

# Services + Work

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UBG Digital Media LLC

UBG.COM

## Services + Work

Includes:

- What UBG Does
- The UBG Process
- 1 Case Study

## Total Package

UBG takes an interdisciplinary approach — combining strategic, creative and technical skill sets — to create a total digital media resource.



This comes from two decades of experience from award-winning work with clients on three continents, but it's also about the little picture — the details UBG thoughtfully pays attention to that translate to an optimal user experience.

Full service carries a dual meaning at UBG. It's an end-to-end approach to providing quality digital media solutions but also a philosophy on delivering the full spectrum of professional courtesies we

don't see enough of these days. Full service at UBG is not just about the "what" but also the "how".

To this end, whether you're a new venture or an established enterprise, UBG will work tirelessly to faithfully deliver the Total Package.

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## What's Digital Media?

Digital media is itself an interdisciplinary approach.

It has been referred to as, "the creative convergence of digital arts, science, technology and business for human expression, communication, social interaction and education."

In more practical terms, digital media can take the form of a Website, digital video, DVD, video game, e-book or cell phone application.

One common thread is that digital media lives on a "small screen" format.

# Services

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## Digital Strategy Consulting

UBG works closely with clients to plan an optimal digital strategy based on core business objectives.

### UBG can define/refine the company's Digital Strategy

- List and prioritize general and Web-specific goals
- Specify how solutions will achieve success in markets

### Establish User Scenarios and the User Experience (UX)

- Identify users, goals, preferences and motivations
- Define required digital content and functionality

### Specify the User-Centered Methodologies

- Specify how user actions will align with key objectives
  - Define tactics needed to help ensure desired actions
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## Branding

With two decades of experience, UBG is a recognized authority in branding for small and medium-sized businesses.

### UBG can align the Brand Experience with business goals

- Define the brand positioning in the marketplace
- Specify how the brand will convey expectations

### Define the business's Brand Identity

- Design a logo that confidently conveys the brand
- Create business names, tag lines and print collateral

### Integrate brand management within the marketing plan

- Specify how the brand will convey its message
  - Define how market value will be created by the brand
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## Interaction Design and UX

Building solutions to fulfill users' tasks and goals make for highly rewarding User Experiences.

### UBG can research and analyze user behavior

- Conduct interviews, focus groups and surveys
- Interpret the data to identify features and functionality

### Make prototypes and conduct usability testing

- Create wireframe, mock-up and functional prototype
- Test the prototype's usability and refine where needed

### Create an optimal User Experience

- Design user interface based on final prototype elements
- Create supporting assets including video and print

## Services

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### Website Design and Development

UBG has been in the business of creating clean, usable and visually impressive Websites since 1995.

#### **UBG can build Web prototypes based on Users and Flows**

- Use wireframes to prototype Website flows
- Define Website Information Architecture

#### **Establish the Website Look-and-feel**

- Create the user interface, functionality and content
- Design Web-optimized final graphics

#### **Develop, test and manage the Website**

- Develop and test necessary XHTML, CSS and Javascript
  - Setup tools for Website maintenance and analysis
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### Flash Design and Development

Adobe Flash serves as a tool of choice for UBG to create its award-winning online media experiences.

#### **UBG can create Flash Rich Internet Applications (RIA)**

- Build user interfaces with full content interactivity
- Develop ActionScript based data-driven functionality

#### **Build semi-functional Flash prototypes**

- Rapidly prototype software or Web applications
- Develop and test UI variations and new functionality

#### **Add interactive content to Websites**

- Design Flash slideshows, charts and mini-applications
  - Create Web-optimized video and audio
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### Video Production

Bringing quality digital video to the small screen has been a longstanding passion for UBG.

#### **UBG can provide full-service video production**

- Storyboard, write, film and direct HD or SD video
- Do video editing and effects; mix music and voiceovers

#### **Manage video production for industry or sports events**

- Setup multi-camera video shoots w/ lighting and sound
- Serve online video as a live stream or on-demand

#### **Create interactive media for Web, mobile or DVD**

- Optimize for multi-format online or mobile delivery
- Design and develop Web and mobile applications or DVDs

# Process

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## Discover

UBG's 6 phase process was developed from experience gained in 95+ digital media projects. The process is based on user-centered design principles and methods.

We begin with several rounds of questions about your organization and its goals. Our conversation then focuses on your customers and, in particular, their wants and needs.

### Tools Used

- User Personas and Scenarios
- Wants and Needs Analysis
- Competitive Analysis



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## Plan

The collected information is carefully interpreted and then mapped to organizational blueprints and functional documents used to specify your project's creative and technical requirements.

### Tools Used

- Goals-Users-Flows
- Site Map and Content Map
- Information Architecture Blueprint



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## Design

The design phase focuses on visualization of the digital solutions to your customers' wants and needs. That includes a progression of steps to create the user interface and define the soon-to-be pervasive look-and-feel.

### Tools Used

- Wireframes
- Design Mock-Ups/Comps
- Semi-Functional Prototypes



# Process

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## Build

In this resource-intensive phase, the various types of content and programming defined in the plan are developed to a fully usable state. Depending on the type of solution, it can also include video and photography as well as final graphics and copy.

