CONTENT DEVELOPMENT

Visitors come to your Web site for information about your business, services and products. | They know what they want. They want clarity. Easy readability. And plenty of detail presented in digestible chunks. All presented from the user's point of view. If they come to your site and your content speaks directly to their needs or interests, they're more likely to stay.

The content development professionals at Flair Interactive Services can help. We' ll help you and your team understand the difference between web content and print content. We'll provide you with organized, nonlinear content that's easily scanned and navigated by your users. We'll help you plan, develop and manage content for your site or digital application — everything from marketing copy, newsletters and original articles to white papers, instructional content and error messages.

User-friendly, concise content created by Flair professionals will help you:

- Provide your visitors with the information they need and want — nothing more, nothing less
- Engage visitors when they arrive at your site and keep them there for a richer experience
- Ensure that your content is always timely and relevant, creating site "stickiness"

- Provide information-rich content that builds and maintains your credibility
- Present a brand personality that engenders trust and invites users to find out more about you
- Build web user satisfaction and loyalty by delivering timely, appropriate content

SAMPLE DELIVERABLES:

- Marketing Content
- Product Descriptions
- Forms and Instructional Text
- White Papers
- Case Studies
- Articles
- Newsletters
- Surveys/Polls
- Promotional Content
- Technical Specifications
- Confirmation Pages
- Error Messages
- Help Systems
- Online Tutorials

Health.com

Page Content

	Objectives & Priorities
15.2 *(This number is the page code used to identify this page.)*	The purpose of this page is to provide users with an overview about the company, its goals and offerings. The page also provides quick links to earnings reports, quarterly reports and white papers. The user only goes to this page if he/she clicked "About Health.com".
Page Heading (This is the title of the overall page.)	**Overview**
Page Sub-heading (This is the title of a section within the page.)	
Introductory copy	Welcome to Health.com, the leader in providing physicians, consumers and the healthcare industry with the information and tools that they need.

Instructional content should be specifically developed for an online audience to create an intuitive, positive user experience.

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FLAIR INTERACTIVE SERVICES

CONTENT STRATEGY

These days, web sites and digital applications succeed or fail based upon the value of the content they provide. | The experts at Flair Interactive Services will ensure that your content supports your business goals by giving customers the information and tools they need when they need it.

Flair's content strategists will help you plan the structure and content of your site or application during the development process. In addition, they will create a plan for your site's future content needs. The end result is a site that's more useful and enjoyable with meaningful articles and third-party content, engaging and informative marketing copy, brand-supportive transaction and confirmation screens, and intuitive online learning modules and help systems.

A solid content strategy and careful editorial planning will help you:

- Increase your site's usefulness and "stickiness" with meaningful, fresh content for all of your audiences
- Ensure marketplace competitiveness and customer loyalty by providing a better user experience than your competitors' sites
- Strengthen service and support offerings through seamless online support options and customer service tools

- Create an effective brand image through a user-friendly organizational scheme and world-class content
- Allow for a scalable web site structure and manageable growth with a structure that is logical, comprehensive and flexible

SAMPLE DELIVERABLES:

- Detailed Content Matrix
- Editorial Style Guide
- Content Tracking Document
- Content Migration Plan
- Editorial Content (marketing copy, articles, product intros, headlines, etc.)
- Content Gap Analysis
- Graphical Content (photos, audiovisual files, buttons, graphics, callouts, etc.)
- E-commerce Content (instructional text, ordering information, automated confirmation emails, etc.)
- Help Content (FAQs, contact information, tutorials, etc.)

A high-level content matrix helps you identify major site elements and drives content development.

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FLAIR INTERACTIVE SERVICES

INFORMATION ARCHITECTURE

When it comes to web information architecture, the professionals at Flair Interactive Services have the answers you need. | We know that a web site that's easy to understand and use has a competitive advantage. We offer years of experience with both large-scale and basic web sites and digital applications. Our solutions will ensure that your users can quickly and easily find the information, products and services they need — instead of abandoning your site or feeling frustrated.

Through sophisticated process flows, we'll also help you define intuitive, efficient business processes — such as completing an online transaction, requesting product information or searching for local distributors.

