

FLAGRANT



FULL STACK

2020

OFFERINGS

Product Development

Proofs of Concept

Implementation

User Research / User Testing

User Experience Design (UX)

User Interface Design (UI)

Visual Design, Branding, Illustration

BIZZY PAGES

Branding, Front End Implementation, Visual Design, Illustration

Ten years ago, members of the team at Flagrant built Mark an internet billboard site. The site gave businesses the ability to customize their web pages and increase their exposure. But after ten years, Mark's now-outdated site needed a refresh. He contacted the people he trusted most to rebuild his site, Bizzy Pages, with modern technology and room to expand.

With feature-specific functionality, businesses can tailor their pages to their needs and the site will republish every time they make changes. The community focus, absent from the previous version, allows developers to talk to the community and allows the community to talk to each other. Businesses in the same category can compare notes and offer tips and tricks.

Most impressively, even before the official launch of Bizzy Pages, a potential customer has already discussed white labeling, which would add a new revenue channel.

Thanks to Flagrant, Mark's business directory is now a brand-new Internet community.

The image displays the Bizzy Pages website. At the top, there's a navigation bar with links for 'HOME', 'LOG IN', 'CREATE', and 'LOG OUT'. Below the navigation, a main heading reads 'Simple online advertising that works.' with a subtext about advertising without data harvesting. A hand icon is positioned next to abstract geometric shapes. A 'CREATE YOUR SITE' button is visible. The central part of the page features a large image of a mobile phone displaying a 'Crisp Cogs Bicycle Repair' page, which includes sections for 'About', 'Details', 'Hours', 'Services', and 'Privacy'. To the right, there's a 'How it works' section with three steps: 'Try for Free', 'Publish Before You Pay', and 'Relax'. Below this, a 'How are we different?' section highlights 'Your Page Built Fast', 'Privacy', and 'Simplicity'. A 'Mind' section discusses security. At the bottom, a 'FAQ' section answers questions like 'I just paid for my subscription, is my site live?' and 'Do I have to fill out every area of business information?'. A 'What is your privacy policy?' section is also present.

Simple online advertising that works.

Looking for a great, simple way to advertise your business without all the data harvesting? Bizzy Pages allows you to create a space where your business is discoverable without sacrificing your customers to big internet platforms. Let's partner together to grow a community built on trust — not tracking.

CREATE YOUR SITE

The site that works for you, not against you.

How it works

- 1 Try for Free**
Create an account to go to the dashboard. Enter your business information and preview what it would look like to customers.
- 2 Publish Before You Pay**
Reveal your Bizzy Page to the world in just a few easy steps. You can preview your current page and, if you like, publish at no charge for 30 days! After that, it's only a \$9 per month subscription to keep it live.
- 3 Relax**
Sit back and relax knowing your site is working even when you're not, increasing your search ratings and giving customers easy access to your information. All without tracking you or your customers.

Crisp Cogs Bicycle Repair

About
Whether you're hitting the trails or the streets, you need your bike to be in peak condition. Crisp Cogs is the bike repair shop in Little Rock, AR, to call for all your repair needs. Our expert bike mechanics are available for brake repair, wheel alignment, tire repair and more. We carry a wide variety of parts and accessories, including a selection of bicycles for sale in the area, making us your go-to bicycle shop for all your needs.

Details
+1 501 555-5552
Visit Website

Hours
Monday: 9:00 am - 5:00 pm
Tuesday: 9:00 am - 5:00 pm
Wednesday: Closed
Thursday: Closed
Friday: Closed
Saturday: Closed
Sunday: Closed

Services
Bicycle Repair
Bicycle Gear
New Bikes
Tire Repair

Privacy
No spying, tracking, or surveillance; just good advertising. So many other online platforms seek to turn you into their product by collecting your data and selling it to other companies, predicting and manipulating your behavior. We hate this trend, just like you do. Your data is not our product and none of our business. Our value is helping you succeed while maintaining respect for your privacy.

How are we different?
We are different in many ways. Here are some of our favorites.

Your Page Built Fast
With just a few minutes and a few clicks your Bizzy Page™ will be ready to go. It's like a billboard for your business on the Internet.

No fussing with layout, no worrying about design; we've got you covered. Your page will simply be your business info and any images you want to show off. We'll take care of everything else!

Mind
your Bizzy Page, you'll feel relief knowing it's your business, even when you're closed. And that gets on other platforms - knowing they're tracking you soon disappear. It's like a fresh breeze on a sunny day.

Ready Yet?
START FOR FREE

FAQ

I just paid for my subscription, is my site live?
Once you fill out your basic information and preview your Bizzy Page, you'll be prompted to publish it in one easy click.

Do I have to fill out every area of business information?
 Nope. There are a few fields that are required, and we recommend that you provide as much information as you're comfortable with. The more information you give us, the easier it will be to find you online.

What is your privacy policy?
Our privacy policy is readily available to you. We encourage you to look through it. View our [privacy policy](#).

Bizzy Pages

Captions and Alt Tags

We highly recommend including captions and alt tags to your photos to improve your search ratings. Captions will be featured below your image and have a max character limit of 70, while the alt tags won't be visible on your page.

Captions describe why you're seeing the image and go directly underneath your photo.

Alt Tags give more context by describing the photo in more detail.

[ADD ADDITIONAL IMAGES](#)


Caption: Widest variety in the area
Alt Tag: Shoppers look over a rack of


Caption: Hands on Bike Repair
Alt Tag: Bike repair service


Caption: An Expert
Alt Tag: An Expert

TIPS [Give your Pictures Context](#)

Captions and alt tags are essential. Captions help the user quickly understand what the value of the image is when looking at it. While alt tags are what browsers are using to find images from a search, so the more specific the better. Here is an example:

Name?

About?

TIPS [Make Your Business Name Memorable](#)

Quick and catchy is better. Don't go changing your business name, but if there's LLC, Inc, or Corp at the end, leave it out. Keep it simple and approachable! What do you want people to call you when they tell their friends how great you are?

The Basics [EDIT →](#)

Category [ADD →](#)

Logo [EDIT →](#)

Images [EDIT →](#)

Services [EDIT →](#)

Hours [EDIT →](#)

Social Media [EDIT →](#)

[LIVE BIZZY PAGE](#)

[PREVIEW](#)

[PUBLISH CHANGES](#)

Unpublished changes 21 days ago

TIPS [What images should I add?](#)

The images you post on your Bizzy Page are important because they are typically the first thing customers look at. They show the customer what it looks like to interact with your business. Here are a few examples to guide you.



Subscription Confirmation

Congratulations, you have successfully signed up for a Bizzy Page subscription! Welcome! We look forward to partnering with you to create a better place for businesses to advertise online. You should receive an email with a receipt of payment and all the information you'll need.

[RETURN TO DASHBOARD](#)

Bizzy Pages

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Location

Zip Code

Search engines automatically search based on location when people are looking for goods and services online. Zip codes help to more effectively drive traffic to your page.

72203

Address

Do you have a location that customers can visit?

NO YES

[SAVE](#)

Bizzy Pages

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Bizzy Pages

YOUR BUSINESS

Crisp Cogs Bicycle Repair

ENCOURAGEMENT

Nice! Your Bizzy Page is looking great!

You're almost done! Just a few more steps and your Bizzy Page will be done. You have the option to preview and publish your site as-is, but the more you fill out, the better your page will be.

ACCOUNT

Subscription Details

\$9/mo. Subscription [EDIT →](#)

Change Email [EDIT →](#)

Change Password [EDIT →](#)

TIPS [HIDE TIPS](#)

What images should I add?

The images you post on your Bizzy Page are important because they are typically the first thing customers look at. They show the customer what it looks like to interact with your business. Here are a few examples to guide you.


OKAY


GREAT

The flat lighting and bland background don't make your business feel special or unique compared to other bicycle shops.

A skilled bicycle mechanic expertly hand-repairs a wheel. This shows the customer the care you put into every bike repair.


OKAY


GREAT **CRISP COGS**

It is great to show your space, but this feels lifeless and cold, and it doesn't tell your customers anything about your company.

Having people in your space helps customers envision what your space feels like. This photo makes your space feel welcoming.

[NEXT TIP →](#)

