User Experience & Design Services

SCALE YOUR SERVICE OFFERINGS WITH OUR TEAM

T: +1 (919) 234-7876
E: info@bluespark.com
W: bluespark.com

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We help organizations achieve greater impact through user experience and design.

Finding a partner that shares your values and work ethic can be difficult. Our UX & Design team knows how to collaborate with development shops to deliver real results.

Over the years we've been involved in some really big global development projects, where we've crafted our own design methods to improve communication, creativity, and efficiency while aligning with development best practices. Our tools are cutting edge but our approach is intuitive, flexible, and easy to customize; integrating quickly and easily into existing workflows is what sets us apart.

We understand you're busy with development. We want to add value to your process so you can sell bigger projects.

Let's chat.

Mark Dodgson
UX Director

Rusty Segars
Creative Director

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"Contrary to what some might think, 'Design' isn't just the process of making things look pretty. Design is the result of hundreds of aesthetic decisions, driven by data, ux, and years of experience."
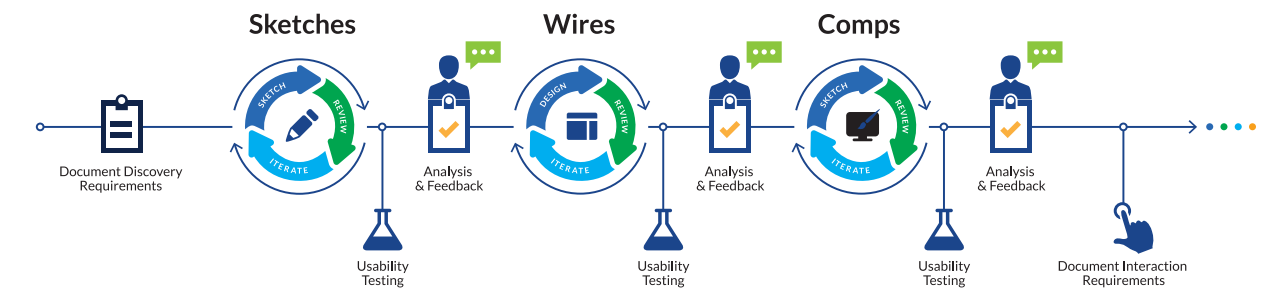
Rusty Segars - Creative Director

We speak your language.

What users say they do and what they actually do are often times different. Our approach ensures we align user needs with project and business objectives.
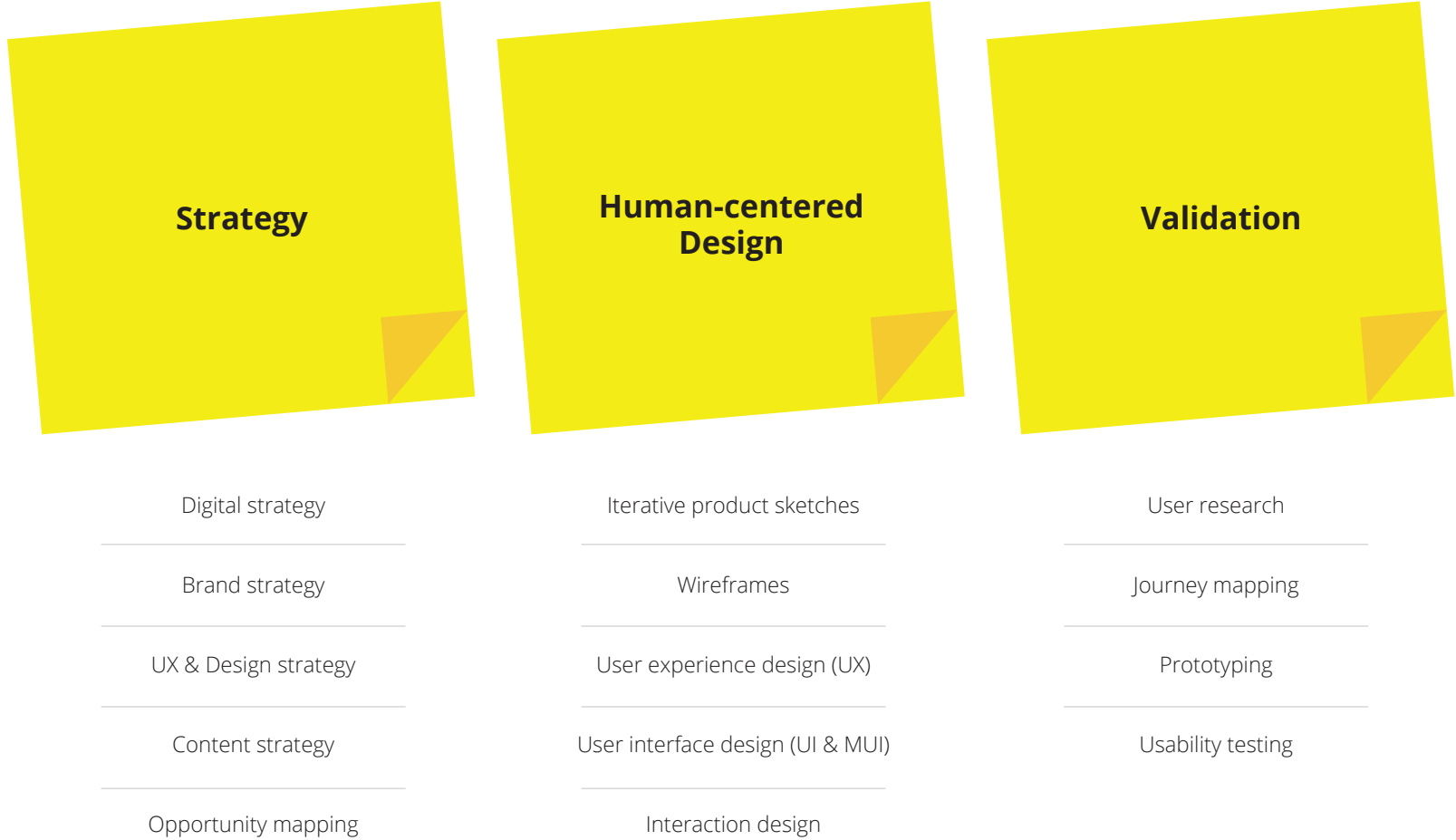
We work hard to design without disruption. We use development and project management language to facilitate communication and ensure a design can be turned into a product without major headaches.

