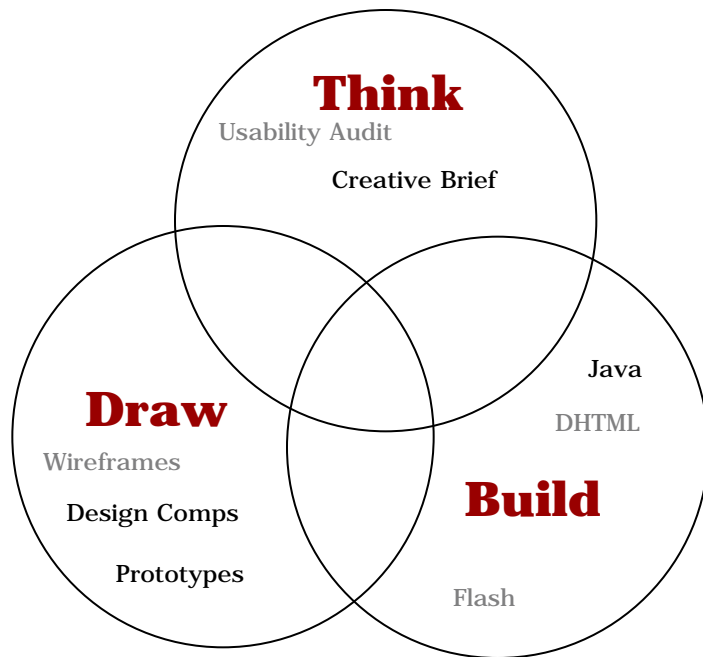**imagesmith**

Solutions ▾   About Us ▾

A Major, one-sentence tag line to say what we do, so well and to differentiate ourselves.

Case Studies:
- HP
- Video Greetings
- Euro 909
- WaiLAN
- Zone Labs

Links directly to Case Study page, in browser window. (see page 5)

Think

Usability Audit

Creative Brief

Draw

Wireframes

Design Comps

Prototypes

Java

DHTML

Build

Flash

HP Printing and Digital Imaging needed a usable interface for their product Advisor. "Help me, help me" they said. Their screams could be heard all over the Santa Clara campus. They looked to Imagesmith and back-end developer Selectica to solve their ills. …(more)

Content of Case Study, to engage reader into specific Case Study.

Solutions Matrix

Imagesmith V.P. of Development selected to Speak at Intranets 2001 Conference. (February 5, 2001) - Imagesmith …(more)

Image@imagesmith.com 831.460-9155 Extranet

Solutions▾ 6 **About Us**▾

2

A Major, one-sentence tag line to say what we do, so well and to differentiate ourselves. 1

Case Studies: 4

- HP
- Video Greetings
- Euro 909
- WaiLAN
- Zone Labs

Symbol with Number relate to weighted importance.

(1 is most important)

Think

Usability Audit

Creative Brief

Draw

Wireframes

Design Comps

Prototypes

Java

DHTML

Build

Flash

3

HP Printing and Digital Imaging needed a usable interface for their product Advisor. "Help me, help me" they said. Their screams could be heard all over the Santa Clara campus. They looked to Imagesmith and back-end developer Selectica to solve their ills. …(more) 9

Solutions Matrix 5

Imagesmith V.P. of Development selected to Speak at Intranets 2001 Conference. (February 5, 2001) - Imagesmith …(more)

7

8

10 **Image@imagesmith.com 831.460-9155 Extranet**

imagesmith

| **Solutions** ▼ | **About Us** ▼ |

Introduction to our Solutions

Some copy which talks to several interesting aspects of our quality, etc. Imagesmith clients span many industries, physical locales, etc. Making it all work for us and allowing for a great many vacation spots.

Clients

Imagesmith clients span many industries, physical locales, etc. Making it all work for us and allowing for a great many vacation spots.

Services

We've got lots to choose from, and you can see the kinds of work we've done with descriptions of the major services we provide. Heck, you can even pick and choose if you'd like!

Deliverables

A glimpse into our process. Some see some of the things you can receive, for a small price and depending on your project needs.
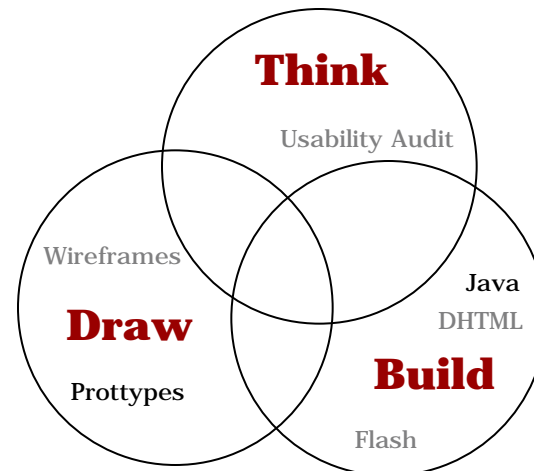
White Papers

We're really smart people. Come be awed by some of our incredible thinking.