Bizzy Pages

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ORYX SYSTEMS

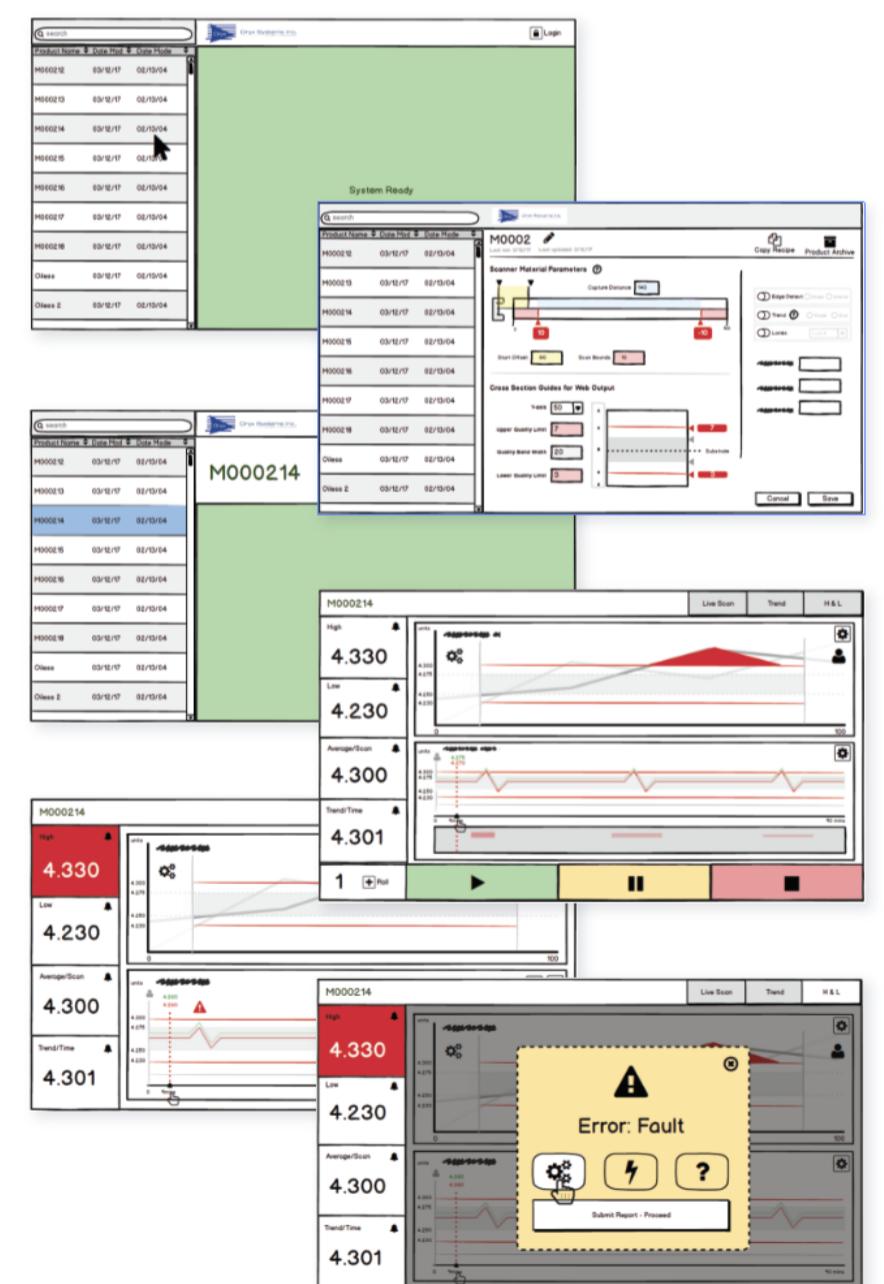
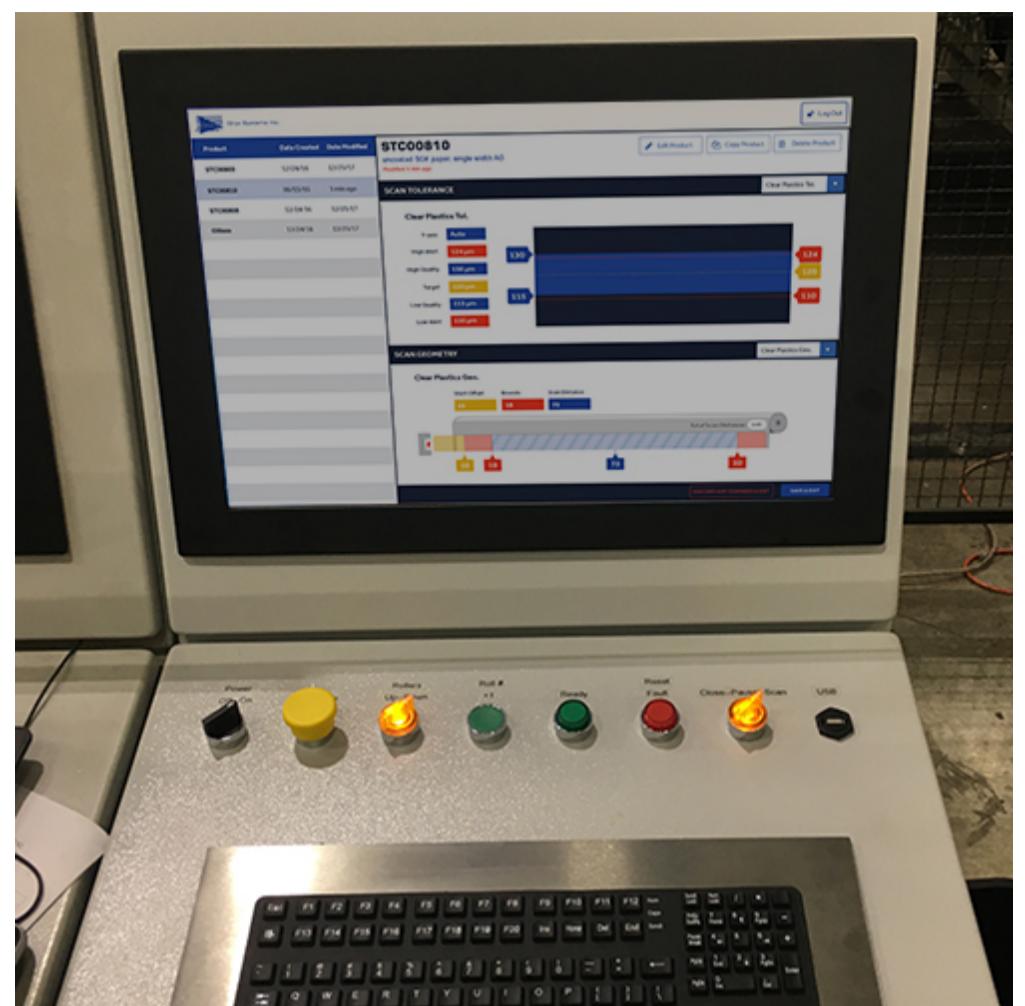
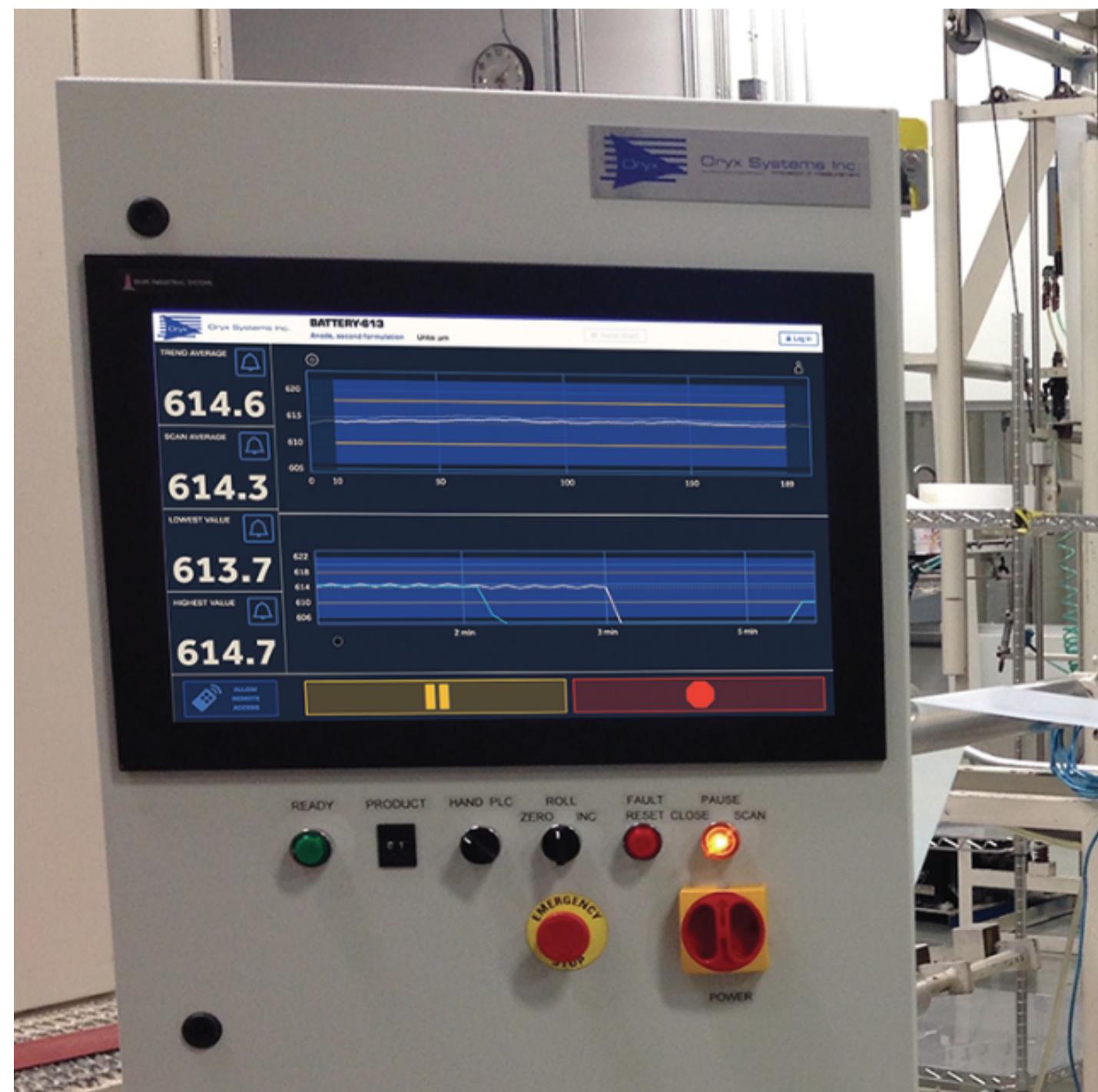
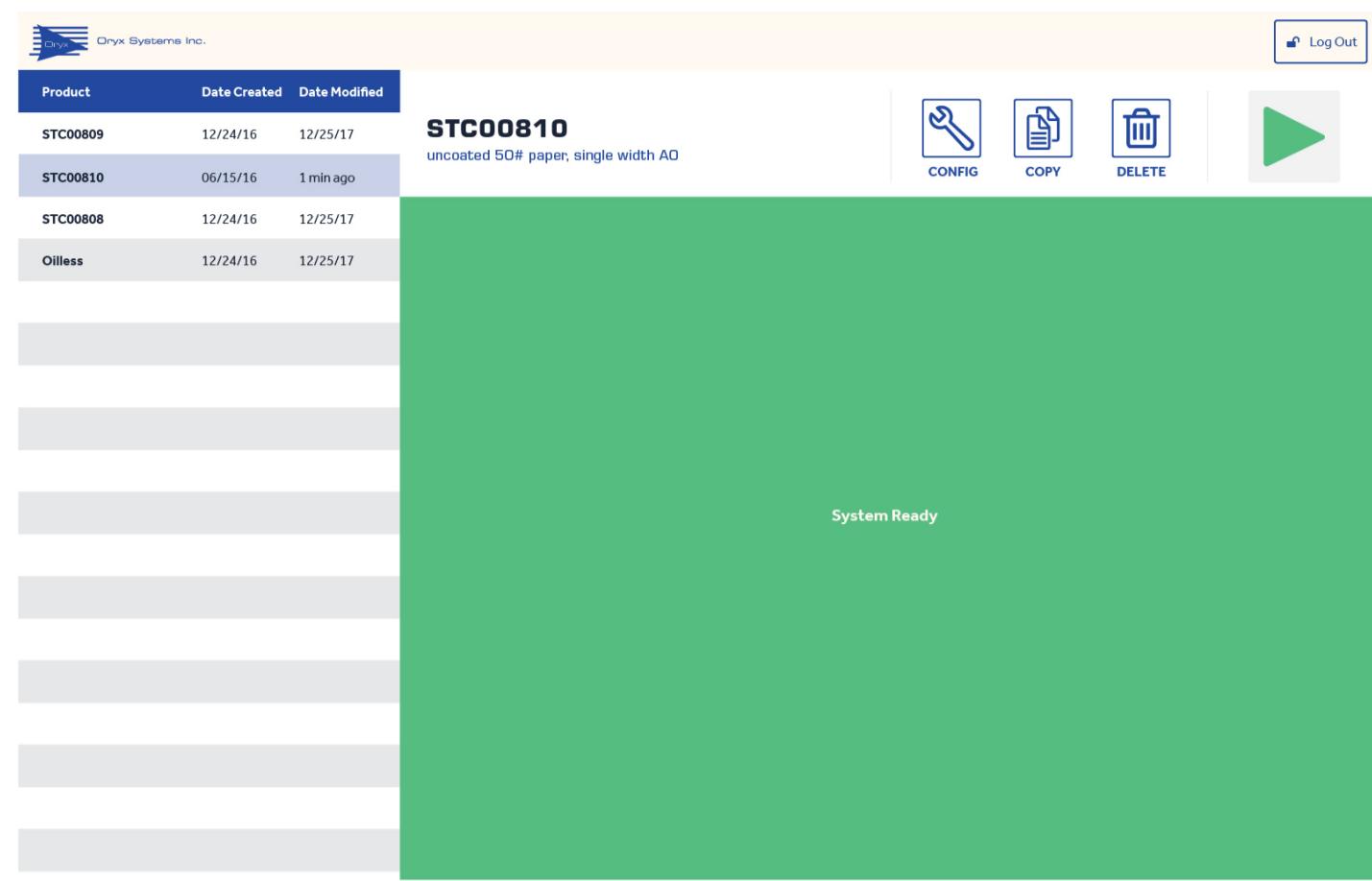
UX, UI, Front End Implementation, Visual Design

