



References & Work

Select Web & Mobile Projects

We're user experience (UX) experts.*

User Experience Strategy

- Strategic Consulting
- Discovery
- UX Road Maps
- User Research
- Planning & Metrics

User Experience Design

- Mobile & Web Apps
- Complex, Functional Web Sites
- Interface Design (UI / GUI)
- Prototypes
- Intranets
- Wearables

UX Education

- UX Workshops
- Agile UX Consulting
- Developer Training
- Public Speaking

Usability Review & Testing

- App/Site Reviews
- User Testing
- Practical Reports
- Surveys & Interviews

* Many firms claim to do user experience. It's usually included in an endless list of other services. We've been user experience experts since long before it became a buzzword.

Accolades (some of them at least)

"In my experience, there are few companies who truly 'get' interactive. Truematter not only understands the medium, they made it work for us."

"Truematter was chosen largely on the strength of their experience and in their ability to quickly grasp the essence of our vision for the finished project."

"Truematter delivered both an award-winning website and intranet that put us in a league ahead of our competitors."

"We will be releasing the new interface in April 2004 and expect overwhelming acceptance from both existing and future customers."

"I've been involved in a number of these kinds of meetings in various capacities, and this one was by far the most engaging and productive."

"Our site is a powerful, compelling sales tool."

"Thanks for your hard work, open minds, and easy-to-work-with personalities!"

"I NEVER TYPE IN ALL CAPS... BUT I AM NOW. I FEEL SOooooOOOO MUCH BETTER!!!!"

"You helped open a beautiful can of worms, all edible."

"Beautiful site and an awesome launch. Well done, and thank you for the incredible work."

"Everybody wants to be us!"

"They said our site is hands-down the best site in our industry and one of the best they had ever seen! yay!"

"Really excited how great you all have made us look. It sets us apart from peers, what you've done. Thank you!"

"This is the biggest thing to happen to us in many years!"

"Thank you for loving our museum as much as we do!"

"Wow... Mobile site is absolutely gorgeous! Looks and performs phenomenally well! Not that we'd expect any less, but just Wow!"

"Can I say again how easy it is to work with you? You guys are so good at what you do."

"I LOVE [this web app]—I go to bed and have good dreams about it. It is the BEST system I have ever used in my life! You hit an all-century home run with it!"

"Thank you for creating the most dynamic, beautiful and fun website I have ever seen!!"

"We are singing your praises! :)"

"Thanks again, guys! You always exceed expectations! Seriously—very impressed!"

"We owe you big time! Thanks, and I remind [the CEO] every week of your awesomeness."

"This is the most amazing thing ever! I'm very impressed!"

"I can tell you that hands down truematter is my best vendor."

"We presented today. It was awesome, crowd was blown away! Crushed it."

"What we demand a website do for us is pretty intense. The folks at truematter are attentive, creative, resourceful, supportive, and just downright great to work with!"

"Truematter has ALWAYS done what they said they were going to do and solved problems that we didn't think were solvable."

"I can't imagine there's another company out there that could do for us what truematter does!"

"Have I told y'all how much we LOVE the new Admin?? Oh my goodness, in about 10 minutes I made changes, rearranged information, and updated content. It was incredible! Thanks!!!"

"In fact, the design and layout of [our app] is so intuitive, pharmacists and technicians testing the new system were able to begin processing prescriptions BEFORE they received any training."

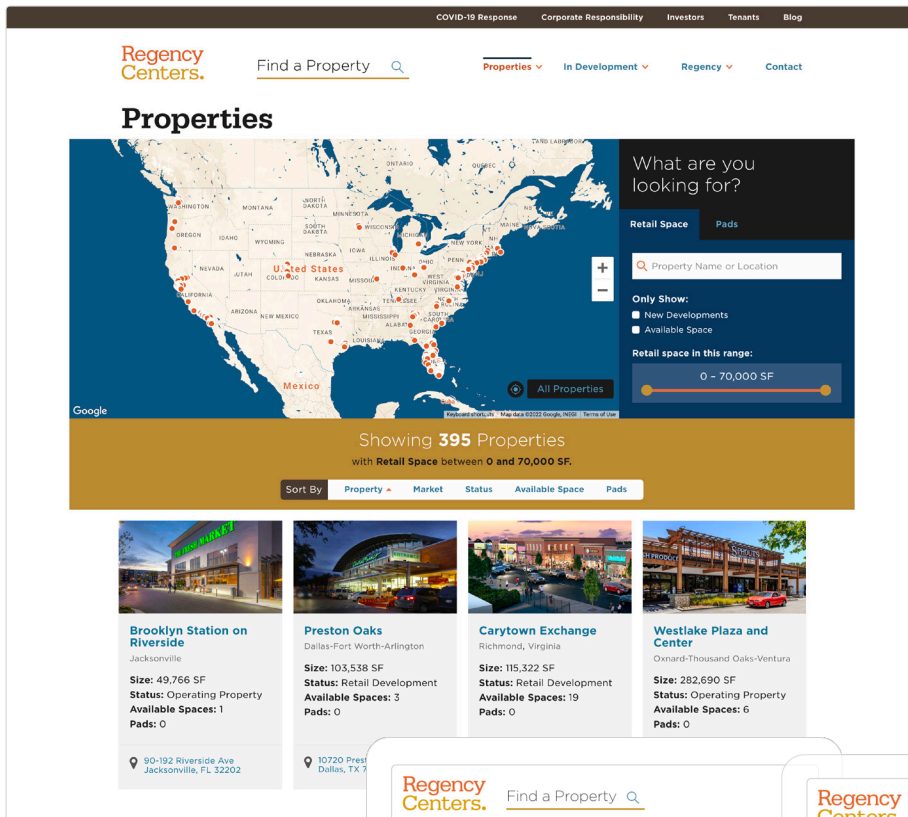
"A very, very big thank you for knocking this out of the park and for the sleek, smart design. Outstanding job, and congratulations on earning a new long-term client. Everyone is thrilled with you guys."

"I am very proud of the impact [our new app] will have to making us best-in-class."

RegencyCenters.com

Regency Corporate Website

A full user experience redesign, from discovery through development.

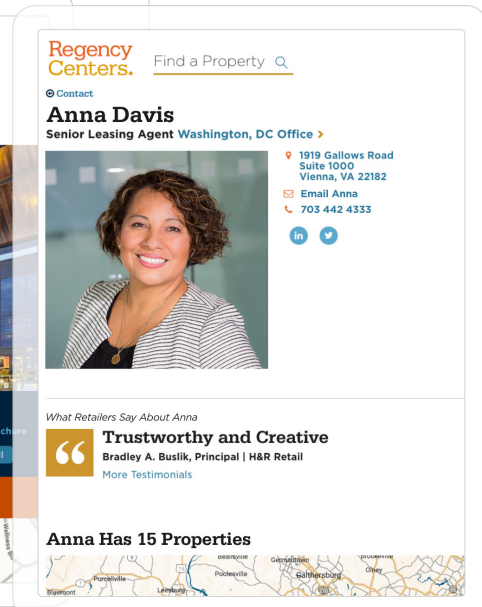
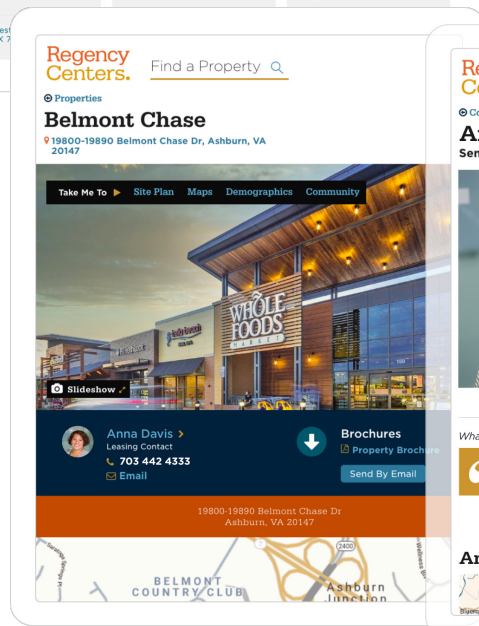
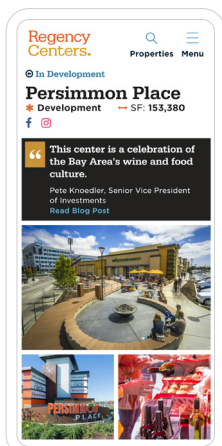


People-Centered and Project Driven

Business owners looking for property as well as agents, investors, retailers, and analysts rely on Regency's comprehensive, dynamic, and of course easy-to-use presentation of more than 420 properties.