Experience has taught us that integrating development terminology into the entire design process is critical, which is why we've employed a wide variety of tools to plan, track, chat, share, and iterate.

We'll meet you and your clients where it's most convenient.

| Document Discovery Requirements | **Sketches** | Analysis & Feedback | **Wires** | Analysis & Feedback | **Comps** | Analysis & Feedback | Document Interaction Requirements |

Usability Testing   Usability Testing   Usability Testing

We use human-centered design methodologies to offer a full spectrum of services for a full spectrum of clients.

Strategy

Digital strategy

Brand strategy

UX & Design strategy

Content strategy

Opportunity mapping

Human-centered Design

Iterative product sketches

Wireframes

User experience design (UX)

User interface design (UI & MUI)

Interaction design

Validation

User research

Journey mapping

Prototyping

Usability testing

TOP UX AGENCIES
Clutch
RALEIGH
2018

THE CLUTCH 1000
GLOBAL 2018

TOP WEB DESIGNERS
Clutch
UNITED STATES
2018

"Good design is like a refrigerator — when it works, no one notices, but when it doesn't, it sure stinks."

Irene Au

Obermeyer

Started in 1947, Obermeyer had one goal in mind — to help his ski school students stay warm and dry. His love for both skiing and engineering lead to the first down parka and mirrored sunglasses, among many other inventions.