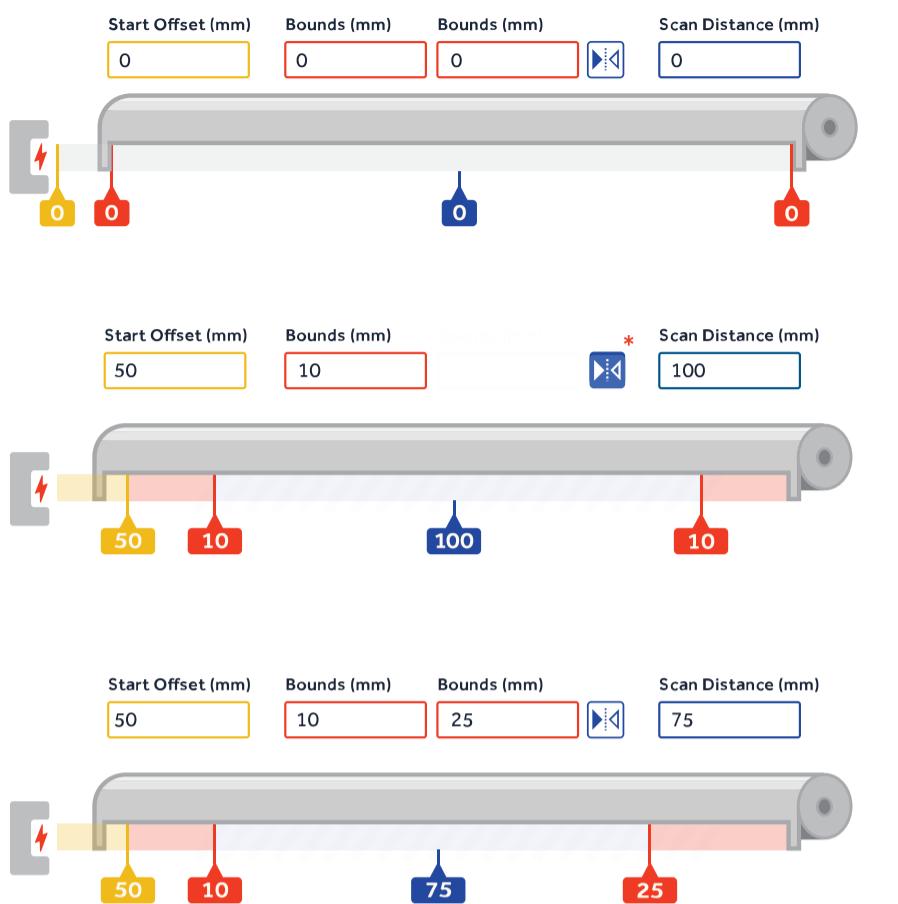
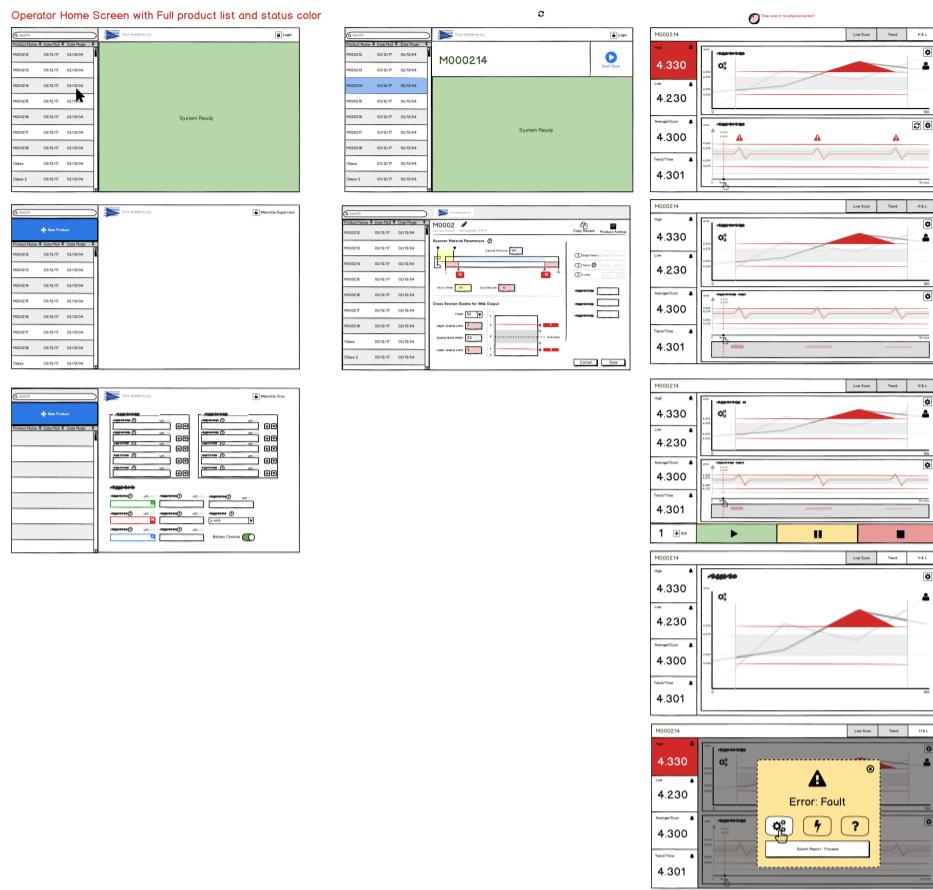
Oryx Systems is a North Carolina-based provider of precision thickness gauges. Their devices measure and display the thickness of a variety of materials for a wide range of manufacturing settings in real time.

Oryx had been shipping the measurement systems with the same operating software for about eight years, and it was limiting their ability to innovate and develop solutions for clients with unique challenges. It was clunky, it was jargony, and if an untrained operator looked at it, they had no idea how to interpret it.

Oryx wanted a system that didn't require any training. It would be as simple as using an iPhone app, and it could be read from 15 feet away. But it still needed to provide enough of the right data so that supervisors could troubleshoot problems on the line.

A modern system allowed them to incorporate Internet of Things technology and for remote access for both the customer and Oryx. Updates that used to require an engineer to get on a plane and visit the deployed site could happen over the wire.





Oryx Systems Inc.

