

Snapshot

OVERVIEW

K Y create Web sites that take our clients to the top of their class. We build visually stunning interfaces optimized for Web technology. Over the past ten years, this approach has led to numerous awards and recognition. However, we continue to measure success by the *results* of our work. We're focused on achieving ROI for our clients – ensuring that an investment in a Web solution builds loyalty and sales.

Our experience spans industries which keeps our perspective fresh and well rounded. Throughout the past ten years, we've worked for clients in the fields of transportation (BART, WMATA), arts (San Francisco Symphony, San Francisco Ballet, KQED), finance (AXA Rosenberg, Credit Suisse), education (Library of Congress, McGraw-Hill), wine (Beaulieu Vineyards, Beringer Vineyards, Jordan Vineyard & Winery, Pine Ridge, Robert Mondavi Wineries, Stag's Leap Wine Cellars), and many more.

Despite our large client list and wide range of capabilities, we are a small firm able to provide high-level principal involvement and exceptional client service. The same hands that created the sites in our portfolio will craft your Web solution. We limit the amount of work we take at any time, so we must carefully consider each project opportunity. We aspire to work only on the projects that generate the most interest among our team.

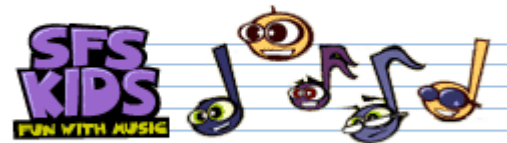
APPROACH

The approach is highly collaborative. We're not afraid to express strong opinions based on our professional experience, but we also know how to listen to our clients – and to the ultimate arbiters of success, the users. 's design prowess, technical know-how and research skills, combined with our clients' industry expertise, create a fresh perspective and fuels innovation.

RESULTS

We deliver impeccable projects and tangible results – on time and on budget: Our site for Bay Area Rapid Transit (BART) was named Best Public Transportation site in the country. We established Robert Mondavi as the online leader in the wine industry. America's Library – our site for the Library of Congress – has received over 300 million visits in just over 2 years. We quadrupled online sales for the San Francisco Symphony, a five-year old site that is still considered the gold standard. It's no wonder our clients are so loyal; they enjoy the process and they appreciate the results.

"415 took our vision of creating a world-class music learning resource for children, families, and schools and helped make it a reality."



Ron Gallman, director of education for the San Francisco Symphony

Capabilities

Results are the culmination of everything we do. <YfY, a project is not considered successful unless it achieves the goals outlined by the strategy. Winning awards is great, but without solving your problems, awards are meaningless. Throughout every project, we revisit the goals established at the outset to ensure that the end product will be successful. Whatever those goals may be – increasing online sales, generating massive traffic, automating business processes (or something else entirely), we evaluate our work according to the targets that help define our initial strategy. You see tangible, focused ROI; we see happy clients.

"415 was integral in helping us with our online brand strategy and messaging and their experience in the digital environment was pivotal in communicating all of our objectives online."



*Sheila Franks, Manager, Web Communications,
Robert Mondavi Wineries*

STRATEGY

K Y understand the Internet; we know how to use the medium to improve your business. We listen to your needs and combine your industry knowledge with research, analysis, and our expertise in marketing, business processes, content management, and technology platforms. We develop an integrated project strategy that aligns with your organizational objectives and defines specific goals – such as traffic and sales, search engine optimization, increased efficiencies, industry recognition, and user enthusiasm. These goals inform project development and determine success. Working together, we create an end result that exceeds your expectations.

USER INTERFACE DESIGN (UI)

UI includes the navigational and informational structure of a site – it defines how users will interact with your organization online. It's an often subtle, but important aspect of our work – and one that sets the Internet apart as a communications medium; unlike traditional media, your customers are able to guide their own experience. Using extensive quantitative and qualitative research and testing, combined with well-honed instinct, k Y make the user an integral part of the design and development process. By the time we launch a site, we aren't wondering if the audience will embrace it; we already know they will.

