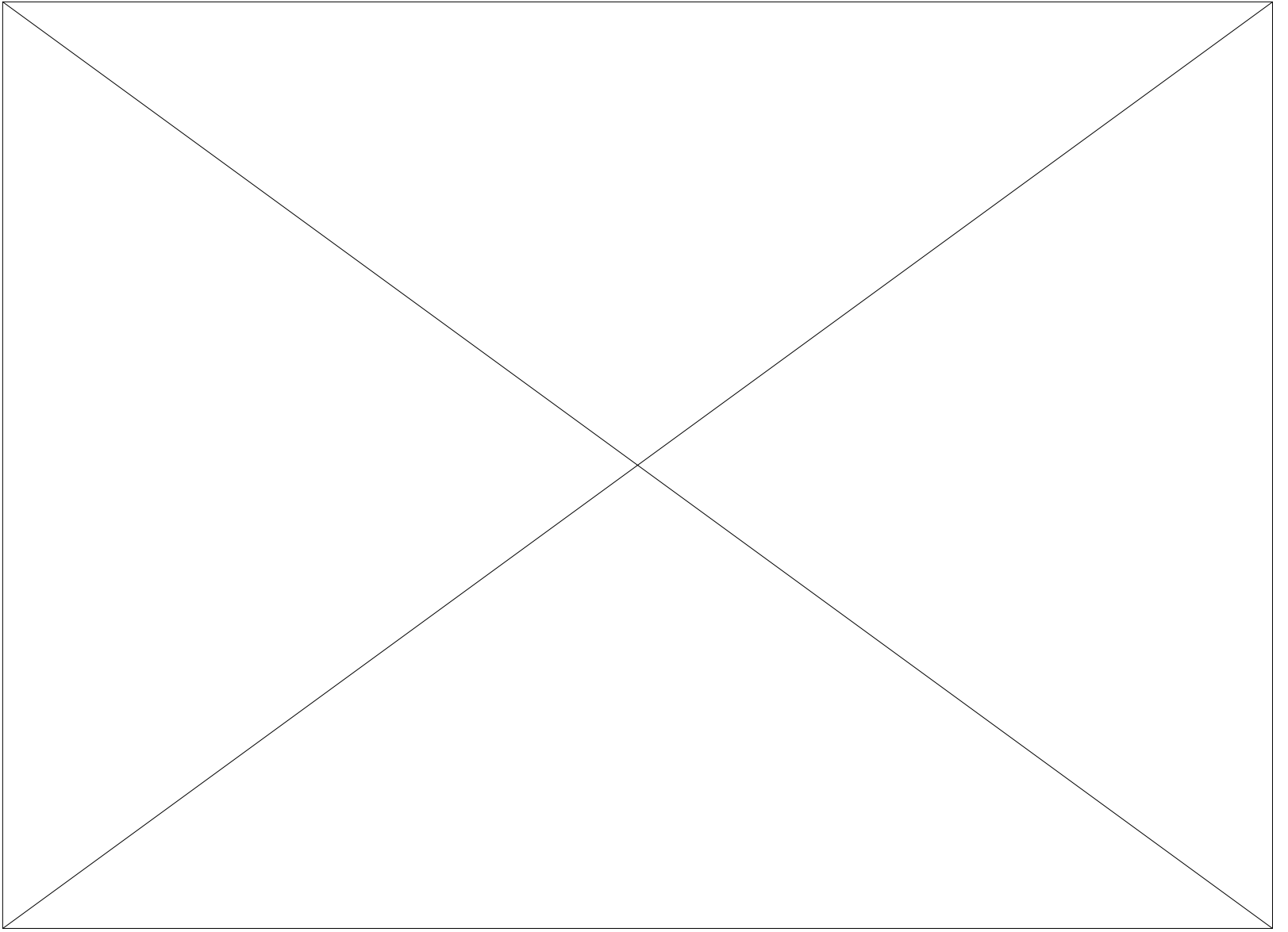
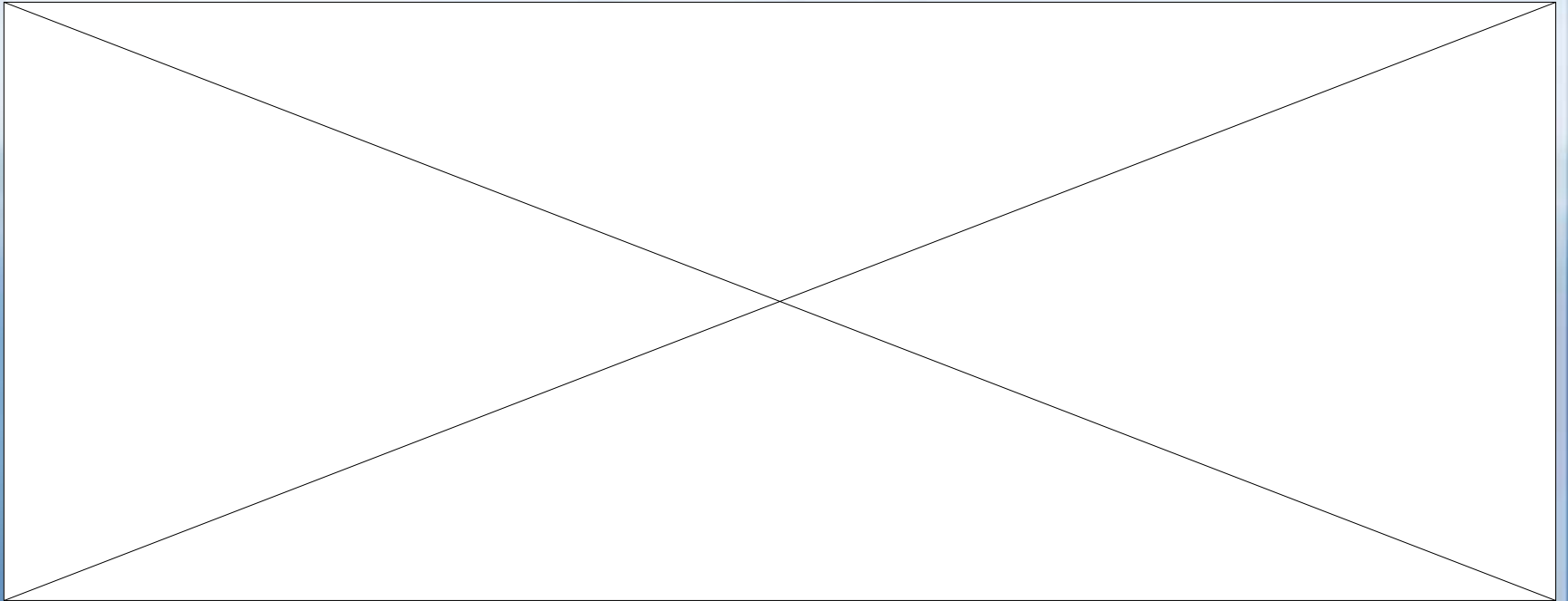


