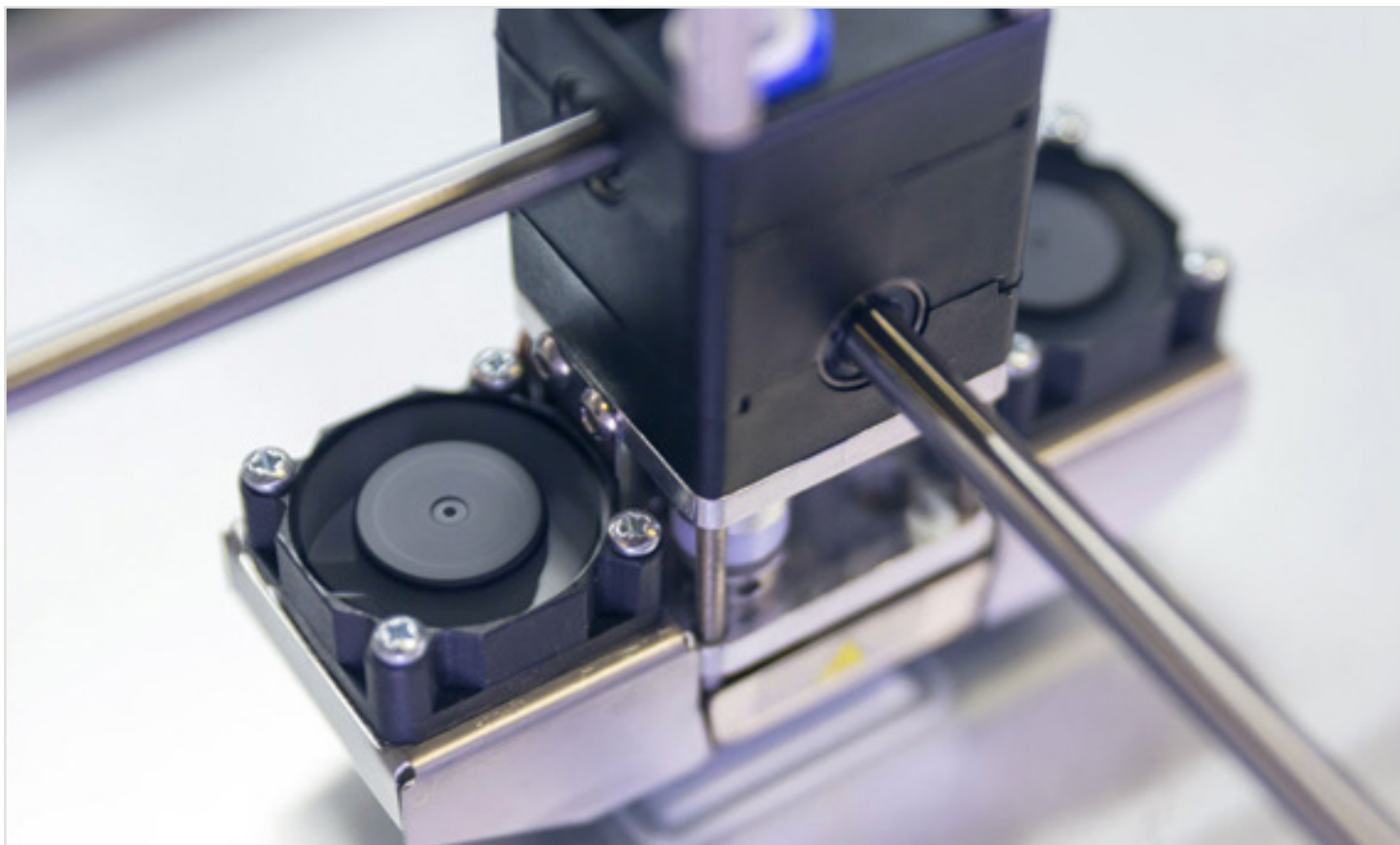
Test & Measurement



Aerospace & Defense



Lighting




Test & Launch

Once the development was complete, we worked diligently to test Bivar's new website. With so many product variables, it was an incredibly time consuming task. We needed to ensure that each product displayed with the correct part number and associated image based on the product options selected.