VISUAL DESIGN

Visual design encompasses the look and feel of a project; it breathes life into the UI and is the most apparent manifestation of your brand. Our designers bring a wealth of diversified expertise to their work. They understand how to capture complex brands and translate them onto the Internet, and how to map the visual design back to the project strategy and the specific elements of the UI. Our tailored approach results in an incredibly diverse portfolio; C i f designers understand how to listen, transcend personal preferences, and create exactly what you need and what will inspire your audiences.

TECHNOLOGY

We think of technology as a vehicle to deliver the experience to the user. We've built, integrated and customized interactive technologies – from commerce, content, and community to database, workflow, and information-gathering. This extensive in-house experience and our vast array of partnerships with industry leaders allow us to select and implement the most appropriate technology for each project. We then tailor the technology to facilitate the user interface, visual design, and user experience so that technology will never come between you and your customer.

Process

While we understand that every project – and every client – is different, we use a simple, flexible, easily modified process that has proven successful for even the most complicated tasks:

ANALYSIS: Investing in a proper analysis allows a comprehensive strategy, an efficient project flow and a superior product – be it a simple marketing site or a complex solution. During this phase, we dive into your industry, brand, customers and competitors. We validate objectives, requirements and specifications and challenge conventions and preconceptions. We synthesize this information into a goal-driven roadmap that ensures success at the end of the project.

ITERATIVE DESIGN & IMPLEMENTATION: We then focus on translating strategy and goals into design – the seamless combination of interface, visual and technical design that serves the user and the client. 415 creates sites that feature an intuitive interface designed to deliver a superior user experience; striking visuals that communicate your message and express your brand; and a technical infrastructure that provides flawless support for site functionality and a solid and extensible foundation for the future.

We implement the “Agile” methodology which entails frequent deliverables and an iterative approach. We develop a priorities list and work our way through the list as an integrated team. Projects are dynamic; our process treats the project as a living and breathing entity which evolves as we learn more about it rather than locking it in early, when we know least about it.

REFINE: Web projects often continue to evolve over time, to reflect changes in organizational goals, new products or services, or simply to accommodate a phased roll-out plan. Traditionally, k Y work with clients after launch, revisiting goals to ensure that our projects continue to achieve established objectives and ongoing success.

Costs

Each project has its own unique requirements. We prepare bids on a per-project basis after a series of initial questions. This project will require some light initial analysis followed by a three round design phase (more rounds can be added if needed). Projects are billed on an hourly basis. Hours are reported daily on a password protected “worksite” so that the client knows exactly how much has been spent at all times. We estimate that this project may require in the neighborhood of \$ for the initial look and feel and approximately \$ for each additional sub-version. This estimate is rough and initial. More detailed analysis can be done, on request"

Selected Project List

CALIFORNIA DANCE NETWORK

www.californiadancenetwork.org

This brand new site (currently in Beta testing phase) connects the California dance community. Using a wide array of 3rd party APIs and open source software (Google Calendar, Google Maps, Yahoo Pipes, Drupal, Google Adwords Grant Program, Salesforce, YouTube), it delivers an amazing amount of functionality on a non-profit budget. Community members can use the site to improve their listings on search engines, become findable to other members of the community, to build a web presence, and to learn about dance related happenings around the state.

The screenshot shows the California Dance Network website with a dark theme. At the top right is a "Log In" link. The navigation bar includes "About the Network | Dance Maps | Events | My Profile". The main content area is divided into several sections:

- featured profiles:** A profile for "CP incorporated" (Teacher, manhattan beach) with a photo of two dancers. Below it is a "hello, this is my about... More" link.
- featured article:** Titled "Anna Halprin's Art Filled Life on View at Yerba Buena Center for the Arts - By Emily Hite", dated "San Francisco, CA - 02/29". The text describes her parking a white Volvo and unloading trash bags. Below the article are "Read More" and "Post a Comment" links.
- news:** A list of news items with dates and sources (latimes.com). The first item is "'Brownstone' Source" from 04/01/08. The second is "In a slow economy, cheaper seats fit the bill Source" from 04/01/08. The third is "This 'Velveteen Rabbit' has tricks up its sleeve Source" from 03/31/08.
- event spotlight:** A list of events with dates and locations. The first is "San Francisco Ballet More" from 04/01 in San Francisco, CA. The second is "Dances of the Yemenite Jews More" from 04/02 in San Francisco, CA.
- maps:** A map of California with location pins. Below the map is a summary: "As of 04/01/08", "5 Dancers", "1 Companies", "3 Teachers", and "105 Current Events". There is a "SEARCH THE MAP" button and a "Get On The Map" link.