A well thought-out information architecture developed by Flair will help you:

- Create logical and intuitive navigation structures so your customers can find the products, information or services they're seeking
- Ensure that your site satisfies a full-range of customer needs and is well-integrated with other business processes
- Develop easy-to-understand user interfaces that allow complex forms and transactions to proceed smoothly from start to finish

- Support your business goals in a way that's seamless and enjoyable for users
- Increase user satisfaction and brand loyalty by delivering an experience that's superior to your competitors
- Provide an enjoyable end-user experience that customers will return to again and again

SAMPLE DELIVERABLES:

- Competitive Analysis
- User Needs Analysis, Profiles and Personas
- Interaction Process Flows
- High-Level and Detailed Site Maps
- User Interface Design
- Detailed Wireframes
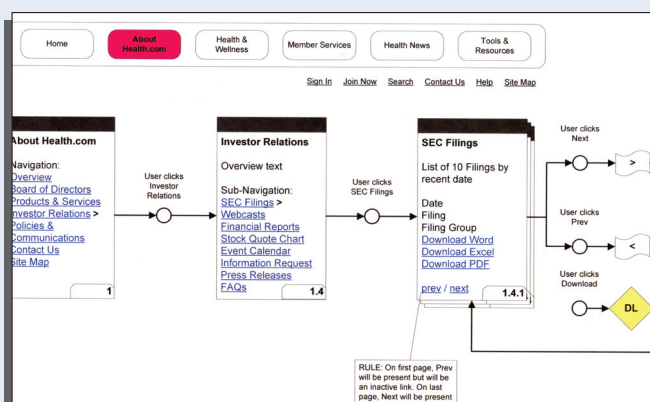
Site architecture includes detailed user interaction flows that bridge the gap between content, technical and functional areas.

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WEB PROJECT MANAGEMENT

Just as with any major business initiative, your web site requires thorough planning and careful management. | It starts with a detailed project plan with clear objectives, requirements and timelines. A successful web development project demands the capabilities of a dedicated team with specific experience and expertise in web development.

Whether your web site is an enterprise-wide undertaking or a simple presentation of your products and services, Flair's experts can get it up and running quickly. From defining scope to managing resources and resolving issues, we can help you manage each step of the development process while keeping a close eye on your budget and timeline. We'll act as your liaison with internal and outside resources or supplement your internal team.

Flair 's web project managers will help you:

- Develop a strategic direction for your site that's in line with your business goals and brand strategy
- Keep your web site development on track, on time and under budget, minimizing headaches and surprises
- Reduce development time and redesign work

- Keep everyone on the same page with accurate project plans and tracking documents
- Improve internal employee morale by creating realistic work plans and offloading excess work to Flair team members

SAMPLE DELIVERABLES:

- Statement of Work
- Technical, Functional and Creative Specifications
- Project Plan
- Weekly Status Updates
- Issue Logs
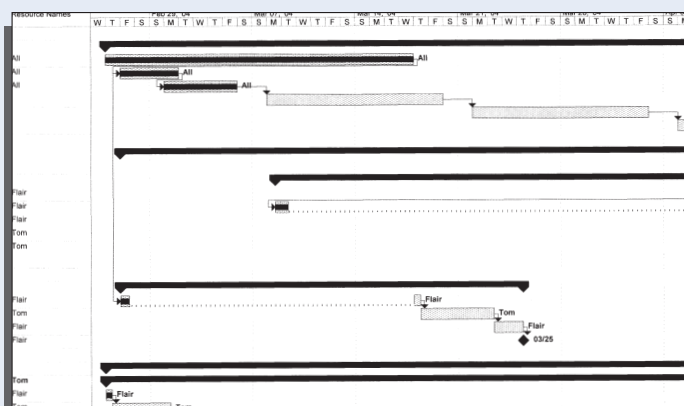
A detailed, realistic project plan ensures that your site is delivered on time and on budget.

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CONTENT MANAGEMENT SYSTEMS

In today's highly efficient world, the pains of inefficiency are profound. One of the biggest challenges companies face today is managing digital content assets while ensuring content consistency, currency and accuracy. | The experts at Flair Interactive Services have deep experience in content management system implementation. We will ensure that your business and content goals are met, whether they involve creating more fresh provocative content; streamlining approvals, versioning and updates; or improving the efficiency of internal processes.

Flair's strategists will help you develop a roadmap for your CMS implementation, select or customize a CMS tool, and plan the structure and content of your site during the development process. In addition, we will create a plan for your site's content needs and the migration of existing content into a content management system. The end result is a site that is more useful and enjoyable, processes that are more efficient, and reduced costs.

A content management system implementation will help you:

- Manage content across all Web-based business applications, such as enterprise portals, intranets, extranets and public-facing Web sites
- Reduce the cost, time and risk associated with managing content across an organization
- Reduce duplicate efforts and rework due to poor communication and lack of efficient tools to manage content assets
- Improve site flexibility and content usefulness across sites
- Allow for a scalable Web site structure and manageable growth with an architecture that is logical, comprehensive and flexible

SAMPLE DELIVERABLES:

- CMS Vendor Analysis & Recommendations
- CMS Roadmap
- CMS Customization & Development
- Content Migration Plan
- Change Management
- Communications Plan
- Content Manager Training
- Content Workflow
- Content Tracking & Approvals

SHAREPOINT

HUBSPOT

JOOMLA

Drupal

WORDPRESS

Flair has experience working with a wide variety of content management tools.