Product	Date Created	Date Modified
STC00809	12/24/16	12/25/17
STC00810	06/15/16	a min ago
STC00808	12/24/16	12/25/17
Oiless	12/24/16	12/25/17

SCAN TOLERANCE

Clear Plastics Tol.

Y-axis	Auto
High Alert	124 µm
High Quality	130 µm
Target	120 µm
Low Quality	115 µm
Low Alert	110 µm

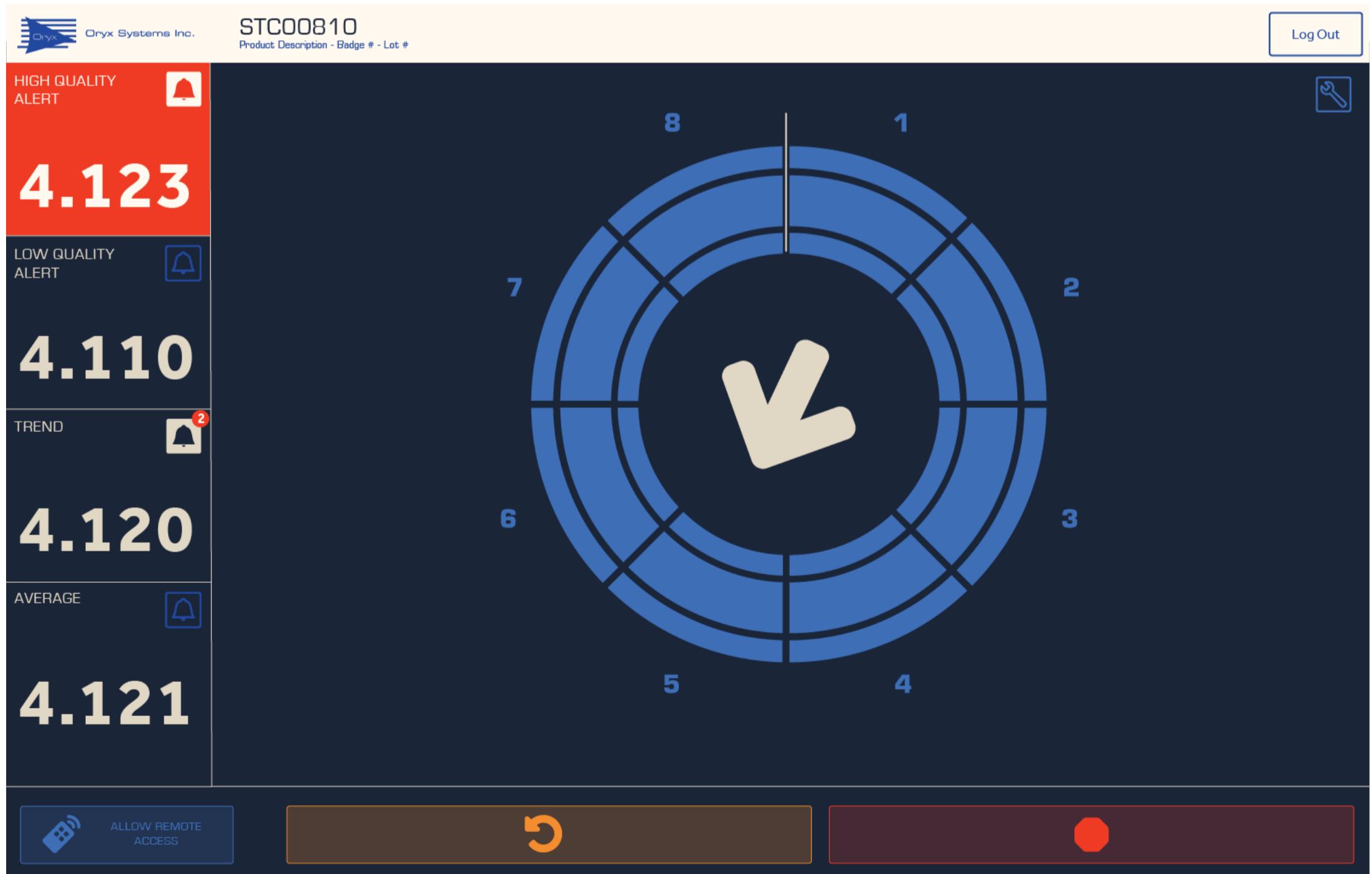
SCAN GEOMETRY

Geometry Name: Clear Plastics Geo.

Start Offset (mm)	Bounds (mm)	Overscan Distance	Scan Distance (mm)
50	10	10	75

Total Scan Distance: 145

Buttons: DISCARD ANY CHANGES & EXIT, SAVE & EXIT, Log Out



Oryx Systems Inc.

Product	Date Created	Date Modified
STC00809	12/24/16	12/25/17
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SCAN GEOMETRY

Clear Plastics Geo.

Start Offset (mm)	Bounds (mm)	Overscan Distance	Scan Distance (mm)
50	10	10	75

Total Scan Distance: 145

Buttons: Log Out, Proceed, Cancel, Discard Any Changes & Exit, Save & Exit

Oryx Systems Inc.

Are you sure you want to delete STC00810?

uncoated 50# paper, single width A0
Modified a sec ago

SCAN TOLERANCE

Clear Plastics Tol.

Y-axis	Auto
High Alert	124 µm
High Quality	130 µm
Target	120 µm
Low Quality	115 µm
Low Alert	110 µm

SCAN GEOMETRY

Clear Plastics Geo.