iRise for High-end Design









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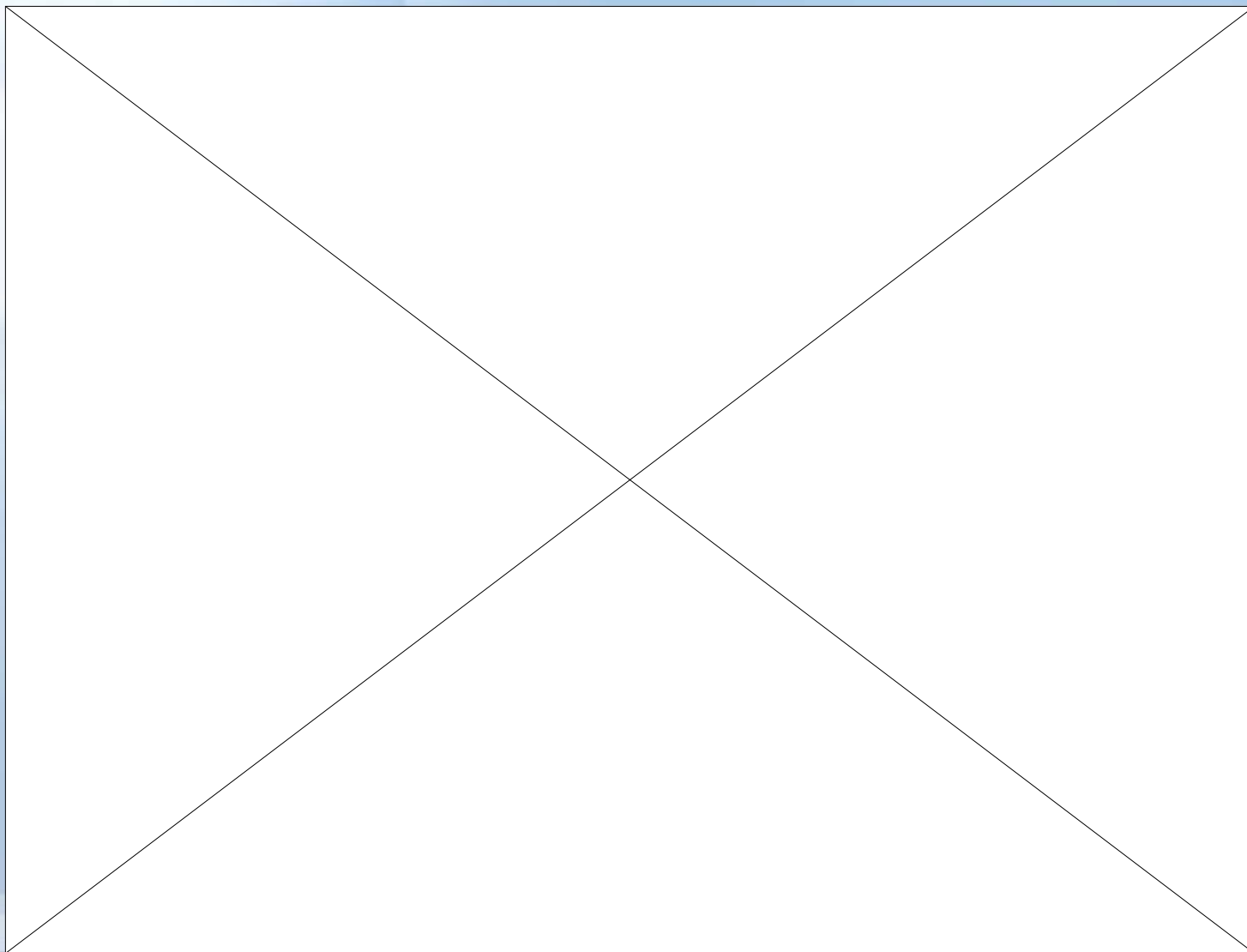