“Truematter has the unique capability to read our minds and convince us of what we should already know about our stakeholders and users.”

— Dale Johnston, Senior Vice President, CIO



RegencyCenters.com

Regency Corporate Website

Almost wholly dynamic, the Regency site displays intricate data and offers advanced mapping and search functionality.

Regency Centers. Find a Property

Properties **In Development** Regency Contact

In Development

Village at La Floresta

Development SF: 86,953

Residents wanted a place in their backyard that can be their local hangout.
David Wilhelm, Restaurateur

Brea, CA

An outdoor amphitheater area is home to a \$2.5 million public art piece, "Oasis" by artist Douglas Hollis.

Site Plan and Stats

LEED Silver Certified

The center offers a mix of lifestyle shopping needs in a walkable setting, reducing emissions and vehicle miles for nearby residents.

High-performance building design significantly reduces energy consumption, water consumption, and greenhouse gas emissions.

Copious, Complex Data

Built on an enterprise CMS (Sitefinity), the Regency site features custom administration. Property data maintenance used to take days and weeks. Now it takes hours and minutes.



Village at La Floresta

DEV Brea, CA Development

An outdoor amphitheater area is home to a \$2.5 million public art piece, "Oasis" by artist Douglas Hollis.

LEED Silver Certified

Which spaces are available?

1,600 SF
Unit A110
Restaurant

15,765 SF
Unit C200 (soon)

2,650 SF
Unit G300 (soon)

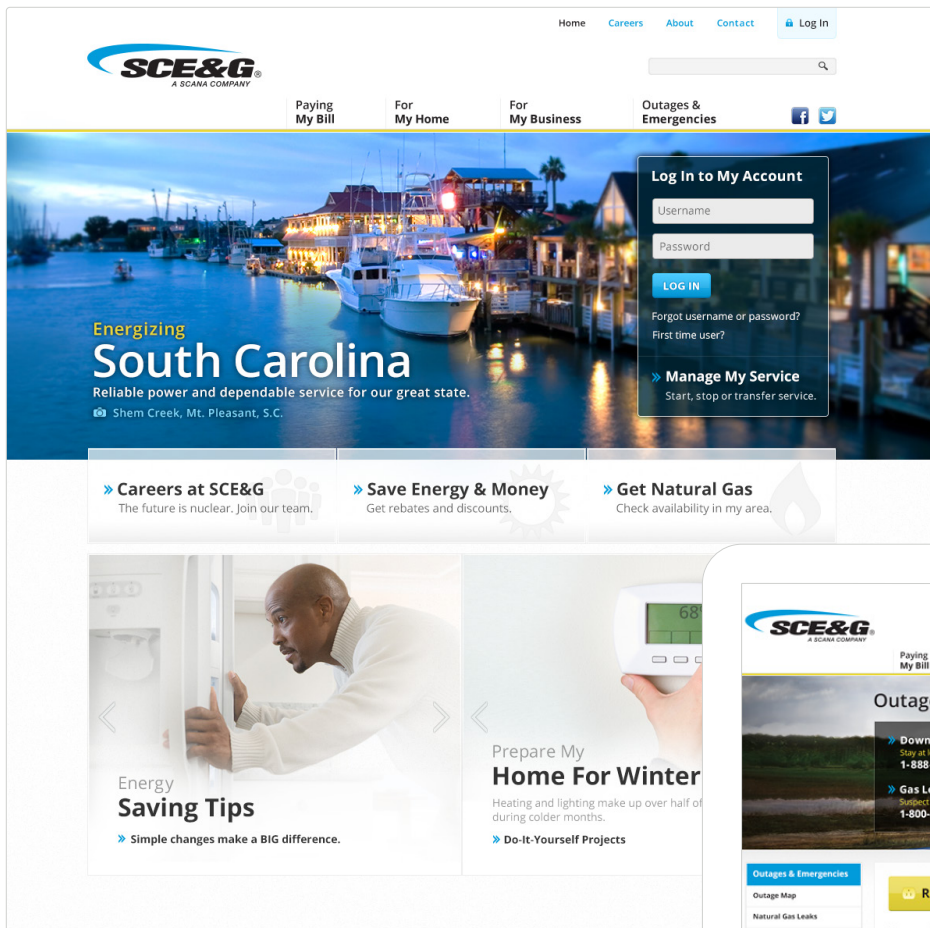
2,500 SF
Unit 225 (soon)

Interested in a space?
[Talk to David](#)

Email Notifications: Be the first to know about leasing opportunities in your area.

SCE&G

Radical content reduction and a devotion to customers led to dramatically simplified site design for this Fortune 600 organization.



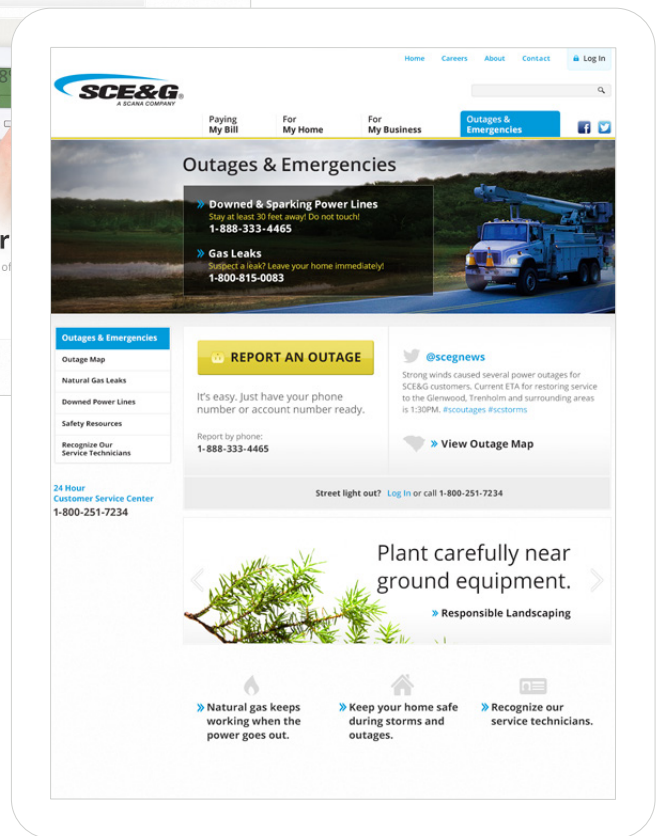
Simplicity from Complexity

Over the years, the SCE&G site had grown exponentially in content and page count. We ruthlessly culled unimportant content in favor of actionable tasks pivotal to site users.

We also sought to reforge an emotional connection with South Carolina, something that had been lost in the clutter.

“Truematter strikes the right balance of ‘getting’ our business and making solid recommendations based on user input.”

— Troy Stockman, Manager, Interactive Marketing and User Experience



PSNC Energy

Part energy firm, part natural gas showroom, this site exists to serve bill pay as much as it creates a natural place for product discovery.

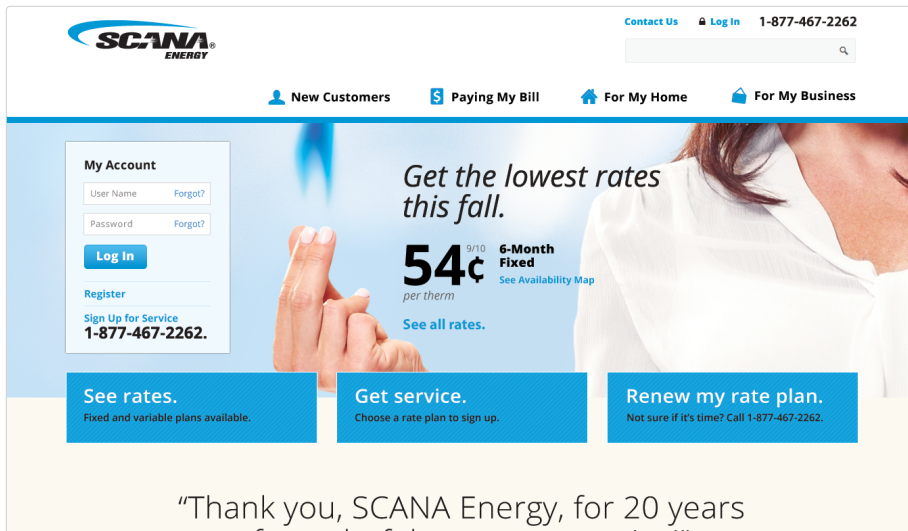
The screenshot shows the PSNC Energy website homepage. At the top left is the PSNC Energy logo with the tagline "A SCANA COMPANY". To the right are links for "Home", "Contact", and "Log In". Below the logo is a search bar. A navigation menu includes "Pay My Bill", "Get Natural Gas", "For My Home", "For My Business", "Shop Products", and "Repairs & Maintenance". The main banner features a family grilling outdoors with the text "Entertain in style this Summer. Find My Perfect Grill". A "Log In to My Account" form is overlaid on the right side of the banner. Below the banner are three service categories: "Get Natural Gas" (Turn On or Install Service), "Repair My Appliances" (Repair Plans & One-time Requests), and "Shop with the Experts" (Grills, Logs, Water Heaters & More). A "Top 10 Grilling Recipes This Summer" link is also visible. At the bottom left, there is a contact number "1-877-776-2427" and links for "Mobile Site" and "News". The footer contains the copyright notice "© 2000 - 2013 SCANA Corporation".

