

METHODOLOGY



APPROACH

THINK ABOUT THE CUSTOMER

THE INPUTS

PRIMARY TASK FLOWS

- Finding products and services
- Research and comparison
- Fulfilling a list
- Checkout

PAGE-LEVEL CUSTOMER GOALS

- Home page
- Landing pages
- Categories
- Product pages
- Search
- Checkout

STAPLES BRAND PROMISE

- How the site enables customers to "make more happen"
- Breadth of product selection

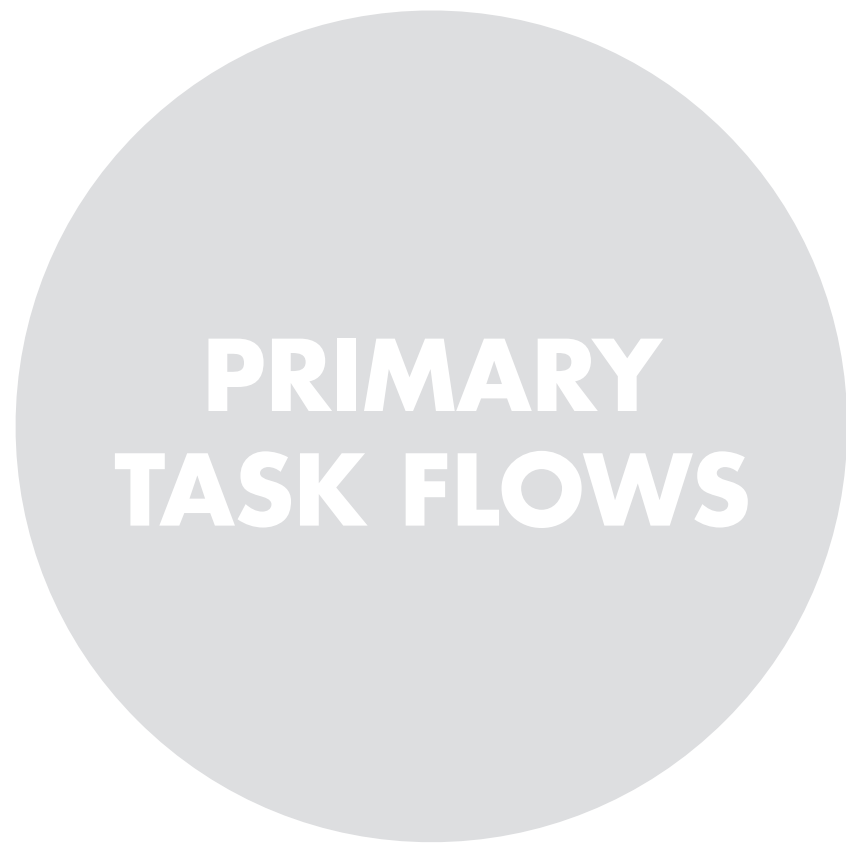
RESEARCH

- VOC (Staples Voice of the Customer)
- CMI (Center for Marketing Intelligence)