Once we were confident that the backend product creation and frontend product pages were working properly, we then began testing on mobile and tablet devices to ensure everything responded properly and provided an optimal user experience.

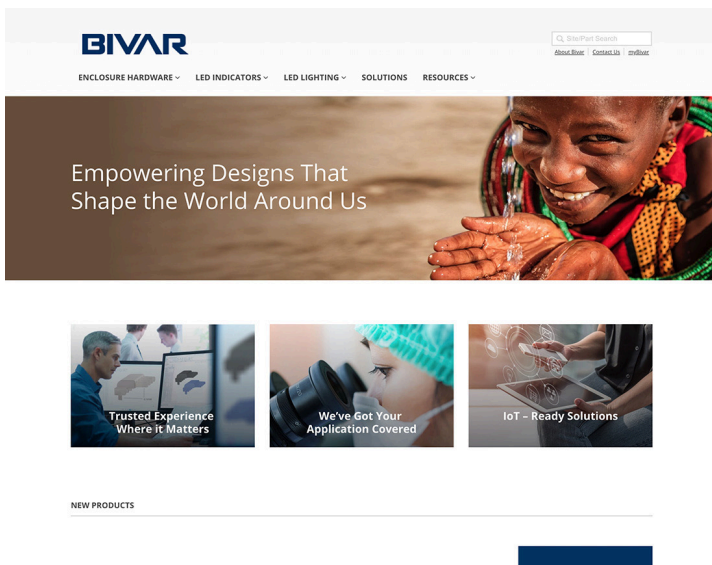
After several rounds of testing, we were confident that the site was working perfectly and we began preparing for launch. Migrating the site onto the live server, we went through another full round of testing to ensure the live site functioned exactly the same as the development environment.

A man in a white lab coat is seated at a desk, looking intently at a large computer monitor. The scene is dimly lit with a blue tint, suggesting a laboratory or office environment at night. In the background, there are shelves with various items and a piece of equipment with wires. The text is overlaid on the right side of the image.

The backend system for product creation seems simple when in use but took a great deal of logic and programming in order to implement properly.

The Results

With their freshly redesigned site, BIVAR has an innovative website that allows visitors to quickly find the product they are looking for. Bivar site administrators are able to easily manage products from the robust content management system, and will have no problem adding products in the future as they continue to expand their product line.