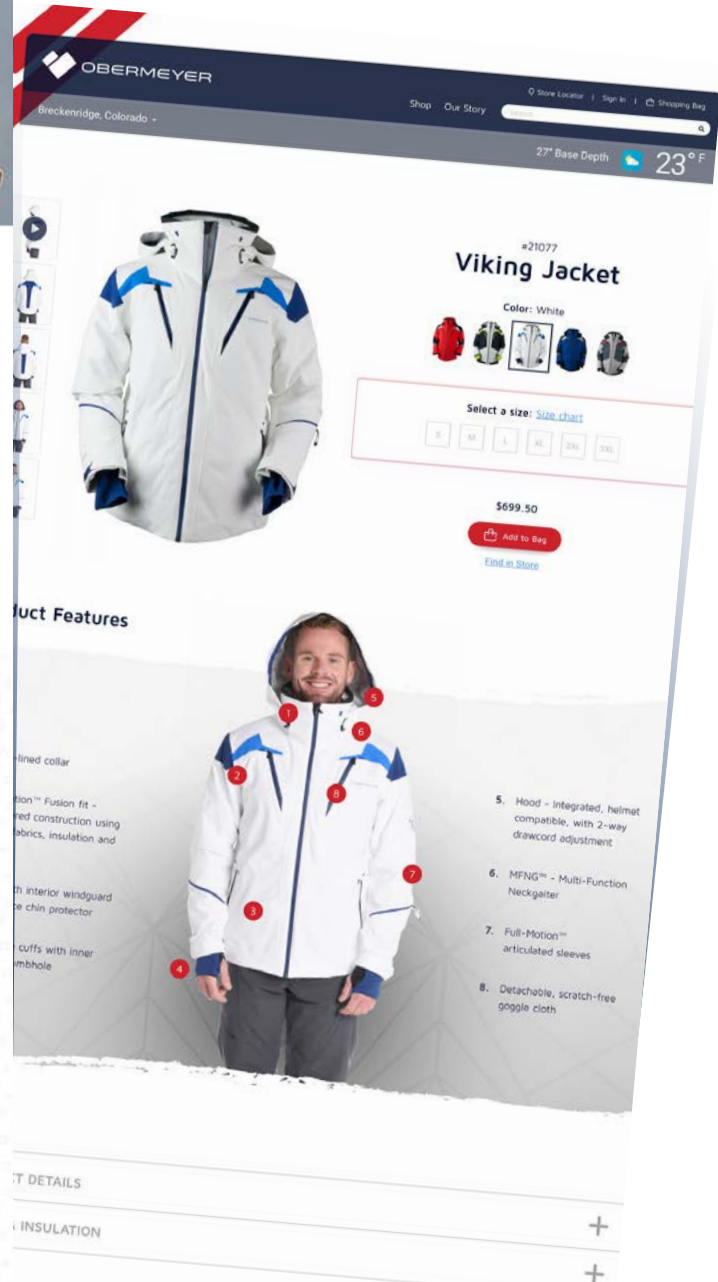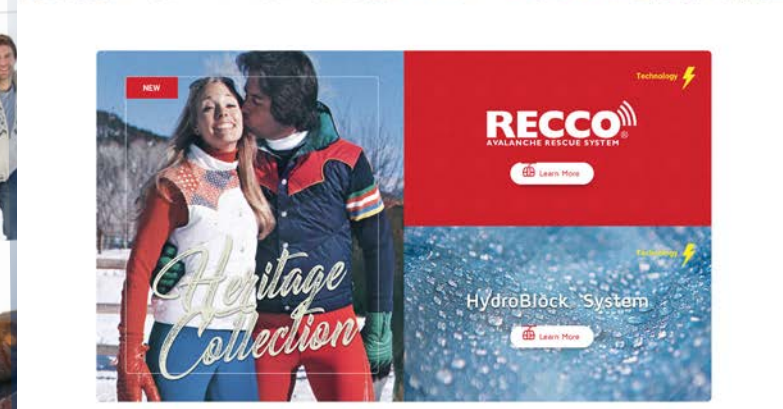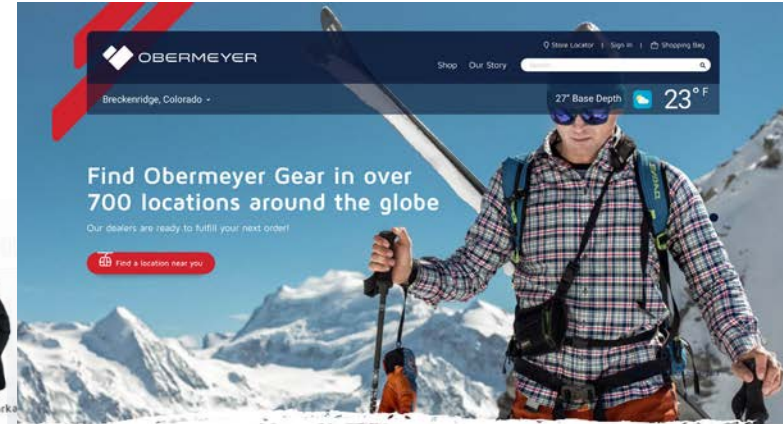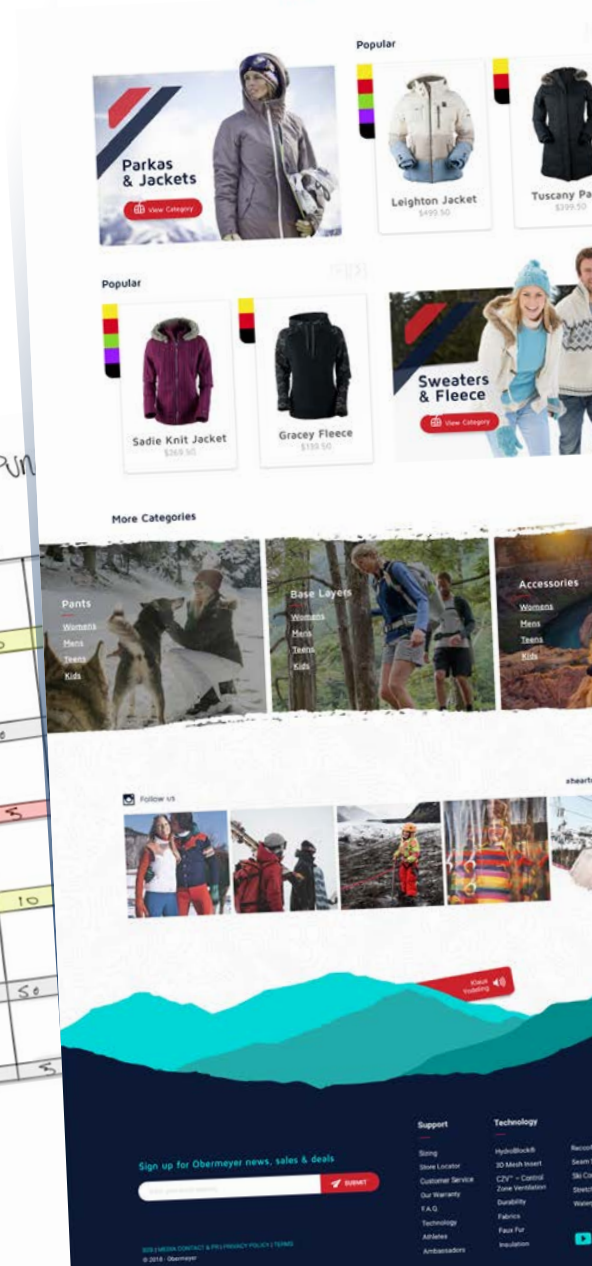**2017 to 2018**