At the bottom of the page is a footer: "Advocacy | Contact | Credits | ©2008 California Dance Network. All Rights Reserved."

LIBRARY OF CONGRESS

www.americaslibrary.gov and www.loc.gov/wiseguide

As the nation's largest and oldest federal cultural institution, the LOC wanted to make their extensive resources available to a young audience in time for their bicentennial celebration. With considerable fanfare, we launched the site which now supports more than 10 million users per year.

Standard of Excellence WebAward Forbes Best of the Web New Media Invision Award Mercomm Mercury Award	America's Library is "a fun way to meet Amazing Americans, explore the states and jump back in time" – USA Today
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THE LIBRARY OF CONGRESS

THE LOC.GOV WISE GUIDE

AD HIGHLIGHTS ARCHIVES ABOUT THIS SITE HELP

SEPTEMBER 2004

EYES OF THE NATION
A Visual History of the United States

VINCENT VIRGA
and Curator of the Library of Congress
with ALAN FRANKELT

NATIONAL BOOK FESTIVAL

Join now!

SHE WAS THE 'ANGEL of the BATTLEFIELD'

The Red Cross serves humanity

roll over the images above or select an article EYE BOOK INDEPENDENCE ANGEL SCHOOL

THERE ARE NO FEARS' A LUCKY THIRTEENTH

The Library of Congress | [Contact Us](#)

McGraw Hill

Not public

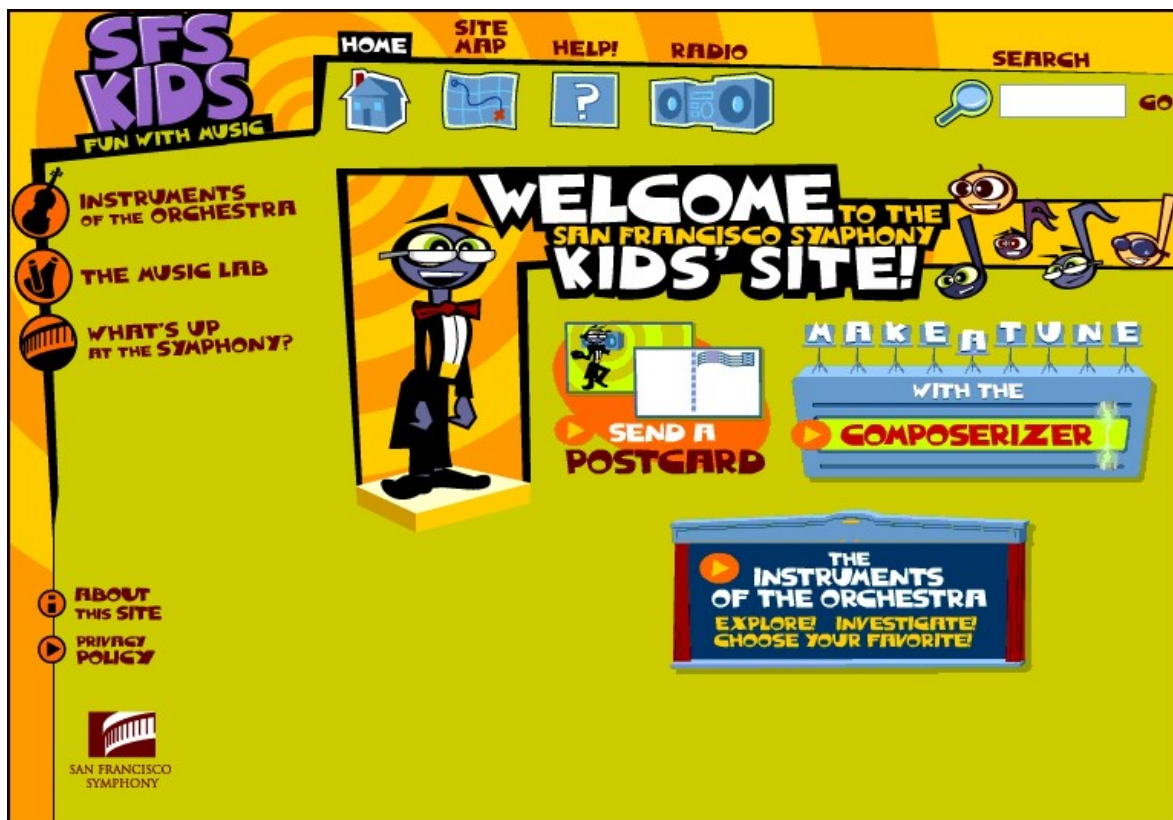
We worked with McGraw Hill on an extensive project to provide teachers, parents, and students with innovative educational tools and deep hooks into McGraw Hill's wide ranging collection of educational resources. We constructed portals and tools for each user type. For example, for the teacher we created a portal that showed current classes, lesson plan, student charts, and teacher news. For the parent, we provided their child's class list, homework due, upcoming projects, and access to classroom materials. For the student, we offered a view into his or her day, assignments, schedule, and access to interactive educational materials. The project explored the limits of using Web technology to advance teaching methods, materials, and scholastic community.

