

Infinite Eye Ltd

**Credentials & Our Approach** 

September 2014

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## **Company Details**

Company:	Infinite Eye Ltd
Address:	272 Bath Street Glasgow G2 4JR
Telephone:	0141 41 0042
Website:	www.infinite-eye.com
Status:	Limited Company
Founded:	2001 (as Partnership), 2005 (as Limited Company)
Directors:	Craig Jardine (craig@infinite-eye.com) Sharon Halliday (sharon@infinite-eye.com)

## **About Infinite Eye**

Since 2001 Infinite Eye has been delivering successful website design and development projects, helping our clients to grow their businesses.

- $\rightarrow$  We design and develop great looking websites that work.
- $\rightarrow$  We build beautifully designed e-commerce websites.
- $\rightarrow$  We manage search, social and email marketing campaigns.
- $\rightarrow$  We care about making our clients project a success.

The company consists of a core team of highly experienced web development specialists supported by a network of associates with specific industry sector experience.

- → We believe in delivering well designed, user friendly, customer-focused websites that are easy to maintain.
- → We always aim to create robust, extensible websites that can deliver real business benefits.
- $\rightarrow$  We aim to develop lasting relationships with our clients.

Our ability to understand the needs of our clients and provide solutions that deliver bottom line benefits has led to a proven track record of success. Our knowledge, skill, experience and commitment to continuous improvement, enables us to offer clients a high quality service that is second to none. As a result we have an impressive portfolio of on-going clients across all industry sectors both public and private throughout the UK.

We understand the importance of building strong long-term relationships and more importantly trust. We are accessible and easy to deal with throughout the duration of a project.....and when the jobs done and the dust settles we'll still be here to help you out when you need it.

## **Our Team**

It is likely you would be working with most of the team at different stages of the project. Project planning would be handled by Sharon Halliday and Craig Jardine. Then Sharon would take over to manage the website design phase (supported by Craig for technical feasibility), the templates and website build would then be managed by Craig, Luke or James. If video walkthroughs were required you would meet Kenny Caldwell our video expert, and if any assistance with copy writing was required we would put you in the capable hands of Mairi Damer.

#### Summary of team experience:

- → Extensive experience of designing and delivering bespoke website solutions.
- → Considerable experience in the development of online communities and the issues involved in making these successful and sustainable.
- → In depth knowledge and experience of developing and deploying complex database driven websites.
- $\rightarrow$  Extensive experience in developing content managed websites.
- → Extensive experience in developing e-commerce websites.
- → Extensive experience in WordPress and Magento open source software.
- → In depth knowledge and experience of developing websites that are accessible to all users and conform to the UK Disability Discrimination Act, ensuring that our websites conform to the "Web Content Accessibility Guidelines" published by the World Wide Web Consortium.
- → In depth knowledge of developing websites that are usable by users with a wide range of experience and skillevels.
- → Strong track record of delivering complex projects on time and to budget.

#### Craig Jardine BSc(hons) MSc, Technical Director



Craig is a founder partner of Infinite Eye and started the company after finishing university in 2000. He has a BSc (hons) in Computing Science and an MSc in Advanced Information Systems, both from the University of Glasgow.

He is passionate about all aspects of website development and how the internet can be used to enhance communications and improve the customer experience for any business. He is interested in a diverse range of web technologies and manages the technical development aspects of our projects.

Key areas of expertise include:

- → Web application planning & development
- $\rightarrow$  Computer Programming
- $\rightarrow$  E-Commerce
- → WordPress Platform
- → Magento Platform
- → Database design and deployment
- → Interface design (UX and UI)
- → Web Standards (HTML, XML, CSS)
- $\rightarrow$  Project Management

#### Sharon Halliday BSc MSc, Creative Director



Sharon Halliday is a highly experienced new media specialist with 15+ years' experience designing & developing websites in both the public and private sectors. She has a BSc Computing Science (with distinction) and an MSc in Advanced Information Systems.

