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Capabilities Document

## About Us

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Can a design shop build technically brilliant applications? Can a development shop design creative, elegant interfaces? Shotwell was founded by a designer and a developer, each of whom has practiced the other's trade. This deep, cross-functional experience has helped bring clients' visions to life on the web, and it has done so without compromising design or functionality. We live and breathe both.

Since its founding in 2008, Shotwell has grown to 12 designers, developers, producers and strategists with team members in Montreal, San Diego, Los Angeles and New Mexico. We lead all our collaborative projects from our home base in downtown San Francisco. We believe in measurable results, in advocating for the user, and in respect for our clients' greater organizational goals.

At Shotwell we wear our values on our sleeve, focusing on non-profit, triple-bottom-line and entrepreneurial endeavors. We've worked with some big-name clients (Cisco, HP, AT&T) but we are very much invested in bringing big-agency expertise to companies and organizations of any size. Sometimes it's just because it makes us feel good; sometimes it's because we're fascinated by what our clients do. It's our privilege to work with start-ups, international organizations and those who make the world a better place. Along the way we've picked up a lot of experience in other arenas.

## Our Services

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### Identity and Brand

- > Development
- > Logos
- > Corporate Identity
- > Fundraising Campaigns

### Advertising

- > Brand Strategy & Modernization
- > Print Advertisements
- > Online Banner Advertisements
- > Search Engine Marketing
- > Copywriting
- > Promotional Emails

### Interactive

- > Website Design
- > Flash Design/Development
- > HTML Email Design
- > E-Commerce Development
- > Content & Database Architecture
- > Usability Analysis / UX
- > User Interface Design

### Social Media/SEO

- > Custom Social Dashboard
- > Targeted Campaigns
- > Community Growth/Maintenance

- > Social Tracking/Reporting
- > Onsite SEO & Optimized Content
- > Social Media/Blogging and Outreach

### Technology

- > Custom Software
- > Custom Web Applications
- > Database Design & Implementation
- > Mobile Solutions & Apps (iOS/Android)
- > HTML5 Animations & Integration

## Core Competencies

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- |  |  |                                |
|--|--|--------------------------------|
| > LAMP platform development<br>(Linux, Apache, MySQL, PHP)         | > E-Commerce                             | > ExpressionEngine development |
| > Custom websites and web applications                             | > Software as a Service (SaaS)           | > Custom add-on development    |
| > Open Source Frameworks<br>(Wordpress, Drupal, Magento, and more) | > Mobile Applications for iPhone/Android | > Flash                        |
|  | > CRM systems: Salesforce, SugarCRM      | > HTML5 / CSS3                 |
|  | > Business Analytics                     |                                |

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# Implementation

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Shotwell has developed specific internal processes to ensure each project is a success. Building upon different philosophies and methodologies, particularly from Agile/Extreme Programming, the following outlines the Shotwell implementation process:

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## 1 Discovery

- > establish goals/objectives
- > introduce and meet stakeholders
- > set metrics for success
- > verify deadlines
- > agree to a budget or fee schedule
- > examine existing resources/materials

## 4 Build

- > finish technical specifications
- > set up server, developer environments
- > elaborate specifications into "stories"
- > finalize database
- > build and iterate

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## 2 Planning

- > kickoff meeting
- > set definitive milestone schedule
- > develop a rough sitemap
- > procure project software
- > confirm final scope of the project

## 5 Deploy

- > multi-stage quality assurance testing
- > beta launch for client approval
- > coordinate launch between all teams
- > launch! (any Monday through Wednesday)

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## 3 Creative

- > develop product/brand messaging and identity
- > create and design logo
- > build wireframes showing content layout
- > design homepage and key pages
- > revise designs with client
- > finalize and confirm site designs

## 6 Review

- > reset analytics/metrics/funnels
  - > review marketing plan
  - > establish SEO tracking on keywords
  - > confirm maintenance schedule
  - > review project / post partum
-



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Case Study #1  
Golf This  
Web Venture  
Golf Discount Membership Site

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## Overview

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Entrepreneur, Ryan Sebastianelli, came to Shotwell with a vision to create a new coupon-based membership site for Canadian golfers. GolfThis is a coupon-based membership site for Canadian golfers. Boasting features such as community classifieds, OpenID sign up, and geolocation coupon search and attribute filtering, Canadian golfers sign up to receive the best discounts and widest course coverage of any Canadian golf site.