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USABILITY

The maxim "you only have one chance to make a first impression" is especially relevant for today's Web sites. If your potential customer finds your site to be confusing, or difficult to navigate, chances are they will find another site — often your competitor's. | Testing your site from a user's perspective is the best way to discover and rectify potential problems before you lose a customer. The experts at Flair Interactive Services have deep experience in usability testing services. Our usability recommendations will not only help you understand your usability issues, but also provide solutions to correct those problems. Flair's experts will help you plan the structure and content of your Web site and work closely with you to determine the best methods for meeting your site goals within your time frame and budget — be it a simple online survey or a complex interactive lab test.

With our portable usability lab, we can conduct usability testing at your facility or ours. The end result is a site that delights your users, processes that are more efficient, and cost savings in time and development.

Usability testing will help you:

- Obtain user feedback before design and development begin
- Develop content and functionality that will provide value to your users
- Identify potential enhancements and improvements after your site has launched

- Reduce development time and rework
- Reduce the need for customer support
- Improve customer satisfaction
- Increase sales

SAMPLE DELIVERABLES:

- Expert competitive and heuristic evaluations
- Focus group and workshop planning and facilitation
- Survey development
- Card sorting
- Onsite (contextual) interviews
- Usability plan creation and deployment
- Onsite usability testing using our portable lab and UsabilityWare software
- Remote usability testing
- Video and audio footage
- Usability analysis reports

Question	Avg
1. I think I would like to use this site frequently.	4.0
2. I found the Web site unnecessarily complex.	2.8
3. I thought the Web site was easy to use	3.7
4. I think I would need Tech Support to be able to use this Web site.	2.3
5. I found the various functions in this Web site were well integrated.	3
6. I thought there was too much inconsistency in this Web site.	2.4
7. I would imagine that most people would learn to use this Web site very quickly.	2.9
8. I found the Web site very cumbersome to use.	3
9. I felt very confident using the Web site.	3.5

Understanding user needs is critical to a site's success.

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ONLINE MARKETING

Driving traffic to your Web site is a science. How do visitors find you? Because of your brand? Your product? Services? Something you can't quite identify? |

Many companies can't quite put their finger on how customers find them online….and wish they could drive more site visits. Learning about site traffic patterns, user paths and search engine strategies can make or break companies who rely on online traffic to boost sales.

The online marketing professionals at Flair Interactive Services can help. We' ll help you and your team understand search engine strategies, optimize online marketing campaigns and ensure collection of valuable user information that can help you make better decisions about site offerings, product needs and marketing placement.

We'll help you plan, develop and manage online marketing advertising and search engine strategies including marketing copy, newsletters, digital ads and search engine messaging techniques.

A solid online marketing strategy will help you:

- Focus your marketing dollars where they will provide the biggest return on your investment
- Learn more about your customers and enable you to make better decisions about serving their needs
- Enable you to respond quickly to customer feedback, from changing marketing messaging and premium offers to

modifying your goods and services to meet demandprovements after your site has launched

- Provide information-rich content that builds and maintains your credibility
- Present a brand personality that engenders trust and invites users to find out more about you

SAMPLE DELIVERABLES:

- Marketing Content
- Graphic, online ads and click-through templates
- White Papers
- Case Studies
- Articles
- Newsletters
- Surveys/Polls
- Promotional Content
- Confirmation Pages
- Search Engine keyword strategies

Flair can help you create a marketing strategy that will get real results.

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GRAPHIC DESIGN

Your Web site represents your brand. The imagery, content and design convey your company's personality, and help your customers relate to you. You place great value in your image. | What does your Web site design say about your company? For most companies, it says a great deal – both good and bad. Designing a Web site that conveys a positive company image can be critical to the success of a brand, product or company.

The design professionals at Flair Interactive Services can help. We'll help you and your team identify and represent your best brand attributes and qualities and translate them into graphic designs that communicate those characteristics to your customers. We'll help you plan, develop and manage graphic design strategies including Web page graphic development, image management, marketing campaign design, newsletters, digital ads and logo creation – all dedicated to ensuring your best brand image is represented at all times.

A solid graphic design strategy will help you:

• Represent your company and your brand in the most positive light

• Provide site imagery and design that builds and maintains your credibility

• Present a brand personality that engen- ders trust and invites users to find out more about you

• Maintain graphic and design consistency across more than one site or between marketing campaigns

SAMPLE DELIVERABLES:

• Web site pages and templates
• Graphic, online ads and click-through templates
• Image libraries
• Company logos
• Design style guides including fonts, color palettes and logo criteria
• Promotional design

Your design should reflect your business' brand.

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