She has a strong interest in community based websites and is responsible for establishing the highly successful "Hidden Glasgow" web community. (www.hiddenglasgow.com). This is a community of over 7000 which consists of people who all share a passion for Glasgow and its urban and industrial heritage reflected in conservation, documentation and most of all discovery.

Key areas of expertise include:

- $\rightarrow$  Human computer interaction (UX and UI)
- → Graphic Design
- → Website Design
- → Innovation and creativity
- $\rightarrow$  Web Standards (HTML, XML, CSS)
- $\rightarrow$  Project Management

#### James Collings BSc, Web Developer



James joined the team in 2012. With 2 years' previous experience developing website applications commercially, combined with a previous 6 years studying everything and anything website related.

Key areas of expertise include:

- $\rightarrow$  Programming (PHP) & Database design (SQL / MYSQL)
- $\rightarrow$  CakePHP Platform
- $\rightarrow$  Codeigniter Platform
- → Wordpress Platform (including plugin development)
- $\rightarrow$  Server technology (Apache)
- $\rightarrow$  Web Standards (HTML, XML, CSS)
- → Javascript Development (JQuery)

#### Stephen O'Hara BSc, Graduate Web Developer

Stephen joined the team in 2014.

Key areas of expertise include:

- $\rightarrow$  Front-end development
- $\rightarrow$  Wordpress Development
- → Email Marketing
- $\rightarrow$  Web Standards (HTML, XML, CSS)
- → Javascript Development (JQuery)

#### Richie Lennox BSc(hons), Web & Mobile Developer

Richie joined the team in 2014.

Key areas of expertise include:

- $\rightarrow$  Mobile App Development
- $\rightarrow$  Phone Gap / Cordova Development
- → Ionic Framework
- $\rightarrow$  Programming (PHP) & Database design (SQL / MYSQL)
- → Server technology (Apache)
- $\rightarrow$  Web Standards (HTML, XML, CSS)
- $\rightarrow$  Javascript Development (JQuery)

#### Associates

Our associates are people we have collaborated with in the past and that we consider to be reliable partners whose experience we can draw upon whenever it is required. They allow us to offer a range of additional services out with our core competencies such as video production and copywriting.

#### Kenneth Caldwell BSc, Being There Productions



Kenneth Caldwell is an experienced film maker with experience in the creation of documentaries, television adverts and web video. Kenny's clients include the Hunter Foundation and Creative Scotland.

- $\rightarrow$  Film Production
- $\rightarrow$  Documentary Making
- $\rightarrow$  DVD authoring

#### Mairi Damer – Word Up Communications

#### http://www.wordupscot.co.uk/



WORD UP specialises in broadcast, media & communications training; journalism, copy & web writing; How to Write Right training; media consultancy & planning.

WORD UP works with clients to find the right thing to say, whether it's written, spoken or on air.

Our broadcast & media training will teach you to perform confidently and fluently on radio, TV or online. For those who are tongue-tied and terrified our Confident Communication training will help you speak up. If you need something written with verve and va-va voom, we can write it for you, or train you How to Write Right. And if you want to get your message on air, across social media, or in the press we will devise and implement a media strategy for you.

# **Our Approach to Consultancy and Project Management**

## Our Approach

Infinite Eye firmly believes that strong project management and good client communications is at the heart of every successful project. Our team have a drive to understand their Clients' objectives, a real interest in and appreciation of digital communications, and a curiosity that drives a passion for learning.

Our team ensure:

- → Every project starts with a clear brief that explains the issue, audience and task in hand.
- $\rightarrow~$  This brief is developed in conjunction with, and approved by, the Client.
- → All work is sense-checked against the Client's objectives at key, preagreed stages during the process.
- → Every project concludes with the satisfactory delivery of the outcomes defined in the project brief.