250%
increase in referrals to their dealers

88%
increase in mobile revenue

Problem

Obermeyer needed a simplified and unified ecommerce solution to address the unique needs of their Dealers, consumers, and VIP customers. Their existing solution was costly and complex. Many of their customers found the system confusing. What's more, the system was suffering under the strain of their growth. They needed a system that could grow with them, that didn't incur recurring costs, and that all of their users found easy-to-use.

Solution

- Complete user experience overhaul
- Combined the B2C and B2B web properties together to create a cohesive user experience
- Designed for a multi-display universe
- Designed tools for Merchandisers
- Designed online training experience for sales associates

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StickerGiant

StickerGiant is a custom label and sticker producer located in Longmont, Colorado. As a Forbes top 25 small business, the 39-person organization is 100% online, so their website is critical to their success and growth.
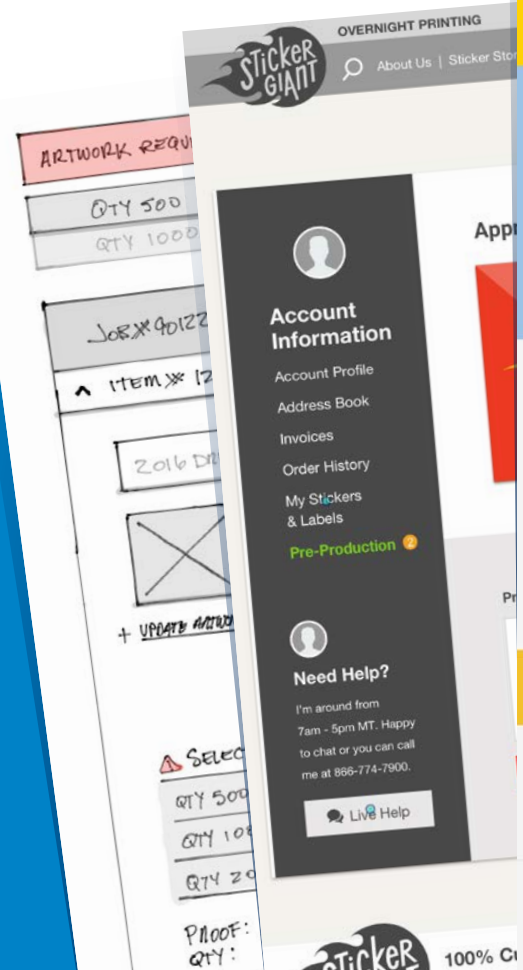
2017 vs 2016

311%
Increase in Desktop Revenue

362%
Increase in Mobile Revenue

Problem

In 2015, StickerGiant was a business whose growth was constrained by a website that was under performing. They needed a web partner to elevate its web presence and ensure that the site was growing the business – not holding it back. In particular, the site was not responsive and lacked some of the common ecommerce capabilities (such as user accounts and order tracking). Complicating the situation, much of the customer experience was handled offline because the company's CRM system was only partially integrated with its website.

