



MANATTWEB

## **CREDENTIALS | CASE STUDIES**

everything you want to know

# INTRODUCTION

MANATTWeb is an independent website design company founded by Steve Manatt in 2003. MANATTWeb has been helping people realize success online with over 8 years of Internet-based development and over a decade of technology-focused work.

Steve has created a diverse portfolio in the areas of:

- Website design/development/architecture
- eBusiness consulting
- eMarketing

MANATTWeb has also been able to assist its customers in the areas of:

- Network/security design
- Database design
- Computer repair

# APPROACH

The measures of success at MANATTWeb are not solely financial in nature. We believe that success is found only after our customers find success. The road to the end of a project for us is as important as the destination.

We care about our customers and give our best each and every time we put hands to keyboards.

Relationship.

Communication.

Integrity.

Innovation.

Excellence.

These are all things we hold in high regard and not only expect from ourselves, but from our customers. We take seriously the charge of partnership with your business – it is a weighty proposition to be entrusted with so much and we don't take it lightly.

# CASESTUDIES

Over the years, we've been fortunate to work with some great companies. Below are some of the stories of that work and what WE learned in the process.

# HIZwear Clothing Company / Script Scrubs



[WWW.HIZWEAR.COM](http://WWW.HIZWEAR.COM) & [WWW.SCRIPTSCRUBS.COM](http://WWW.SCRIPTSCRUBS.COM)

## SCOPE

Clothing company needed a redesign of their current website. They wanted a unique way for their items to be displayed and integrate with their existing PayPal eCommerce solution.

## BREAKTHROUGH FEATURES

- [HIZwear.com/s/ScriptScrubs.com product selector](http://HIZwear.com/s/ScriptScrubs.com) | Custom Flash application that utilizes an XML file for the product information, which reduces site maintenance time.
- [ScriptScrubs.com product detail](http://ScriptScrubs.com) | Each item can be screen-printed with any of the designs available on the site and this custom Flash application allows the user to see what each design would look like on a given colored scrub top.

## LEARNED

XML really can do all sorts of fun things with Flash. The products scrubber and the scrub design chooser turned out great.

# Cary Collins Designs



[WWW.CARYCOLLINSDESIGNS.COM](http://WWW.CARYCOLLINSDESIGNS.COM)

## SCOPE

Custom site for a local artist who creates a fantastical array of products – highlighted by her refillable calendars. This project includes a custom main site with an attached eCommerce solution.

## BREAKTHROUGH FEATURES

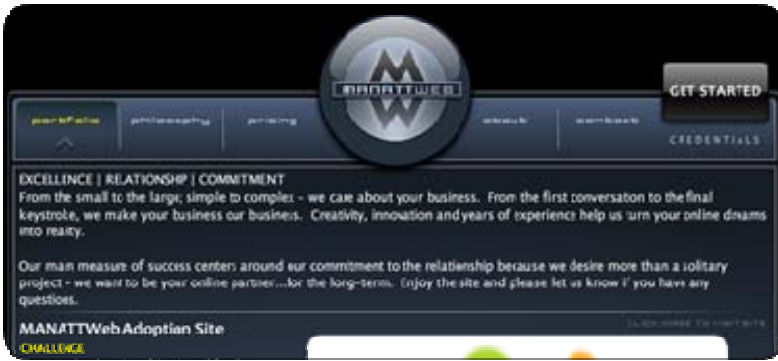
- Flash slideshow for Calendars | Custom slideshow viewer for the calendar images that is based on XML for easy updating.
- Dynamic testimonials | XML-based rotator to show comments customers have submitted.

## LEARNED

Analog artists (paintbrush and canvas) are real fun to work with because she reminded me of my roots pre-computer days. Some of the greatest art is still locked in my mind.

From the project's perspective – I learned how important it is to listen to the client's desires and translate them to the web while maintaining the spirit of creativity the artist is known for.

# MANATTWeb Business Site



[WWW.MANATTWEB.COM](http://WWW.MANATTWEB.COM)

## SCOPE

First generation Flash site for the business. Includes a portfolio (XML-driven), business information, dynamic music player (XML) and a form for potential clients to get started with us (ASP w/ SQL Server 2005).

## BREAKTHROUGH FEATURES

- XML navigation and text loading | All navigational text as well as each section's text comes from an XML file.
- Dynamic portfolio | XML-based rotator to show portfolio information. This was an extension of the slideshow component used in the Cary Collins website.
- Dynamic news feeder | Again, an XML-based news ticker to show updates on what MANATTWeb has been up to.

## LEARNED

Creating a Flash site is no small undertaking. Each section is its own Flash movie in order to make the experience more user-friendly (download chunks rather than whole site). This technique also helps isolate parts of the site for easier maintenance.

Putting as much information into XML as possible will save a ton of time when it comes time to update the content, so all the work to build the site to consume XML will pay off in time savings in maintenance.