The screenshot shows a product page for an "American Outdoor Grills 24\" Grill Head with Patio Base". The page features the PSNC Energy logo and navigation menu at the top. The product title is "American Outdoor Grills 24\" Grill Head with Patio Base" with a subtitle "A beautiful grill that puts out serious heat.". The price is listed as "From \$1,806 installed". There are 78 reviews with a 4.5-star rating. A "Call to Buy 1-866-877-1999" button is prominent. Below the price, there are links for "View in Our Showrooms" and "Questions? Chat Now". A social media sharing bar is at the bottom right. On the left, a "Shop Products" sidebar lists categories like "Natural Gas Grills", "How to Find My Perfect Grill", "Natural Gas Logs", "Water Heaters", "Outdoor Fireplaces & Firepits", "Space Heaters", and "Gas Lights". Below the sidebar are links for "We Install It", "We Protect It", "We Finance It", and "Showroom Locations". A "Product Questions?" link is at the bottom left of the product area.

scanaenergy.com

SCANA Energy

We reduced the content footprint of this site by 80%+ to better meet the task-oriented needs of customers in a highly competitive market.



Modular Design

SCANA Energy needed a highly modular, flexible site. In a volatile market, they also needed to be able to change on a dime.

We created a site based on strong, simple images and content blocks that could be mixed and matched with ease. Content is strategic and action-oriented. The site gets right to the point.

“Thank you, SCANA Energy, for 20 years of wonderful customer service!”

- Carole, SCANA Energy Customer

Moving?
Arrange for service at your new place.

Save with Flex
Change your rate once during your contract.

Low Income? Credit Challenged? Visit [SCANA Energy Regulated](#)

1-877-467-2262 Have us call you.
Mon - Fri, 7am to 8pm | Sat, 8am to 5pm

[Contact Us](#) | [Careers](#) | [Community](#)

2000-2017 SCANA Corporation | [Terms & Conditions](#)

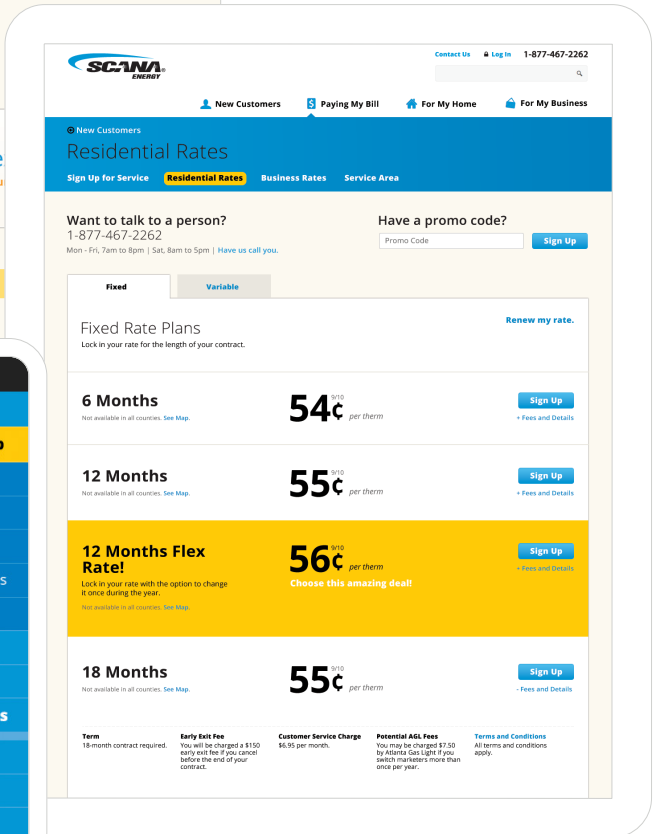
Gas Leaks & Emergencies

Log In

Contact Us

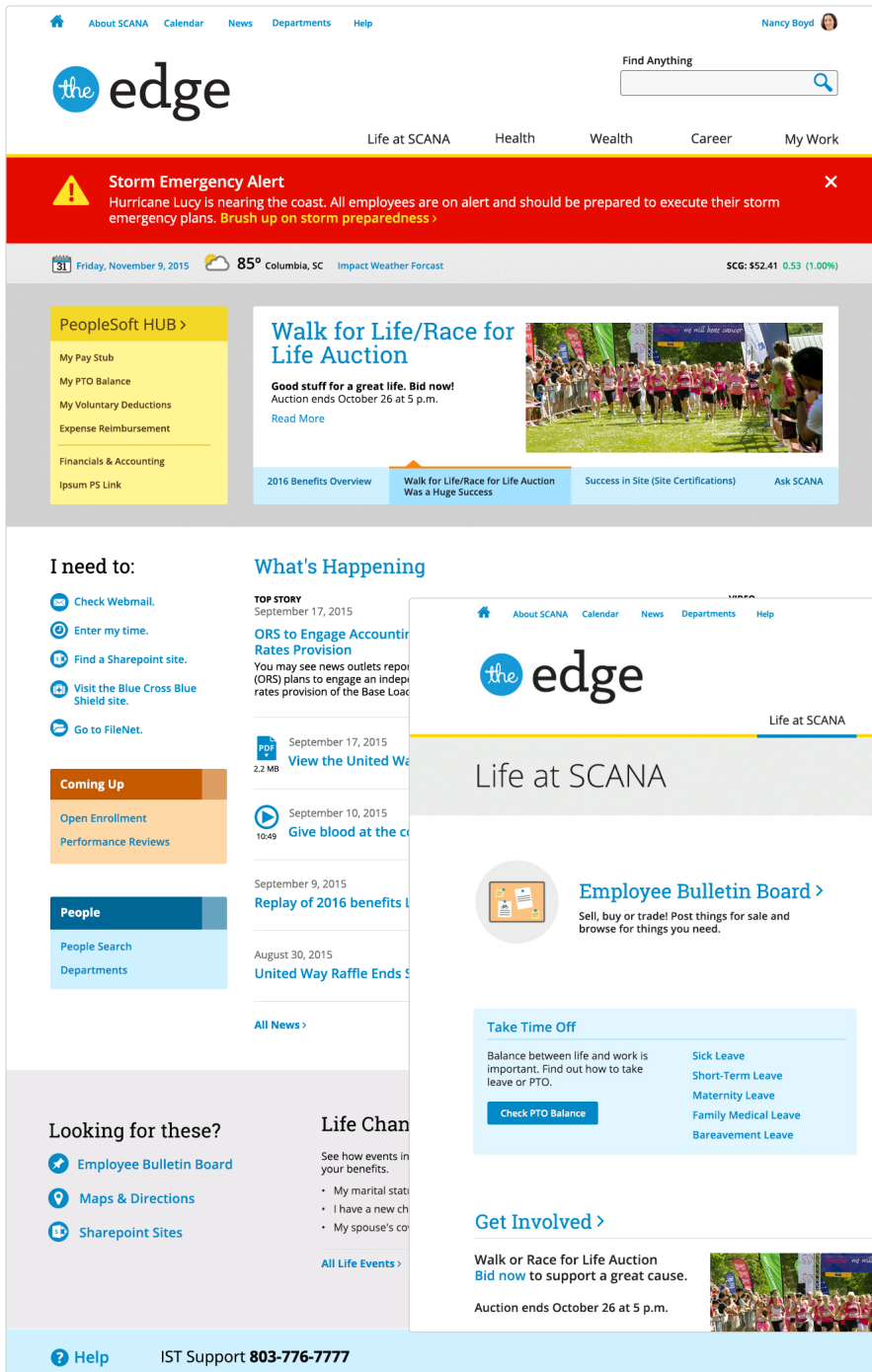
Rates & Sign Up

- Get Service
- Service Area
- My Rate Plan
- Residential Rates
- Business Rates
- Paying My Bill**
- For My Home**
- For My Business**
- Careers
- Community
- News



The edge (SCANA's Intranet)

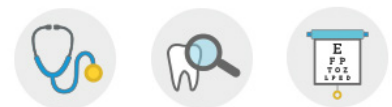
We defined and designed SCANA's intranet based on careful discovery and user research.