Solution

- Complete User Experience overhaul
- Complete redesign
- Designed a mobile experience
- Improvements to the checkout flow
- User tested every stage of the checkout process in an effort to tune conversions
- Designed account functionality so customers could self-service their needs, reducing impact on Customer Service.
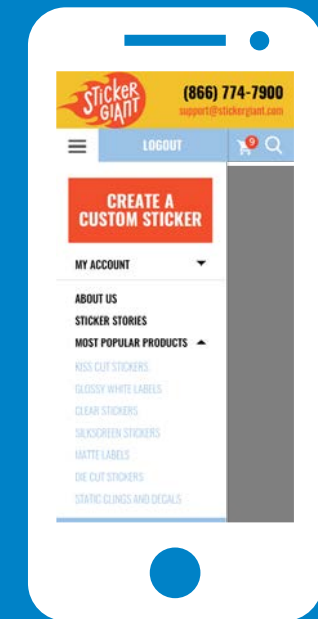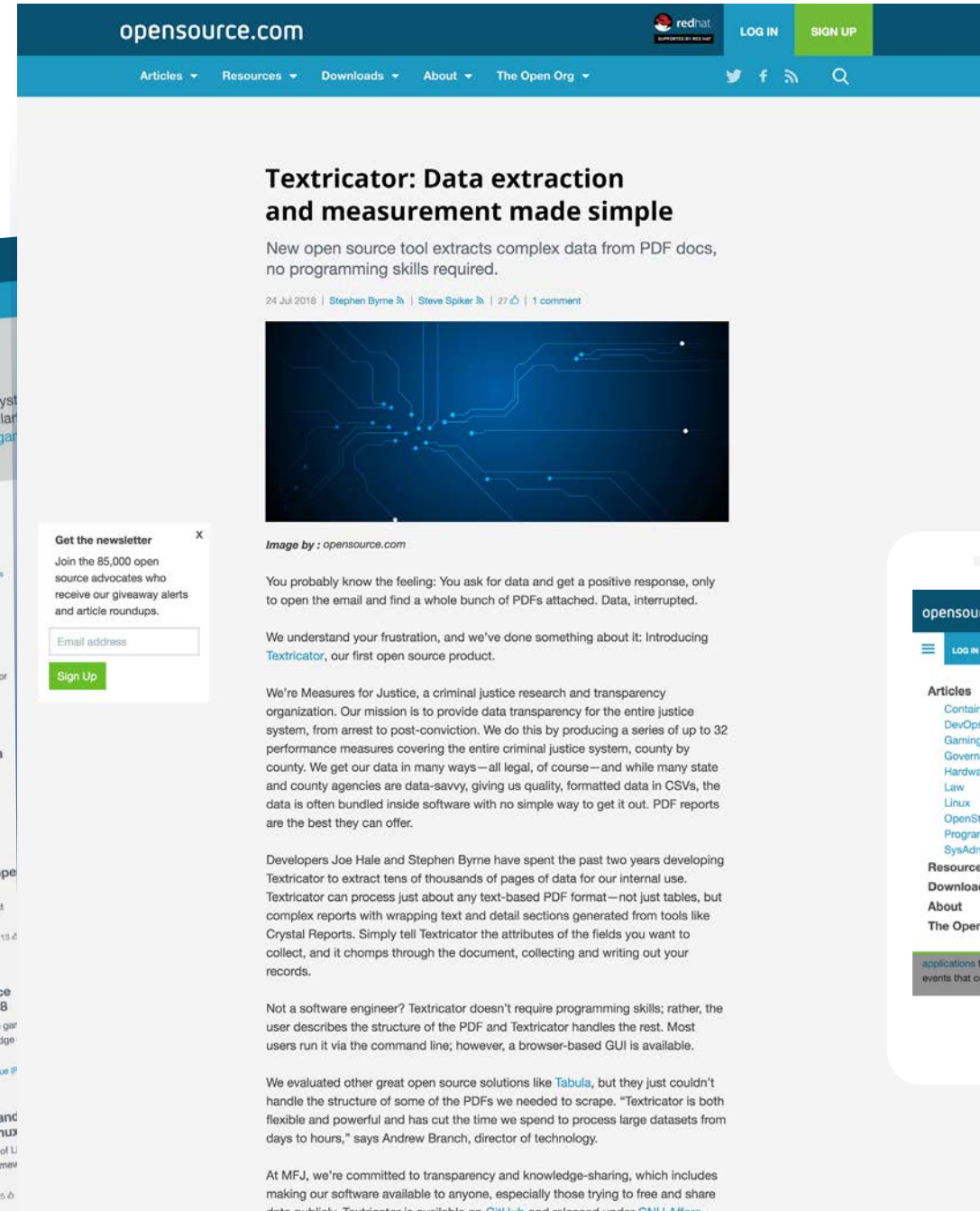
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Red Hat

Bluespark provides ongoing Design (UI/UX) strategy and enhancements to Red Hat's highly-popular open source community site, an outreach project for the $3B technology provider.