### Tools Used

- Client-Side Programming
- Graphic Design
- Content Production



## Release

To ensure a successful project deployment, proper testing is necessary both before and after the release. Close attention gets paid to the solution's usability, integrity and performance.

### Tools Used

- Quality Assurance
- Stress Testing
- Usability Testing



## Manage

This phase establishes a roadmap for continued growth and improvement. A maintenance plan including training on tools used for client self-management will provide a continuity of service after the release.

### Tools Used

- Content Management System
- Usage Analytics
- Optimization Strategies



# Case Study

## Client : Synergy Financial Management

This case study features a digital solution based on UBG's 6 Phase User-Centered Design Process.

Synergy Financial Management, led by CEO and Founder Joe Maas, is a financial services firm with a strong client base. Synergy prides itself on exceptional subject matter expertise and sophisticated processes.



Previous Logo



Previous Website

## Goals

Joe Maas wanted to grow his organization to include complementary business units.

His company needed to effectively communicate its new business services to target audiences.

### Strategic

- Redefine/reposition brand
- Give users clear messages
- Motivate users to take action

### Creative + Technical

- Convey a modern image
- Focus on UX and IA
- Simplify future development

## Challenges

Synergy's reorganization would take place during a deep recession and Joe's was one of the hardest hit industries. Though he recognized the slowdown to be an opportunity, Joe still needed to closely manage expenditures.

Joe was also concerned about preserving his company's core foundation in financial management and did not want to alienate a loyal clientele. Especially now, Joe knew he had to minimize any risk of losing existing business.

### Key Issues

- Project cost management
- Potential for client confusion
- Risk of client base erosion

# Case Study

## Solution

### Services Provided

- Digital Strategy Consulting
- Branding
- Interaction Design and User Experience
- Website Design and Development

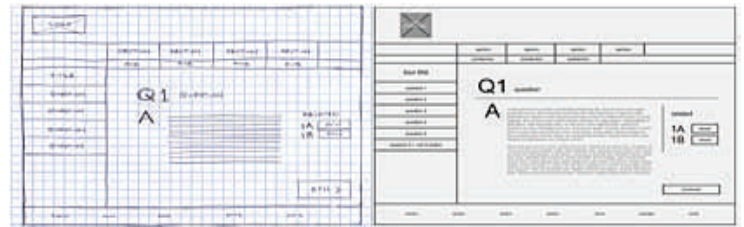
1 Analysis of Synergy’s clients and services identified a cyclical relationship, or *financial ecosystem*, among the planned business units.



2 The Synergetic Finance brand, developed for the new umbrella organization, conveys a forward-thinking, interwoven process.



3 The Website’s user interface and look-and-feel were visualized using iterations of wireframes (pictured) and design comps.



4 Specific informational flows were architected as content “tours” with jQuery based functionality.



## Takeaway

See this solution at : [synergeticfinance.com](http://synergeticfinance.com).

A key takeaway was the importance of communicating a central relationship between various functional parts.

In this case, it was the role of the financial ecosystem as the unifying factor for the Synergetic Finance business

units as well as its significance as an easy to understand concept for Website users.

Organizing information within multiple Website tours proved to be of strong value. It gave users a guided path of discovery to desired actions.

### Key Lessons

- Identify and communicate a core relationship with users
- Web tours can effectively serve business objectives

## About UBG

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UBG was founded in 1990 in Chicago as UBG Communications to help pioneer the first generation of interactive multimedia including 1x CD-ROMs and touch screen kiosks. UBG Digital Media was formed in 1995, focusing on Websites, digital video, and, three years later, Flash. UBG has completed 95+ projects in design and development for clients of all sizes from a wide range of industries. The business has been based in the Seattle area since 1998.



## Delivering the Total Package

UBG is led by its President and Founder, Umit Gokce. Umit has started-up 6 technology based businesses on three continents.

Umit is also CEO/Co-Founder of [MedModule Inc.](#), an integrator of proprietary multimedia technology and expert medical information formed in 2000. He served from 1993 to 1999 as Executive Vice President/Co-Founder of UBG International Inc, a 100-person distributor of mobile, cellular and satellite equipment operating in Europe and the Middle-East. Prior to that, Umit was President of UBG Communications, an early pioneer of interactive

multimedia focused on the tour and travel industry in Chicago and Tokyo.

Umit has been on the advisory board of the University of Washington's Business School since 2001, regularly serving as a judge and team mentor in international business case competitions. He was Board Chairman of the Seattle-based Around-n-Over educational foundation and human-powered global expedition. Since 2005, Umit has been involved in the development and operation of volunteer-based community sports programs as Founder/ Executive Director of the 300

member [Highlands Soccer Club](#) in Issaquah, WA. He previously served as Executive Director of XYZ & You, a 4,000+ member computer graphics user group based in the Pacific Northwest. Preventive health and fitness are areas of particular passion for Umit who enjoys developing wellness programs.



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