The screenshot displays the McGraw-Hill Learning Network Lesson Planner interface. At the top left, the McGraw-Hill Learning Network logo is visible. Below it, a 'SELECT COURSE' dropdown menu is set to '8th Grade Biology'. To the right, the main title 'LESSON PLANNER' is prominently displayed. The central area is titled 'DAY PLANNER' and shows the date 'Thursday, March 25, 1999'. The interface is divided into several sections: 'LECTURE' (new), 'CLASS EVENTS' (new), and 'ASSIGNMENTS' (new). The 'LECTURE' section is expanded to show 'Amphibians, Ch. 15' with sub-topics: Definition, Origins, Frogs, Toads, Salamanders, Metamorphosis, and Indicator Species. The 'CLASS EVENTS' section lists 'Observing metamorphosis in frogs' and 'Lab: frog dissection'. The 'ASSIGNMENTS' section lists 'Read Chapter 15-4, Reptiles' and 'Chapter Review' with sub-topics: Vocabulary, Checking Concepts, and Thinking Critically, 16, 17, 20. On the right side, there is a 'Save the Frogs!' section with a text block and a small image of a frog. At the bottom right, there is a 'Search Library' field and a 'Make Accessible to Students' checkbox. On the left side, there is a 'Planner View' section with a calendar for March, and a navigation menu with options: HOMEROOM, SUBJECT AREAS, LESSON PLANNER (selected), REFERENCE & SUPPORT, LINCOLN M.S., HELP, and LOG OFF.