### **Our Project Management Process**

We use a tried and tested project management process to guide each project from inception to completion. Every project, regardless of scale, follows the same 6-stage process and demonstrates the most efficient and effective way of achieving a successful outcome and accurate delivery for each and every project, with the Client's needs/objectives at the heart of it:

- 1. Clarifying the objectives
- 2. Costing and timing the process
- 3. Developing and sharing options
- 4. Agreeing a route
- 5. Making it happen
- 6. Evaluating the impact

#### Important tasks involved in achieving this are:

- → Gaining absolute clarity on the specific purpose of the project in hand, and how this project ties in with the Client's overall strategic objectives
- → The clarifying of responsibilities and authorities for roles within each project
- → Communicating responsibilities and authorities to each staff member involved in the project, including the responsibility for decision making
- → Establishing the points in the process where the Client interfaces and ensuring this is a positive interaction
- → Ensuring all participants in the process process owner, process manager and process operators are aware of each other's role and that they all make up a team that ultimately creates a solution for a Client
- → We strive to keep the Clientinvolved and informed at all stages of a project and do this through a mix of an online project management tools, regular agreed meetings and remaining open, friendly and approachable at all times.

## Ensuring accurate delivery summary

We are fully committed to maintaining quality in all our work, and to the continuous development of our services in line with current best practice. We also strive to form long-term partnerships with our clients, an approach that has led to a high level of client satisfaction, repeat business and referrals.

The skills of our people, the rigorous processes we have in place, and the documentation to accompany them all help us to monitor quality and aid communication, minimising risk of misunderstanding or confusion around the brief/task.

This methodical approach ensures work of the highest standard is delivered accurately, on time and to budget.

At Infinite Eye we see ourselves as a learning organisation. We value feedback, we adapt to change and we share learning in order to improve our offering. We monitor our processes to ensure we continually find the best ways to ensure accurate delivery.

## **Our Web Development Standards**

We take pride in our work and always ensure that all our websites are developed to meet current best practice in adhering to web standards, usability and accessibility. This ensures that our websites will be easy to use, accessible to all users and have good long term viability.

#### What are Web Standards?

The World Wide Web Consortium (W3C), along with other groups and standards bodies, has established technologies for creating and interpreting web-based content. These technologies, which we call *"web standards,"* are

carefully designed to deliver the greatest benefits to the greatest number of web users while ensuring the long-term viability of any document published on the Web.

Designing with web standards means that the content will be structured using standards compliant minimal, semantic HTML mark-up with Cascading Style Sheets (CSS) for layout.

Designing and building with these standards simplifies and lowers the cost of production, while delivering sites that are accessible to more people and more types of Internet devices. Future design changes can be made without an impact to the content structure, thus drastically reducing the cost of a design change. Sites developed along these lines will continue to function correctly as traditional desktop browsers evolve, and as new Internet devices come to market.

#### Website Accessibility

Infinite Eye is passionate about delivering websites which are accessible and adhere to a founding principle of the web:

"The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect." Tim Berners-Lee, inventor of the World Wide Web.

Website Accessibility means ensuring that website content can be navigated and read by everyone, regardless of location, experience, or the type of computer technology used. It is most commonly discussed in relation to people with disabilities, because this group are most likely to be disadvantaged if the principles of accessible Web design are not implemented, however failing to consider the principles of accessibility can have an impact on all of you users (and even stop you site being found by search engines). We believe that creating accessible content should be an integral part of the Web design philosophy, and accessibility features should be incorporated into all aspects of the design process. Furthermore, the UK Disability Discrimination Act actually requires us by law to make "reasonable adjustments" to give the widest scope for access to our sites. Therefore a website should conform wherever possible to the "Web Content Accessibility Guidelines" published by the World Wide Web Consortium.

A well designed and well-structured accessible website site is:

- → **Compatible** with the majority of web browsers and will degrade appropriately for people using older technology.
- $\rightarrow$  **Functional** on a wide range of technology platforms
- → Fast: All information on the site will be fast to access (generally no more that 3 levels deep in the structure) and the pages will be as light in size as possible to allow fast page downloads.
- → Search Engine friendly. It is not enough to write good copy for your website, the site must be coded in such a way that the search engines can get access to the copy. It is this copy that will enable your site to be found.