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## Challenge

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The Shotwell Company was engaged at the earliest stages of this enterprise, consulting regularly with the founders on the competitive landscape, creative vision and strategic direction. As a web venture, Shotwell was asked to fill founder-esque creative and technical roles, taking the creative vision from ideas to design to implementation on a robust, scalable platform. GolfThis has followed up with Shotwell to engage Social and Search Marketing efforts to assist with the development of a Facebook presence and natural Google search rankings.

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## Solution

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Our team worked extensively with the founders to catalyze their early ideas, developing a brand and personality. Shotwell helped analyze and prioritize financial expenditures ensuring the highest ROI for every feature built at every step of the way. Beginning with one of Canada's most extensive and highly search-optimized directories of golf courses, GolfThis was then able to reach out to course owners to engage them in the maintenance and promotion of their courses within the site using coupons, photos and promo tie-ins.

We built innovative geo-search capabilities, vast attribute filters, social logins and sharing for cross-promoting through social networks. Shotwell built several unique add-ons for ExpressionEngine over the course of the two years we've had the privilege to work on GolfThis.

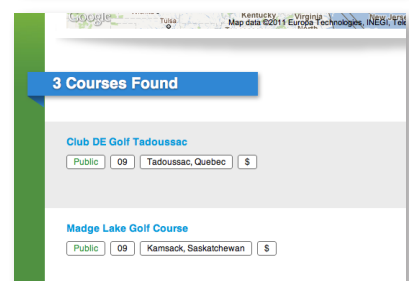
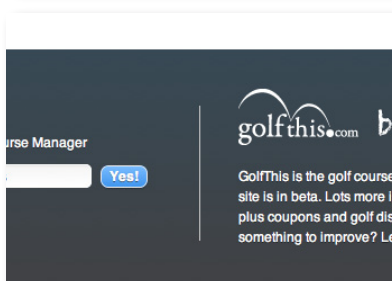
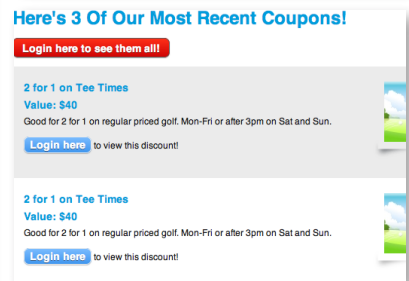
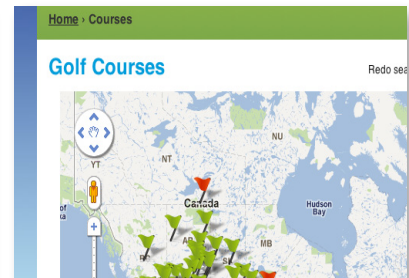
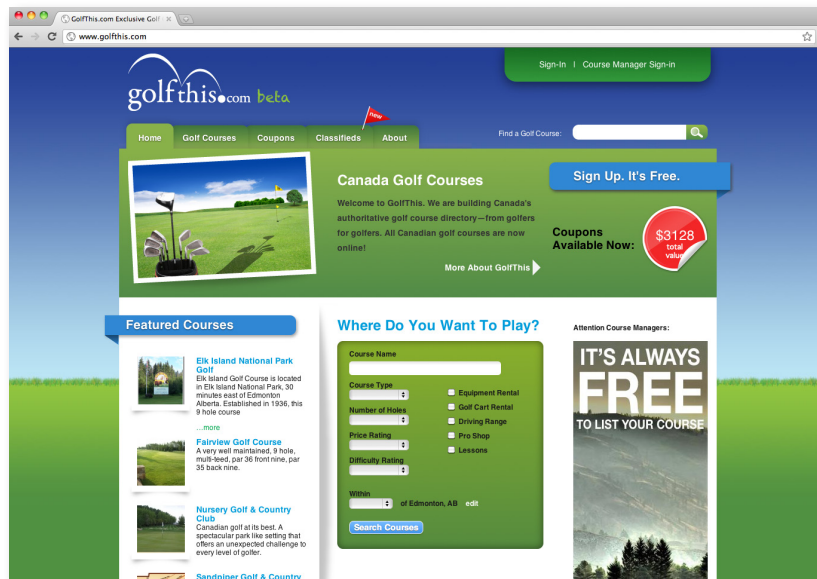
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## Key Services

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- > Business/Startup Consulting
- > Strategy
- > Brand/Identity Development
- > Website Architecture
- > Website Design
- > Website Development
- > Custom Add-on Development
- > Search/Social Marketing
- > Search Engine Optimization
- > E-Commerce
- > Sales Support
- > Marketing Support

# GolfThis





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**FRANK D. LANTERMAN**  
**REGIONAL CENTER**

Case Study #2  
Frank D. Lanterman Regional Center  
Web Venture  
Non-Profit

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## Overview

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Frank D. Lanterman Regional Center is a private, non-profit corporation that operates under contract with California's Department of Developmental Services. The Center serves over 7,000 children and adults with developmental disabilities, who have or are at risk for a developmental delay or disability, and who are at high-risk of parenting an infant with a disability.

