

W: bluespark.com

# 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.

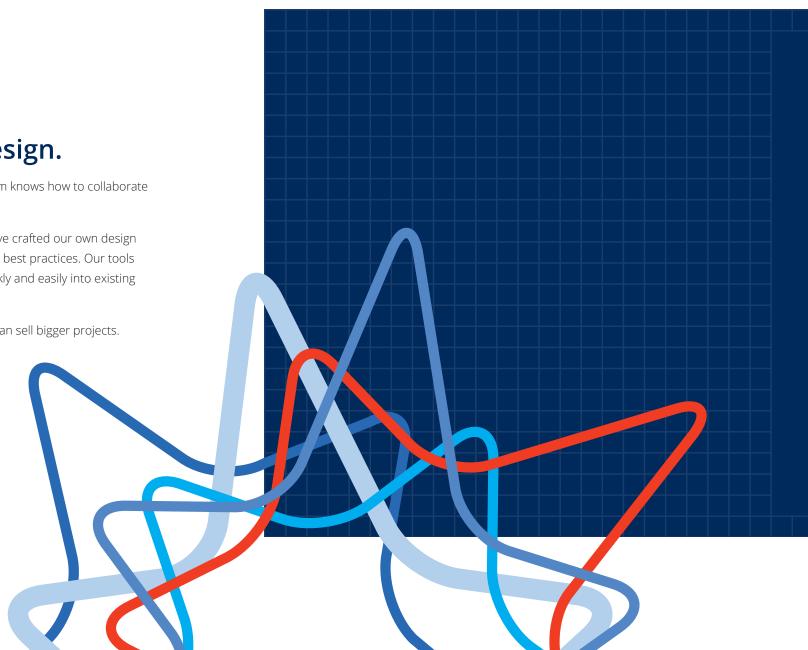
We understand you're busy with development. We want to add value to your process so you can sell bigger projects.

Let's chat.

**Mark Dodgson** 

**UX** Director

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

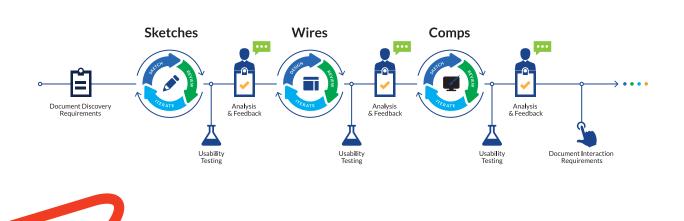
## We speak your language.

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.

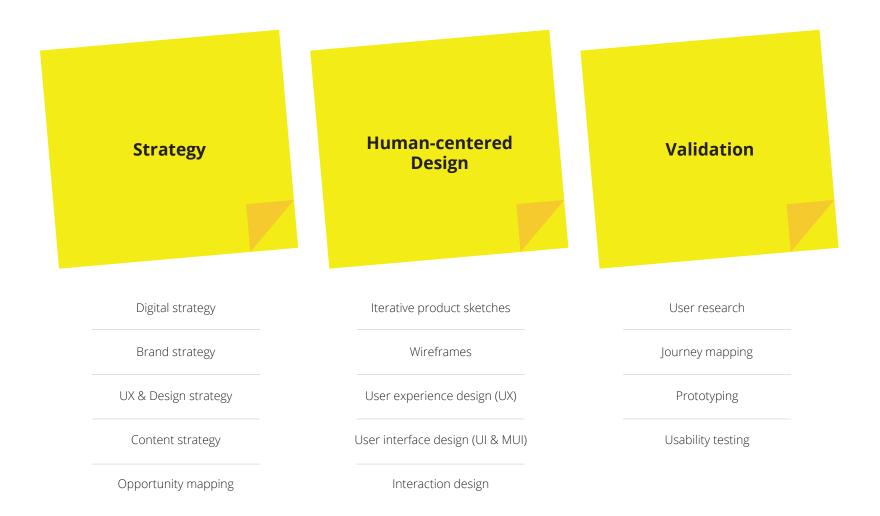
We work hard to design without disruption. We use development and project management language to facilitate communication and ensure a design can be turned into a product without major headaches.