Empathetic and Easy to Use

Most intranets are badly organized afterthoughts. Not so with SCANA. We defined and designed their new intranet based on careful employee and user research.

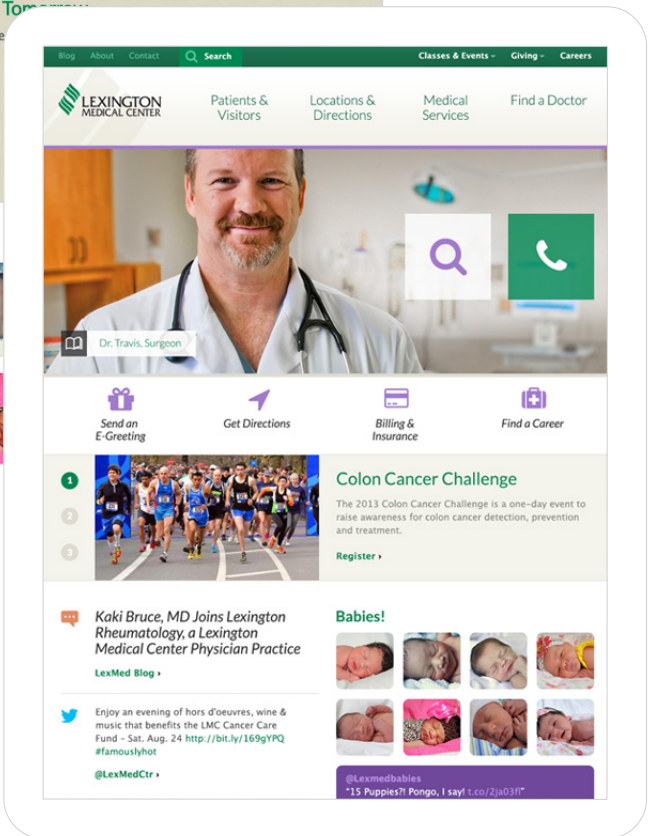
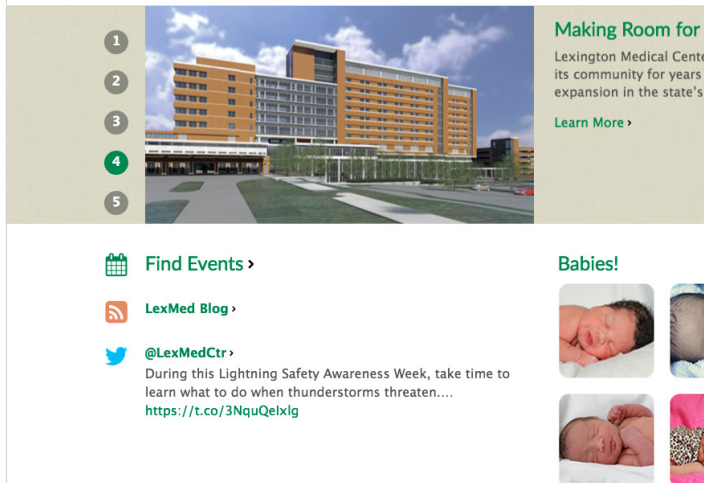
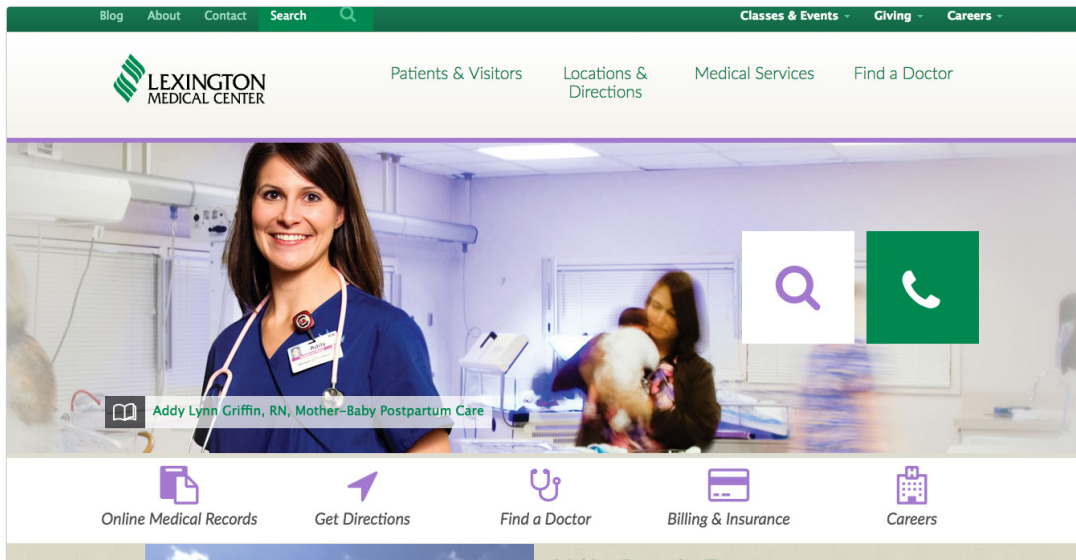
The edge is now convenient, helpful, and packed with easy-to-find information. It's also a joy to use.



lexmed.com

Lexington Medical Center

The latest major release of lexmed.com has been rethought from the ground up. It has become a standard for regional medical centers.



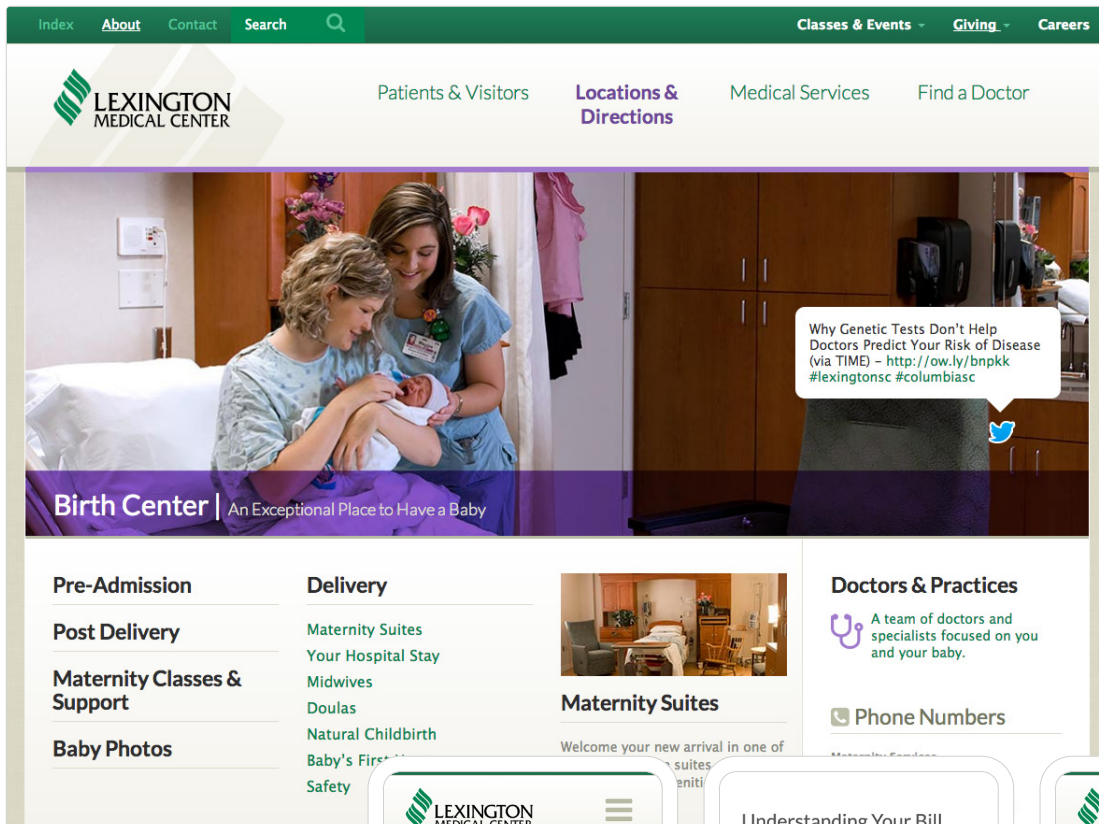
“We couldn’t imagine a better partner than truematter. They always deliver. They go above and beyond.”

