



**mediumbold**

Balancing creativity and reason to deliver  
inspired and effective interactive solutions.

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# RESPONSIVE DESIGN

*Effective interactions respond to real needs.* **mediumbold's** digital design solutions help companies reach their goals by bridging gaps between organizational objectives and the expectations and requirements of the target audience. Our balanced approach to interactive design produces relevant and effective websites, web-based applications, and corporate communications that strengthen brands and deepen relationships between a company and its customers.

## 01

# APPROPRIATE SOLUTIONS

*We design for digital media.* Our focus is on creating interactive environments and communication tools—websites, online applications, and corporate communication tools. The balance of our work is comprised of marketing and collateral design, generally as components of an integrated marketing suite.

## CAPABILITIES:

- // Website design and redesign
- // Web-based applications
- // Marketing microsites
- // Social networking sites / applications
- // Ecommerce tools
- // Email marketing campaigns
- // Sales presentations / demos
- // Online advertising

## SERVICES:

### ANALYSIS & PLANNING

- // Intelligence gathering
- // Strategic positioning
- // Brand development
- // Integrated marketing strategy
- // Design & usability auditing
- // Project planning

### VISUAL DESIGN

- // Identity design
- // Visual systems design
- // User interface design (UI)
- // Motion graphics
- // Information graphics
- // Business systems / print collateral

### PRODUCT DEFINITION

- // Content analysis & information architecture (IA)
- // Task analysis & interaction design
- // Functional definition
- // Content planning

### IMPLEMENTATION & PRODUCTION

- // HTML / CSS
- // Flash / ActionScript
- // Style guides & production graphics
- // Technical implementation coordination

## TECHNOLOGY:

- // *Enterprise Content Management*  
Interwoven, Vignette, Ingeniux, Alfresco, Drupal
- // *Custom Implementation Frameworks*  
J2EE, Microsoft .Net, PHP, ColdFusion
- // *Database Architecture*  
DB2, Oracle, SQL Server, Spybase, MySQL
- // *Rich Internet Application Frameworks*  
AJAX, Macromedia Flex

# 02

## INVESTIGATION AND INNOVATION

While the specifics of each engagement vary, our process provides a flexible framework that allows us to respond to individual client needs and structure each project in the most appropriate way.

### START WITH THE USERS

- // Client business requirements and user needs drive user requirements
- // User requirements drive feature requirements (content, functionality)
- // Feature requirements drive information and functional architectures
- // Functional architecture drives technical architecture

### EMBRACE A TECHNOLOGY-AGNOSTIC MINDSET

- // Architecture itself is the differentiator, not the choice of technology
- // Technology choices are influenced by:
  - » Client legacy technology investments and preferences
  - » Client human resource technical capabilities
  - » The evolving technical landscape and trends
- // Risk is mitigated by isolating key components and prototyping before implementing
- // Implementation and project management methodologies leverage best practices to ensure quality, but are optimized for client and project needs

### BUILD SOLUTIONS FOR THE LONG-TERM

Our interactive design and technology team works collaboratively with your team of business subject matter experts to create solutions that are incredibly easy to:

- // *Scale*—Gracefully handling ever-increasing usage and content flow
- // *Flex*—Reuse existing components whenever possible, utilizing service-based architecture, and adopting industry standards and best practices
- // *Evolve*—Elegantly handling changes in business goals, target user groups, and increasing numbers of features
- // *Maintain*—Supporting your IT strategy and using preferred platforms, tools and organizational skills

## 03

# DIVERSITY AND DEPTH

Our clients range from hip fashion brands to Ivy League schools, from respected financial institutions to non-profit organizations, from international brands to local and regional businesses. They share one common attribute—they understand the role of design in building strong brands and creating lasting customer relationships.

## // CLIENT LIST: 2000–PRESENT

### CONSUMER PRODUCTS

- // Airpacks
- // Brook Street Press
- // Forever Huppah
- // Hershey's AllChocolate
- // Keds
- // Palisades Insurance
- // Pilgrim Insurance
- // Plymouth Rock Assurance
- // Puma
- // SnifTag
- // Swarovski Crystals
- // Tommy Hilfiger
- // Tretorn
- // Vegan YumYum

### CREATIVE SERVICES

- // Chalkdust Consulting
- // GeoVision
- // Malyszko Photography
- // Toth Brand Imaging

### EDUCATION

- // Achtmeyer Center for Global Leadership
- // Center for International Business
- // Center for Private Equity & Entrepreneurship
- // Harvard Business School
- // Harvard University Dining Services
- // MIT Sloan Fellows Program in Innovation and Global Leadership
- // Tuck School of Business at Dartmouth
- // Thayer School of Engineering
- // Vermont Law School

### FINANCIAL

- // Circle Lending
- // CapitalOne
- // Covington Associates
- // Fidelity Investments
- // Fidelity Management and Research Company
- // Legg Mason and Subsidiaries
- // Western Asset

**// CLIENT LIST: 2000–PRESENT (CONTINUED)****NON-PROFIT**

- // BridgeStar.org
- // Bureau of Substance Abuse Services (BSAS)
- // Children’s Hospital Boston
- // Good2gether
- // MassWIT
- // Massachusetts Innovation & Technology Exchange (MITX)
- // Symphony of a City