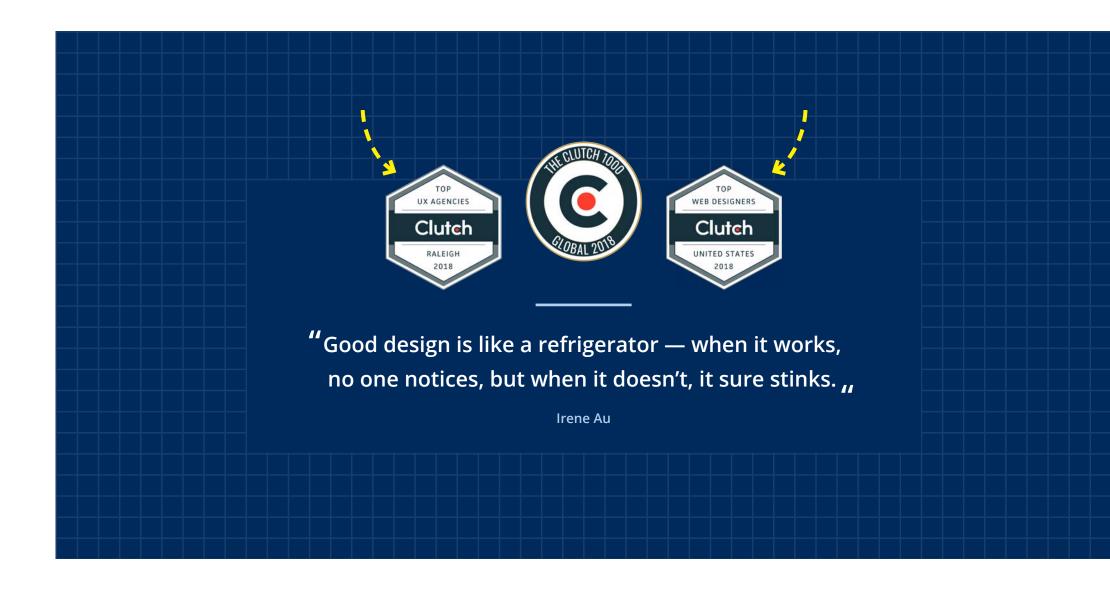
Experience has taught us that integrating development terminology into the entire design process is critical, which is why we've employed a wide variety of tools to plan, track, chat, share, and iterate.

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



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





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# Obermeyer

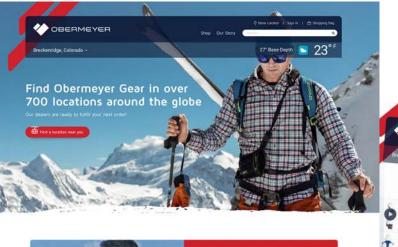
Started in 1947, Obermeyer had one goal in mind — to help his ski school students stay warm and dry. His love for both skiing and engineering lead to the first down parka and mirrored sunglasses, among many other inventions.

2017 to 2018

250% increase in referrals to their dealers

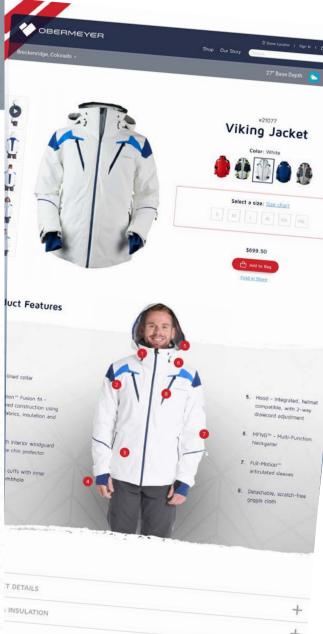
88% increase in mobile revenue













#### 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



### **StickerGiant**

Sticker Giant 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.