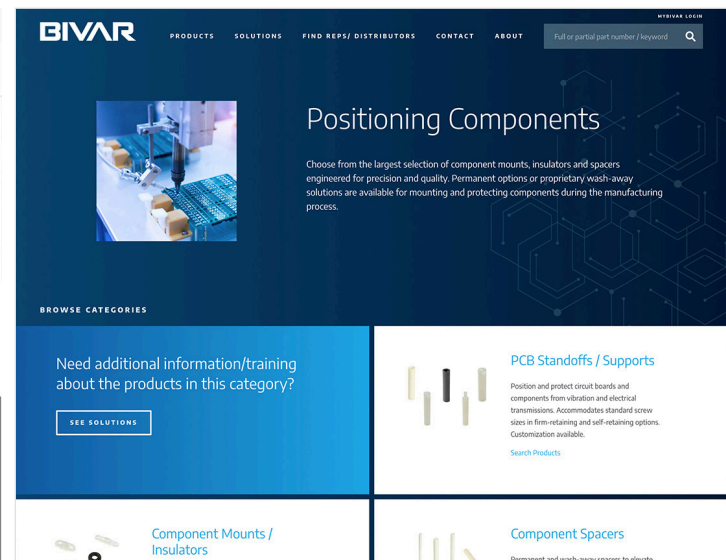
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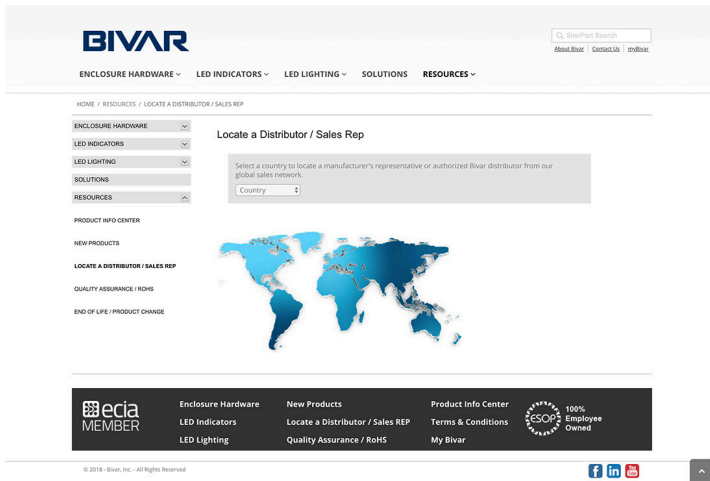
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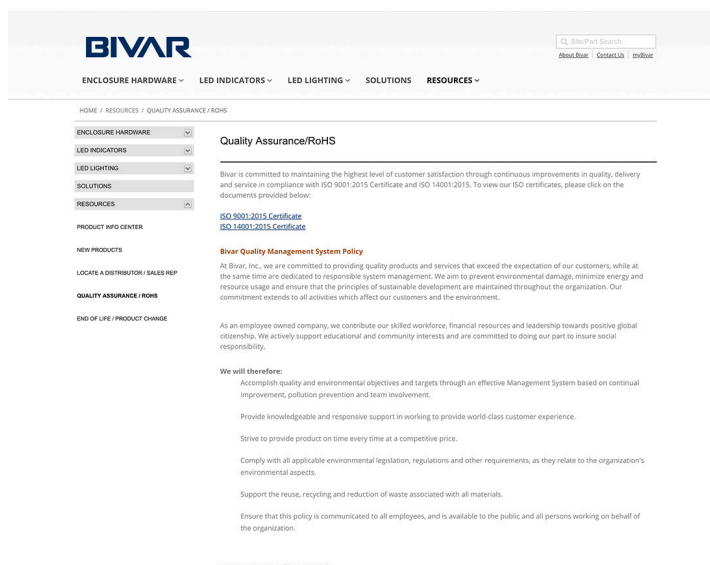
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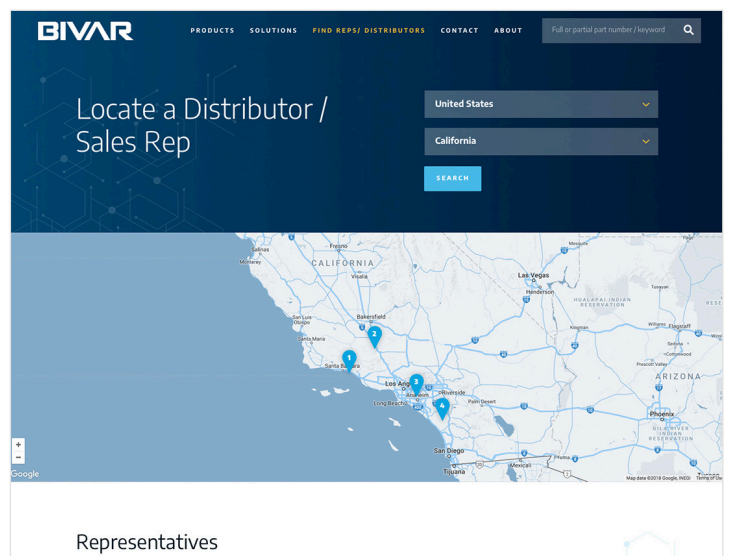
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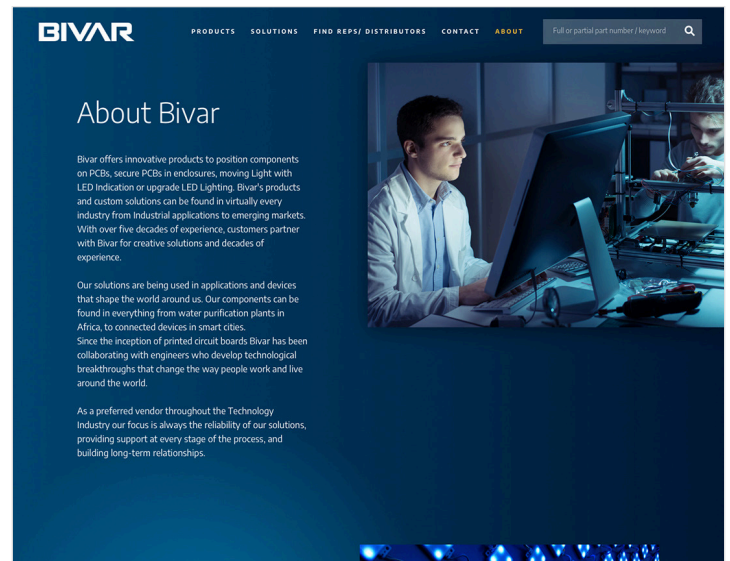