ISUZU



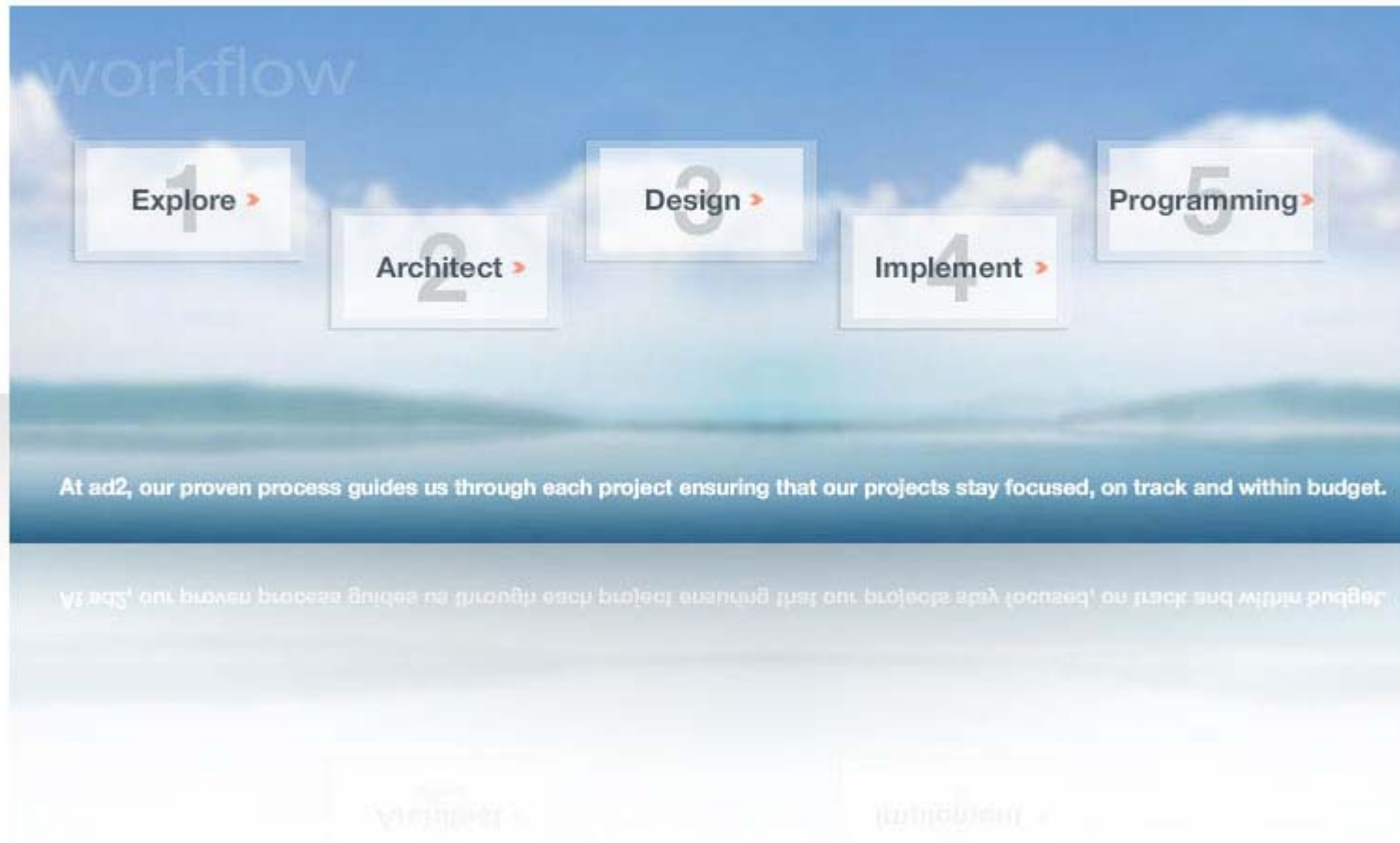
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Using iRise in a creative design process

