

# Why Should I Hire 37signals?

## **"Hire them"**

There aren't many outfits who get what the Net is about, and there are even fewer who really get what the Net is about. And then there's 37signals. These guys not only know the Net about as deeply as it can be known, but somehow manage to be artful, wise and funny as hell. Hire them.

- Doc Searls, co-author  
Cluetrain Manifesto

## **We'll Make Your Site Better, Faster, And Easier To Use**

We are friendly, reliable, straight-talking interface design and usability experts who want to help you get the most out of your web project. Our focus is on improving usability and achieving business goals through simplicity and clarity in web interface design. Our services generate substantial economic results for our clients and better online experiences for their customers.

## **We Deliver Design That Delivers Results**

Our design leads to increased revenues and higher conversion rates.

**2**

## **10 Great Reasons To Hire 37signals**

World-class experience, business know-how, straight talk, and more.

**3**

## **100% Of Our Clients Are References**

Every client we've ever worked for is a happy reference.

**4**

## **We Satisfy Customers By Improving Usability**

Rave reviews from industry experts and our clients' customers.

**5**

## **37signals Services**

A brief summary of our services and prices.

**6**

## **Next Steps, Contact Information, And Thank You**

How to get in touch and get started.

**7**

# We Deliver Design That Delivers Results

## **More Than Pretty Pictures**

At 37signals, a pretty design that doesn't provide results is not considered successful. We work with our clients to make sure our interface design and usability research accomplishes their business goals.

## **A 40% Increase In Sales**

An e-retailer client wanted to increase merchandise sales by improving usability. Our work simplified the buying process which helped them achieve a 40% increase in sales in the quarter after the redesign was launched.

## **A \$1,000,000 Increase In Advertising Revenues**

An information service provider client wanted to increase ad sales. We delivered strategic recommendations and design changes that increased ad revenues by over \$1 million in the quarter after launch.

## **A 40% Reduction In Steps To Checkout**

The nation's #1 bike catalog retailer wanted to streamline the checkout process to make it easier for people to make purchases. We reduced the checkout process from five steps to three - the result: Fewer abandoned shopping carts, increased conversion rates, and higher sales.

## **A Home Page That Loads 3 Times Faster**

An online cellphone reseller wanted their home page to load faster. Without sacrificing functionality, we reduced the home page weight from 100k to 35k resulting in a page that loaded nearly three times faster.

# 10 Great Reasons To Hire 37signals

## 1. We Know Business

As business owners ourselves, we understand the budgetary and time constraints that companies face. We'll help you define your goals in clear, concrete terms and then work with you to deliver a realistic, affordable, business-savvy design solution.

## 2. World-Class Experience

Hire 37signals and you'll get a team of experts with tons of experience. We've successfully launched projects for clients who lead their respective industries. We speak at major design and business conferences, lecture at universities, publish columns and white papers on usability, and are frequently profiled in national publications. We'll bring this know how to your project.

## 3. Speed Without Compromise

Clients love the quality work we deliver even under tight deadlines. We realize you don't have time to dilly dally. That's why we'll work with you to turnaround your project ASAP.

## 4. Reliable, Dependable, and Available

At 37signals, we pride ourselves on the level of personal contact we provide our clients. You'll always be able to talk directly to the people working on your project whenever you want.

## 5. Deliverables You Can Use

We don't try to impress you with 200-page documents you'll never read, convoluted processes that make us look busy, or designs that please the eye but frustrate your customers. We just give you the advice, documents, and designs you really need.

## 6. No "B" Team

When you hire 37signals, you get 37signals – not a less-qualified "B" team, outside subcontractor, or one of our freelance friends. From the original proposal to the final deliverable, you'll have our top talent working on your project.

## 7. Plain English, Not Techno-Babble

You deserve clear, honest, and straightforward communication from your design firm. So we don't hide behind acronyms, buzzwords, or industry jargon. With 37signals, you get answers you can understand.

## 8. We Listen

We start a project by learning and listening, not showing you pictures. We'll determine your business goals and then interview your customers to find out what they want. The result is a clear plan that ensures results for you and a great experience for your customers.

## 9. Bigger isn't Better

Many companies who put their faith in big web shops wind up disappointed. These "safe" shops went out of business, cut staff, and overpromised. Unlike these bloated firms, we've stayed steady, delivered plenty, and kept our customers coming back for more.

## 10. An Objective Approach

We understand the realities of a company-wide project. Marketers want this, programmers want that, and the business team wants this, that, and the other. 37signals brings a fresh set of eyes and an unbiased viewpoint. We'll create a dream team by unifying your staff's valuable perspective with our objective expertise.