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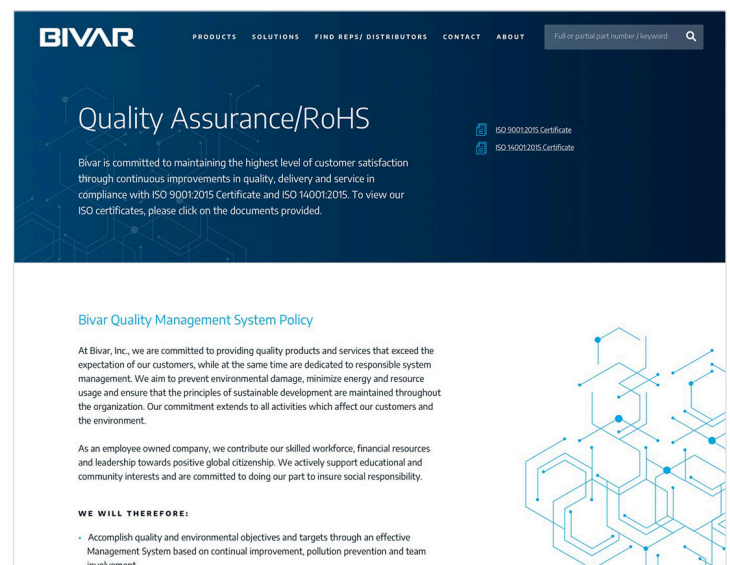
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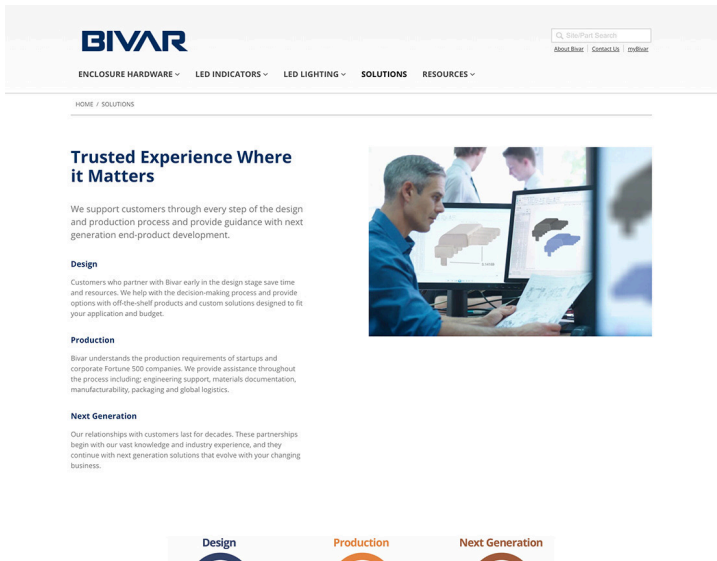
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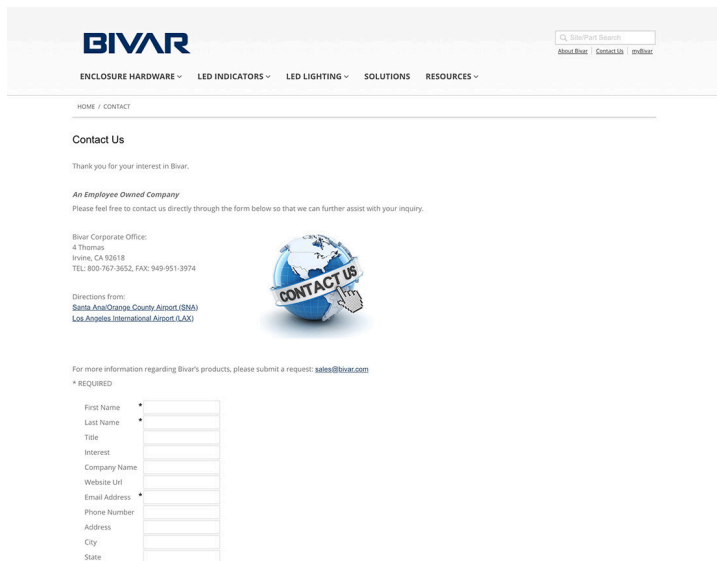
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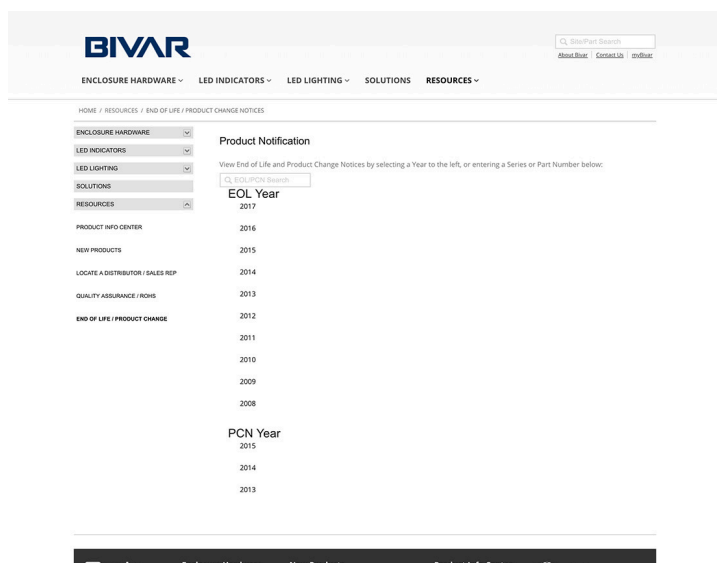