## Challenge

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As a non-profit, Lanterman operates under strict organizational restrictions and budgets, requiring external contractors for Website design, development and support. The Shotwell Company has had the privilege to work with Lanterman since 2006 as the Web agency of record, assisting with unconventional Web services such as newsletter and publicity needs, intra-agency communications management, and employee systems training.

## Solution

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Shotwell developed automated newsletter solutions for the regularly published "Viewpoint" allowing staff to rapidly compile content by selecting previously published content for inclusion. A custom document and content management system Intranet was built from the ground-up per rigorous internal specification requirements; our team provided extensive training documentation and onsite classes. Shotwell has twice (re)designed and (re)developed the Lanterman site, providing staff with the most up-to-date information portal for their diverse audience.

## Key Services

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- > Training
- > Newsletters
- > Website Architecture
- > Website Design
- > Website Development
- > Custom Add-on Development
- > Search Engine Optimization



# Frank D. Lanterman Regional Center



Home | Emergency Contact | Contact Us | Employment | Donate | Subscribe

FRANK D. LANTERMAN REGIONAL CENTER *Partners in Lifelong Support Since 1966*

Search

About Us  
Calendar  
Information & Resources  
News  
Legislative  
Support & Advocacy  
Training  
Purchase of Services  
Volunteer  
Donate  
Service Providers  
Transparency & Accountability

**In the News**

**Richard Koch, M.D. – 1921-2011 – A Man Who Made Things Possible**

Click Koch was truly an original. His charm, dedication and humor engaged anyone who worked with him. His deep commitment to his patients made them feel more like family members than clients – and his vision and determination changed society.

Described as a man of "passionate empathy," Click Koch exemplified the art of the possible. He lived in a world of "Why not? Let's try" – and that made all the difference in the lives of literally thousands of people.

Most individuals are fortunate if they have even one area of endeavor where they make a mark. Click had several – as renowned pediatrician and PKU researcher, as a pioneer in the field of improved services for individuals with developmental disabilities, as teacher and as social justice activist.

Read More »

Posted on: Sep 30, 2011

**Alson's Tea at Chado Tea Room: A Day for Siblings**

A very special tea in support of all the brothers and sisters of children with disabilities. A collaboration of support from Frank D. Lanterman Regional Center, Pasadena Child Development Associates, and the DADA Fathers' Support Group, with special thanks to the Shah and Mehrezab families and the Chado Tea Rooms.

**Quick Links**

**Join Us 10.20.2011**

**For Service Providers Only Complete the Post ShakeOut Drill Survey**

Starting on October 21, we are requesting that service providers who participated in the Great California ShakeOut Drill complete an online survey to evaluate their preparedness.

Take the Great ShakeOut Drill survey

**Show Your Support for Siblings of Brothers and Sisters with**

2011 All Categories GO

Go to List View

**September 2011** **October »**

TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2 6pm-8pm Teatro Fusion	3
6 9am-11am Behavior Management	7 10am-11:30am De Mi Familia A Su Familia	8 7pm-8pm Down Syndrome Parent Resource	9 6pm-8pm Teatro Fusion	10

**Support & Advocacy**

**Training**

**Purchase of Services**

**Volunteer**

**Donate**

**Service Providers**

**Electronic Billing**

**Quality Guidelines**

**Service Provider Quality Guidelines**

Lanterman has developed a series of "Quality Guidelines" whose services exceed the minimum standards adult day programs and supported living services. Guidelines were also developed for services for w

- agency respite,
- Independent living services,
- In-home services (occupational therapy, phys
- behavior management services.

These guidelines were developed with input from to ask questions to help you determine the natu

For example, one of the residential guidelines st

**re Family Study**

-project between researchers at the nd the University of California, Riverside Institute of Child Health and Human ith mild intellectual disability as well as already enrolled 180 families who have i. They are now focusing on the 3 years, and are currently enrolling dy assesses developmental issues of The Principal Investigators are rk involving children and their families.