We do not compromise on design in order to achieve these goals!

### Website Usability

The success of a website hinges on it being easy to use regardless of the user's level of experience. Getting this right is vital!! Therefore the website we put together for you will reflect the following:

→ Learnability: It will be straightforward for a user of the website to work out how to accomplish the task they wish to the first time they visit the site. This will be reflected in clear consistent design.

- → Efficiency: Once users have learned the design, they will be able to perform tasks quickly.
- → **Memorability:** When users return to the design after a period of not using it, they will again be able to quickly able to see how to achieve their goal.
- → Errors: If a user makes a mistake, for example selecting the wrong page to visit, they will be able to clearly see where they are within the site and be able to quickly navigate back to where they wish to be. This will be reflected in clear navigation structures.
- → Satisfaction: The site will also be designed in order for it to be pleasant for users. This will increase the level satisfaction they experience, and will also encourage them to continue using the site.

## Experience

We have a solid portfolio of websites, which should demonstrate to you that we can deliver what we describe: websites which look great and really work, meeting individual client requirements each time.

Our public portfolio can also be viewed on our website: www.infinite-eye.com/portfolio

This is a sampling of our overall output as we do additionally undertake the technical development work on many projects as partners of other graphic design agencies, and in most of those cases we do not put the work directly into our own portfolio. We are of course happy to discuss all of our work in person.

## Scottish Drama Training Network (SDTN)

#### http://sdtn.org/

**Description:** Launched July 2014 is a new website for SDTN. The brief was to create a website that presented the company in a friendly accessible yet professional way.

**Technology:** The website is a customised Wordpress website.

**Services Used:** Website Design, Responsive Design, Wordpress Development, Custom development.

Project Duration: 16 weeks

Project Cost: £7k

**Screenshots** These include the homepage and 2 internal pages which shows how the design is carried through to the internal pages of the website.

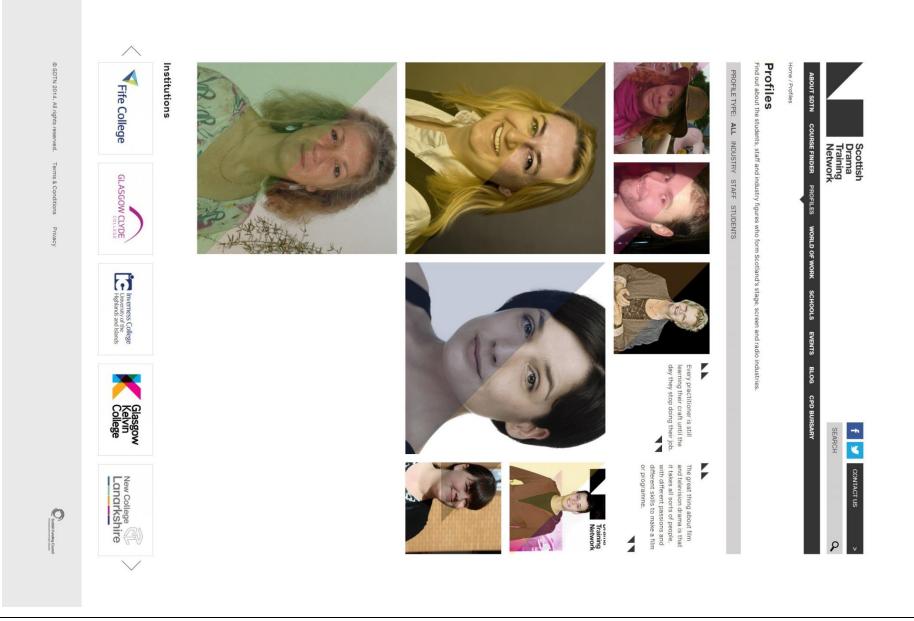
Also included is a snapshot of some of the responsive views of the website on different devices.