— Mark Shelley, Vice President, Marketing & Communications

lexmed.com

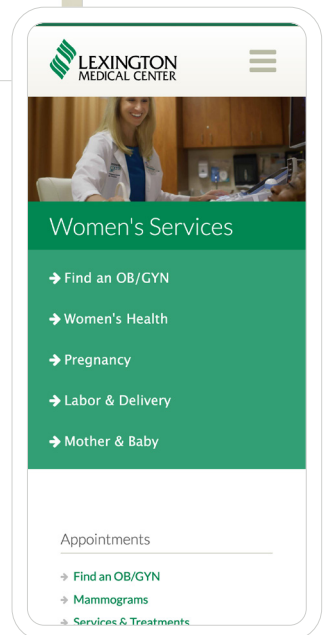
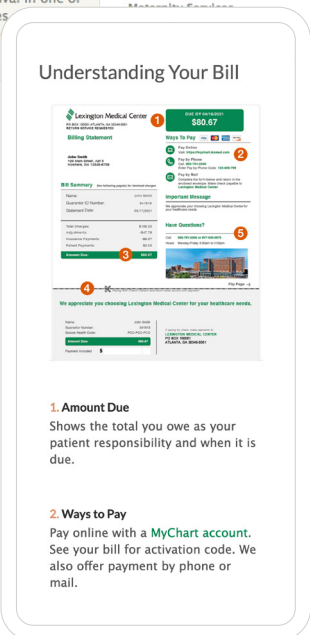
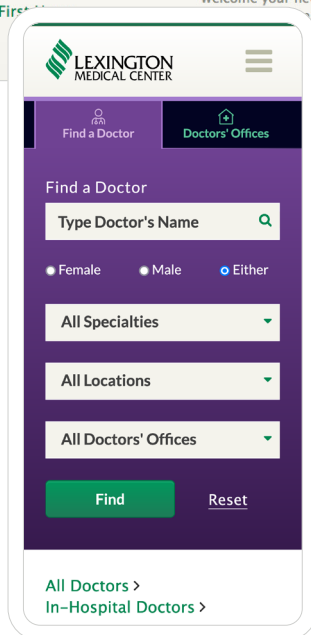
Lexington Medical Center

We're keeping Lexington Medical Center at the forefront of their industry.



Evolution / Revolution

A complete strategic content and experience redesign, based on real user feedback and input.



EDENS

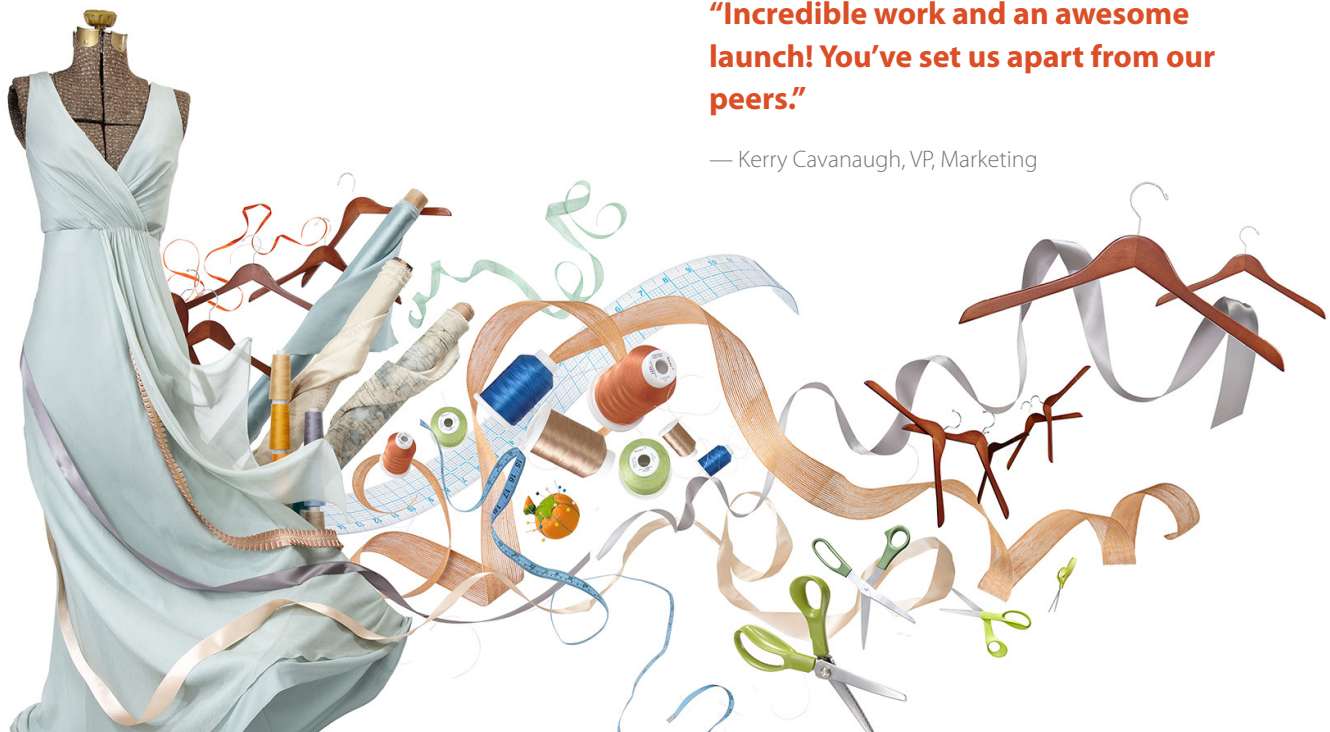
Based on enriching communities through innovation, design, and passion, the EDENS site breaks new ground in the retail development industry.



Break the Mold

Highly functional, user-tested websites don't need to be plain and boring. They can be visually audacious and enticing as well.

The EDENS site also happens to be fully data-driven and administered by a custom-designed CMS and data administration area.

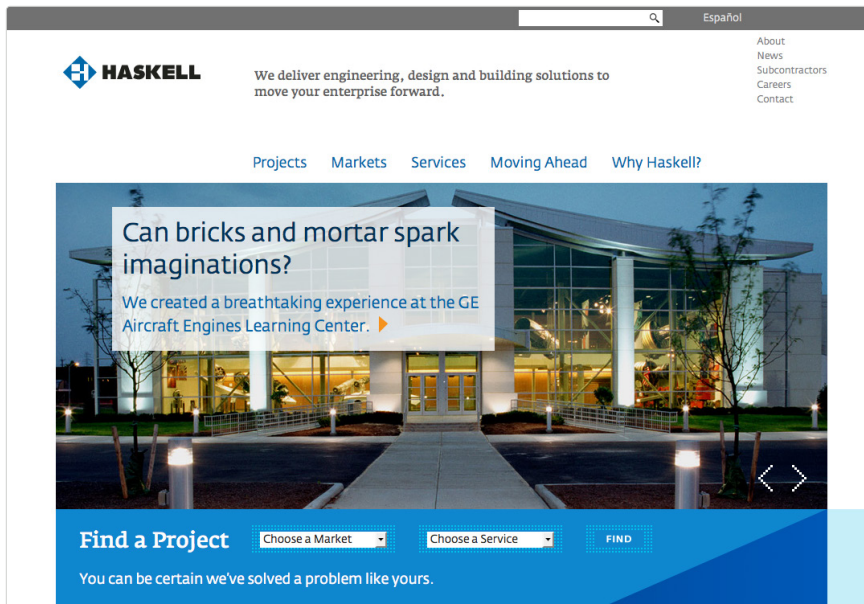


“Incredible work and an awesome launch! You’ve set us apart from our peers.”

— Kerry Cavanaugh, VP, Marketing

The Haskell Company

An international construction and design firm, Haskell lives and breathes projects. Their new site puts them front and center.