Inventing a best practice approach







the ad2 process redefined





the case study project

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GOALS:

1. To further prove our architecture strategy
2. To communicate our vision for the user experience
3. To demonstrate the relationship and interactively between extremely large amounts of information
4. To share the vision with a large number of stakeholders both client-side and internally
5. To reduce confusion and expedite the approval process
6. To avoid missteps – a prerequisite from the CEO
7. To look cool – the ‘wow’ factor!

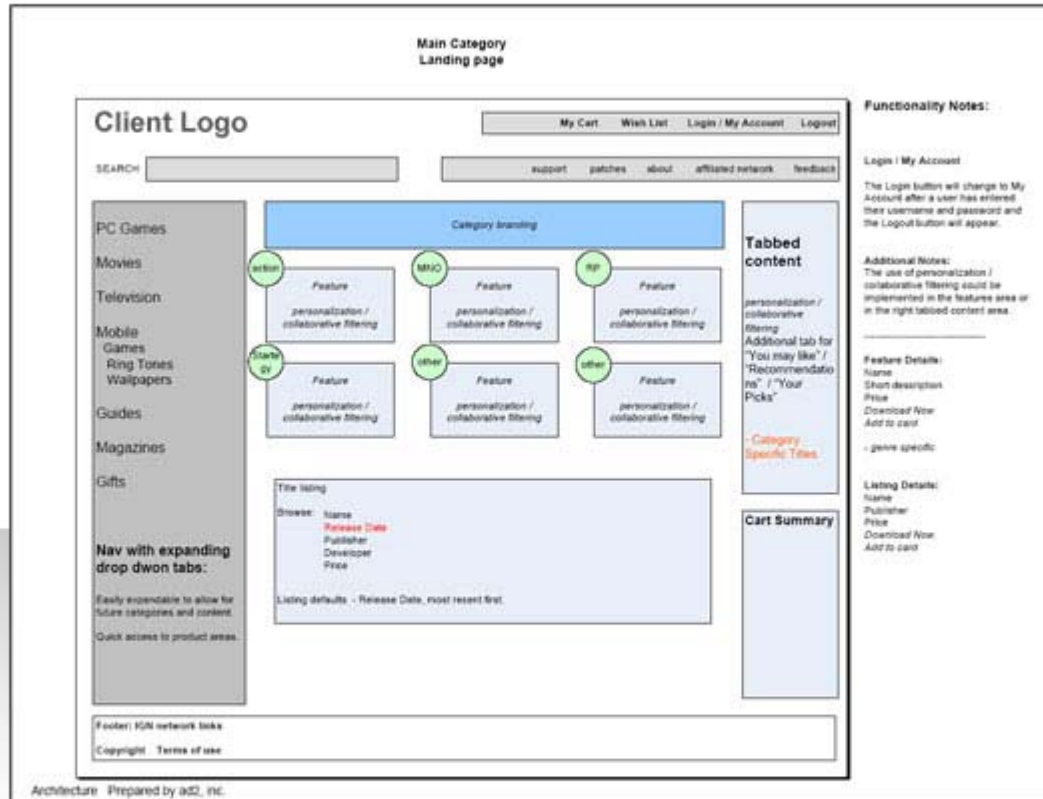
RESULTS:

- ✓ 1. To further prove our architecture strategy
- ✓ 2. To communicate our vision for the user experience
- ✓ 3. To demonstrate the relationship and interactivity between extremely large amounts of information
- ✓ 4. To share the vision with a large number of stakeholders both client-side and internally
- ✓ 5. To reduce confusion and expedite the approval process
- ✓ 6. To avoid missteps – a prerequisite from the CEO
- ✓ 7. To look cool – the ‘wow’ factor!