APPROACH

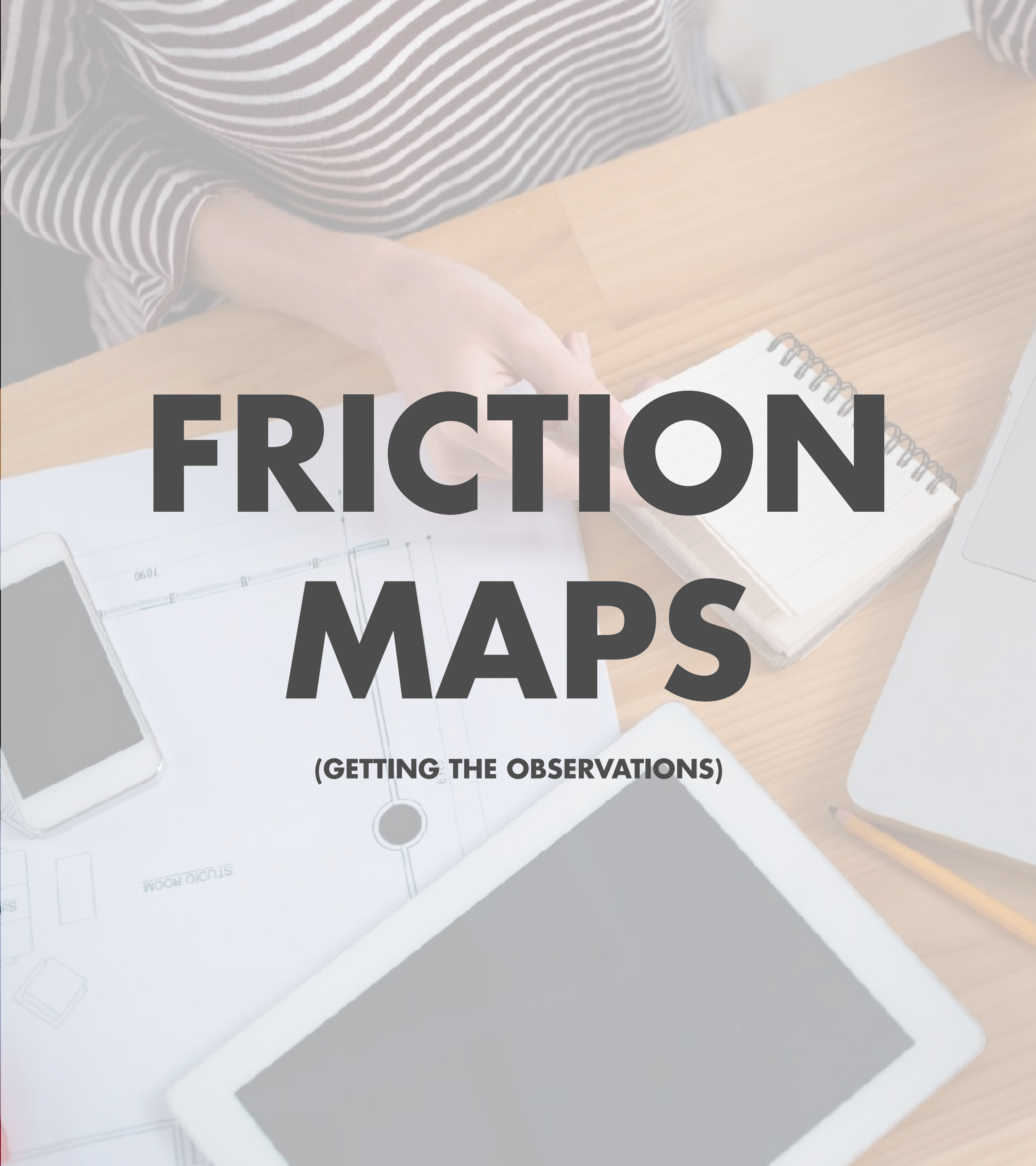
THINK ABOUT THE CUSTOMER

THE INPUTS



THE OUTPUTS



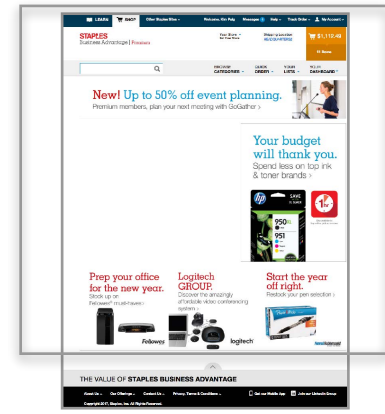


FRICTION MAPS

(GETTING THE OBSERVATIONS)



“I WANT A THICK MECHANICAL PENCIL”
STAPLESADVANTAGE.COM



LEARN SHOP Other Staples Sites Welcome, Kim Pulg Messages 1 Help Track Order My Account

STAPLES Business Advantage | Premium Your Store Set Your Store Shipping Location HEADQUARTERS \$1,112.49 11 Items

BROWSE CATEGORIES QUICK ORDER YOUR LISTS YOUR DASHBOARD

New! Up to 50% off event planning.
Premium members, plan your next meeting with GoGather >

Your budget will thank you.
Spend less on top ink & toner brands >

Prep your office for the new year.
Stock up on Fellowes® must-haves >

Logitech GROUP.
Discover the amazingly affordable video conferencing system >

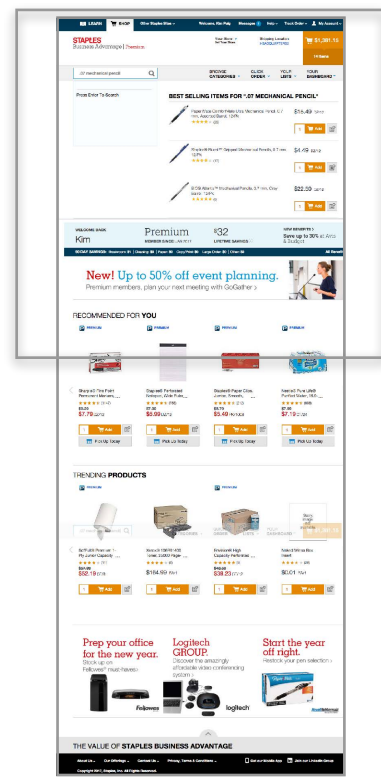
Start the year off right.
Restock your pen selection >

THE VALUE OF STAPLES BUSINESS ADVANTAGE

CRAFT

- Main page
- ✓ Clear nav
- ✓ Clear search
- ⊙ 5 banners not relevant
- ⊙ Should know who I am
- ⊙ Appears some page content is missing





LEARN SHOP Other Staples Sites Welcome, Kim Pulg Messages 1 Help Track Order My Account

STAPLES Business Advantage | Premium Your Store Set Your Store Shipping Location HEADQUARTERS \$1,381.15 14 Items

.07 mechanical pencil

BROWSE CATEGORIES QUICK ORDER YOUR LISTS YOUR DASHBOARD

Press Enter To Search

BEST SELLING ITEMS FOR ".07 MECHANICAL PENCIL"

- Paper Mate ComfortMate Ultra Mechanical Pencil, 0.7 mm, Assorted Barrel, 12/Pk \$15.49 12/12
★★★★☆ (28)
- Staples® Fluent™ Grippod Mechanical Pencils, 0.7 mm, 12/Pk \$4.49 12/12
★★★★☆ (17)
- BIC® Atlantis™ Mechanical Pencils, 0.7 mm, Cray Barrel, 12/Pk \$22.59 12/12
★★★★☆ (6)

WELCOME BACK Kim Premium \$32 MEMBER SINCE: JAN 2017 LIFETIME SAVINGS NEW BENEFITS Save up to 30% at Avis & Budget

90 DAY SAVINGS: Breakroom: \$1 | Cleaning: \$0 | Paper: \$0 | Copy/Print: \$0 | Large Order: \$0 | Other: \$2 All Benefits

New! Up to 50% off event planning.
Premium members, plan your next meeting with GoGather >

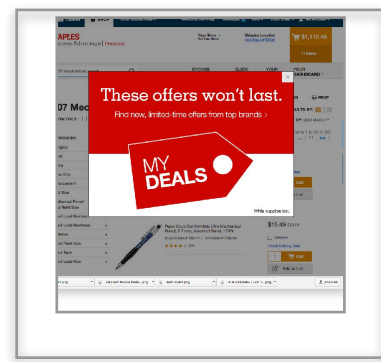
RECOMMENDED FOR YOU

PREMIUM PREMIUM PREMIUM PREMIUM

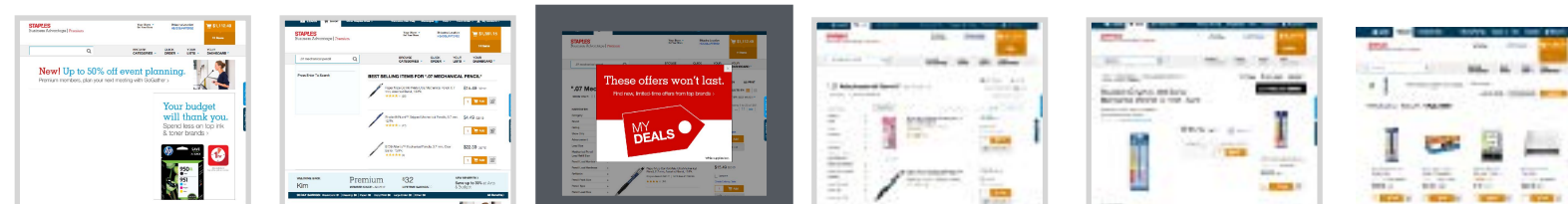
CRAFT

- Enter .07 mechanical pencil in search bar
- ✓ Search suggestions begin to appear with 3 bestsellers
- ✓ Staples Brand is one of the best selling
- ⦿ Not of interest as I had a particular brand in mind
- ⦿ Unclear if there are more results
- Hit “enter” to begin proper search





