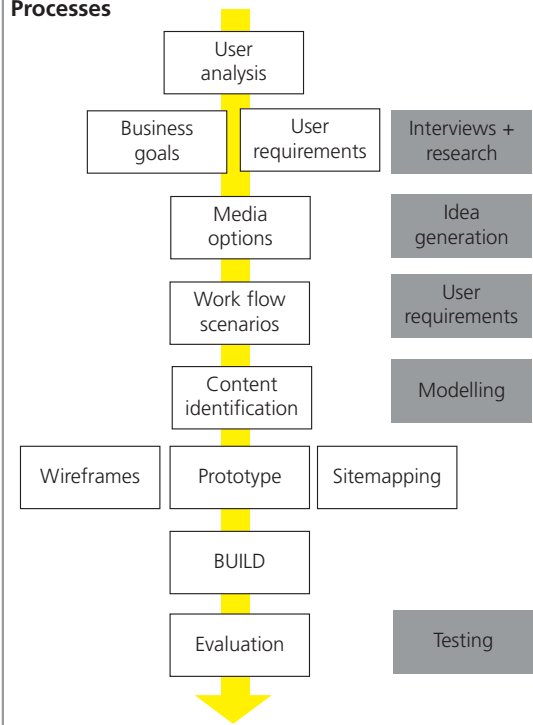


"If you know where you are going, all roads lead there." *Roman proverb*

"Experience is one thing you can't get for nothing." *Oscar Wilde*

"Real knowledge is to know the extent of one's ignorance." *Confucius*

## Processes



## Is your website working for you or against you?

A website can be anything from an online brochure to a complex stand alone business. The measure of its success depends on how well it achieves its purpose. Too often websites just evolve organically, driven by internal rather than customer needs.

## Get some help from someone who is 'user experienced'

We can work together to review your digital communications through fresh eyes to make sure your site says exactly what you want it to say about your business. I can audit your existing site(s) or help you plan a new one. I can help you improve your customers' experience of your business by making sure that you give them what they want, when they want it in a simple, easy to use way.

## Services offered

I approach your organisation, its personality, its ambitions as well as the website, with fresh eyes and an open mind. I look at what you want to say, what you are saying and what you could

be saying and work with you to develop a strong, consistent user experience. I can help you be sure that your site is both accessible and usable.

The key to what I do is the ability to remain detached, keeping the customers expectations and needs front of mind at all times.

## Why usability matters

Having a site that works well and is easy to use is important for a number of reasons:

- Everyone is time starved. They will love you just for making their lives easier
- They are free to shop elsewhere and they will, if you don't give them what they want
- You only have one chance to make a good impression. Why blow it?
- An efficient site can save money as well as make it. Let your site work for you.

## My background

I have a well established new media pedigree having worked at **Wired UK**, then as a founding member of the

**Guardian's New Media Lab.** In 1997 I established arehaus Ltd, an award winning new media design agency in London. Initially trained in design then in business (**MBA, Open**), I combine strong project delivery skills with a broad range of business, design, technical and publishing experience.

My digital specialisms include: site and project auditing, brief definition, site planning/information architecture and site design management. Projects I have worked on in the last five years that I am particularly proud of are: the **Design Council, TimeOut, CAFE, CGNU** plus a project I am not able to disclose the name of yet. Not all of them are live or as they were when I worked on them.

I am an associate lecturer at the **Open University Business School** and the Chair of the **British Interactive Media Association (BIMA)**. I also write pieces for the trade press.

Want to know more? Please give me a call.



"...how good the work you did for CGU was" Kevren Stafford, CGU Life

"...it works really well and looks great" Victoria Rogers, Design Council