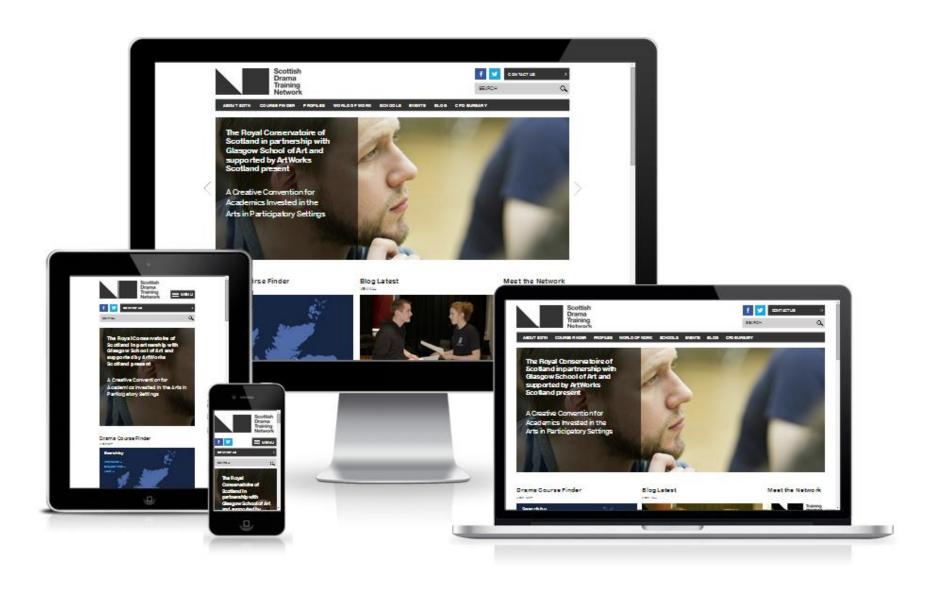




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## **Glasgow Credit Union**

#### http://www.glasgowcu.com

**Description:** Launched September 2013 is a new website for Glasgow Credit Union, Scotland's largest credit Union with over 30,000 members. The brief was to create a website that presented the company in a friendly accessible yet professional way.

**Technology:** The website is a customised Wordpress website, it includes a number of custom features including mortgage calculators and a key facts PDF generator.

**Services Used:** Website Design, Responsive Design, Wordpress Development, Custom development, Email Newsletter Templates

Project Duration: 16 weeks

Project Cost: £9k

**Screenshots** These include the homepage and 2 internal pages which shows how the design is carried through to the internal pages of the website.

Also included is a snapshot of some of the responsive views of the website on different devices.

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To view our standard loan terms and conditions please click here
All loans are subject to status and meeting our lending criteria. Calls may be recorded for quality assurance and training purposes.
'In the event of your death your loan will be paid off in full. Terms and conditions apply.
Loans are exclusive to members who must save at least £10 per month together with their loan repayment. It's free to become a member and we'll ask you to join at the start of your loan application. All we'll ask is that you deposit £10 in savings after your loan has been approved.
If you do not meet the lending criteria for the loan you apply for, our underwriting team will contact you by telephone. If you meet the criteria for a different loan amount or product, we will let you know when we call.
Text updates throughout each stage of your application FREE loan protection insurance*
Decisions usually within 24 hours with the option to have your loan paid same day (£5 fee applies)
Quick and easy online application Clear interest rates which are guaranteed not to change after application You can grow your savings along with your loan repayments
All our decisions are made based on your individual needs by a person, not a computer scorecard
If you already have a loan with us and would like to borrow some more please click here
If you would like to borrow less than £5000 please click here
REPRESENTATIVE EXAMPLE Borrowing £7500 over 3 years will cost £230.52 per month. Total amount repayable is E8298.72 which includes APPLYI Interest at 6.90% APR
36 - Months
APPLY FOR A GREAT PERSONAL LOAN
Our Personal loans offer great rates for loans over £5000. They are exclusive for
Glasgow Credit Union 95 Morrison St G5 8BE

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the Financial Conduct Authority and the Prudential Regulatory Authority. Our FRN is 213558.