- Deals solicitation overlay
- Site knows my search term; this ad could be relevant to my inquiry
- Not of interest
- Unexpected and close target is small



LEARN SHOP Other Staples Sites Welcome, Kim Pulg Messages 1 Help Track Order My Account

STAPLES Business Advantage Premium Your Store Set Your Store Shipping Location HEADQUARTERS \$1,112.49 11 Items

.07 mechanical pencil

BROWSE CATEGORIES QUICK ORDER YOUR LISTS YOUR DASHBOARD

PDF VERSION PRINT

VIEW RESULTS BY: SORT BY: BEST MATCH

Items 1 to 25 of 261

SHOW ONLY: PICK UP IN STORE (16)

NARROW BY: Category Brand Rating Show Only Advancement Lead Size Mechanical Pencil Lead Refill Size Pencil Lead Number Pencil Lead Hardness Refillable Pencil Pack Size Pencil Type Pencil Lead Size

Items 1 to 25 of 261

BIC® Velocity® Mechanical Pencil SGK 0.7 MM, Pink Barrel, 2/Pk
 Staples Item # 1097736 | MFR Item #MV7P219GK
 \$2.99 PK/2
 Add to List

Paper Mate ComfortMate Ultra Mechanical Pencil, 0.7 mm, Assorted Barrel, 12/Pk
 Staples Item # 750121 | MFR Item 41738798
 \$15.49 DZ/12
 Add to List

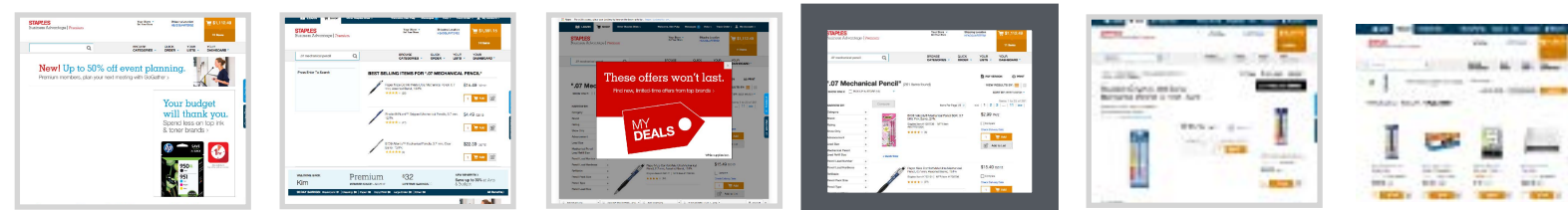
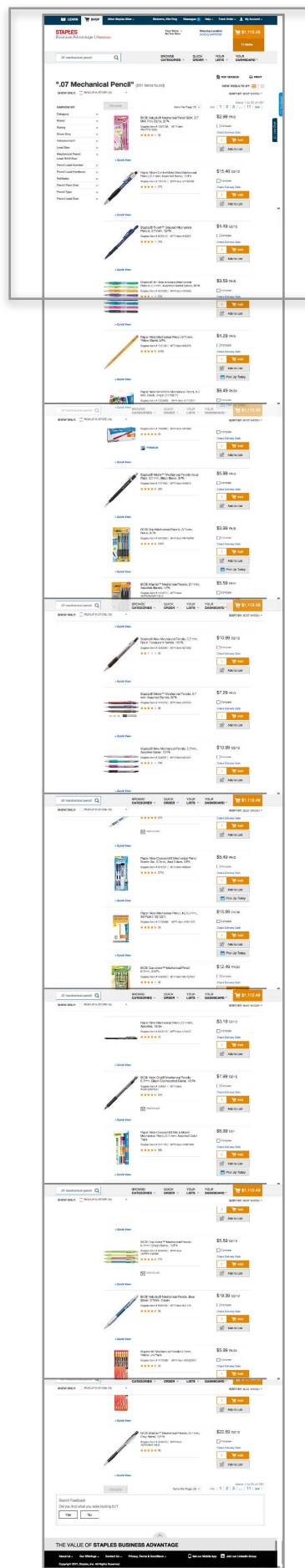
Staples® Fluent™ Grippod Mechanical Pencils, 0.7 mm, 12/Pk
 Staples Item # 807812 | MFR Item #10307
 \$4.49 DZ/12
 Add to List

Staples® #2 Side Advance Mechanical Pencils 0.7 mm, Assorted Barrel Colors, 8/Pk
 Staples Item # 957089 | MFR Item 441999
 \$9.59 PK/8
 Add to List

Footbook Live Chat

CRAFT

- .07 mechanical pencil results
- Item of interest is 21st to display
- (261 items found)
- Noticeable latency to sort
- Lead appears in the results
- Item of interest is 4th from last on first page





Review Cart (0)

SEARCH []

SPECIAL ORDERS | BROWSE CATEGORIES | QUICK ORDER | YOUR LISTS | YOUR DASHBOARD

Home / Office Supplies / Writing Supplies & Instruments / Writing Supplies / Pencils

EMAIL | PDF VERSION | PRINT

< Back

Staedtler Graphite 925 Series Mechanical Pencils, 0.7mm, 3/Pack

Staples Item # 1722134 | MFR Item #35609PK3
Brand Name/Manufacturer: Staedtler

Be the first to Write a Review

\$37.79 PK/3

Delivery [Check Delivery Date](#)

1 [Add](#)

[View Larger](#)

PRODUCT DETAILS

[Compare Similar Items >](#)

The Graphite 925 Series Mechanical Pencils from Staedtler are tough and comfortable to use. Featuring ISO color coding on the barrel, and adjustable hardness degree indicator, you'll always know exactly which pencil to pick up. The non-slip rubber grip zone ensures maximum comfort and precision. The tip and clip are chrome-plated, and the attached eraser features a removable cap.