**PROFESSIONAL SERVICES**

- // Atlantis Partners
- // Basho Strategies
- // The Boylston Group
- // C.Bridges Associates
- // Corporate Development Partners
- // Emerging Markets Consultants (EMC)
- // Equity National
- // JMW
- // MacArthur Associates
- // Remington International
- // Salary.com
- // Stride Associates

**REAL ESTATE**

- // General Investment & Development Companies (GID)
- // High Street, Atlanta
- // Regent Square, Houston
- // Windsor Communities

**TECHNOLOGY**

- // Blue Egg
- // DiseaseRef
- // Latis Networks
- // SnifLabs
- // StillSecure
- // TechieGold
- // Wavesmith

**TRAVEL / HOSPITALITY**

- // Harvard University Dining Services (HUDS)
- // Logan International Airport
- // Massport
- // Norwegian Cruise Lines

## 04

# PASSIONATE AND PRAGMATIC

*Our approach balances creative thinking with strategic design.* mediumbold's head-in-the-clouds/feet-on-the-ground mindset produces innovative products that delight users while satisfying business requirements. And while we are gratified when our work wins awards or is featured in design publications, we measure our success by real-world results and client satisfaction.

## OUR COMMITMENT

mediumbold is committed to providing clients with the best creative and technical talent, producing innovative and meaningful work, and never compromising creative quality or client satisfaction. To this end, we employ the following strategies:

### // *Multi-talented individuals—Focused teams*

Highly experienced, deeply skilled, and intensely passionate, the mediumbold team is comprised of individuals who are well-versed in all aspects of interactive design but excel in a specific role. Each project team is assembled to respond directly to specific design challenges and all members of a team are involved in a project from initial meetings to delivery, ensuring they are fully informed and personally invested in the project's success.

### // *Sound ideas—Inspired execution*

We take immense pride in our work. From the big picture to the smallest detail, our commitment to quality is absolute. We work closely with our clients to ensure that our design strategy, while innovative, is brand appropriate, supports organizational objectives, and will ultimately deliver the desired results. Our visual design reflects our unique viewpoint, combining strong concepts with pixel-perfect details. And in the end, our flawless execution ensures that a product's delivery is just as strong as its original creative spark.

### // *Rewarding relationships—Satisfied clients*

We know that strong partnerships lead to great design solutions, so client involvement is a critical component of our work. We rely upon our clients' organizational knowledge and industry expertise and solicit their feedback throughout the creative process. Our working process is highly flexible and we are able to tailor our services and level of engagement to be appropriate to each and every organization. This may be why our clients choose to work with us again and again and why most new clients come from referrals.

## 05

# OUR METHODOLOGY

While the specifics of each engagement vary, our four-phase process provides a flexible framework that allows us to respond to individual client needs and structure each project in the most appropriate way.

## DEFINE

Our approach to interactive design begins with a discovery phase that forms the basis for our creative response. In this phase we clearly define the objectives for the project, determine the needs of the target audience, assess the available resources, develop a strategy, and create a workable project plan.

### *This phase may include:*

- // *Project definition*—meetings with stakeholders to establish project goals and measures of success.
- // *Intelligence gathering*—review of competitive landscape, opportunities, current materials, research, etc.
- // *Branding*—review or definition of the brand: brand promise, voice, attributes, and key messages.
- // *Target audience definition*—identification of, and research into, key user-types.
- // *Requirements gathering*—identification of business, user, and system requirements.
- // *Project scope and planning*—creation of high-level site architecture, User Experience Brief, and project plan.

## DESIGN

Once we have a shared vision and clear road map for the project, we begin the design phase. Our goal is to find innovative ways to achieve the desired results by combining creative thinking with strategic design. We employ an iterative process of concepting, reviewing, and refining site structure and interface design, culminating in an approved design.

### *This phase may include:*

- // *Information architecture*—identification and organization of content to achieve client and user goals.
- // *Interaction design*—design of navigation systems and screen flows to enable users to efficiently complete tasks.
- // *Creative concepting*—development of a visual approach to support the brand and appeal to target users.
- // *Interface design*—design of the information layout, navigation, and unique elements that make up individual screens.
- // *Technology design*—design of the technical solution and/or identification of integration touch-points.

## // OUR METHODOLOGY (CONTINUED)

### **DEVELOP**

Once the site structure, functionality, and design are finalized, we proceed with production. We build using sound coding techniques with easy maintenance, platform and browser compatibility, and accessibility in mind.

*This phase may include:*

- // *Graphic/audio/video production*—Preparation of final files for production, processing of individual assets.
- // *HTML production*—Coding of templates and unique pages, creation of universal scripts and style sheets.
- // *Flash production*—Creation of site interfaces, interactive components, and applications using Flash/XML
- // *Site production*—Population of templates and/or database
- // *Technical implementation*—Customize J2EE, .Net, PHP solutions and/or CMS/eCommerce products
- // *Site deployment planning*

### **DEPLOY / KNOWLEDGE TRANSFER**

Prior to launch, we perform a detailed review to ensure the accuracy and performance of the implementation. After deployment, documentation and training is provided to enable client maintenance of the site.

*This phase may include:*

- // Quality assurance testing
- // Site deployment & delivery of production files
- // Visual style guides and updating instructions
- // Knowledge transfer