

SEENCREATIVE

Company Fact Sheet

Seen Creative is an agile web design, consulting, and application development studio established to help businesses make better use of the web by focusing on user experience, usability, smart design, and clear communication.

ABOUT US

We are a small group of designers and developers who came together in early 2005 when we recognized an opportunity to help businesses better utilize the web.

Our Approach

Our approach can be described as Brand Focused, User Driven. What does this mean? Basically, it means that your brand and your users are two of your most important assets, and empowering the latter enhances the former.

To take it further, your brand is the DNA of your company. It is your visual look, your emotional connotation, and your cultural impact. It is what people think and feel when they hear your name or see your logo. And one of the best ways to create a solid brand, is to focus on the people part of the equation. Because how a person feels about *themselves* when they use your product or web site, affects how they view your brand.

Our Business

The things we build are people-centric, and that's the same way we run our business. We are small and agile by design, we avoid bureaucracy and the status quo, and we treat our clients as partners.

OUR SERVICES

Whether you need a complete redesign, or help figuring out where you stand and where you need to go next, we can help.

Design and Development

Our design and development services — with our focus on user experience, usability, and clear communication — strive to both enhance your brand and empower your users. Whether you need a small redesign or an entire web site rebuilt from the ground up, you can be sure the final result will be well designed, engaging, and also simple, easy-to-use, and mindful of the latest web standards.

User Experience Consulting

We are always glad to give advice or recommendations when it comes to how to best use the web for your business. Whether you just need a fresh perspective on a lingering problem, or you are unsure of the best way to move forward with a project, we can help. Our experience in the field gives us a pretty good idea of what works and what doesn't and we can provide you with detailed analysis and recommendations.

CASE STUDY

HouseDigital

“Seen Creative not only worked closely with us and our team to flesh out a visually appealing web site, but also helped us maximize the effectiveness of our web presence through search engine optimization, excellent guidance on effective page layout, and suggestions about facilitating customer-initiated contact through the web site.”

Kurt Martel, HouseDigital LLC

Overview

HouseDigital, LLC is a local Rochester, NY company that helps their customers seamlessly integrate digital technology into their homes. They pride themselves on designing elegant and easy-to-use systems that will improve the home media experience. HouseDigital hired Seen Creative to ensure the same strong user experience on their web site, as with their home technology services.

Challenges

The new web site needed to achieve the following:

- Clarify company message and site wide communication (Who is HouseDigital)
- Ensure that the site answered common service oriented question (What does HouseDigital do)
- Focus on HouseDigital’s exceptional customer service initiative (Why choose HouseDigital)
- Simplify the process of getting in touch with HouseDigital

CASE STUDY

HouseDigital

- Simplify the site-wide navigation and information structure
- Ensure that the site was widely compatible and standards compliant
- Translate the new brand aesthetic to the web site

Solution

Following the recommendations outlined in our consulting sessions, we developed a new web site that was easier to use, communicated the HouseDigital message much more clearly, and had a better overall user experience. The launch of the new site was followed by a new marketing push and received a very warm response from existing customers and potential partners.

Services Provided

- User Experience Consulting
- Web Design and Development
- Search Engine Optimization

CASE STUDY

City Newspaper

“City Newspaper drastically needed to overhaul our old web site. Seen Creative approached us about the project, pitched their ideas, and made us believe that they were the right team for the job. We were not disappointed. In fact, we’re thrilled with the results. Our new site is functional, interesting, and interactive, and our readers love it.”

Eric Rezsnyak, City Newspaper

Overview

City Newspaper is greater Rochester’s largest alt-weekly and it’s the premier source for news and entertainment. The paper publishes every Wednesday and is available free at more than 800 spots around Rochester and Monroe County, reaching about 100,000 readers. City contacted Seen Creative in need new web site that would better highlight their content and encourage greater interactivity.

Challenges

The new web site needed to achieve the following:

- Showcase the various types of editorial content (articles, blogs, etc)
- Encourage interactivity with the content through comments and reviews
- Provide a better sense of community by highlighting local talent (artists, venues, etc)
- Create a comprehensive Restaurant Directory and allow user ratings

CASE STUDY

City Newspaper

- Compile local events into one easy-to-use calendar and allow event submissions
- Simplify the site-wide navigation and information structure
- Ensure that the site was widely compatible and standards compliant
- Build an easy-to-use content management system

Solution

A custom content management system was built along with the new design. This new framework addressed the above challenges, and allowed for more focused content and more reader interactivity.

Services Provided

- Consulting
- Web Design and Development
- Custom Content Management Software
- Database Architecture

CONTACT US

If you would like to work with us, or if you have any lingering questions, the best thing to do is to call us or send an email. We don't really mess around with RFP's since we find it's best to just have a conversation.

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