SAN FRANCISCO SYMPHONY

www.sfsymphony.org and www.sfkids.com

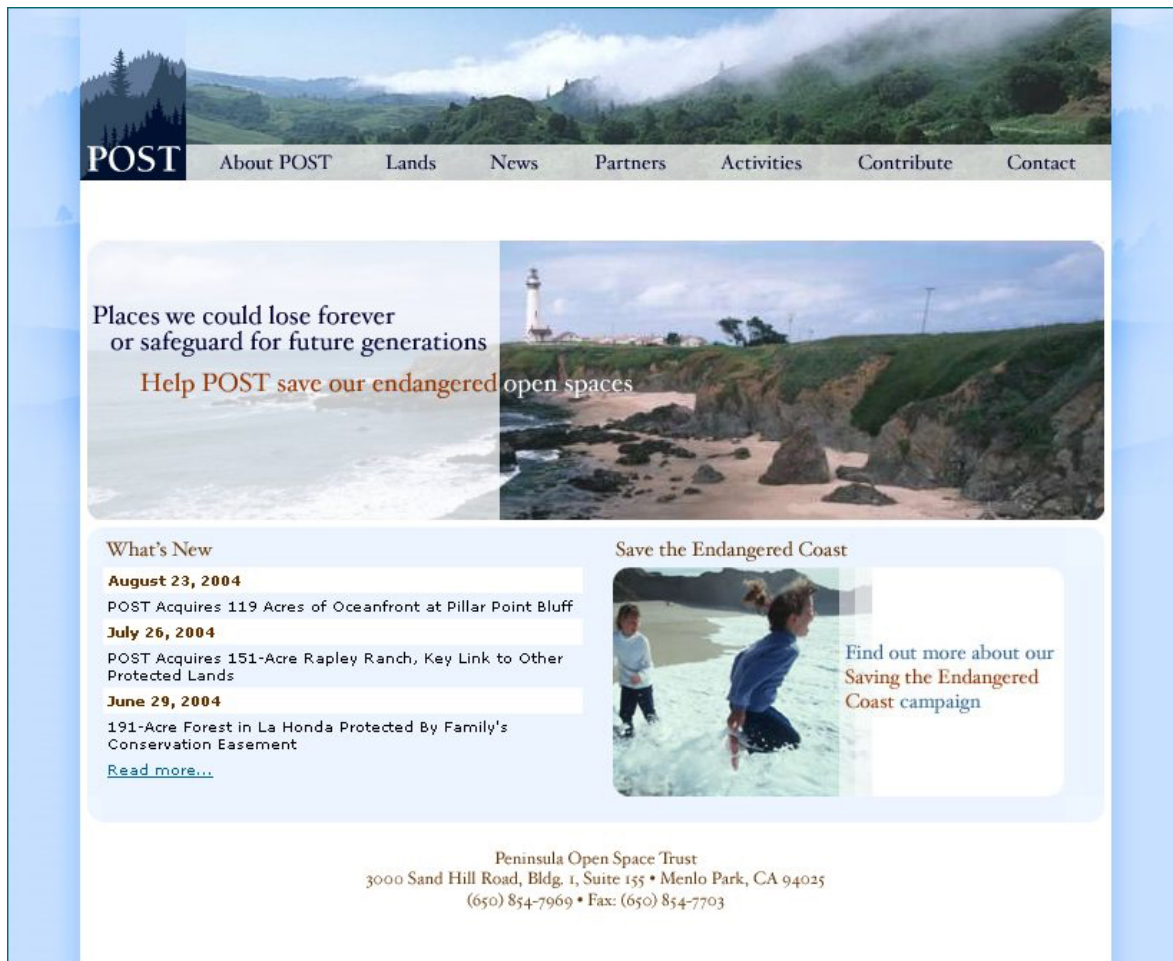
The Symphony came to i g to update their outdated Web site and to create an entirely new site for kids. Objectives included educating the public, conveying a sense of excitement and vitality, increasing subscriptions, ticket sales, donations and attendance. From all angles, both sites have been a remarkable success. Users – both new and existing patrons – are truly interacting with the Symphony online they are learning, subscribing, listening, and volunteering via the site... and ticket sales have increased by 160% to 400% (depending on month)! Kids and teachers across the U.S. have been using the kids' site and sending rave reviews. The kid's site includes all kinds of interactive Flash features – such as the "Composerizer" which teaches kids about music in an entertaining way!



PENINSULA OPEN SPACE TRUST (POST)

www.openspacetrust.org

POST came to us looking for Web site redesign, but didn't have a clear set of objectives in mind; they knew simply that they needed a new Web site. We helped this nonprofit organization marshal their assets, resources, and develop a Web strategy – to help determine the most effective use of the Web to further their organizational mission. Our striking design captured the essence of 'Open Spaces,' while connecting with their multiple audience profiles.



HELLER EHRMAN

www.hellerehrman.com

Heller Ehrman's previous website was black, dark, and imposing... it was the Darth Vader of Web sites. In reality, Heller Ehrman is vibrant, full of character, progressive, and approachable. The firm wanted to let the world know about its true charms: to give visitors a sense for what it might be like to work at the firm or with one of the firm's attorneys. Cif solution brought the firm to life and full color, providing visitors with a compelling and satisfying experience. The site was implemented in English and Chinese (Traditional and Simplified) on a mid-tier content management solution (Omniture Publish).