- Comfortable to use
- Adjustable ISO color coding on barrel for hardness indicator
- Non-slip rubber grip zone
- Chrome-plated tip and clip
- Attached eraser with removable cap

Specifications

Brand Name	Staedtler
Refillable	Yes
Pencil Lead Hardness	Hard
Pencil Lead Size	0.7mm
Pencil Pack Size	3/Pack

CUSTOMERS ALSO VIEWED

★★★★★
Pentel® Graph Gear 500 Premium Mechanical Pencil, 0.7mm, Blue Bar...
\$8.89 EA/1

1 [Add to Cart](#)

Premium

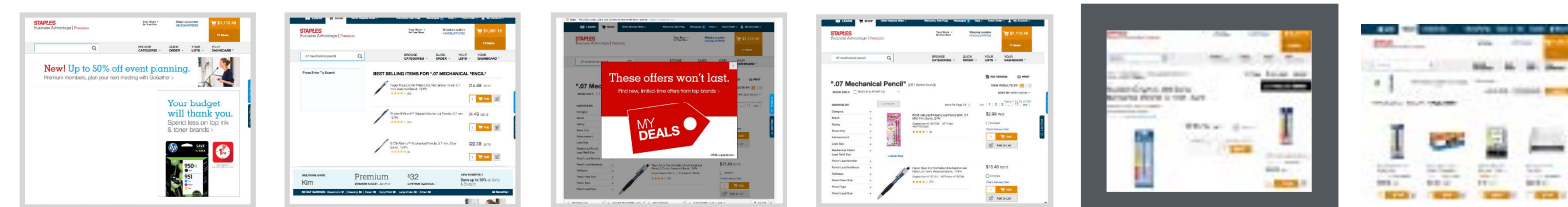
★★★★★
Pentel Sharp™ Mechanical Pencils .5mm, Black Barrel, 2/Pack
\$5.50 ~~\$9.29~~ PK/2

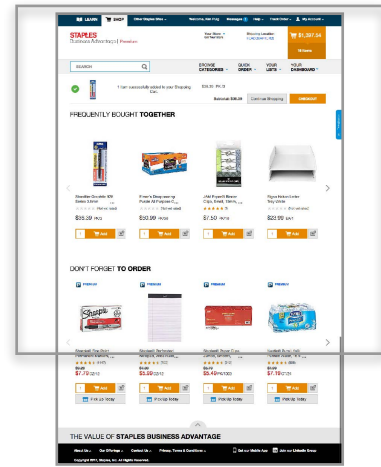
1 [Add](#) [Pick up](#)

★★★★★
Pentel® Graph Gear 500 Premium Mechanical

[Feedback](#) | [Live Chat](#)

- Product page
- ✓ Item of intent found
- ⦿ No reviews
- ⦿ No enlarged images
- ⦿ Only 1 image





LEARN SHOP Other Staples Sites Welcome, Kim Puig Messages 1 Help Track Order My Account

STAPLES Business Advantage Premium Your Store Set Your Store Shipping Location HEADQUARTERS \$1,397.54 18 Items

SEARCH BROWSE CATEGORIES QUICK ORDER YOUR LISTS YOUR DASHBOARD

1 Item successfully added to your Shopping Cart. \$36.39 PK/3 Subtotal: \$36.39 Continue Shopping CHECKOUT

FREQUENTLY BOUGHT TOGETHER

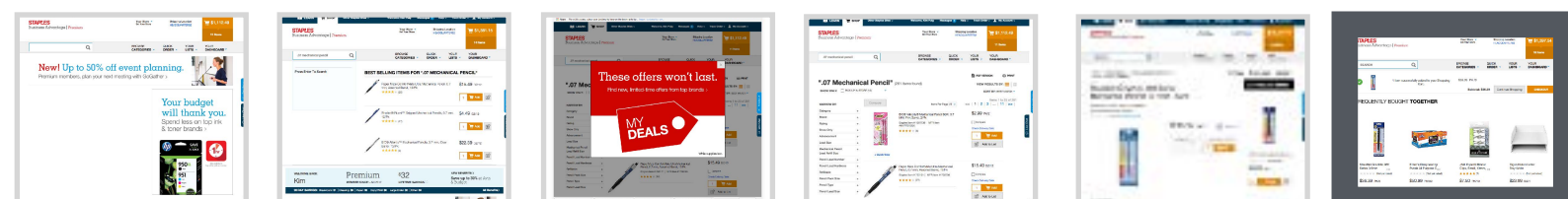
Staedtler Graphite 925 Series 0.5mm	Fimer's Disappearing Purple All Purpose Glue	JAM Paper Binder Clips, Small, 19mm	Bigso Hakan Letter Tray White
★★★★★ (Not yet rated)	★★★★★ (Not yet rated)	★★★★★ (1)	★★★★★ (Not yet rated)
\$36.39 PK/3	\$50.99 PK/30	\$7.50 PK/10	\$23.99 EA/1
1 Add	1 Add	1 Add	1 Add

DON'T FORGET TO ORDER

Sharpie Fine Point	Staples Perforated	Staples Paper Clips	Nestle Pure Life

CRAFT

- Add to cart page
- ✓ Able to see added to cart
- ⦿ Bought together 1/12 related
- ⦿ Lead and erasers would be helpful
- ⦿ Don't forget carousel is the same carousel that was presented on the 2nd home page



A background image of a business meeting. In the foreground, a person's hand in a white shirt holds a silver pen over a document with charts. In the background, another person in a blue shirt is also holding a pen. The scene is brightly lit, suggesting an office environment.