Case Studies:
- HP
- Video Greetings
- Euro 909
- WaiLAN
- Zone Labs

Solutions Matrix

Think

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Image@imagesmith.com 831.460-9155

imagesmith

| Solutions ↓ | About Us ↓ |

Clients

Introduction to our Clients

Some copy which talks to several interesting aspects of our quality, etc. Imagesmith clients span many industries, physical locales, etc. Making it all work for us and allowing for a great many vacation spots.

Please explore in more details some of the projects we have worked on:

Avant Go

Beach Boardwalk

HP PDI ⬈

HP Business Desktop Division

eCongo

Euro 909 ⬈

FDML

GO Flash

GO.com

Infoseek HR

Metreo Markets

Netscape

Themestream

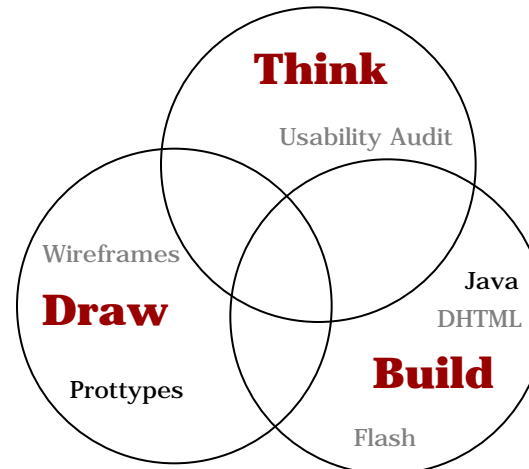**Video Greetings** ⬈

Vivaldi

WaiLAN ⬈

Zone Labs ⬈

Case Studies:

- HP
- Video Greetings
- Euro 909
- WaiLAN
- Zone Labs

"Imagesmith helped me come to terms with my very complicated problem of getting people to buy my products. It was great!"

—John Doe, GO.com

Please check the Solutions Matrix:

Think

Usability Audit

Wireframes

Draw

Java

DHTML

Build

Prottypes

Flash

Image@imagesmith.com 831.460-9155

imagesmith

| **Solutions** ▾ | **About Us** ▾ |

Clients
HP PDI

Health Care .... Call out to Industry.

HP Printing & Digital Imaging Web Application

Some copy—to be leveraged from the copy on the Web site currently, to briefly describe the project ... which talks to several interesting aspects of our quality, etc. Imagesmith clients span many industries, physical locales, etc. Making it all work for us and allowing for a great many vacation spots.

View the Web Application

Other Clients in this Industry:

• Themestream
• Epson
• WaiLAN
• Zone Labs

Direct link to all related clients in this industry.

Case Study:

Hewlett Packard came to us in dire need to save their poorly design product advisor for their Printing and Digital Imaging products. It's hard enough to figure out what product to buy for your needs, much less navigate through the terrible interface they had previously. So they turned to Imagesmith's expertise in user interface and information architecture to develop a ...

Hewlett Packard came to us in dire need to save their poorly design product advisor for their Printing and Digital Imaging products. It's hard enough to figure out what product to buy for your needs, much less navigate through the terrible interface they had previously. So they turned to Imagesmith's expertise in user interface and information architecture to develop a ...

Other Case Studies:

• Video Greetings
• Euro 909
• WaiLAN
• Zone Labs

View Architecture

Case Study content would be provided on directly with other descriptive content.

Image@imagesmith.com 831.460-9155

Global Wrapper   Solutions▾   About Us▾

Services

Corporate ID

Marcomm Web Site

Web Application

Software UI

Intranet

Clients

Avant Go   Infoseek HR

Beach Boardwalk   Themestream

eCongo   Video Greetings

FDML   Vivaldi

GO.com   WaiLAN

HP   Zone Labs

Welcome to the Imagesmith Solutions matrix.

Here you can view information about our services, specific client projects, as well as details about some of our deliverables. Here you can view information about our services, specific client projects, as well as details about some of our deliverables.