HellerEhrman LLP

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news

Spring 2006 Securities Law Bulletin [More >](#)

Heller Ehrman's Real Estate Group Adds Shareholder in Los Angeles [More >](#)

Bankruptcy Attorney Joins Heller Ehrman in New York [More >](#)

Multimillion-Dollar Jury Verdict for Texas Instruments [More >](#)

Heller Ehrman Expands Insurance Recovery Practice [More >](#)

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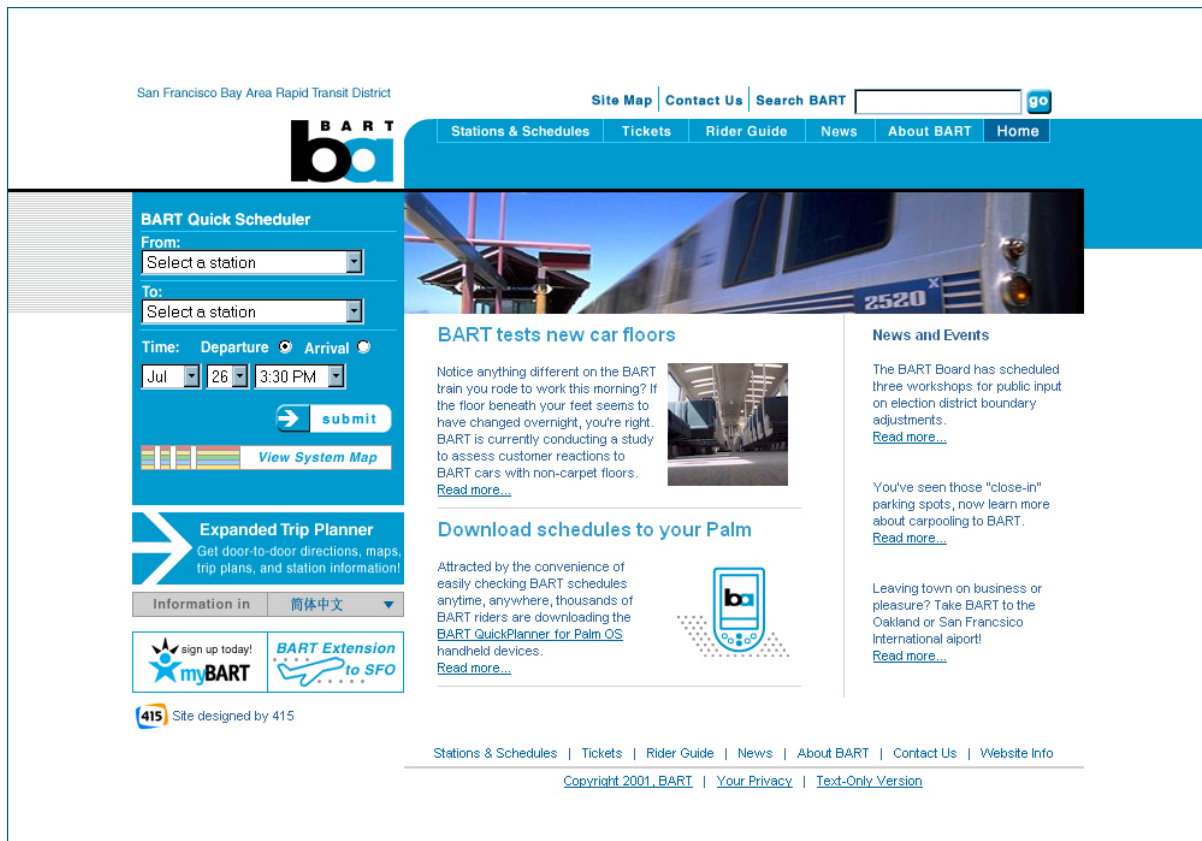
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BAY AREA RAPID TRANSIT

www.bart.gov

BART selected i g to redesign and development of BART.gov to improve ease of use for all BART riders. The site went live and resulted in an immediate 65% drop in customer service calls.