Start Offset (mm)	Bounds (mm)	Overscan Distance	Scan Distance (mm)
50	10	10	75

Total Scan Distance: 145

Buttons: Log Out, Proceed, Cancel, Discard Any Changes & Exit, Save & Exit

CONTENT MODERATION APPLICATION

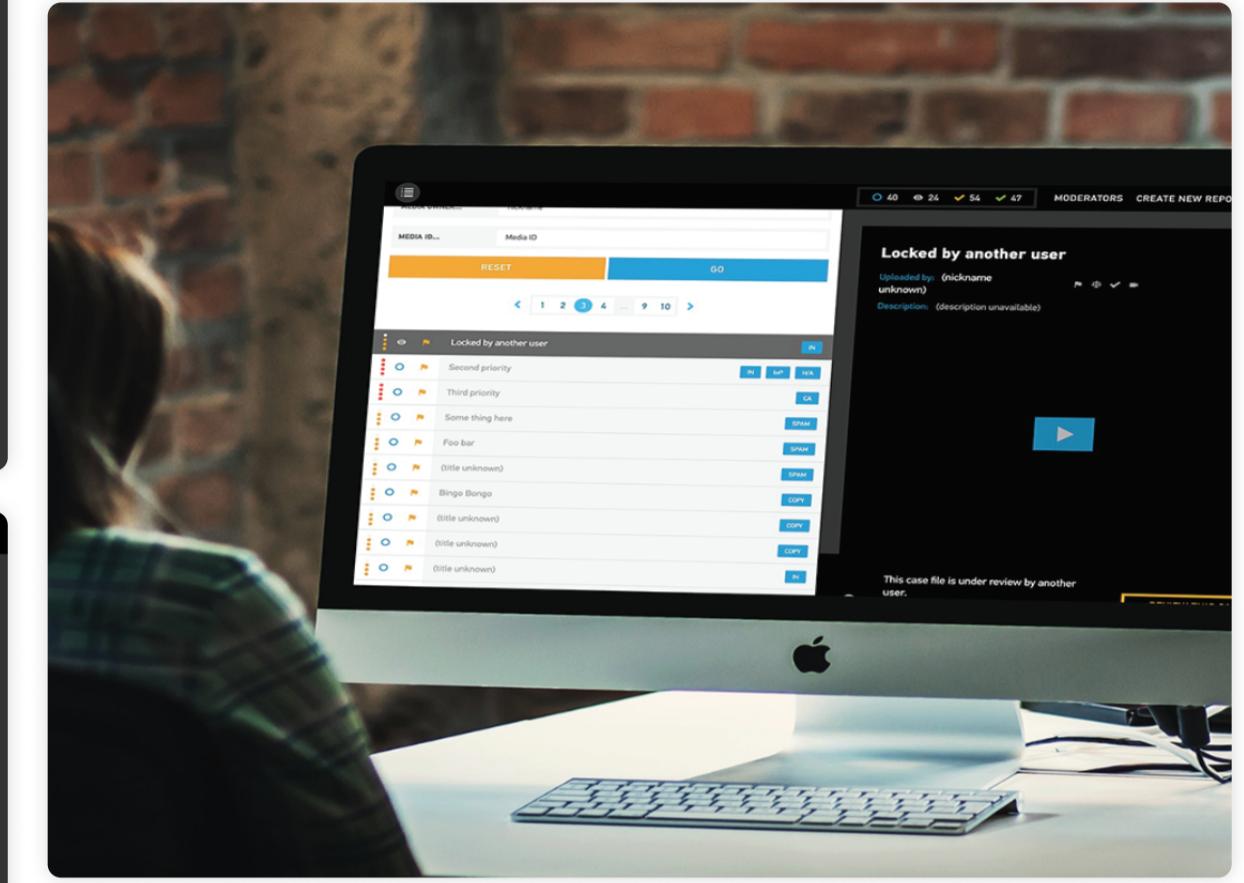
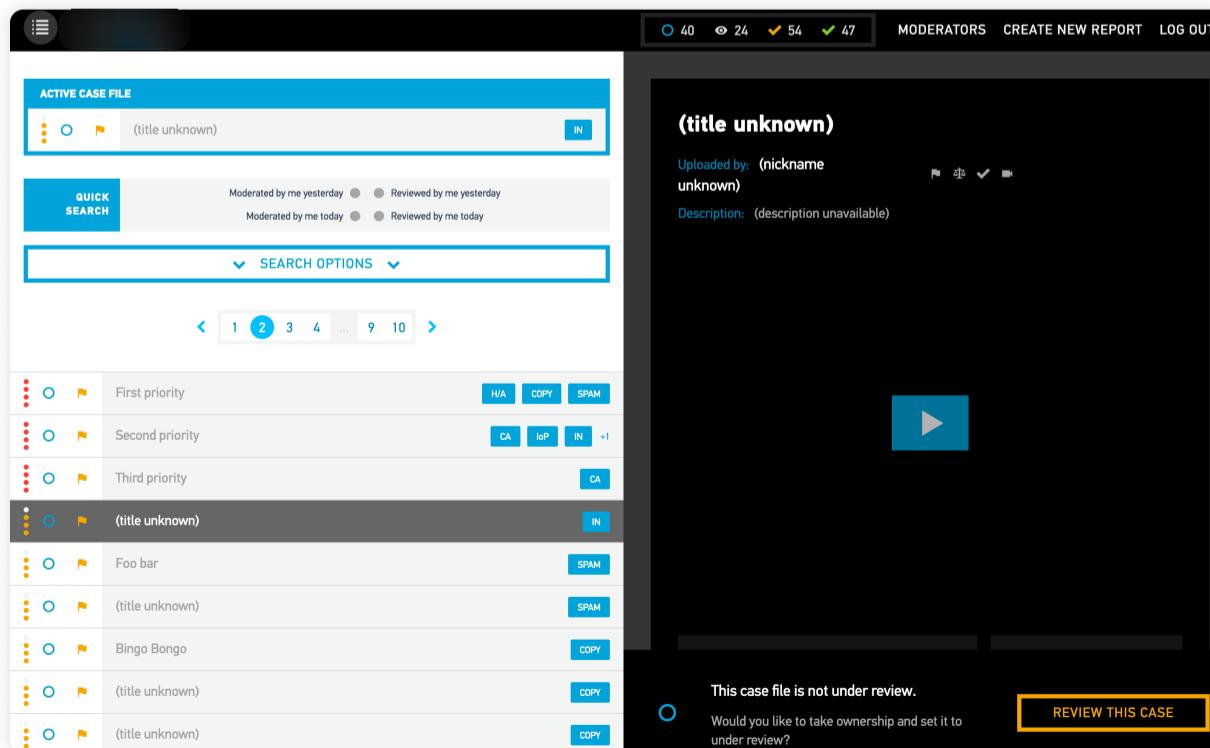
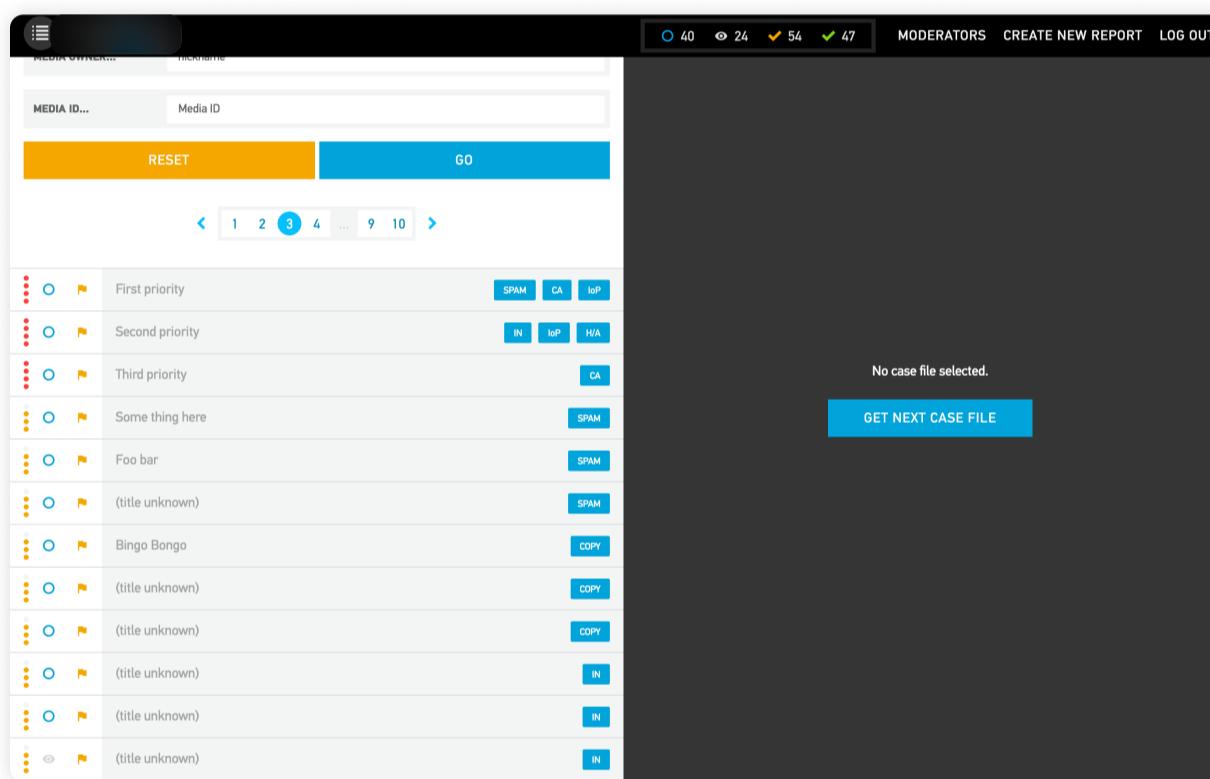
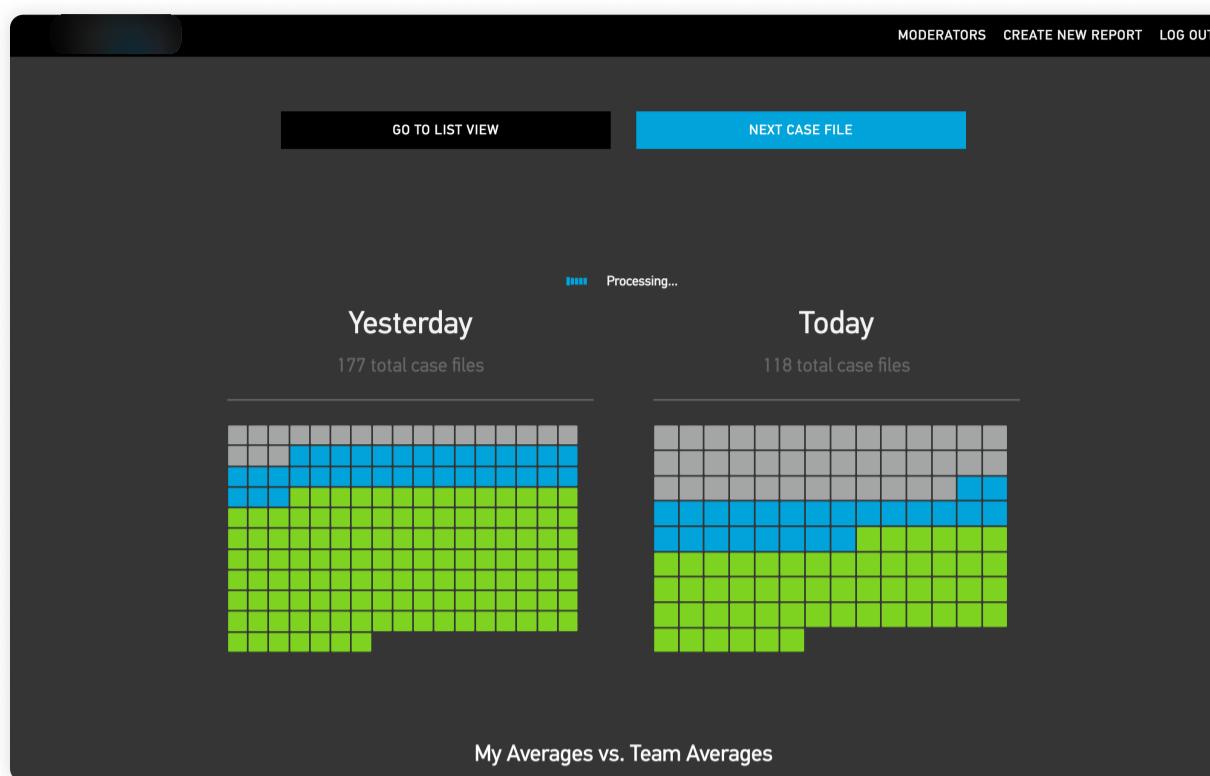
UX, UI, Front End Implementation, Visual Design

A California-based electronics client planned to launch a significant new feature set. However, they needed an abuse reporting and mitigation workflow in place, as the feature had potential for user abuse which could impact their standing in the industry.

Jim, Kelly, and the rest of their team of UX professionals, designers, and developers focused on the third-party moderators who would use the system. Once Jim had developed a stable code fast enough to keep up with millions of users, Kelly collaborated with the third-party provider in her wireframing process.

