

# Creativity and Web 2.0 meet at Skwibble.com

## Business Problem

Derek Shields, owner of The Arterie, is well-known in Hollywood for his firm's cutting-edge corporate branding and entertainment advertising work. The house style blends art, photography, clothing and advertising together to create memorable visuals. Leveraging his expertise and extensive creative assets, Derek envisioned a new brand and destination website, Skwibble, which offers cool and contemporary content to businesses and individual consumers who want to create impactful invitations and e-cards.

## Solution

The combination of Derek's creativity with Guidance's expertise in information architecture and technology resulted in a unique and innovative site. Users can browse edgy and distinctive creative images to create cards, invites and postcards, which they can personalize with their own message and send to their friends, family and business connections. The site is easy to manage, allowing Derek to continuously create and publish new high-quality content for the enjoyment of his customers.

## Benefits

- Web 2.0 technology deployed in combination with a stunning visual design
- Easy-to-use interface provides the customer with a fun experience, including a very intuitive invitation configurator
- New content is simple to add – whether graphics or terms on the Skwibble “dictionary”

## Service/Solution Area

- Custom Web Development
- Information Architecture

## Software

- Adobe Flash 8
- Adobe ColdFusion 8
- MS SQL Server 2005



## Customer Profile

Skwibble.com is a place for people to browse invites, cards, post cards, announcements and cool content to use and communicate with others via email, online and eventually mobile. From the creative mind of award-winning design artist, Derek Shields, Skwibble.com was created as an alternative destination for cool, contemporary content on the web. Skwibble.com launched in January 2008.

*"I knew how it should look, but I didn't know how to make it work as a user experience and technically. Guidance has taken my vision to a whole new level."*

Derek Shields, CEO  
Skwibble