International Web Page Awards - Creative Excellence Award	American Public Transportation Association Best Public Transit Web Site in the Nation
Web Awards Web Site Competition Standard of Excellence	



THE NORTH FACE

In 1998 The North Face came to us to develop their first ever Web site. After extensive brand analysis and user testing, we developed a design and architecture that expressed The North Face's powerful brand identity while allowing visitors to access extensive product information. We also implemented a customized database solution that allowed their non-technical staff to manage and update the site at will. We managed The North Face's Web site and built additional internal and external sites for five years (the current site is managed by another firm – although it uses many of the graphical systems that we developed).

Yahoo Pick of the Week

Macromedia Site of the Day

Cited and deconstructed in 3 high-end Web design books

The screenshot shows a product page for the 'FOUNDATION 44' tent. The page layout includes a top navigation bar with links for HOME, NEWS & EVENTS, ATHLETES, EXPEDITIONS, ABOUT US, RETAILERS, and PRODUCTS. Below this is a secondary navigation bar with links for PRODUCTS HOME, RD&D, WARRANTY & CARE, MEN'S, WOMEN'S, YOUTH, and EQUIPMENT. The main content area features a large image of the tent with a 'shown with fly' callout and a magnified view. To the right of the tent image is a 'HIGHLIGHTS' section listing specifications: Capacity (4), Standard Weight (10 lbs 7 oz), Total Weight (11 lbs 8 oz), Height (60"), Floor (93" x 91"), Area (58 ft²), Vestibule area ([Front] 16ft², [Rear] 10ft²), Number of Poles (4), and Stuffed Size (24" x 9"). Below the highlights is an 'AVAILABILITY' section (USA, Canada) and a 'PRICE' section (\$379.00). There is a 'CHARTS' section with a 'Comparison' link and a 'NAVIGATE' section with links for 'Equipment > 3 Season Tents >' and a 'BUY ONLINE' button. A 'TECHNOLOGIES' section lists 'Fusion Pitch' and 'High/Low Venting'. A 'FEATURES' section lists: DAC 7001-T6 aluminum poles; Fusion pitch combines pole sleeves and clips; Clipped poles and large mesh panels provide improved air circulation between canopy and fly; Dual doors with dual vestibules; Color-coded canopy and flysheet webbing; Internal prayer-bound floor seams increase user space with clean angles; Fly-only pitching; Compatible with TNF #2 Gear Loft; Internal pockets; Download and read the tent pitching instructions (PDF Format).

PRODUCTS

FOUNDATION 44

shown with fly

MAGNIFIED ALTERNATE

HIGHLIGHTS
Spacious and reliable camping tent for four.
Capacity: 4
Standard Weight: 10 lbs 7 oz (4.73 kg)
Total Weight: 11 lbs 8 oz (5.20 kg)
Height: 60" (152 cm)
Floor: 93" x 91" (236 cm x 231 cm)
Area: 58 ft² (5.4 m²)
Vestibule area: [Front] 16ft² (1.5 m²) [Rear] 10ft² (0.9 m²)
Number of Poles: 4
Stuffed Size: 24" x 9" (61 cm x 23 cm)

AVAILABILITY USA, Canada
PRICE \$379.00

CHARTS [Comparison](#)

NAVIGATE [Equipment > 3 Season Tents >](#) [BUY ONLINE](#)

TECHNOLOGIES
[Fusion Pitch](#), [High/Low Venting](#)

FEATURES

- DAC 7001-T6 aluminum poles
- Fusion pitch combines pole sleeves and clips
- Clipped poles and large mesh panels provide improved air circulation between canopy and fly
- Dual doors with dual vestibules
- Color-coded canopy and flysheet webbing
- Internal prayer-bound floor seams increase user space with clean angles
- Fly-only pitching
- Compatible with TNF #2 Gear Loft
- Internal pockets
- Download and read the [tent pitching instructions](#) (PDF Format).

YOU MIGHT ALSO LIKE...

- [Bedrock 55](#)
- [Cat's Meow Expander](#)
- [Stamina 90](#)

Note that we worked with TNF for 5 years post-launch but no longer maintain the site.

Recent Projects

Please contact our references for our three most recent projects.

California Dance Network

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Heller Ehrman

Catharine Mathews, Online Director

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Kamala Harris for DA

Jen Drake, President Stearns Consulting / Kamala Harris' Media Team

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