

# FACT SHEET

## We improve websites (and your turnover)

*You are not the person who decides whether your website is successful or not; your visitors do that by voting with their feet (or in this case their mice). This is the reason why we listen so closely to your visitors; we think as visitors and work as visitors. This permits us to offer you the very best possible website. No doubt what you and, perhaps equally vital, your visitors are looking for and expect.*

User experience is the magic behind everything we do. We focus principally on the ‘front-end’ of your website. This includes interaction, graphic design, xhtml etc..

In the first instance, having a completely new website developed is not always a prerequisite. Often we start with the existing site and improve upon this step by step. However, if it turns out that everything is just fine as it is, then we will also let you know this; indeed a cause for celebration, so you can expect us on your doorstep with the flowers and doughnuts. Here at Concept7 we love a perfect website.

## Our team

If we mention our 20 plus powerfully driven staff, will this suffice as an introduction to our team? We think not. We prefer to talk about our gang of idiosyncratic but dedicated and focused specialists, who will stop at nothing until they have achieved a satisfactory result. Who spend their free time sponging up the very latest specialist literature and absorbing the cutting edge know-how as it is introduced on to the market. Our team has only one target in view; improving your website.

## Research and discovery in our own usability-lab

The power of Concept7 lies in our ability to develop websites that really hit their mark. We achieve this in an innovative manner: we test each (re-)development with end users in our own usability lab.

## Unique in Europe

Countenancing a minimum of interference, we have an immediate desire to incorporate test results into the design and technology. Swift testing, direct application, further testing. This works. With this rapid and iterative working method, Concept7 is unique in the Netherlands. Reports are great to hand around, but do web builders really have any practical use for them? They have to see things for themselves, experience them, and be able to counter with their own questions. This keeps everyone on their toes and ensures that the level of each test becomes progressively higher.

## Our products

<p><i>User experience design</i> We design your website from the user's point of view.</p> <ul style="list-style-type: none"> <li>▶ Concept development</li> <li>▶ Interaction design</li> <li>▶ Web en interface design</li> <li>▶ xHTML en CSS</li> </ul>	<p><i>Usability research</i> Testing in our own labs is an almost daily occurrence. Come have a look!</p> <ul style="list-style-type: none"> <li>▶ Expert evaluations</li> <li>▶ Eyetracking</li> <li>▶ A B testing</li> <li>▶ Usability research</li> </ul>	<p><i>Iterative improvement</i> Small steps can lead to some great results. Everything to increase conversion!</p> <ul style="list-style-type: none"> <li>▶ Start your own dreamteam</li> <li>▶ Webanalytics</li> </ul>
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### Our customers

FBTO  
 FC Groningen  
 Menzis  
 Kras.nl  
 Nuon  
 Gasunie  
 IRG Portugal  
 Bosch  
 Gemeente Groningen  
 Tele2  
 Syntens  
 Wegener  
 Centraal Boekhuis  
 Eduhub  
 PCM Media  
 IB Groep  
 RDW  
 Sanoma uitgevers  
 Elsevier opleidingen  
 Ferio vakanties  
 NDC Mediagroep  
 Transcom Worldwide

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