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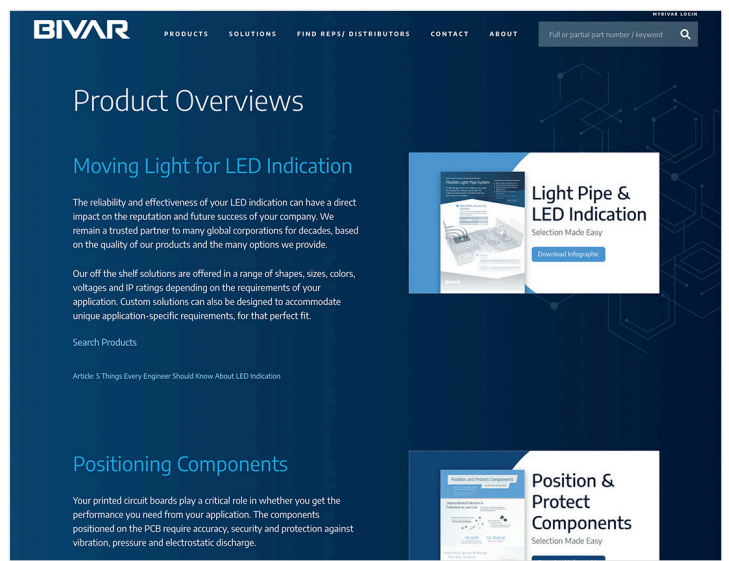
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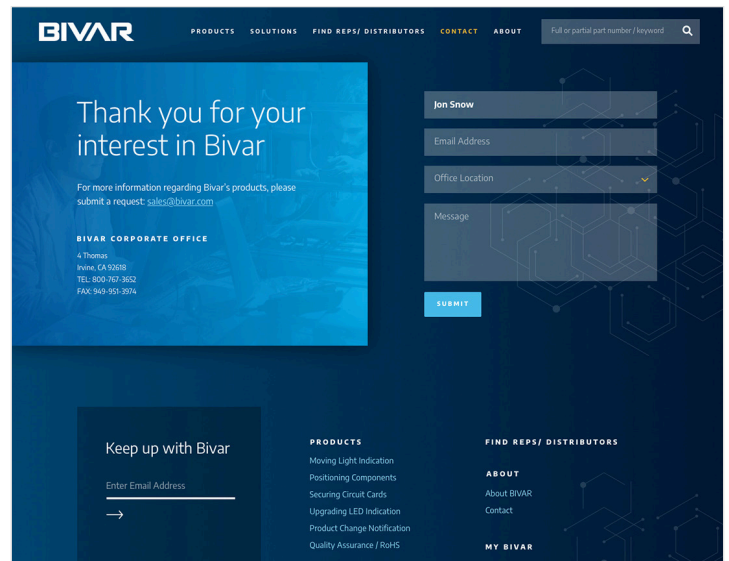
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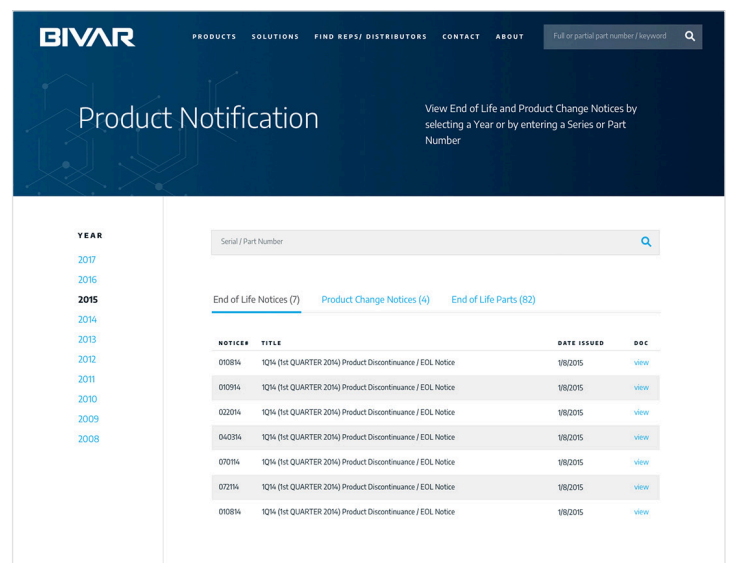
Before



After



After




After

A person with dark skin and short, curly hair, wearing a blue lab coat, is looking down at a microscope. The background is a laboratory with blue lighting and a grid of circular lights.

Closing Thoughts

Utilizing a simple approach to displaying complex products, we redesigned and developed a website for Bivar that lets their detailed electronic components shine.



Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

Contact us now at hello@spinxdigital.com