Share in English  
Collaborative Family Study

**Quick Links**

**Show Your Support for Siblings of Brothers and Sisters with Special Needs - Buy Alson's Tea**

*Alson's Tea is a white tea infused with champagne and raspberry flavors.*

Proceeds from the sale of this tea

**igislative**

**Budget Process**

**Contact Lanterman**

**Contact Representatives**

**Get Involved**

**Government Web Sites**

**Legislative Bills**

**Support & Advocacy**

**mining**

**Contact Us**

**Phone** 213.383.1300 **Fax** 213.383.6526

**Address**

Frank D. Lanterman Regional Center  
3303 Wilshire Boulevard, Suite 700  
Los Angeles, CA 90010-1710

Map Sat Ter

**Name and Address**

*NOTE: Please use the address that appears on your credit card statement*

First Name

Last Name

Address

City

State/Province

Country

Zip/Postal Code

Email

# Selected Works



## Some of Our Projects:

[www.100percentcork.org](http://www.100percentcork.org)

Business of Social Responsibility (BSR)

[www.bsr.org](http://www.bsr.org)

[www.pharmaceuticalsupplychain.org](http://www.pharmaceuticalsupplychain.org)

[www.migrationlinkages.bsr.org](http://www.migrationlinkages.bsr.org)

[ciyuan.bsr.org](http://ciyuan.bsr.org)

menumodo - [menumodo.com](http://menumodo.com)

Chu + Gooding Architects - [www.cg-arch.com](http://www.cg-arch.com)

Cisco WebEx - [passtheball.com](http://passtheball.com)

Citizen Group - [citizengroup.com](http://citizengroup.com)

European Federation of Biotechnology

[www.efb-central.org](http://www.efb-central.org)

[www.ecb14.eu](http://www.ecb14.eu)

United Nations

[www.endpoverty2015.org](http://www.endpoverty2015.org)

[www.standagainstopoverty.org](http://www.standagainstopoverty.org)

Arts & Crafts - [galleryac.com](http://galleryac.com)

Cancer Prevention Institute of California

[www.getinfront.org](http://www.getinfront.org)

Global 8 Environmental Technologies

[www.g8et.com](http://www.g8et.com)

GolfThis - [golfthis.com](http://golfthis.com)

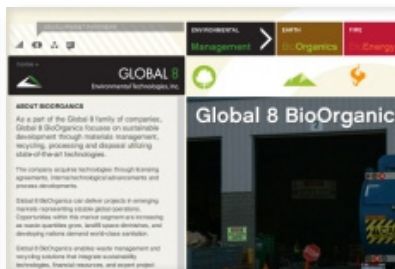
Shop Yolk - [shopyolk.com](http://shopyolk.com)

LadyLUX - [www.ladylux.com](http://www.ladylux.com)

Lanternman Regional Center - [lanternman.org](http://lanternman.org)

Playing for Change Foundation

[www.playingforchange.org](http://www.playingforchange.org)



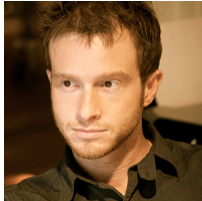
## Key Clients

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## Meet the Team

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**Tyler Martin**  
Interactive Director



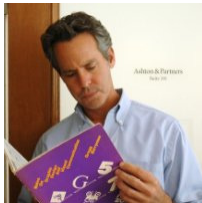
**Marc Katzschner**  
Creative Director



**Chris Kennedy**  
Web Designer and  
ExpressionEngine Developer



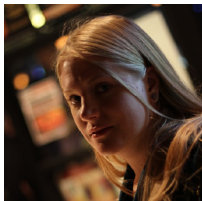
**Melissa Kelly**  
Junior Designer



**Allen Ashton**  
Creative Consultant



**Kevin Thompson**  
Senior Developer



**Caroline Blaker**  
ExpressionEngine Developer



**Gene Bernier**  
Developer



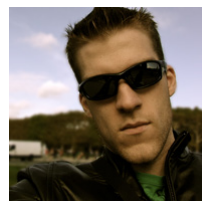
**Ion Kyo**  
Graphic Designer



**Lorna Turner**  
Graphic Designer



**Gabriel Boucher**  
Lead Developer



**Jasmin Auger**  
Flash Developer



# 100% Cork

## Winner of the 2011 Internet Advertising Competition Award for Outstanding Achievement in Internet Advertising



**The Shotwell Company:**  
One Sutter Street, Suite 200  
San Francisco, CA 94104  
415-237-0099