The contents of this document are confidential.



## Equipped Magazine – Armed Forces Resettlement Magazine

#### http://equippedmagazine.co.uk

**Description:** Launched in October 2012, Equipped Magazine is a magazine for people leaving the armed forces and seeking to resettle and find civilian work. It is expected that the next phase will feature a jobs database.

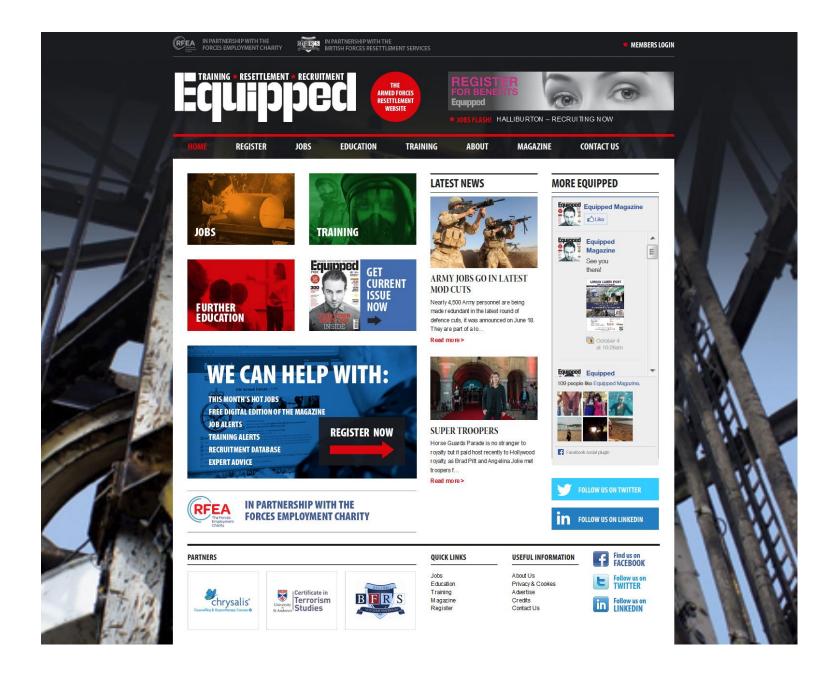
**Technology:** The website is a customised WordPress website, and features a custom designed theme and protected members' area. This is the first phase on an ongoing project.

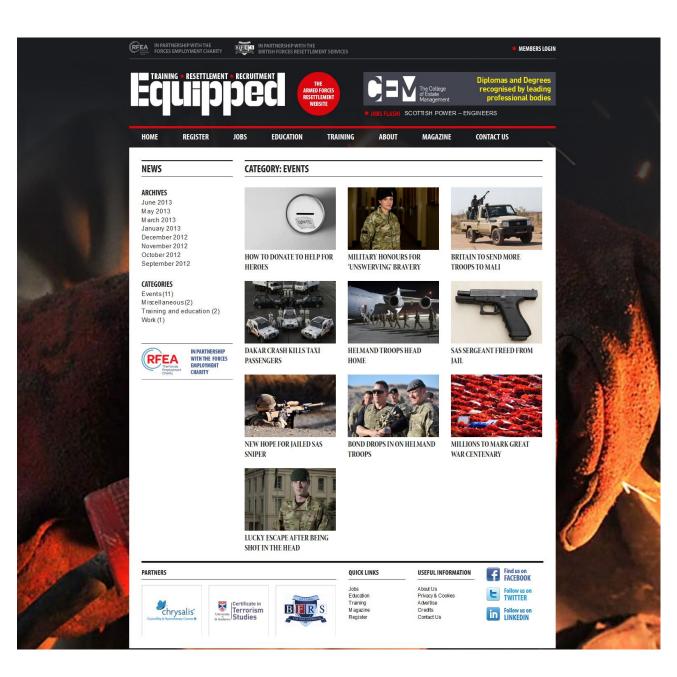
Services Used: Website Design, WordPress Customisation, ongoing development

