



# W

Web design that speaks



A man with glasses and a dark shirt is holding a white sign. The sign has a purple graphic element that looks like a teardrop or a speech bubble. The text 'STRIKING WORK' is written in large, bold, black letters on the sign. The man is looking at the camera with a slight smile.

# STRIKING WORK

## DESIGN OFFERINGS

- HTML and Flash Websites
- Website Intro animations
- Demos and Presentations
- Logos and Corporate identities
- Offline collateral like brochures / leaflets
- Web Banners and Mailers

# W

## We understand Design



### How good is your website?

Is your website attractive, well laid out, fast to load and easily navigable? Can a user find the information he needs with just 3 clicks? Design for the Web needs to be focused, relevant and crisp since it is bound by so many other constraints. Constraints of different browsers, different screen resolutions and different bandwidth all come into play. The same design can look disastrously different in different situations. That's precisely why you should come to us.

### Information leads design

At Netsmartz, we believe that your website is an intrinsic part of your branding experience and a valuable sales tool in its own right. Our Project Managers sit across the table with you to determine the exact objectives of your web presence. Our team of professional designers research your company and collateral thoroughly, before even thinking of design. After all good design is much more than mind blowing graphics and catchy content. It has to align with who you are, and should reflect the personality and values of your company.

### The Creative Brief

Before beginning, we work with you to develop a clear vision for your website utilizing our thorough **Creative Brief** that further enhances clarity of vision about the project. We come to know your aesthetic leanings, the objectives of the site, the look and feel that you think is appropriate and the functionality your website needs.

### A skilled, experienced Design Team

The Netsmartz Design Team is passionate about good design. With a collective work experience of long years and varied design environments, they bring a rare insight and vitality to projects. Adobe Photoshop, Macromedia Flash, Dreamweaver, Adobe Illustrator and Corel Draw are their software of choice.

### Using the latest technology

Whether you need a Shopping Cart, Chat Room, Message Board or a sophisticated Content Management System, we use the latest technologies to back up our design efforts. Your website can be a marketing presence, a branding tool, an information source, an online store or even a combination of all those. We can make your website whatever you want it to be.

#### HIGHLIGHTS

- Relevant, focused design.
- Latest technology enabled, multi-function websites.
- Add impact to websites with Flash intros.
- Trained, skilled design professionals.
- Thorough testing of websites.
- Websites can be optimized for search engines on request.