TACTICS

(TUNING THE EXPERIENCE)

TACTICS

- **Convey passion and expertise**
- **Offer relevant decision tools**
- **Create meaningful product differentiation**
- **Show me that you know me**
- **Consider thoughtful landings**
- **Curate the cross-sell and up-sell**

TACTICS



Convey passion and expertise

- Show your love for what you sell
- Exhibit expertise around your products and services
- Share your Staples Brand Products loud and proud
- Illustrate your knowledge and understanding of your customers and their businesses

The screenshot shows the Staples website interface. At the top, there are navigation links for 'LEARN', 'SHOP', and 'Other Staples Sites'. The main header includes the Staples logo, 'Business Advantage | Premium', and location information for Richmond, VA. A search bar is prominently displayed. Below the search bar, there are navigation options for 'BROWSE CATEGORIES', 'QUICK ORDER', 'YOUR LISTS', and 'YOUR DASHBOARD'. The main content area features a product listing for a 'Microsoft Surface Pro 4 Tablet Laptop, Intel i5, 256GB, 12.3" Display, 8GB RAM'. The price is listed as \$1,299.00. There are several call-to-action buttons, including 'Add to Cart' and 'Add a Protection Plan'. A 'CUSTOMERS ALSO VIEWED' section is visible on the right side of the product listing. The bottom of the page has a footer with a search bar and navigation links.

The screenshot shows the Microsoft website interface. At the top, there are navigation links for 'SEARCH', 'BROWSE CATEGORIES', 'QUICK ORDER', 'YOUR LISTS', and 'YOUR DASHBOARD'. The main content area features a product listing for a 'Microsoft Surface Pro 4 Tablet Laptop, Intel i5, 256GB, 12.3" Display, 8GB RAM'. The price is listed as \$999.00. There are several call-to-action buttons, including 'Add to Cart' and 'Add a Protection Plan'. A 'CUSTOMERS ALSO VIEWED' section is visible on the right side of the product listing. The bottom of the page has a footer with a search bar and navigation links.

CRAFT

TACTICS



Offer relevant decision tools

- How can the customer be better served to purchase more complicated products?
- What are the tools, and how can they be easily accessed as part of the customer path?

Stand up for your health.
Discover how sit-stand furniture can change how your staff works.

[START SHOPPING](#)

Where do you start?
Choosing the right sit-stand furniture is easy with these tips:

Adjustable-Height Tables and Desks

- Used for primary workspaces
- Gives the option to sit or stand
- Use with existing office chairs

[SHOP NOW](#)

Switch 1 up. Either sitting or standing for long periods can lead to various health problems—alternate throughout the day instead.

Extended-Height Tables and Desks

- Stationary bar height features
- Make great meeting and collaborator spaces
- Perfect for secondary workstations or primary workstations with an extended height chair (making it easy to both sit and stand)

[SHOP NOW](#)

Standing while working burns 50% more calories than sitting.

Desk Converters

- Easy to install
- Instantly turns existing desks into flexible sit-stand workstations
- Budget-friendly

[SHOP NOW](#)

Even if you exercise almost every day, the benefits can be undone if you spend the rest of your time sitting. —American Cancer Society.

Exercise Workstations

- Exercise while you work
- Burn more calories throughout the day
- Choose from a variety of versatile options

[SHOP NOW](#)

Walking on a treadmill can burn about 100 calories an hour (for a 150-pound person walking 2mph).

CRAFT

Finishing touches
Complete your sit-stand workspace with seats and standing mats designed for all-day comfort.

Extended-Height seating
With extended-height seating, have the option of sitting or standing at high desks and tables.

[SHOP NOW](#)

Standing Mats
Get extra foot, leg and back support while standing on an anti-fatigue mat.

[SHOP NOW](#)

Organized and productive.
Monitor stands, task lighting and easy-to-reach organization essentials help prevent fatigue and keep productivity high.

[SHOP NOW](#)

"The ability to work while alternating between sitting and standing allowed employees to feel more comfortable, energized, focused and productive."
—HealthPartners and Ergotron findings

Sitting for more than six hours a day can increase chances of diabetes, heart disease and obesity by 18% over those sitting less than three hours a day.
—American Journal of Epidemiology

Two out of three employees reported feeling much better when using a sit-stand desk.
—Center for Disease Control and Prevention, 2012

Set up for success.
Whether sitting or standing, ergonomically sound workspaces keep you and your team healthier. Use these guidelines when setting up your new primary workstations.

Ergonomics of Sitting

- 20-25° angle of view to screen
- 0-20° below horizontal line of sight (slightly below eye level)
- Screen should be free of glare and should tilt and pivot.
- Upper back
- Lower back
- Arms
- Sitting bones
- Thigh behind the knee
- Feet
- Area behind knee

Ergonomics of Standing

- 20-25° to screen
- 20" monitor tilt
- Table height should be at or slightly below elbow height.

Apply today and you could save **\$50** on your first purchase of \$150 or more. Plus get 6, 12, or 18 month special financing.

Customer Service | Corporate Customers | International Sites | Corporate Info | Staples Rewards | Careers | Staples Credit Center

Deals! Get them now | Join us on: Facebook | Twitter | Google+ | YouTube | LinkedIn | Download the Staples® app For iPad, iPhone and Android

TACTICS

PRODUCT DIFFERENTIATION

Create meaningful product differentiation

- Many of the products are similar, or the differentiators are not abundantly clear with just a glance at an image
- How can you create meaningful sets to ease decision paralysis?
- What information about the product will distinguish it from the others?

ALL PRODUCTS (33) 1-HOUR PICK UP (13)

NARROW BY:

- Brand +
- Department +
- Operating System +
- Computer Software Format +
- Number of Licenses +
- Deals +
- Rating +
- Finance Software Type +
- Tax Form Type +
- Tax Form Pack Size +
- New Arrivals +
- Form Format +
- Customer Recommended +
- ShopRunner +
- Book Cover +
- Accounting & Finance Software Type +
- Accounting Software Type +
- Color Family +
- Number of Digits Displayed +
- Price +

HP LaserJet Pro
Save up to \$80 on the LaserJet 100 and 200 series printers. [Shop Now](#)

tax software (83 items found) Best Matches

TurboTax Deluxe + State 2016 for Windows/Mac (1 User) [Boxed]
Item: 2438179 / Model: 428970
★★★★★ (2) [Add to Favorites](#)
• Free product support via phone
• Accurately deduct mortgage interest and property taxes
• Coaches you and double checks every step of the way
\$39.89 ~~\$59.99~~
Each [Offer Details](#)
1 [ADD TO CART](#)
1-HOUR PICK UP