Quote from the CEO

"You just saved us 6 months"

What else did we discover?



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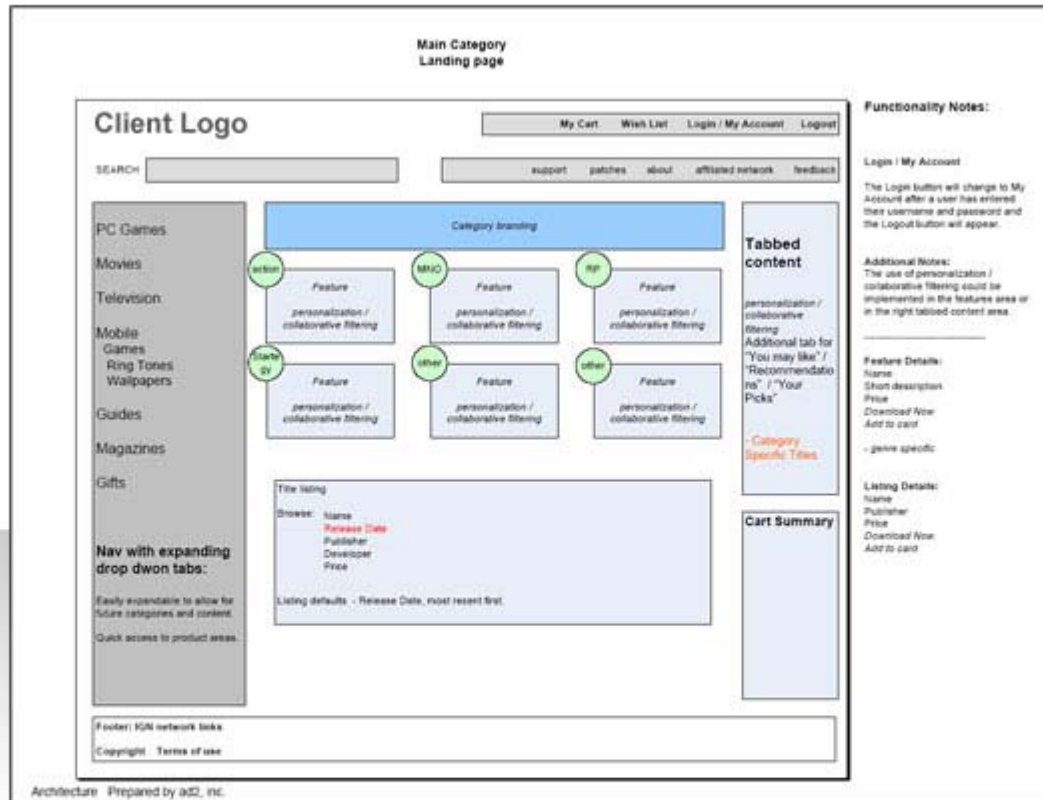
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When is a layout a design?

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The screenshot displays a wireframe for the Robb Report.com website. At the top left is the 'Robb Report.com' logo. To its right are links for 'SEARCH', 'Login', and 'My Robb Report'. Further right are links for 'MAGAZINE', 'Subscriptions', 'Back Issues', 'Archives', and 'Reports'. A small box shows 'Robb Report Index 12345 +3.0 +25%'. Below this is a black navigation bar with 'WELCOME TO' on the left and a search box on the right. The main header features the 'Robb Report.com' logo and a 'MAGAZINE' link next to a cover image of 'Robb Report EXOTIC PLEASURES'. A horizontal menu contains 'CATEGORIES', '21 EXCLUSIVE PRODUCTS', 'ABOUT ROBB REPORT', and 'ONLINE MEMBERSHIP'. The main content area is a large grey rectangle labeled 'Size and layout TBD'. Below it, a text box explains the home page features: 'Home This area represents the features which will be displayed on the home page. The features (number is TBD) may include: - A featured exclusive product - Top Robb Report Recommended Item from various categories - Current New & Noteworthy from various categories - Most Popular Articles All features will be controlled via the CMS so they can be changed at any time. All features'. To the right of this text is a dark blue rectangle labeled '300 X 250 Banner Ad'.

**Because you can... doesn't
always mean you should**

Learn to set the
customer's expectations

Function before form

User experience
before look & feel

Using architecture terms...

Build the foundation
before you build the structure

iRise is an excellent tool
helping us realize this goal

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