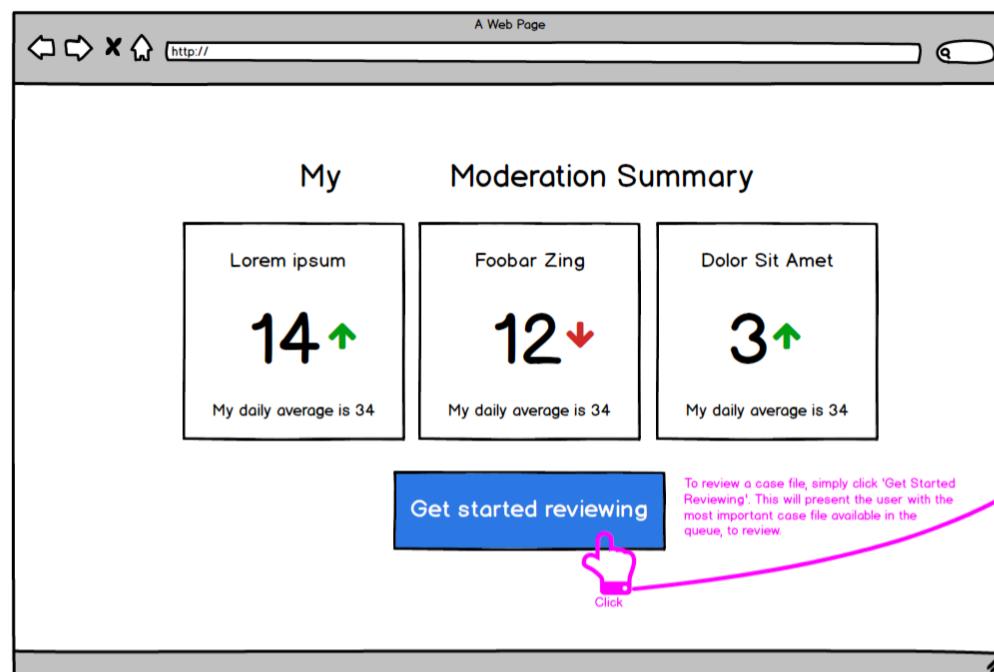
Flagged content went into a queue for a live person, who then selected items to review for reporting and further actions. Based on feedback from the moderators, Kelly designed a system that supported moderators by focusing on the difference they were making rather than the amount of reported cases of abuse they had yet to sift through.

It was the first invitation the moderators had received to give feedback during a clients' software development, but working with them was an obvious choice for the team.

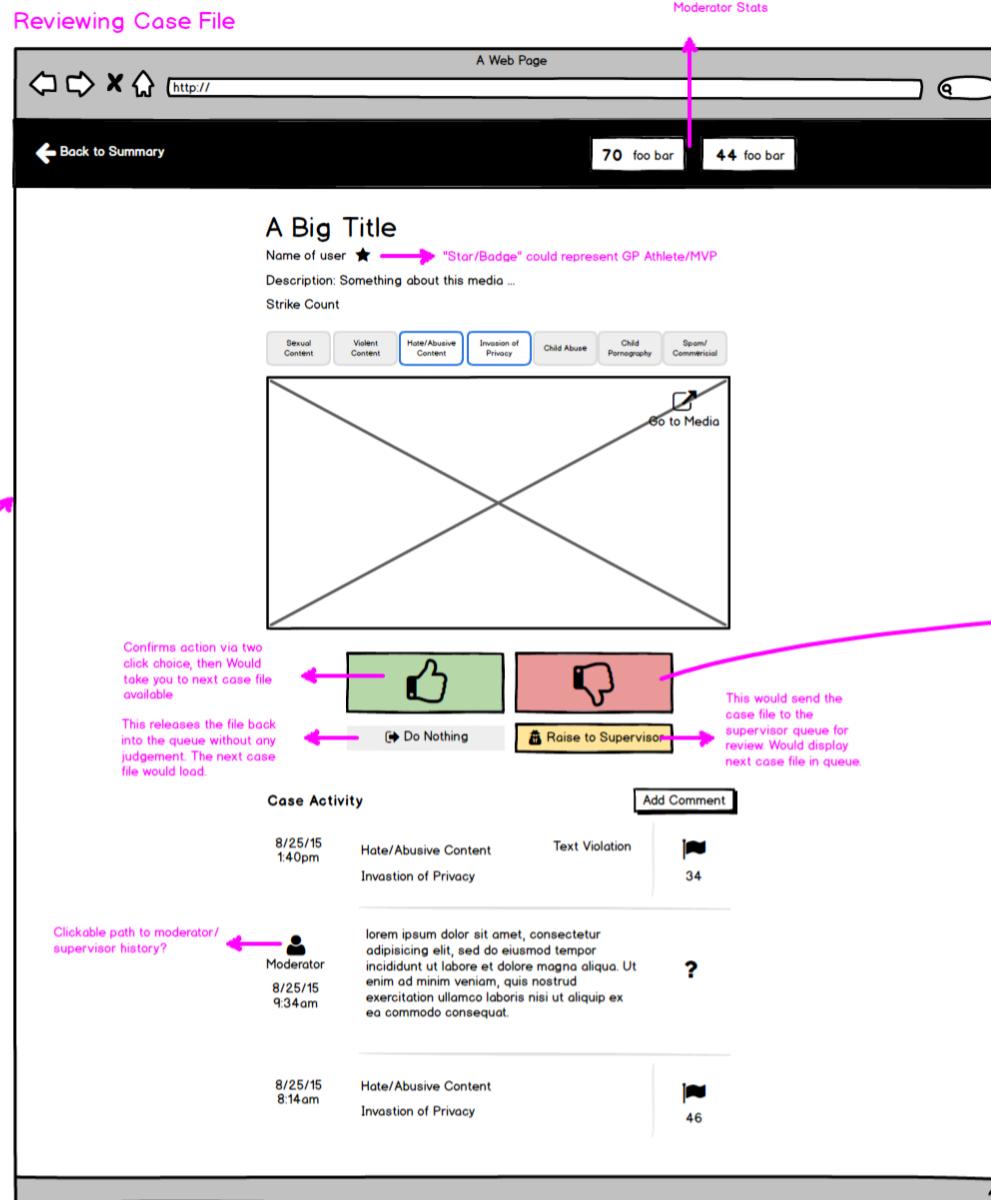


New Moderation Queue Workflow

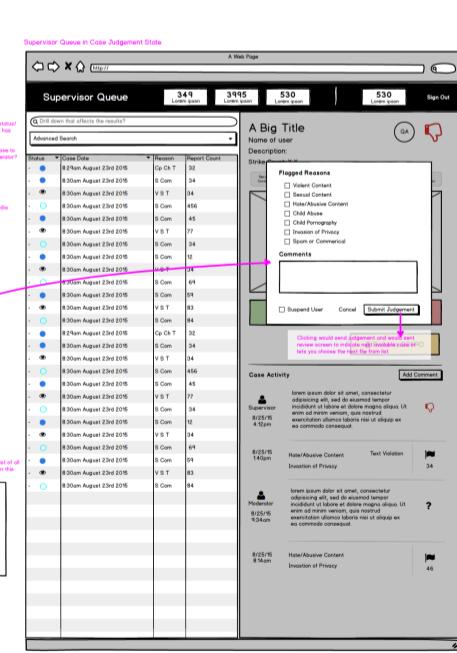
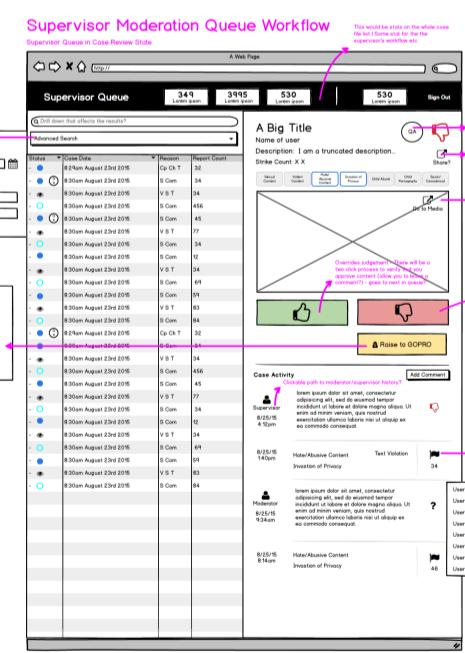
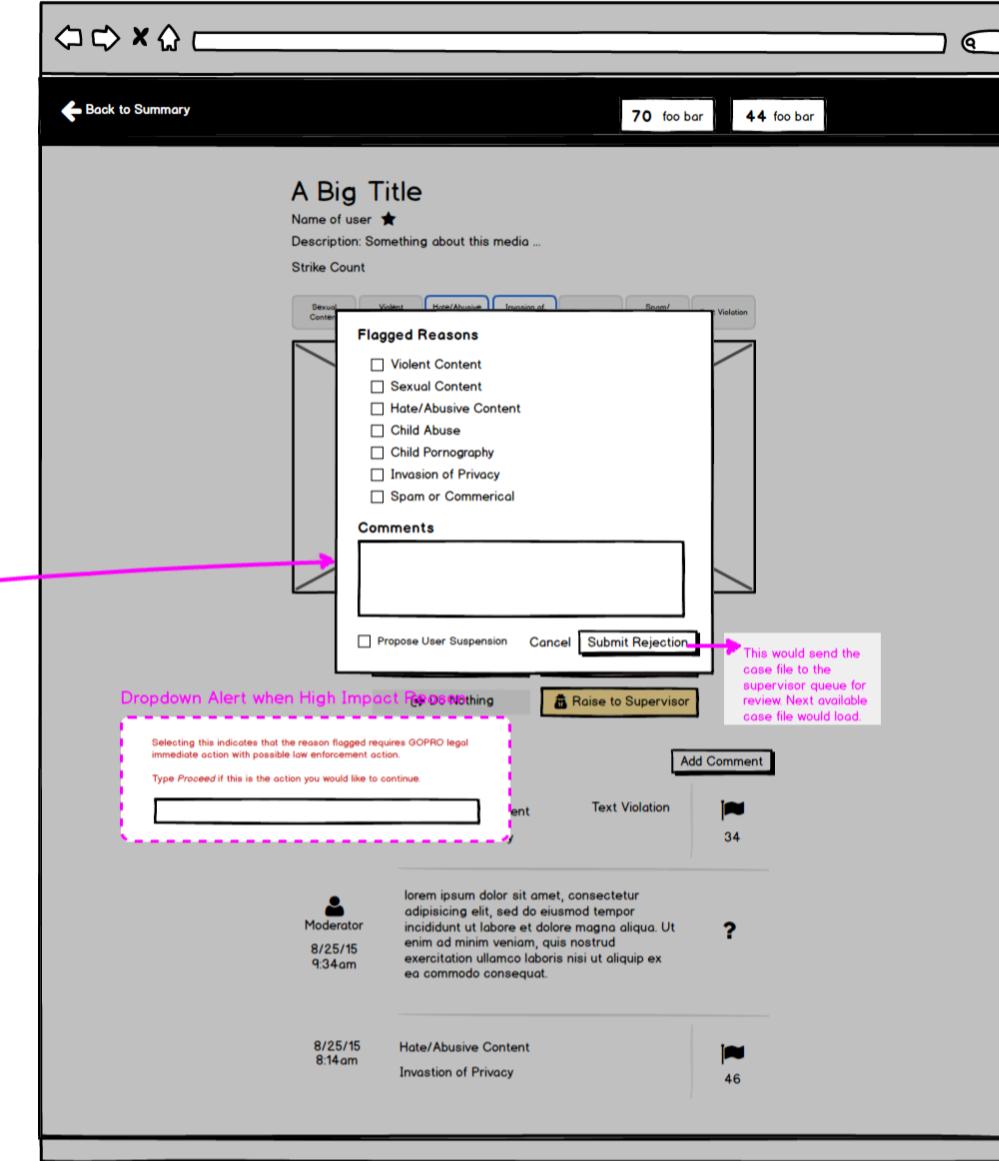
Moderation Summary