"Imagesmith helped me come to terms with my very complicated problem of getting people to buy my products. It was great!"

—John Doe, GO.com

Central content is displayed depending on what you select, either above or below, from Services, Clients, or Deliverables. This is the default/intro text on this page.

Think

• Creative Brief

• Audience Analysis

• Competitive Analysis

• Technical Scoping

• Usability Audit

Draw

• Design Comps

• Wireframes

• Prototypes

Build

• HTML

• Flash

• Java

If you click on any of the bulleted items, content describing this Deliverable is shown in the central content area

Global Wrapper   Solutions ▼   About Us ▼

Services

Corporate ID

Marcomm Web Site

Web Application

Software UI

Intranet

Clients

Avant Go	Infoseek HR
Beach Boardwalk	Themestream
eCongo	Video Greetings
FDML	Vivaldi
GO.com	**WaiLAN**
HP	Zone Labs

If you click on a <u>Service</u>, the Clients which we did that service for are highlighted.

Note visual relationship between the Services and Clients lists.

Marcomm Web Site

Maybe you need your presence online before a major exposition. Maybe you just can't stand your current site or didn't like how your last design firm looked (we are, of course, all beautiful). We can help. With our proven methodologies and professional staff, we can build the very best Marcomm site ever.

Click on any of the clients above which are hilighted to find out about specific Marcomm Web Sites we have produced.

"Imagesmith saved my ass!"

—John Doe, WaiLAN

If you click on a <u>Service</u>, the central space is filled with descriptive information about that service.

If multiple projects have been done for that Client, general content about that client will fill this area; choosing a specific Service after selecting that client will then fill central content with copy for that project.

Strategy

• **Creative Brief**

• Audience Analysis

• **Competitive Analysis**

• Technical Scoping

• Usability Audit

Design

• **Design Comps**

• **Wireframes**

• Prototypes

Integrate

• **HTML**

• Flash

• Java

If you click on a <u>Service</u>, the Deliverables that encompass that are highlighted.

Global Wrapper   Solutions▾   About Us▾

Services

Corporate ID

Marcomm Web Site

Web Application

Software UI

Intranet

Clients

Avant Go	Infoseek HR
Beach Boardwalk	Themestream
eCongo	Video Greetings
FDML	Vivaldi
GO.com	**WaiLAN**
HP	Zone Labs

If you select a <u>Client</u>, the Service(s) provided is highlighted and the Deliverables are highlighted below.

Note: There are not specific Deliverables per Client—only Deliverables associated with a Service.

Industry: **WaiLAN**

WaiLAN came to us with a need to differentiate themselves from a growing market of MDU and MTU Internet telecomm providers.

Click on any of the clients above which are hilighted to find out about specific Marcomm Web Sites we have produced.

<u>Visit The Site</u>
<u>Case Study</u>

"Imagesmith saved my ass!"

—John Doe, WaiLAN

Technology

If you select a <u>Client</u>, the central content is filled with descriptive copy about that Client, a client quote, a link to a Case Study (if applicable).

If multiple project were completed for that client, general copy about that Client is provided.

Think

• **Creative Brief**

• Audience Analysis

• **Competitive Analysis**

• Technical Scoping

• Usability Audit

Draw

• **Design Comps**

• **Wireframes**

• Prototypes

Build

• **HTML**

• Flash

• Java

Global Wrapper   Solutions▾   About Us▾

Services

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eCongo	Video Greetings
FDML	Vivaldi
GO.com	**WaiLAN**
HP	Zone Labs

Creative Brief

This is copy that described what a creative brief is and its value to the process. Probably speaks to where it is in the process and how other deliverables related to it. It should also mention the PM and their role, as well as the role of the client in this deliverable, their responsibilities in provided feedback, e cetera.

Samples
• Sample Creative Brief

White Papers
• The importance of the Creative Brief

"The Creative Brief is the foundation for visual experimentation and the introduction into the design process."

—Chris Mehl, White Paper on the Creative Brief

Think

• **Creative Brief** ⋯⋯

• Audience Analysis

• **Competitive Analysis**

• Technical Scoping

• Usability Audit

Draw

• **Design Comps**

• **Wireframes**

• Prototypes

Build

• **HTML**

• Flash

• Java

If you select a Client or Service, then select a Deliverable, the Services and Clients will **not** be highlighted to their association with this Deliverable; they will stay as they were, but without relationships (like on Clients and Services pages previously).

If you select a Deliverable, the central content is filled with descriptive copy, a staff quote, samples, associated White Paper(s)