TurboTax Home & Business 2016 for Windows/Mac (1 User) [Boxed]
Item: 2438170 / Model: 425907
★★★★★ (30) [Add to Favorites](#)
• NEW- Understand your tax history and maximize next year's refund with My Analysis & Advice
• Expert answers to tax questions by phone. Double checks your return along the way
• Boost your bottom line with industry-specific tax deductions
\$64.94 ~~\$99.99~~
Each [Offer Details](#)
1 [ADD TO CART](#)
1-HOUR PICK UP

H&R Block 16 Premium & Business for Windows (1 User) [Boxed]
Item: 2475027 / Model: 11-6603-6
★★★★★ (2) [Add to Favorites](#)
• Step-by-step Q&A and guidance on more than 350 credits and deductions
• Quickly import your W-2, 1099 and last year's personal tax return
• Easily import from TurboTax® and Quicken® software
\$54.99 ~~\$74.99~~
Each [Offer Details](#)
1 [ADD TO CART](#)
1-HOUR PICK UP

H&R Block 16 Deluxe + State for Windows/Mac (1 User) [Boxed]
Item: 2475029 / Model: 153600-10
★★★★★ (5) [Add to Favorites](#)
• Step-by-step Q&A and guidance on more than 350 credits and deductions
• Quickly import your W-2, 1099 and last year's tax return
• Easily import from TurboTax® and Quicken® software
\$26.99 ~~\$39.99~~
Each [Offer Details](#)
1 [ADD TO CART](#)
1-HOUR PICK UP

H&R Block 16 Deluxe + State for Windows (1 User) [Download]
Item: 2511039 / Model: MFC007722RFSKQHD
★★★★★ (2) [Add to Favorites](#)
• Step-by-step Q&A and guidance on more than 350 credits and deductions
• Quickly Import your W-2, 1099 and last year's tax return
• Easily import from TurboTax® and Quicken® software
\$26.99 ~~\$39.99~~
Each [Offer Details](#)
1 [ADD TO CART](#)

H&R Block 16 Premium for Windows/Mac (1 User) [Boxed]
Item: 2475025 / Model: 153600-6
★★★★★ (7) [Add to Favorites](#)
• Step-by-step Q&A and guidance on more than 350 credits and deductions
• Quickly import your W-2, 1099 and last year's personal tax return
• Easily import from TurboTax® and Quicken® software
\$44.99 ~~\$59.99~~
Each [Offer Details](#)
1 [ADD TO CART](#)
1-HOUR PICK UP

Related Products

H&R Block 16 Premium & Business for Windows (1 User) [Download]
★★★★★ (1)
\$54.99 ~~\$74.99~~

H&R Block 16 Premium for Windows/Mac (1 User) [Boxed]
★★★★★ (1)
\$44.99 ~~\$59.99~~

TurboTax Deluxe + State 2016 for Windows (1 User) [Download]
★★★★★ (20)
\$39.89 ~~\$59.99~~

TurboTax Home & Business 2016 for Windows (1 User) [Download]
★★★★★ (11)
\$64.94 ~~\$99.99~~

ERGOTRON
Work happy. Work well. WorkFit®.
[Shop Now](#)

Ads by Google

[turbotax.com](#)
★★★★★ (44)
TurboTax® Tax Software - Biggest Refund Guaranteed
File Your Federal & State

[Feedback](#)
[Live Chat](#)

CRAFT

TACTICS

SHOW ME THAT YOU KNOW ME

Show me that you know me (sticky features)

- Utilize the technology and behaviors exhibited to create a real dialogue with customers
- How much you know will influence the customization and personalization to create real meaning
- Are they already a member? How does that inform the experience?

The screenshot displays the Staples Business Advantage Premium website interface. At the top, the user is identified as Kim, a Premium member since February 2017, with a lifetime savings of \$32. The page features a navigation bar with 'LEARN', 'SHOP', and 'Other Staples Sites'. Below this, there are sections for 'YOUR FAVORITE LISTS', 'YOUR PERSONAL LISTS', and 'YOUR SHARED LISTS'. A 'SEARCH LISTS' section allows users to search for lists by name. The main content area is titled 'RECOMMENDED FOR YOU' and features a promotional banner for '3% off orders over \$250' exclusively for Premium members. Below the banner, there are several product recommendations, including Sharpie markers, Staples Perforated Notepad, and Staples Retractable Ballpoint Pens. The page also includes a 'WELCOME BACK' message and a 'NEW BENEFITS' section offering up to 30% off at Avis & Budget. The bottom of the page shows a '90 DAY SAVINGS' section with various categories and their respective savings amounts.

[SHOP BY CATEGORY](#)
[SHOP SERVICES](#)
[SHOP DEALS](#)
[INK & TONER FINDER](#)
STAPLES
[YOUR STORE](#) Manhattan, NY
 [EASY REORDER](#)
[MY ACCOUNT](#) Please Sign In
 [0 ITEM\(S\)](#)

Search over 1.3 million products and services



Customers' Top Picks

<p>\$24.99</p> <p>Staples Multiuse Copy Paper, 8 1/2" x 11", 8-Ream Case</p> <p>View Details</p>	<p>\$7.99</p> <p>Staples® Manila File Folders, Letter, 3 Tab, Assorted</p> <p>View Details</p>	<p>\$9.29</p> <p>Sharpie Permanent Markers, Fine Point, Black, 12 Count</p> <p>View Details</p>	<p>\$101.99</p> <p>HP 950XL 951 Color Ink Cartridges, C/M/Y, Combo Pack</p> <p>View Details</p>
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Popular Categories & Services

Food & Breakroom	Office Supplies	Cleaning Supplies & Facilities Maintenance	Print & Marketing Services

[Daily Deals](#)
[Weekly AD](#)
[1-hour pickup in store](#)

KEURIG YOUR FAVORITES. YOUR WAY.