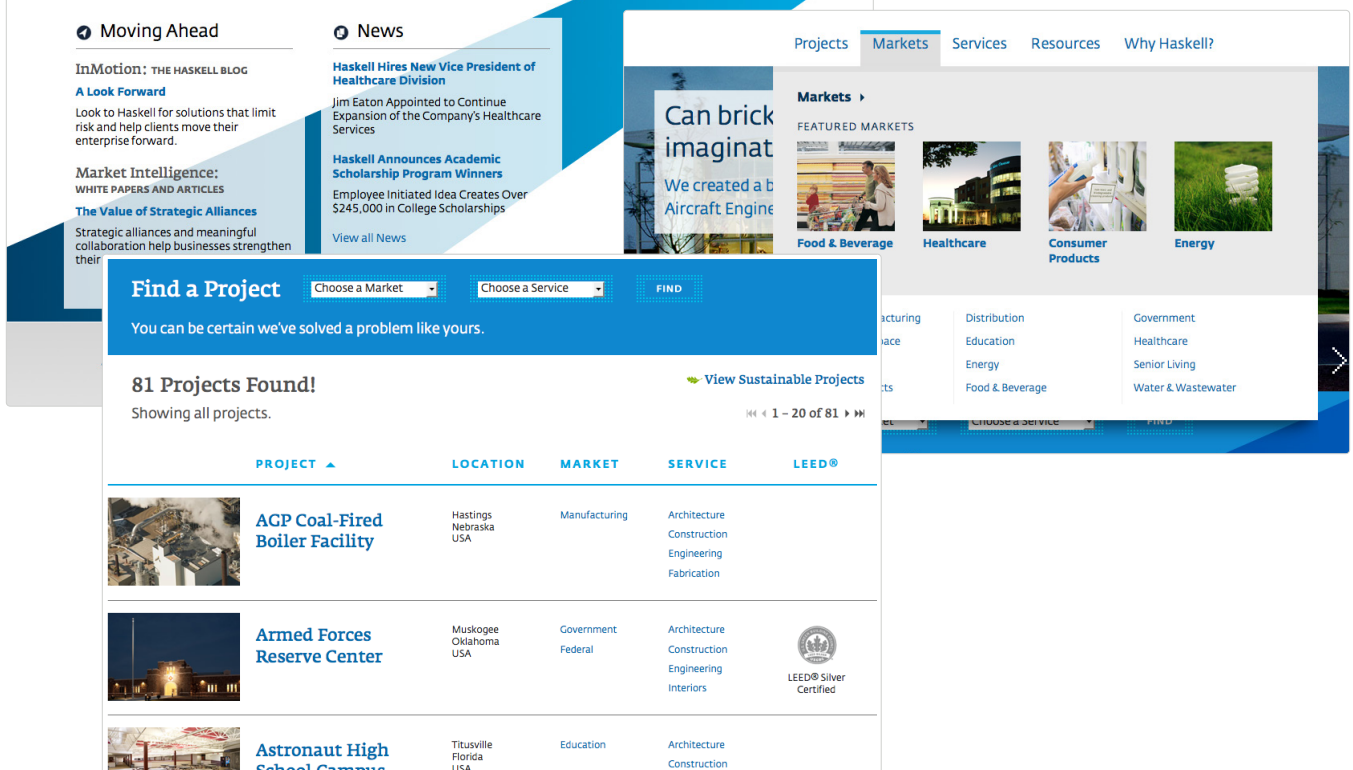


Follow the Road Map

We created a UX Road Map for Haskell, helping them determine their online needs, define project scope, and develop requirements. We help Haskell gain a new perspective on their customers.

Dynamic

The site is fully data-driven, built on an industrial-level CMS, multilingual, integrated with CRM tools, and driven by user-tested content and functionality.



The Haskell Company

We simultaneously launched the site in Spanish and English, handling all translation, content management, and copywriting.



Content strategy is our thing.

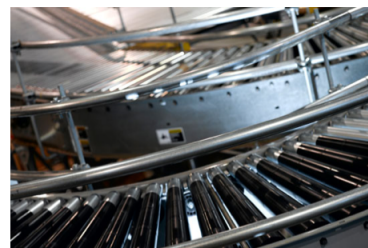
We lead large, complex engagements through definition, identification, categorization, documentation, acquisition, editing, authoring, approval, and testing of all content...

...in multiple languages.



Diseño e Integración del Sistema

Brindamos soluciones innovadoras para operaciones de manufactura sofisticada, de gran dimensión y alta velocidad.



El análisis de sistemas ofrece un punto de vista profundo y descubre las oportunidades.

Cada tarea de Haskell que se refiera a sistemas recurre a un antecedente profundo de diseño de sistemas de manufactura, construcción, operación y optimización de manufactura. Exploramos a detalle las capacidades presentes del sistema por medio de herramientas de análisis, simulación, emulación y diagnóstico. Posteriormente éstas traducen a un panorama claro, cada etapa de la problemática inherente al diseño de sistemas, sin importar su complicación. Capturamos la esencia de los temas relevantes y descubrimos soluciones verificables que ahorran tiempo y recursos.

Simplificamos la complejidad y limitamos el riesgo.

Además del diseño, existen muchas otras variables detrás de la complejidad de los sistemas de manufactura. Para obtener soluciones de negocios, integramos elementos clave entre los que se incluyen: el equipo, plan, automatización, materiales, personas y procedimientos. Al combinar el diseño innovador con la implementación sobresaliente,

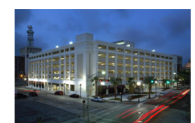
PROYECTOS

- Planta de Modernización de Tropicana Production
- Expansión de la Cervecería SweetWater

Contacto

Keith Perkey
Gerente de Cuenta

904.791.4593
keith.perkey@haskell.com



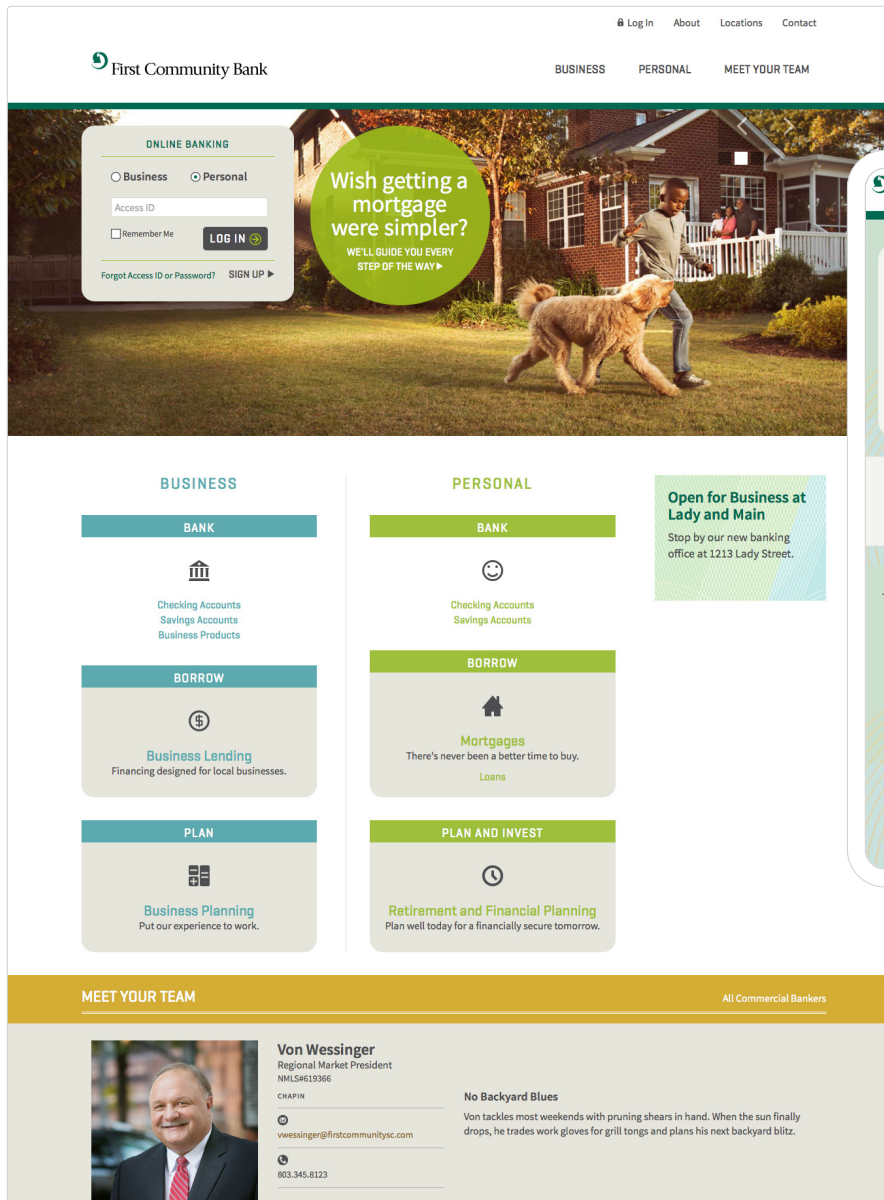
Mercados

Ideas de clase mundial
plasmadas en soluciones

firstcommunitysc.com

First Community Bank

We built First Community's mobile-first site to make online banking easy for customers using devices of any size.