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+ UPDATE ARTINO

A SELEC

वा ५ 50

QTY 10

Q74 24

A ITEM X 1

Account

Order History

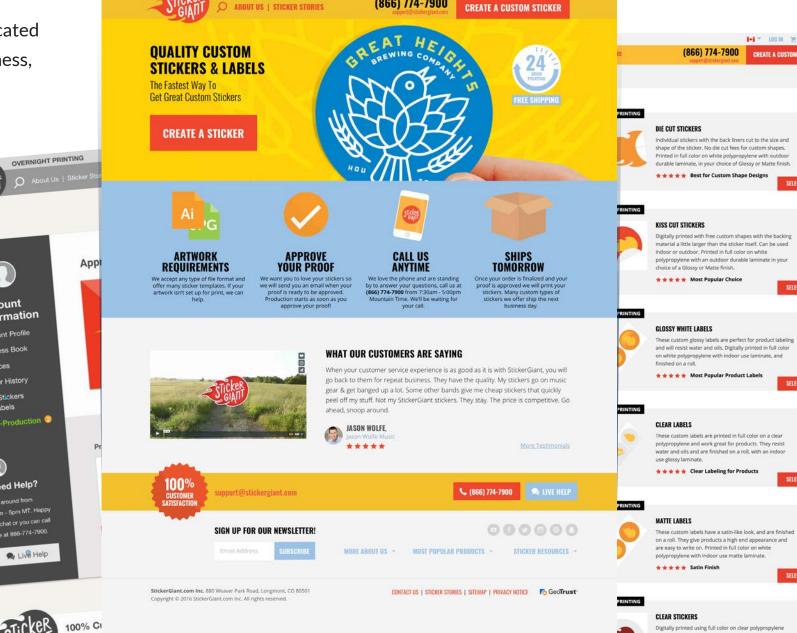
My Stickers

& Labels

2017 vs 2016

311% Increase in Desktop Revenue

> 362% Increase in Mobile Revenue



OVERNIGHT PRINTING

- MY ACCOUNT - W MY CART

IN LOGIN Y MY CART (

CREATE A CUSTOM STICKER

MOST POPULAR PRODUCTS -

MY ACCOUNT

STICKER STORIES

ABOUT US

(866) 774-7900 CREATE A CUSTOM STICKER



#### Problem

In 2015, Sticker Giant 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.

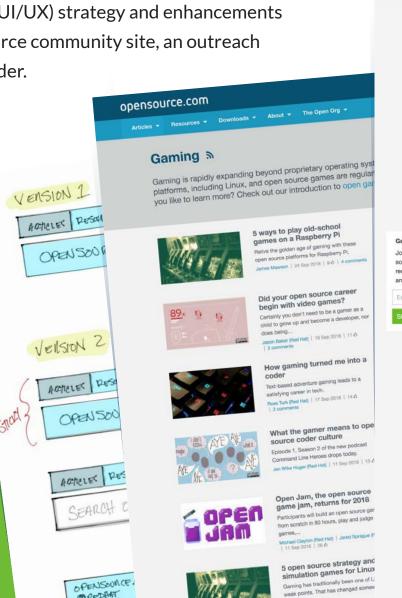
### **Red Hat**

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

Increase in page load



Articles ▼ Resources ▼ Downloads ▼ About ▼ The Open Org ▼ no programming skills required. Get the newsletter Join the 85,000 open source advocates who receive our giveaway alerts and article roundups.

opensource.com

#### **Textricator: Data extraction** and measurement made simple

New open source tool extracts complex data from PDF docs,

24 Jul 2018 | Stephen Byrne & | Steve Spiker & | 27 🖒 | 1 comment



You probably know the feeling: You ask for data and get a positive response, only to open the email and find a whole bunch of PDFs attached. Data, interrupted.

We understand your frustration, and we've done something about it: Introducing Textricator, our first open source product.

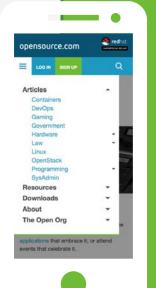
We're Measures for Justice, a criminal justice research and transparency organization. Our mission is to provide data transparency for the entire justice system, from arrest to post-conviction. We do this by producing a series of up to 32 performance measures covering the entire criminal justice system, county by county. We get our data in many ways-all legal, of course-and while many state and county agencies are data-savvy, giving us quality, formatted data in CSVs, the data is often bundled inside software with no simple way to get it out. PDF reports

Developers Joe Hale and Stephen Byrne have spent the past two years developing Textricator to extract tens of thousands of pages of data for our internal use. Textricator can process just about any text-based PDF format-not just tables, but complex reports with wrapping text and detail sections generated from tools like Crystal Reports. Simply tell Textricator the attributes of the fields you want to collect, and it chomps through the document, collecting and writing out your records.

Not a software engineer? Textricator doesn't require programming skills; rather, the user describes the structure of the PDF and Textricator handles the rest. Most users run it via the command line; however, a browser-based GUI is available.

We evaluated other great open source solutions like Tabula, but they just couldn't handle the structure of some of the PDFs we needed to scrape. "Textricator is both flexible and powerful and has cut the time we spend to process large datasets from days to hours," says Andrew Branch, director of technology.

At MFJ, we're committed to transparency and knowledge-sharing, which includes making our software available to anyone, especially those trying to free and share







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

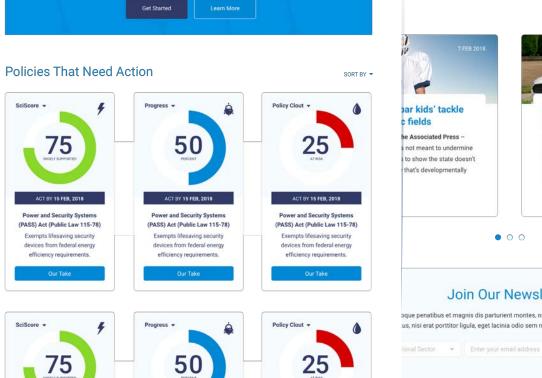
- Optimized mobile UI experience
- Optimized UI design to load faster
- Optimized for accessibility
- Simplified and streamlined content strategy, including taxonomy (tags), and navigation
- Improved content readability typefaces, font sizes, colors, navigation paths
- Instilled data-informed Design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