Save \$20 on the Keurig® K145 Office Brewer, plus receive a \$20 Staples gift card

[Buy Now](#)

NARROW BY:

Store Availability

1 Hour Pick Up

Category

- Office Supplies (122)
- Printers & Scanners (90)
- Paper & Stationery (55)
- Shredders, Projectors & Office Machines (42)
- Furniture (39)
- Computer Accessories & Peripherals (32)
- Cleaning Supplies & Facilities Maintenance (29)
- Laptop & Desktop Computers (22)

Over 4000 units sold

TurboTax Deluxe + State 2016 for Windows/Mac (1 User) [Boxed]

Unbeatable price! ★★★★★ (65)

[ADD TO CART](#) [1-HOUR PICK UP](#)

- Free product support via phone
- Accurately deduct mortgage interest and property taxes
- Coaches you and double checks every step of the way

[View Full Product Details](#)

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[SHOP BY CATEGORY](#)
[SHOP SERVICES](#)
[SHOP DEALS](#)
[INK & TONER FINDER](#)
STAPLES
[YOUR STORE](#) Manhattan, NY
 [EASY REORDER](#)
[MY ACCOUNT](#) Break
 [1 ITEM](#)

Search over 1.3 million products and services



Customers Like You Bought

<p>\$24.99</p> <p>Staples Multiuse Copy Paper, 8 1/2" x 11", 8-Ream Case</p> <p>View Details</p>	<p>\$7.99</p> <p>Staples® Manila File Folders, Letter, 3 Tab, Assorted</p> <p>View Details</p>	<p>\$9.29</p> <p>Sharpie Permanent Markers, Fine Point, Black, 12 Count</p> <p>View Details</p>	<p>\$101.99</p> <p>HP 950XL 951 Color Ink Cartridges, C/M/Y, Combo Pack</p> <p>View Details</p>
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Popular Categories & Services

Food & Breakroom	Office Supplies	Cleaning Supplies & Facilities Maintenance	Print & Marketing Services

[Daily Deals](#)
[Weekly AD](#)
[1-hour pickup in store](#)

KEURIG YOUR FAVORITES. YOUR WAY.

Save \$20 on the Keurig® K145 Office Brewer, plus receive a \$20 Staples gift card

[Buy Now](#)

NARROW BY:

Store Availability

1 Hour Pick Up

Category

- Office Supplies (122)
- Printers & Scanners (90)
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- Free product support via phone
- Accurately deduct mortgage interest and property taxes
- Coaches you and double checks every step of the way

[View Full Product Details](#)

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CRAFT

TACTICS

CRAFT

CONSIDER THOUGHTFUL LANDINGS

Consider thoughtful landings (wayfinding)

- The selection and product offering is astounding
- What can you do to soften the landing and ensure your customers can make swift, narrowing moves towards their intended items?

TACTICS

CURATE CROSS-SELL & UP-SELL

Curate the cross and up-sell

- At present, the cross-selling/up-selling is generally not assisting with primary task completion.
- What are the right times and places for these?
- What is the customer looking at now and what is a relevant complement?
- When might they need financing, for example?

CRAFT

The screenshot displays a retail website interface. On the left, a vertical sidebar lists various filters: Furnishing Material, File Size, Fire Resistant, Number of File Drawers, Customer Recommended, New Arrivals, Auto Relock, Environmental, Rating, ShopRunner, and Price. The main content area features a grid of product listings for file cabinets. Each listing includes a product image, title, price, and a 'CHOOSE OPTIONS' button. A promotional banner for 'STANDARD BRAKE SERVICE' is visible. A 'TRENDING PRODUCTS' section is also present, showing items like Post-it notes and Staples envelopes. The website header includes a 'CRAFT' logo.

Up to 50% off select file cabinets.

Office Designs 18" Deep Vertical File Cabinets, Letter Size, 2 Drawer
 Item: SS0306774
 ★★★★★ (854)
 • Two drawer
 • 24-1/2" H x 14-1/4" W x 18" D
 • Various Colors
 As low as \$79.99
 Options available

Office Designs 18" 3-Drawer Utility File Cabinets, Letter Size
 Item: SS1077891
 ★★★★★ (291)
 • Two high side drawers accept letter-size hanging files
 • One accessory drawer for organizing incidentals
 • Two colors available: charcoal or white
 As low as \$94.99
 Options available

Staples Letter Size Vertical File Cabinet, 22-inch
 Item: SS1069841
 ★★★★★ (146)
 • Please select an item to view product details
 • High capacity
 • Adjustable shelves
 As low as \$179.99
 Multiple options available

Staples Letter Size Vertical File Cabinet, 26.5-inch
 Item: SS994333
 ★★★★★ (454)
 • Please select item to view product details
 • Designed for letter-size documents
 As low as \$219.99
 Multiple options available

TRENDING PRODUCTS

Post-it® Original Notes, Cape Town Collection...
 ★★★★★ (60)
 \$29.99
 \$28.49 PK/18