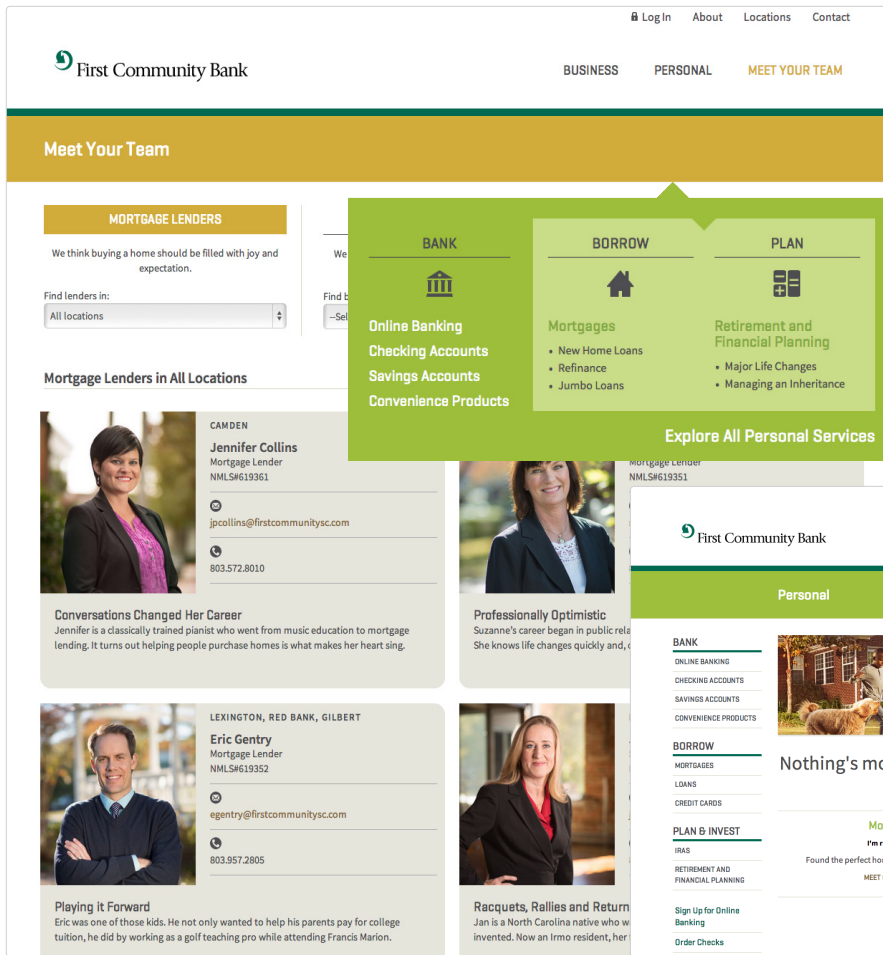
Conscientious Content

Simple account details, easy access to online banking, and custom photography speak directly to the people that use it: local businesses and residents.

firstcommunitysc.com

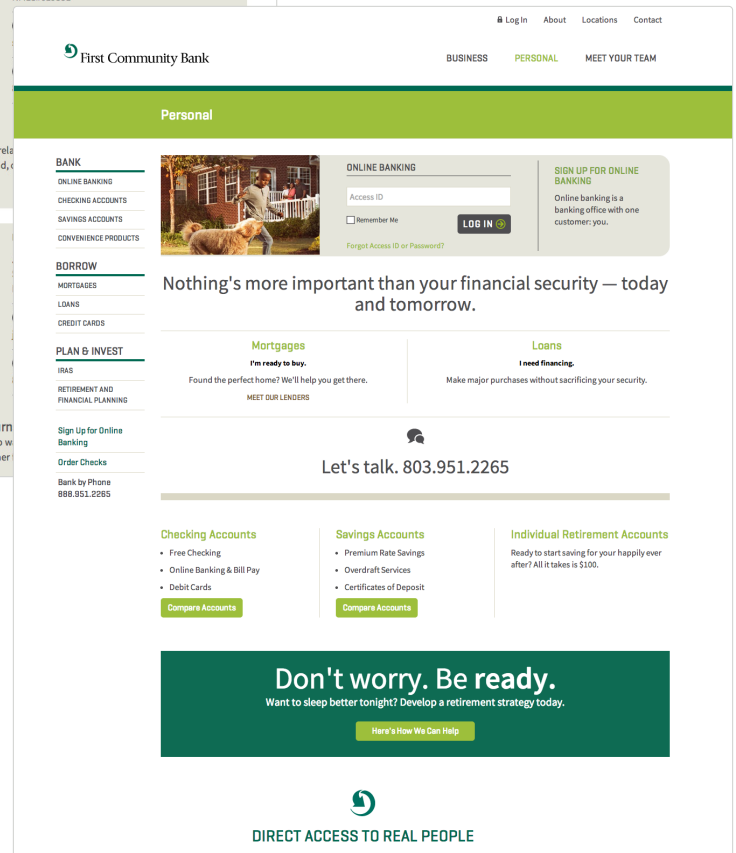
First Community Bank

We crafted a community-focused site that provides “big bank” services to local customers.



Online Banking without Sacrifice

Customers do not lose capabilities or services when switching to First Community from a big bank. The redesigned site conveys stability and professionalism while providing the features users have come to expect from online banking.



Unlimited
Monthly transactions.

No Deposit
Required to open.

Low Monthly Fees
Only \$10.95 per month.

➔ \$.18 per Check and Debit Fee

➔ \$.35 per Credit Fee

➔ \$.10 per Deposited Item

➔ EARNINGS May Offset Monthly Charges

➔ DEBIT CARDS Up to Three, Free

Don't worry. Be ready.
Want to sleep better tonight? Develop a retirement strategy today.

Here's How We Can Help

DIRECT ACCESS TO REAL PEOPLE

www.mychildsmuseum.org

Children's Museum of Denver

Easy-to-find information and a design that captures the wonder of play make this site a joy to visit and explore.

children's museum Denver Marsico Campus

educators press about contact join parties & rentals

exhibits visit what's happening? get involved

explore

what's happening?

- Get 15% Off Membership**
Become a charter member by November 19 to get the discount.
- Trick or Treat Street**
The sweetest fall festival around. October 23, 24 and 25.
- Grand Reopening—Friday, November 20**
Bigger and better than ever is coming your way!
- Noon Year's Eve**
It's the Museum's family-friendly version of a rocking New Year's party.

hours
Mon, Tue, Thu, Fri: 9 am - 4 pm
Wed: 9 am - 7:30 pm
Sat, Sun: 10 am - 5 pm
Target First Tuesdays
Free Play 4 - 8 pm
Closed certain holidays.

admission
• Under Age One: Free
• Age One: \$8
• Ages 2 - 59: \$10
• Seniors (60+): \$8
• Members: Free
become a member

location
Children's Museum of Denver
2121 Children's Museum Drive
Denver, CO 80211
Google Map
plan your visit

today Oct 09

event highlights

big events

every day
Joy Park Daily Programs

tomorrow oct 10
Early Learners' StoryTime
StoryTime

this weekend
Mobile Museum of American Artifacts at the Children's Museum
Early Learners' StoryTime
StoryTime

2015
Oct 23 Trick or Treat Street
Oct 24 Trick or Treat Street
Oct 25 Trick or Treat Street
Nov 20 Grand Reopening
Dec 31 Noon Year's Eve

2016
Mar 26 Bunny Trail

all events

donate
Help us open doors for future explorers, innovators and leaders.
give now

join
Membership gets you free Museum entry and a bunch of other cool perks.
become a member

birthdays
Celebrate at the Museum. We'll help you throw the best birthday party yet!
book your party

Business in the front, adventure in the back.

Important information is easy to scan, and lives front-and-center so users can find visiting information at a glance. That frees up the rest of the site to spotlight the museum's hands-on play adventures and get users excited to donate, become a member, or make a visit.

children's museum Denver Marsico Campus

Menu

explore

what's happening?

exhibits

admission

hours
The Museum is open by reservation only Wednesday - Sunday. [Learn more and make a reservation here.](#)
Closed certain holidays
[Museum closure dates.](#)

admission*
• Under Age 1: Free
• Age 1: \$13
• Ages 2 - 59: \$15
• Age 60+: \$13
• Members: Free
• CityPASS

www.mychildsmuseum.org

Children's Museum of Denver

An events system that flaunts all the daily, weekly, and big happenings at the museum, without overwhelming visitors.

children's museum Denver Marsico Campus

educators press about contact join parties & rentals

exhibits visit **what's happening?** get involved

what's happening?