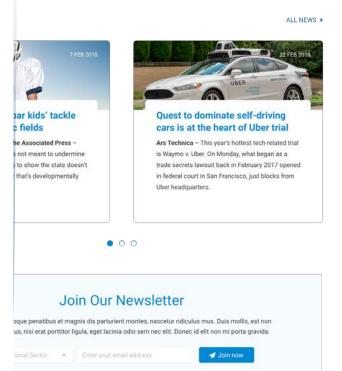
# **Duke University**

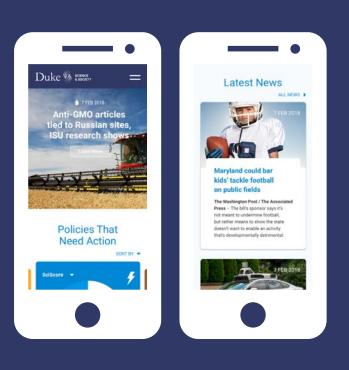
SciPol is a project of the Duke University Initiative for Science & Society. It's overarching goal is to increase the publics literacy of science policy so that they'll feel capable of contributing to and interacting with such policies.













#### **Problem**

The Duke SciPol site looked dated and was difficult to navigate. This navigational challenge happened organically over years of adding seemingly disparate categories and industry verticals. Due to the vast range of topics, users were finding it difficult to locate content resulting in high exit rates and low engagement with the polices that the site aimed to encourage. The SciPol team challenged us to increase the average page a user visited and increase engagement with the policies.



#### Solution

- Complete user experience overhaul
- Complete redesign
- Designed a personalization and content tailoring strategy
- Designed for mobile devices

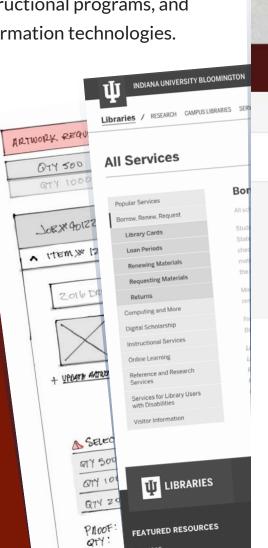
# **Indiana University Libraries**

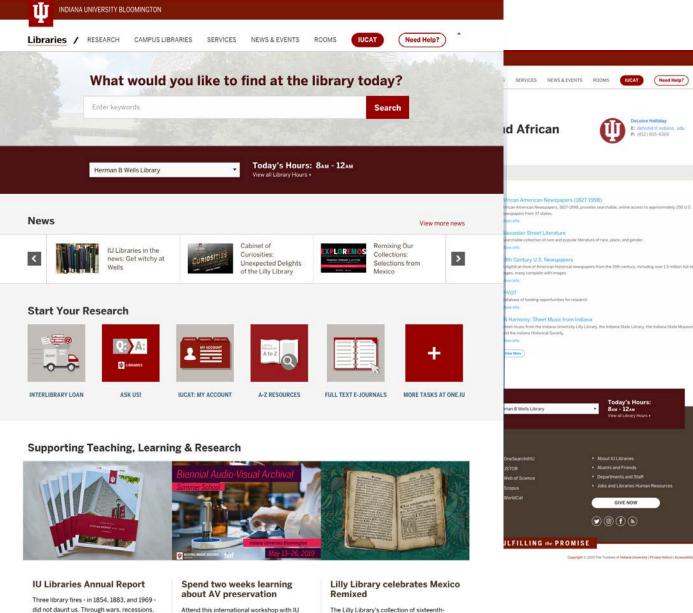
Indiana University Libraries is one of the leading academic research library systems in North America, providing strong collections, quality service and instructional programs, and leadership in the application of information technologies.