Staples Self-Sealing Catalog Envelopes, 1...
 ★★★★★ (16)
 \$24.99 BX/100

Post-it® Super Sticky Notes, 4" x 4", Rio di...
 ★★★★★ (10)
 \$7.99 PK/4

Post-it Notes Cube, 3" x 3" in Reusable...
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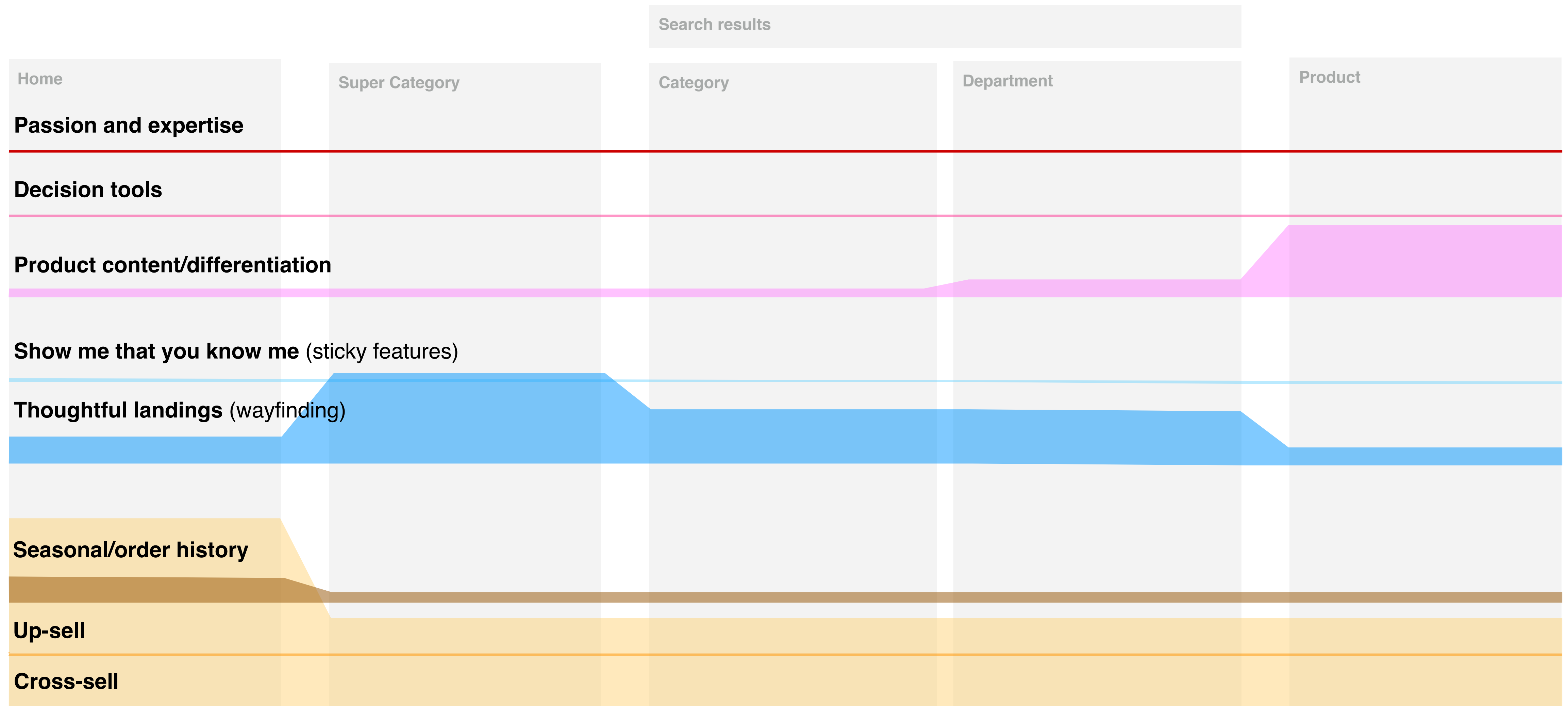
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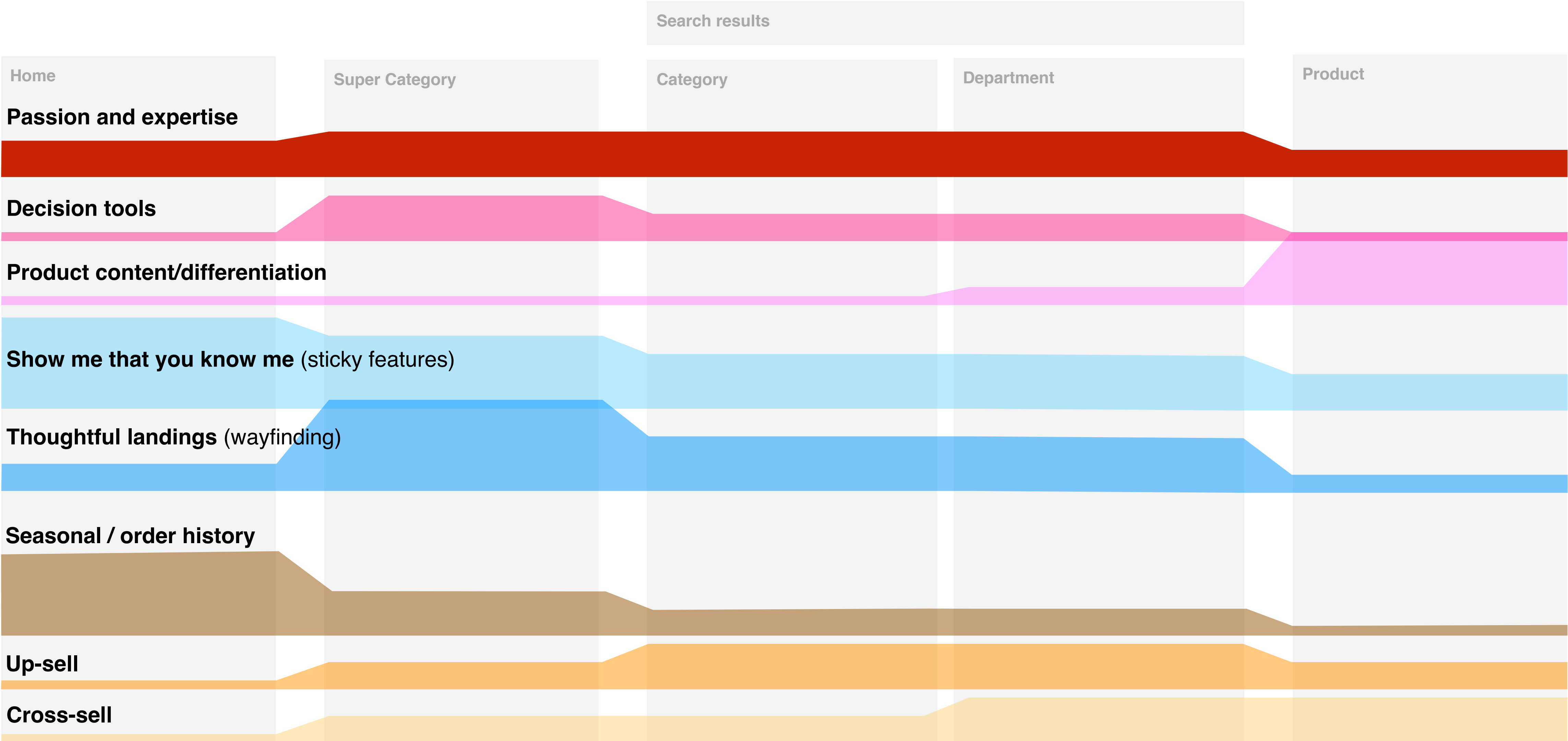
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