- Get 15% Off Membership**
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Bigger and better than ever is coming your way!
- Noon Year's Eve**
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Oct, 23 2015
Trick or Treat Street

today Oct 09 this week big events

every day
Joy Park Daily Programs

fri oct 09
Early Learners' StoryTime
StoryTime
StoryTime

sat oct 10
Early Learners' StoryTime
Mobile Museum of American Artifacts at the Children's Museum
StoryTime
StoryTime

sun oct 11
Early Learners' StoryTime
StoryTime
StoryTime

10:00 am Joy Park Daily Programs
10:30 am Early Learners' StoryTime
11:30 am StoryTime
02:30 pm StoryTime

Oct 2015
Su Mo Tu We Th Fr Sa
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

2015
Oct 23 Trick or Treat Street
Oct 24 Trick or Treat Street
Oct 25 Trick or Treat Street
Nov 20 Grand Reopening
Dec 31 Noon Year's Eve

2016
Mar 26 Bunny Trail

camps & workshops
Are you ready for your next adventure? Join a camp or workshop for hands-on learning and play!
enroll

surprise events!
We only tell our e-newsletter subscribers about these. Rock parties, yoga — you never know what will be next!
sign me up!

Facebook, Twitter, YouTube icons

Browsing these events is child's play.

Carefully-organized events make it easy to scan what's happening next, while photos and illustrations echo the thrill of play and adventure. Selected events are pulled onto the home page and related exhibits pages for fast reference, reminding visitors that there's always something going on.

children's museum Denver Marsico Campus

educators press about contact join parties & rentals

exhibits visit **what's happening?** get involved

joy park

ALL AGES friendly baby-friendly

Discover ruins, canyons, rivers and all the surprises Colorado's wild outdoors has in store.

what's happening
every day
Joy Park Daily Programs
10:00 am

on this adventure

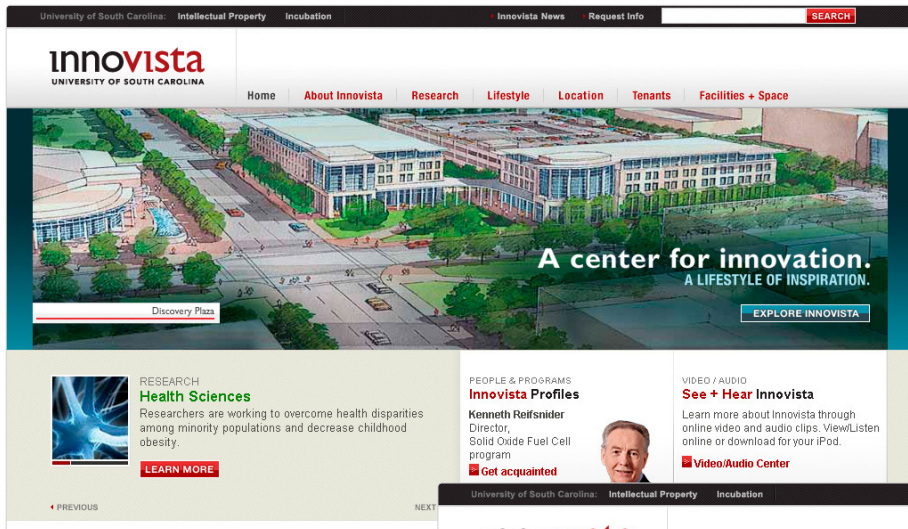
Explore Joy Park, a whopping 30,000 square feet and a wild outdoor adventure!

become an explorer
Discover our state's outdoor waterfalls and sand dunes.



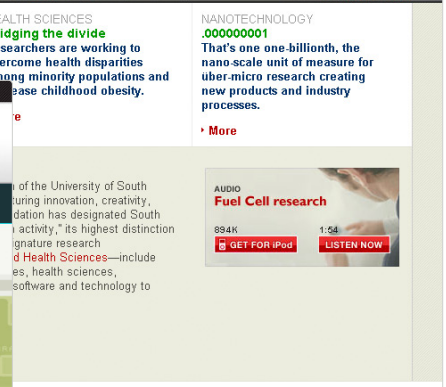
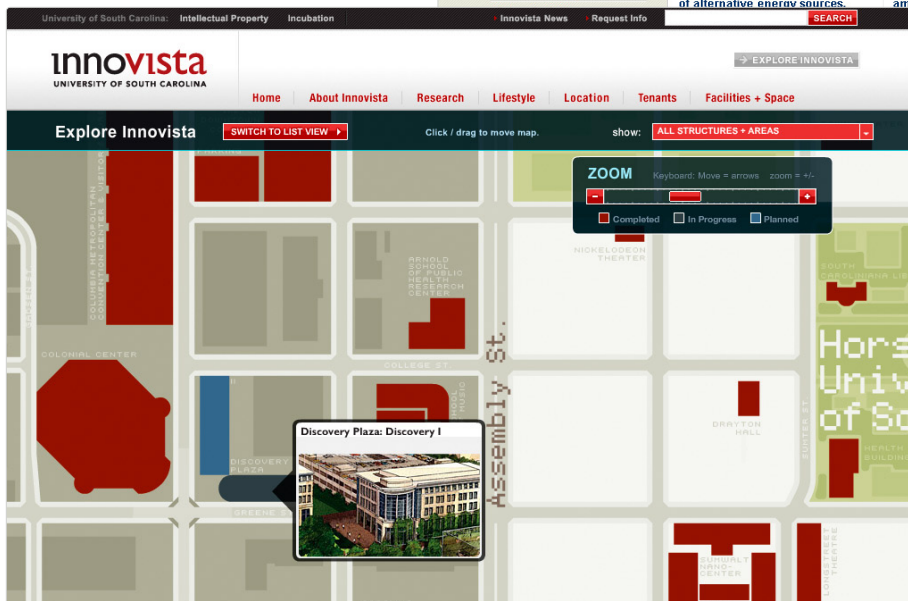
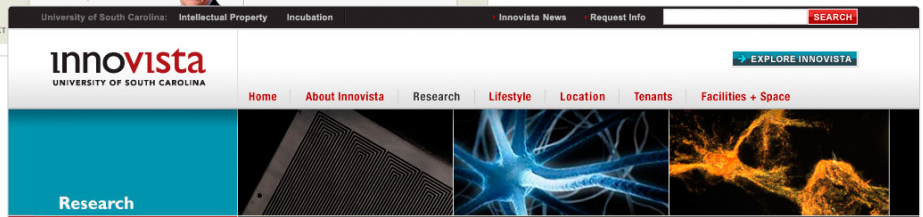
Innovista

We helped the University of South Carolina launch a major research campus initiative.



Extensive Content & Interactivity

A corporate recruitment tool, this award-winning site was carefully designed to promote Innovista (UofSC's ground-breaking, urban research campus) as both a future vision and a vibrant, present reality. Highly useful content and eye-opening interactions show the depth of the commitment behind the initiative.



of the University of South Carolina, designated South Carolina's highest distinction research center. Health Sciences—includes health sciences, software and technology to

Kinetic

A global marketing firm gets an international makeover.

Kinetic.theTechnologyAgency™

your challenges | our specialties | thought leadership | the proof

enter search term

Global Voice Global Choice

Looking for more revenue from your communication efforts? We can take your communications global in a way that's flexible, dynamic, reusable and brand-consistent.

Accelerate your business, discover new revenue streams, keep the vendor relationships you value and help make your people more productive.

[▶ It All Starts Here](#)

Creative Vision

A firm that helps global companies market franchise services might not seem compelling. But creative vision looks beyond the obvious. Kinetic crossed global boundaries to create business value. Great design can be applied to any solution.

Kinetic.theTechnologyAgency™

your challenges | our specialties | thought leadership | **the proof**

Home

the proof

[Overview](#) | [Fed Ex](#) | [GE](#) | [Mercer](#) | [Churchill Downs](#) | [Subway](#) | [SABIC](#)

Accelerating growth in global markets.

Businesses large and small are tearing down traditional international boundaries – and Kinetic is on the front lines. See what we have done for FedEx, GE, Mercer and many more, and discover how you can go from just “being there” to “succeeding there.”

What's in a Name? Everything.

How Kinetic is helping FedEx Express create locally relevant communications for all their global service participants.

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Re-Branding Made Easy.

How Kinetic helped the former GE Plastics division efficiently and effectively communicate their new identity globally.

[▶ Details](#)

The Restaurant Menu Board as a Digital Asset.

The innovative way Kinetic is helping the quick-service restaurant chain increase local sales while showing cultural sensitivity throughout the 87 countries in which it does business.

[▶ Details](#)

Instantly Available... and Accurate.

How Kinetic helped GE's Advanced Materials salesforce with both their global print-on-demand and translation-management needs.

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