2017 vs 2016

3%

Increase in CTA Engagement

42%

Increase in page load

Problem

Red Hat's Opensource.com is an industry leader in news and information about the Open Source Way. The site promotes open source thinking in a range of industries from technologies, education, business, government, health, law, entertainment, and humanitarian efforts. It's an ambitious project started by Red Hat's founder, Jim Whitehurst. Given the importance of the site's mission, it needed a website that reflected that – a modern, utilitarian site that allowed the reader to focus on the content and the message.

Solution

- Optimized mobile UI experience
- Optimized UI design to load faster
- Optimized for accessibility
- Simplified and streamlined content strategy, including taxonomy (tags), and navigation
- Improved content readability – typefaces, font sizes, colors, navigation paths
- Instilled data-informed Design process with standardized testing
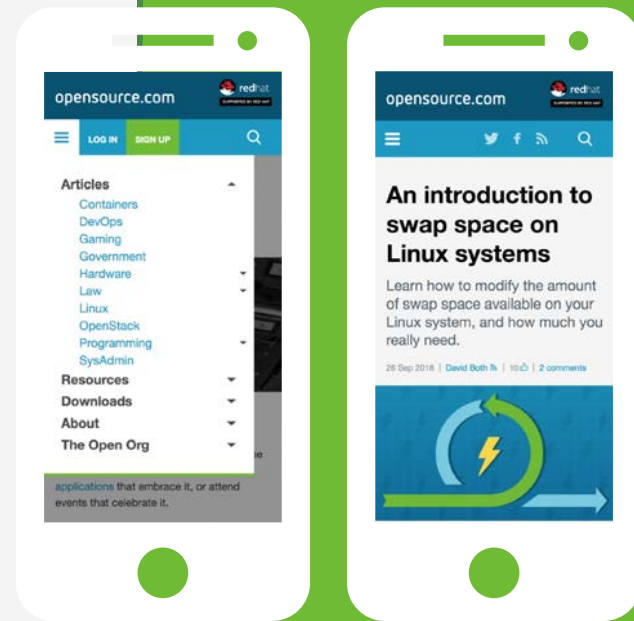
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Duke University

SciPol is a project of the Duke University Initiative for Science & Society. It's overarching goal is to increase the publics literacy of science policy so that they'll feel capable of contributing to and interacting with such policies.
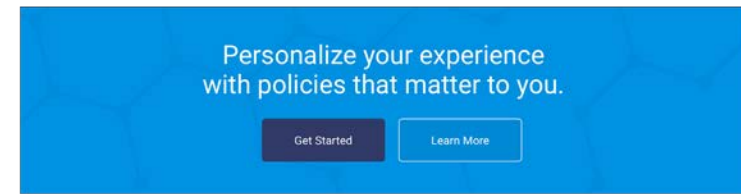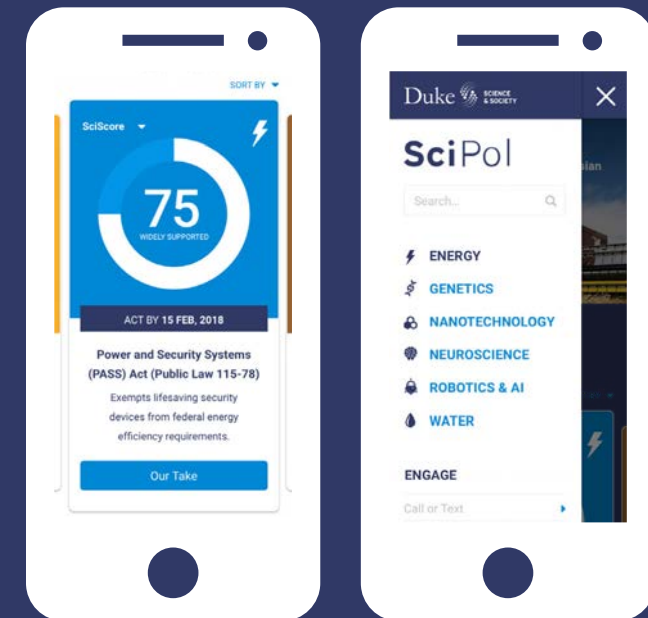
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Indiana University Libraries