# SAMPLE WEBSITES



Website for CATS Fast Ferry  
www.thebreeze.com



Website for Execuscribe  
www.execuscribe.com



Website for ISP Direct  
www.ispdirect.net



Website for Bill Gray's  
www.billgrays.com



Website for Tom Wahl's  
www.tomwahls.com



Website for Vineyard Fast Ferry  
www.vineyardfastferry.com

# T

## The Design Process

### **The Design Process defined**

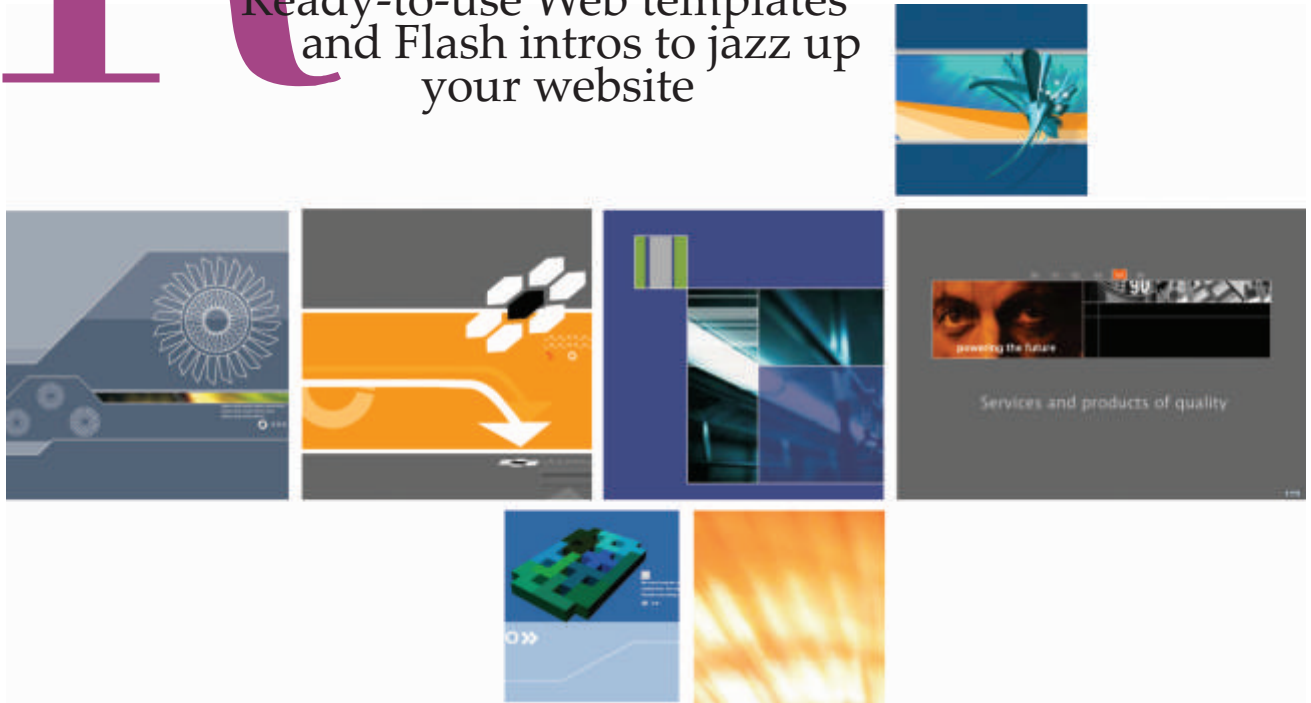
At Netsmartz, design is arrived at after going through some essential steps:

- Initial interaction with you about the project.
- Expectations and objectives of the project are discussed across the table.
- We work with you to complete the Creative Brief.
- Initial design mockups are made and sent to you.
- Changes made according to agreed on revisions.
- After your approval of the home page and inner page template, content is written.
- Content sent to you for approval and changes are made according to your specifications.
- Website is implemented in HTML or Flash format.
- Testing of website carried out for accuracy of content, linking and browser and system compatibility.
- After check off, the website is put online.



# R

Ready-to-use Web templates  
and Flash intros to jazz up  
your website



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A customized design solution may not be everybody's cup of tea. That's precisely why we have created a range of economical, ready-to-use design solutions in addition to our customized offerings. These attractive Flash intros and HTML templates can be purchased and customized easily to create your own web presence.

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### **Flash intros that ramp up your glamour quotient**

If you need to add excitement to your HTML website, there is no better way than to preface it with a fast paced Flash intro. At Netsmartz, we have created a range of ready intros that can be easily purchased and plugged into your existing website. Of course, you can always opt to have our custom designed intros that can be created specifically to your requirements.

[See our ready Flash Intro Sample Library](#)

### **Fast, economical websites using ready Web templates**

We also have attractive, HTML web templates that can be purchased and customized to reflect your data. This is an economical way to go about acquiring a new web presence.

[See our HTML Web Template Sample Library](#)

### HIGHLIGHTS

- Ready-to-use intros and Web templates.
- Economical and fast design solutions.
- Web templates come with defined links.
- Easy to implement solutions.
- Web Templates customized for various industries.
- Huge range of intros to cater to a wide variety of tastes.

# A About Netsmartz

Netsmartz is headquartered in Rochester, N.Y. We also have an offshore development facility in India that provides us the ability to work on projects 24X5. With a parallel development cycle in the US and India, we provide high quality, low cost solutions and enjoy a reputation for extremely fast turnarounds.

We also have multiple marketing offices in Europe and U.S.A. Our offerings include exciting multimedia content, custom software development, software outsourcing, software consultancy, e-marketing, hosting and website design.

**ISO 9001: 2008  
CERTIFIED**



**ISO/IEC 27001:2005  
CERTIFIED**

**Microsoft®  
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