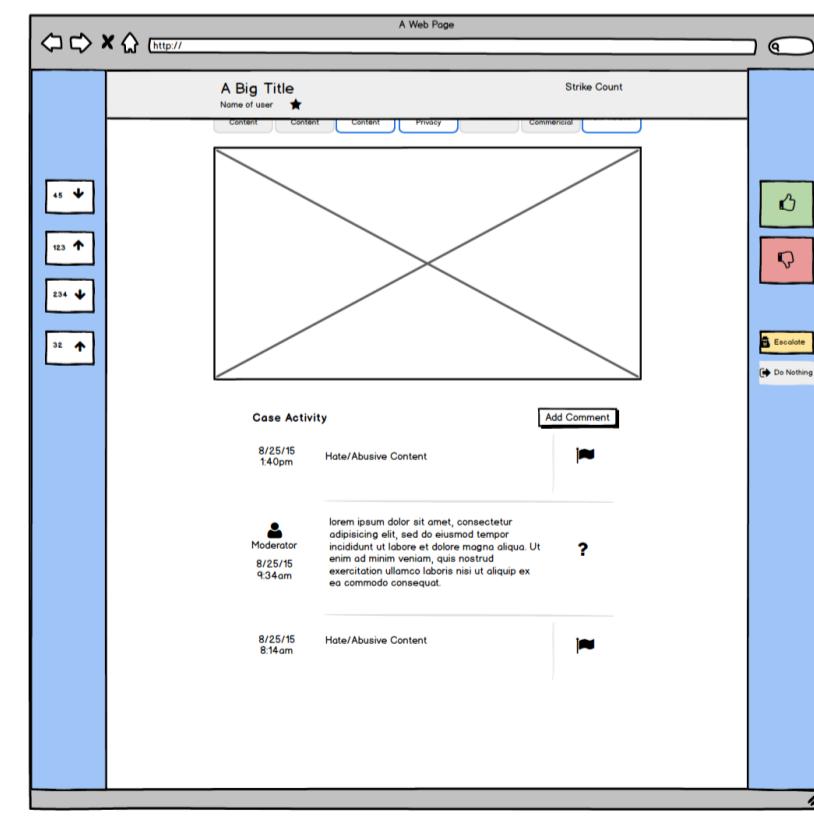
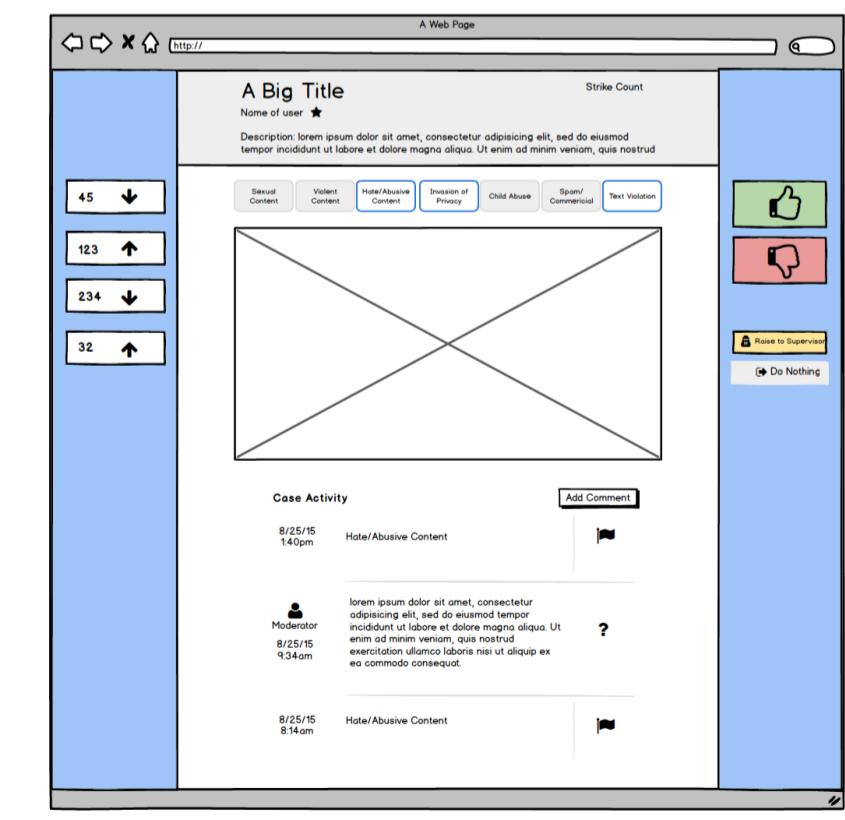
Reviewing Case File



Report Final Judgements



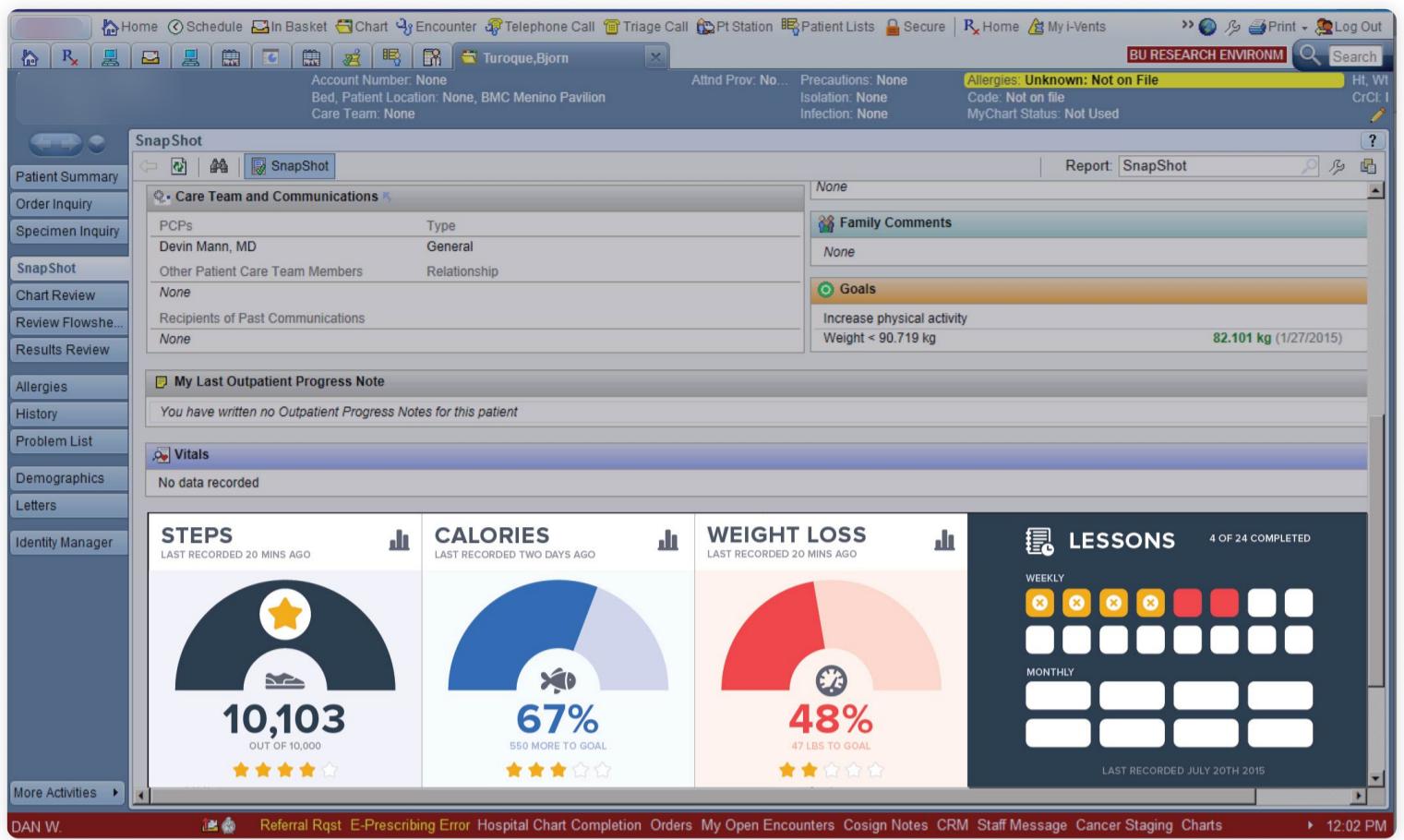
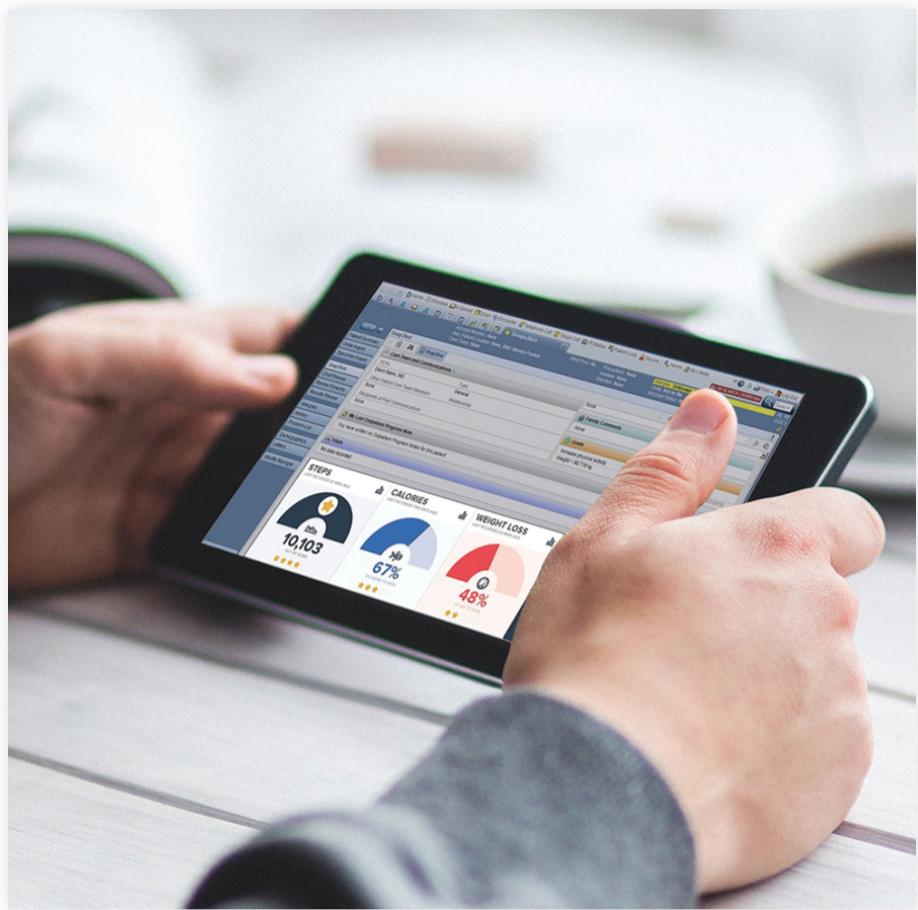
Moderation Sidebars with drawers