Indiana University Libraries is one of the leading academic research library systems in North America, providing strong collections, quality service and instructional programs, and leadership in the application of information technologies.
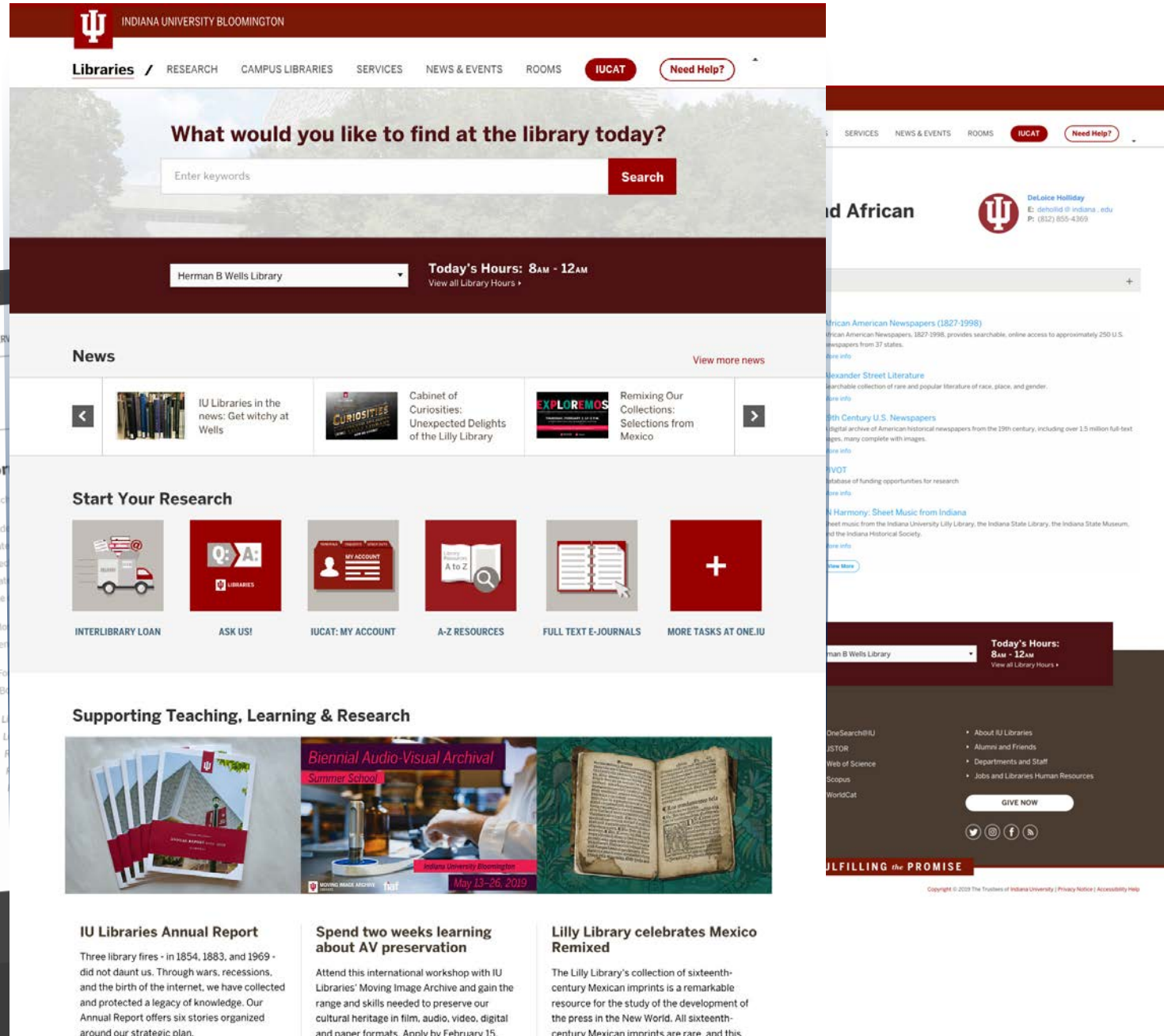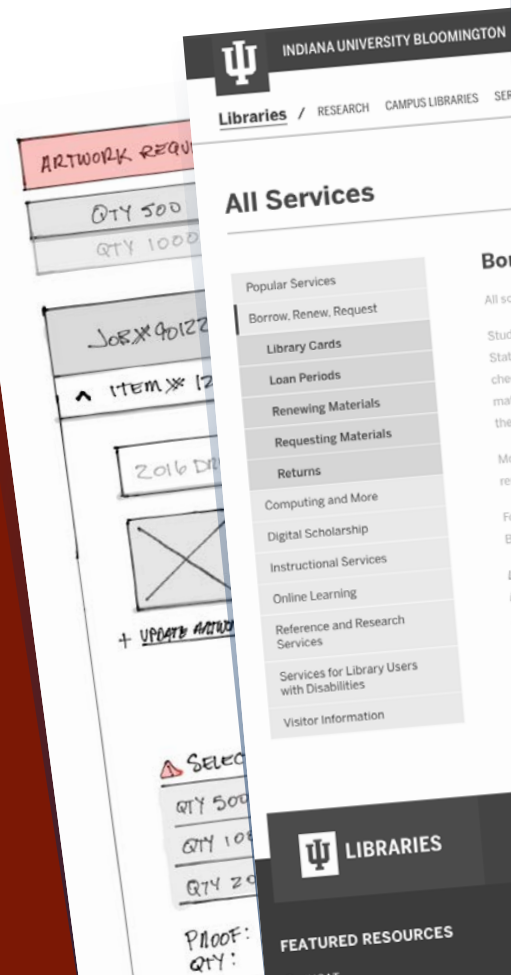
2017 vs 2016