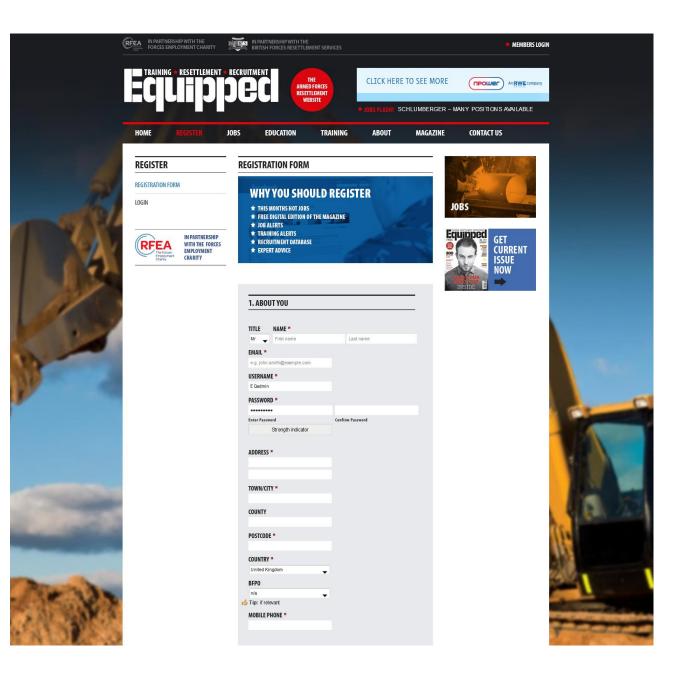
Project Duration: 6 weeks

Project Cost: £4k

**Screenshots** These include the homepage and 3 internal pages which shows how the design is carried through to the inner pages of the website.







## Katie & Jo – London based women's fashion boutique

#### www.katieandjo.com

**Description:** Katie&Jo have a boutique in London's West End. In the summer of 2010 we were commissioned to design and build an e-commerce shop which reflected the unique feel of their brand. We updated the design in Autumn 2013. The look and feel and a great user experience were critical to the success of this project and we worked very closely with Katie&Jo to capture the essence of their brand. With minimal training they were easily able to manage the whole process of running the website. **Technology:** The website is based on Magento, and features a custom designed theme.

Services Used: Website Design, E-Commerce Development, Email Newsletter Templates Project Duration: 12 weeks Project Cost: £8k



## Word Up Communications - wordsmith, copywriting and media training services

#### http://www.wordupscot.co.uk/

**Description:** Launched in August 2013, this is a new website for start up a startup company. A quirky and memorable image was required and we worked closely with Word Up to create a logo design and website that really represents what they do,

Technology: The website is a customised WordPress website. Services Used: Logo Design, website design, Wordpress customisation. Project Duration: 6 weeks Project Cost: £2.5k



## The Croft House - Scottish luxury cashmere and woollens retailer

#### www.thecrofthouse.com

**Description:** Launched in October 2012, The Croft House is a new ecommerce venture selling quality Scottish knitwear products. We worked closely with them to create a look and feel for the website that really captures the essence of their brand.