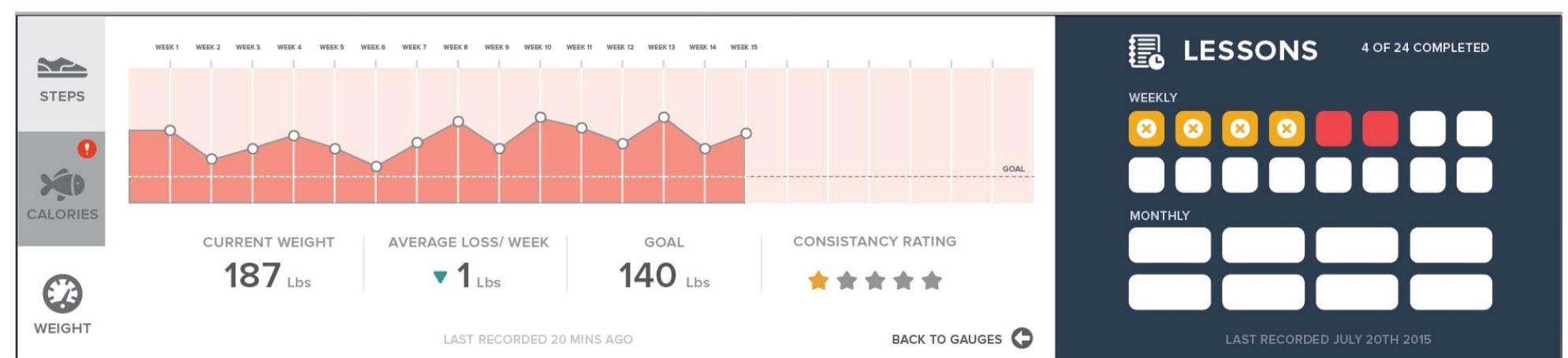
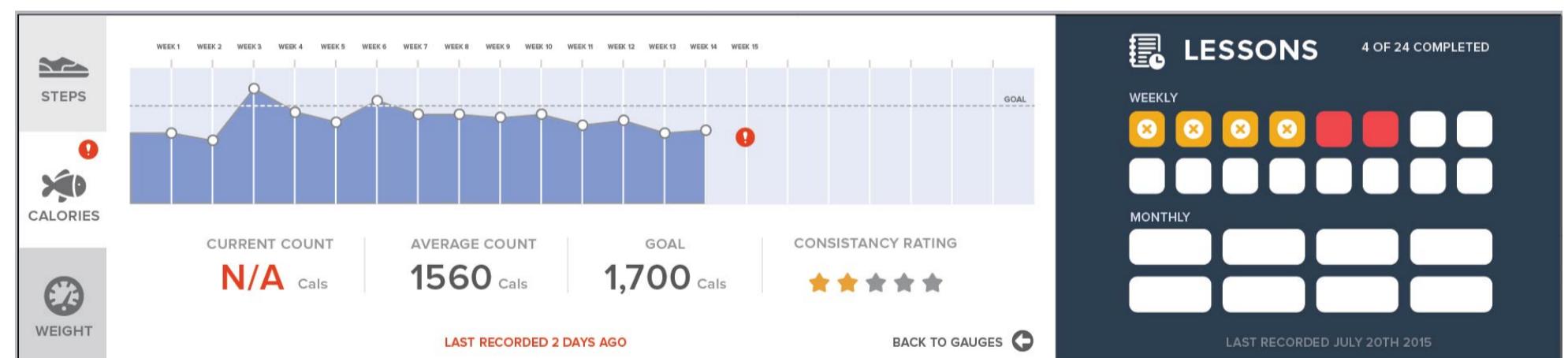
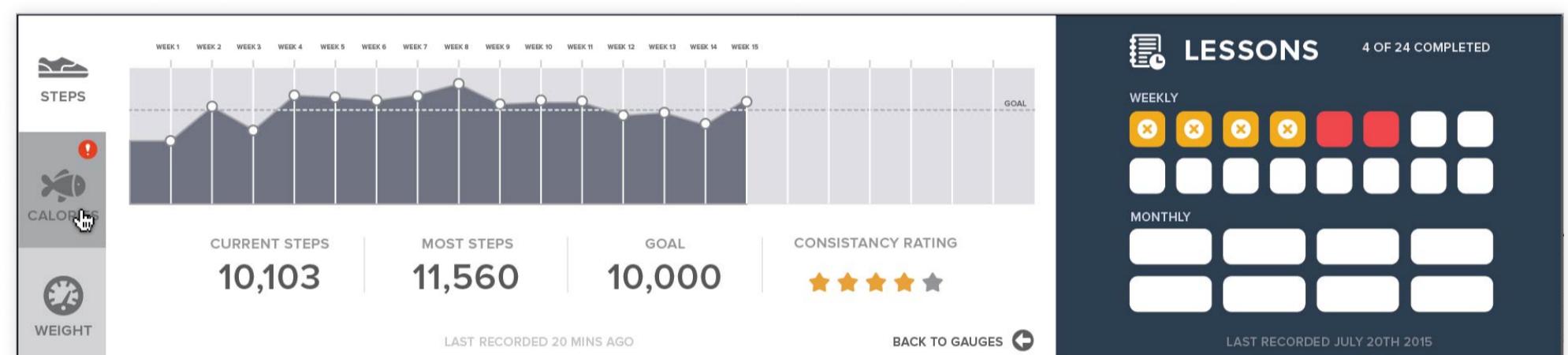
Healthcare Industry Client

UX, UI, Front End Implementation, Visual Design

Kelly was asked to create a user friendly widget within an Electronic Medical Records (EMR) platform to communicate to users the result of their compliance with the prescribed program."If you follow this medically-proven program the result is all but guaranteed."The widget, built on self-reported data, bidirectionally communicates to participants and program organizers the participant's progress and enables coaching where participation is not at the level expected.The program included several lessons intended to be taken in order as well as other expected activities along the way.



The screenshot shows a 'Patient Summary' section with fields for Account Number, Attnd Prov. No., Precautions, Allergies, and more. A 'Care Team and Communications' section lists PCPs, Other Patient Care Team Members, and Recipients of Past Communications. A 'Vitals' section shows 'No data recorded'. Below these are three circular progress gauges: 'STEPS' (10,103 out of 10,000), 'CALORIES' (67% goal), and 'WEIGHT LOSS' (48% goal). A 'LESSONS' section indicates 4 of 24 completed, with a grid of weekly and monthly lesson icons.





Next Steps

Let's Start the Conversation!

What opportunities and/or challenges are in front of you? We are a group of talented people who can solve many problems. And, we'll be the first ones to tell you if we're not a fit to solve a problem.

Above all, we choose to be helpful.

hello@beflagrant.com