65%

decrease in call-center calls

7000

reduction in website pages

Problem

Beginning in 2012, the Indiana University Libraries' web presence was spread across multiple microsites on various platforms that were difficult to maintain. They needed a solution that consolidated their microsites, streamlined content, managed hours of operation across all campuses, and made it easier to cross-promote content and events throughout the libraries.

Solution

- Modernized the design
- Incorporated new university brand guidelines
- Integrated with the campus-wide engagement portal called One.iu
- Extended the design to the libraries sites' interior pages
- Launched on time and came in under budget
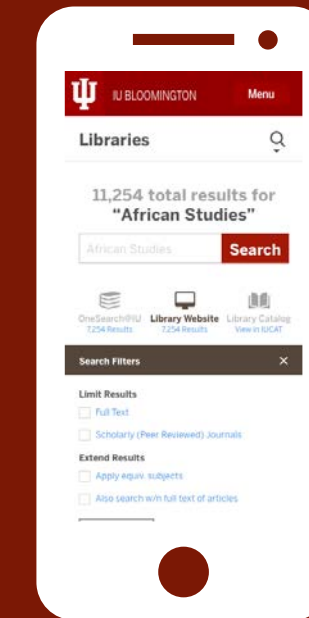
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Stanford University

The Stanford History Education Group provides history-related assessments and course materials to U.S. high schools. The group "seeks to improve education by conducting research, working with school districts, and reaching directly into classrooms with free materials for teachers and students."

Problem

The original challenges of SHEG (a branch of Stanford University) were partly because of how content was allocated. Because funding came from two different sources, the SHEG website was branded into two separate sites – www.sheg.edu and www.beyondthebubble.com. The disparate branding (and content location) created an uncertain user experience and complicated data gathering.

In early 2017, SHEG decided the two sites should become one with consistent branding, updated messaging, and a more reliable user experience.

Solution

- Create a consistent user experience within the site (including coherent branding and updated content presentation)
- Develop a modern and accessible design
- Simplified color palette
- New round logo modernize SHEG's image
- Combine the two separate sites into one, which made the user flow more efficient and intuitive
- Improved SHEG's ability to track engagement

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Trusted By...

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ART MUSEUM

italy magazine

Stanford University

UCLA

INDIANA UNIVERSITY
BLOOMINGTON

tripadvisor®

SANDOS
HOTELS & RESORTS

redhat

ORANGE
COUNTY
LIBRARY
SYSTEM

THE HENRY AND ROSE
PEARLMAN
FOUNDATION

SUPERIOR
RECREATIONAL PRODUCTS

Sticker
Giant

obermeyer
DESIGNED AND TESTED IN ASPEN, COLORADO

McGill
UNIVERSITY

AAS
AMERICAN
ASTRONOMICAL
SOCIETY

Why Bluespark?

We Engage.
We take the time to understand your organization, empathize with your audience, and balance stakeholder and user needs. We meet all challenges with thoughtful analysis and no-nonsense advice.

We are Passionate.
We are a community of passionate experts dedicated to honing our craft in order to deliver engaging digital experiences for you and your customers.

We Partner.
We take on your challenges as our own. We want to help evolve and grow your website to be as engaging as it truly can.

We are Results-Oriented.
We are focused on finding solutions that solve problems – and then measuring those results so we can help you keep improving.

We Do It Right.
From taking to time to understand your customers and the problems the are facing to following design and coding best practices, we take our time and do it right.

We Deliver.
When we make a promise, we deliver. Our process is designed to ensure accurate and timely communications so you know where we are and what's going on.

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Address

324 S. Wilmington Street. Suite 242,
Raleigh NC 27601 USA

T: +1 (919) 234-7876
E: info@bluespark.com

www.bluespark.com

🔗 **bluespark.com**