# 100% Of Our Clients Are References

## **Client Friendly**

We're proud that every client we've ever worked with is a reference. Our clients are our reputation so we make sure to take very good care of them.

## **References**

If you'd like to speak with any of our clients, just let us know and we'll send over the necessary information.

## **Praise Has Been Non-Stop**

Congratulations! You guys did an amazing job and the praise from co-workers and customers been non-stop - we're really happy with all your work...You guys do great work and are great to work with.

- Andrew Ruggeri, VP E-Commerce, Performance Bike

## **You Helped Keep Our Focus On The Customer**

You guys helped keep our focus on the customers who would actually use the product, driving us to reassess several of our assumptions along the way. In the end, I thought extremely highly of 37signals' work.

- Ed Forman, President, MissileLock

## **Usability Was Significantly Improved**

Overall usability, especially in our results pages, was significantly improved.

- Lauren Grieve, VP Content & Community, Monster.com's FastWeb

## **Focused On Creating The Best Product Possible**

37signals are the masters of simplicity. They are very talented people.

They're the kind of firm that works together with the client, stands up for their beliefs, and is focused on creating the best product possible.

- Scott Heiferman, CEO, MEETUP.com

# We Satisfy Customers By Improving Usability

## Human-Focused Design

37signals projects receive rave reviews from industry experts and customers alike because we always focus on the human beings that actually use the site. We put ourselves in the customer's shoes and create designs that we would want to use.

## Transportation.com Leads The Pack

Though a number of trucking-related sites have recently unveiled improvements, Transportation.com leads the pack with this smartly designed, businesslike and intuitive site.

- Truckinginfo.com on 37signals-designed Transportation.com

## Efficient Design

With their efficient design of gettyone.com, 37signals proves that HTMinimaLism can also succeed on a commercial site, particularly one with a large database of displayable products.

- "Fresh Styles For Web Designers" book by Curt Cloniger

## Thanks For Improving Your Website 1000%

Thank you FastWeb for improving your website 1000%. It is much more organized and well-developed. Badly needed functions are now readily available. I will recommend this to all my fellow students.

- DG, 3-year user of the 37signals-designed FastWeb.com

## A Significant Step Forward

The site redo is a significant step forward for Dex. The addition of tracking and personalization features will drive up user satisfaction, which has been a challenge throughout their history.

- Kelsey Group Research on 37signals-designed qwestdex.com

# 37signals Services

## **Focused Services**

We offer a key services related to our core competency: Simple, usable interface design.

## **Project Support by the Hour**

We can work with your internal team on specific trouble spots, provide expertise you don't have in-house, offer strategic recommendations, help you define your project, or deliver other consulting services for an affordable hourly rate or on longer-term retainer.

## **Web Interface Design**

- More information: <http://www.37signals.com/design>

We can design a new site, intra/extranet, or Web-based application from scratch, redesign your existing site, or just make minor tweaks that will improve your site without a major investment.

## **Usability Reviews**

- More information: <http://www.37signals.com/usability>

After our usability review, you'll know exactly how your site's usability and customer experience stacks up, you'll have recommendations on short-term fixes you can implement right now, and you'll get a roadmap for longer-term fixes that will require a more in-depth redesign.

## **37express: Affordable Single-Page Redesigns in One Week**

- More information: <http://www.37signals.com/express>

Quick, effective, subtle revisions are the new "secret weapon" for improving your site's customer experience. Changing one page at a time may be your perfect low risk, low cost solution. 37express is the first service of its kind tailored specifically to this emerging need.

# Next Steps, Contact Information, And Thank You

## For The Rolodex

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## Working with 37signals is as easy as 1-2-3:

### 1. We'll Interface

Let's meet over the phone, via e-mail, or in person (if calling or emailing ask for Jason Fried). We'll be happy to exchange ideas and discuss how 37signals can make your project successful. Potential clients love our in-depth capabilities presentation. We can also explain our process, how long your project will take, what results you can expect, or anything else you want to know.

### 2. We'll Put Together A Proposal For You (Fast!)

Request a proposal and we'll deliver it within a week. Even if you don't have a formal RFP (Request For Proposal), we can help you put one together in no time flat. Our exploratory interview and sample RFPs will guide you through the process.

### 3. We'll Deliver

As soon as you're ready, we'll get started. We'll set up an extranet site focused on your project so you can track development progress, view schedules, share deliverables, and more. Then we'll make it our mission to deliver the results you need. Satisfaction guaranteed.

**Thank you. We look forward to hearing from you.**