**Technology:** The website is based on Magento, and features a custom designed theme.

Services Used: Website Design, E-Commerce Development, Email Newsletter Templates Project Duration: 12 weeks Project Cost: £8k



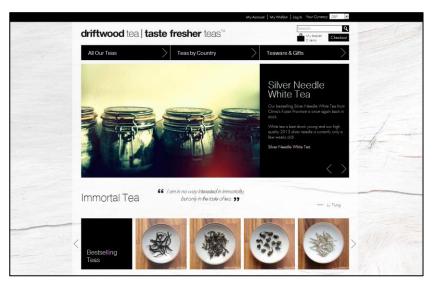
## Driftwood Tea – premium loose leaf tea retailer

**Description:** Launched in May 2013, Driftwood tea sell a wide range of premium loose leaf teas.

**Technology:** The website is a customised Magento ecommerce website. It is supported by a WordPress blog.

Services Used: Logo Design, Website Design, Magento E-Commerce Development, Email Newsletter Templates Project Duration: 16 weeks

Project Cost: £8k



## Southplace Hotel – London based boutique hotel

#### http://www.southplacehotel.com/

**Description:** Launched in 2012, South Place is a brand new, 80bedroom, luxury hotel in the City of London who required an innovative website that reflected their luxury brand.

**Technology:** Working to designs created by Colt Design we completed the technical development of the website; the website is a heavily customised WordPress website.

**Services Used:** Technical development, WordPress Customisation, ongoing development.

Project Duration: 8 weeks

Project Cost: £8k



## **Glasgow Botanic Gardens**

#### http://www.glasgowbotanicgardens.com/

Description: Launched in 2012, the website for the Friends of Glasgow Botanic Gardens provides a hub for all things happening in the gardens. Technology: The website is a customised WordPress website, and features a custom designed theme, image galleries and an events calendar. Services Used: Website Design, Technical development, WordPress Customisation Project Duration: 6 weeks Project Cost: £4k



### Papa Stour

#### http://ww.papastour.com

Description: Launched in 2005, luxury Scottish gift boutique Papa Stour demonstrates the longevity of a well built e-commerce website.
Technology: The website is a customised WordPress website, and features a custom designed theme, image galleries and an events calendar.
Services Used: Website Design, E-Commerce Development, Email Newsletter Templates
Project Duration: 12 weeks

Project Cost: £5k



## Native

#### http://native.artsdigitalrnd.org.uk/

**Description:** Launched in 2013, Native is the journal of the Digital R&D Fund for the Arts.

**Technology:** Working to designs created by Rydo we completed the technical development of the website, the website is a customised and responsive WordPress website.

Services Used: Technical Development, WordPress, Responsive Templates Project Duration: 6 weeks

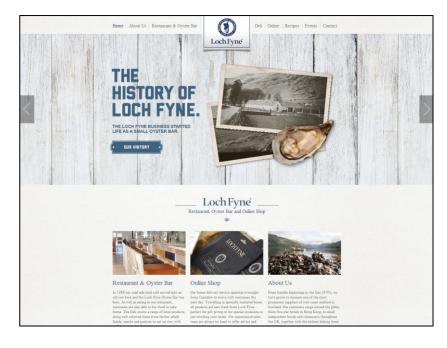
Project Cost: £4k



## Loch Fyne

#### http://www.lochfyne.com/

Description: Launched in 2013. Technology: The website is a customised WordPress website. Services Used: Technical Development Project Duration: 12 weeks Project Cost: £5k



## **Canalside Cottages**

http://www.canalsidecottages.co.uk/

**Description:** Launched in 2013, Wordpress website for Scottish Canals self-catering cottages.

**Technology:** Working to designs created by Kerr Vernon we completed the technical development of the website. The website is a responsive WordPress website.

**Services Used:** Technical Development, WordPress customisation, Responsive Templates

Project Duration: 6 weeks

Project Cost: £5k



## **Get Fully Furnished**

**Description:** Magento Ecommerce website for contemporary furniture retailer Get Fully Furnished. Due to launch Feb 2014.

Services Used: Website Design, Magento E-Commerce Development, Email Newsletter Templates

Project Cost: £8k



## John Miller Limited

**Description:** Brochure website for John Miller Limited. Due to launch Feb 2014.

Services Used: Website Design, WordPress Development.

Project Cost: £4k

