

# Christopher Carter

Design Consultant Offerings

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**+ C L E R G Y**

# Offerings

## **Information Architecture -**

Organizing the content of a web experience in a manor in which is feasible and enjoyable for consumption.

*Typical deliverables include flowchart, site map, and wireframes.*

## **User Interface Design -**

The strategic placing of elements necessary for function of a web application or web based task.

*Typical deliverables include detailed layout, PSD and PNG's, communication time with developers.*

## **Analytics and Analysis -**

Seeing how the current design is affecting the users ability to fulfill key tasks.

This is often my most recommended solution for a good overall response, but a certain task isn't being completed.

*Typical deliverables include Google Analytics in combination with software that offers heat maps, and weekly updates on what the data means, and how it can be used to improve the user experience.*

# Offerings *Con't*

## **Interactive Infographics -**

A raising medium, the interactive presentation of intriguing information, typically to be aligned with a marketing campaign of a larger company.

*Typical deliverables include flowchart, site map, and wireframes, html, css, javascript.*

## **Aesthetic and Function Review -**

Time spent looking at the existing site, and recommend ways to improve usability and the overall “feeling” of the website in relation to the brand.

*Typical deliverables include a detailed document of functionality snafus, some form of analytics to begin building “design data”, consultation with in-house designer*

## **Creative Direction -**

A wholistic approach to leading the creative in a given project. This includes distilling brand voice, managing timeline and freelancers, and being responsible for testing.

*Deleiverables vary from project to project, but usually end with smiles, so we can say that I deliver smiles.*

## **A / B Testing -**

Designing and developing various scenarios in which we test different methods in real time to perform a business goal.