2017 vs 2016

65% decrease in call-center calls

reduction in website pages





range and skills needed to preserve our

cultural heritage in film, audio, video, digital

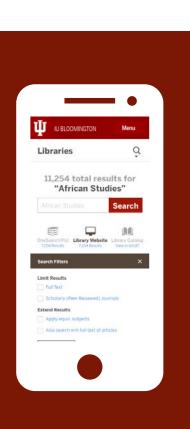
resource for the study of the development of

the press in the New World. All sixteenth-

and the birth of the internet, we have collected

and protected a legacy of knowledge. Our

Annual Report offers six stories organized



GIVE NOW **②⑥⑤⑤** 



#### **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.

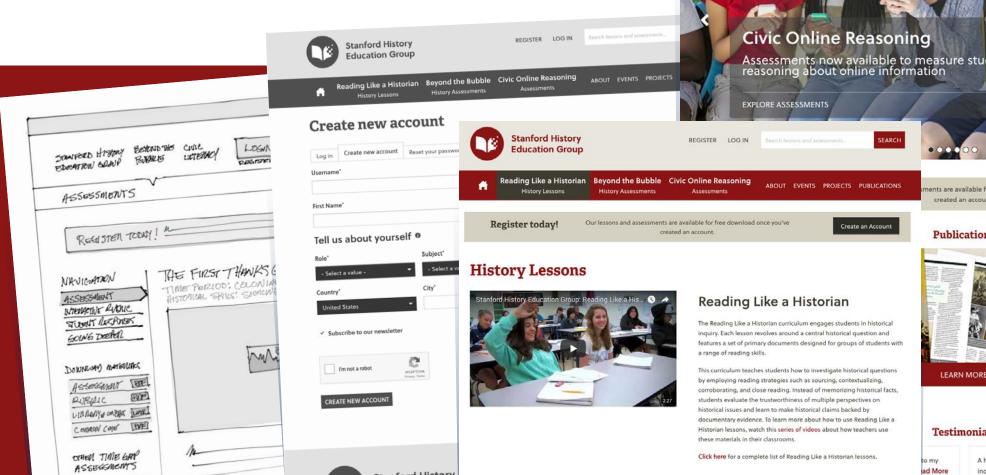


#### Solution

- 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

# **Stanford University**

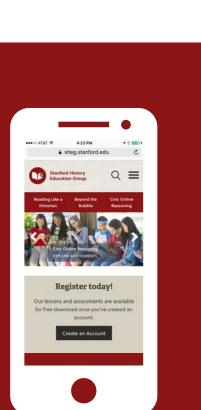
The Stanford History Education Group provides history-related assessments and course materials to U.S. high schools. The group "seeks to improve education by conducting research, working with school districts, and reaching directly into classrooms with free materials for teachers and students."



**Education Group** 



and enriched the students of my classroom. Read More





#### Problem

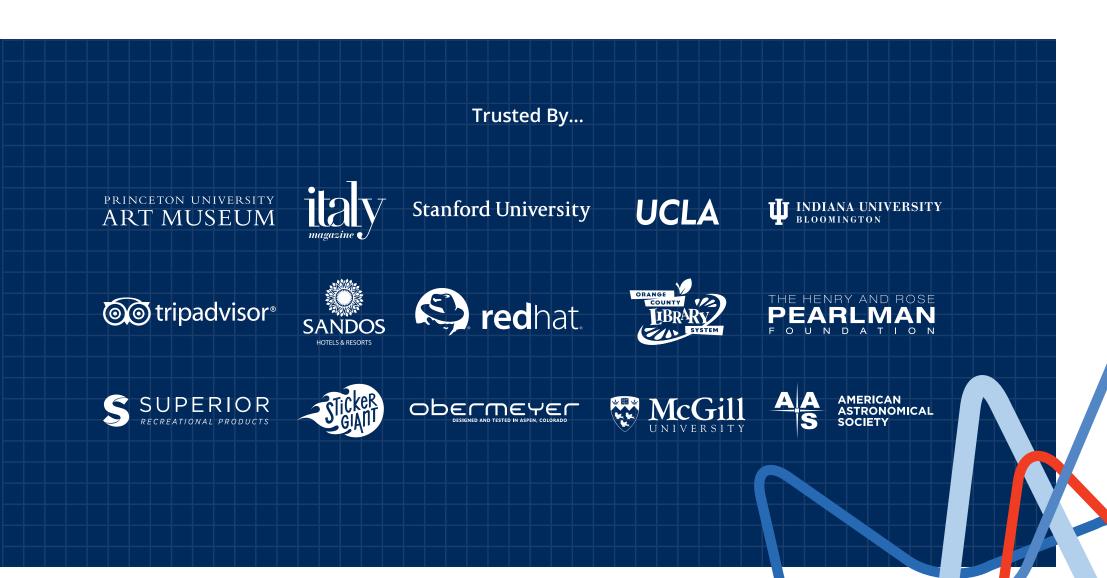
The original challenges of SHEG (a branch of Stanford University) were partly because of how content was allocated. Because funding came from two different sources, the SHEG website was branded into two separate sites - www.sheg.edu and www.beyondthebubble.com. The disparate branding (and content location)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



### 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.

