



CUSTOMER CASE STUDY



SUMMARY



CUSTOMER	Creative Circle
WEBSITE	www.creativecircle.com
COUNTRY	USA
INDUSTRY	Staffing

CUSTOMER PROFILE

Creative Circle is a specialized staffing agency that connects innovative advertising, marketing, creative, and interactive professionals with companies seeking talent on a full-time or freelance basis.

PARTNER



PRODUCT IMPLEMENTED

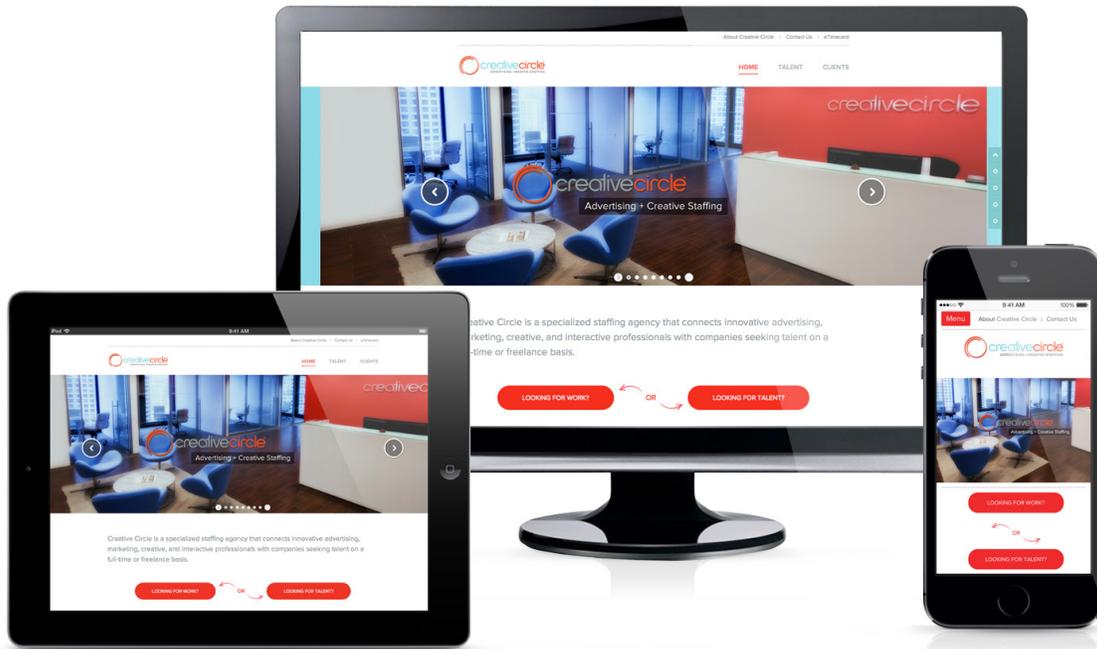


Creative Staffing Firm Launches Mobile Responsive Website with Refreshed Branding.

If you're a web designer, web developer or copywriter—or, if you're an organization that employs those roles, then you've probably heard of Creative Circle. With seventeen offices in the United States and one office in Canada, Creative Circle is the largest creative staffing agency in North America. Founded twelve years ago, Creative Circle provides placement services for over 125 individual job titles. Their clients include advertising and graphic design agencies, web development shops and many other businesses.

The heart of Creative Circle's back-end systems is an Applicant Tracking System (ATS) that's used to track inbound candidates, as well as outbound relationship management with clients. Creative Circle's original website provided "static" HTML content. In addition, the website rendered the same for desktop, tablet and smartphone users.

The executive team at Creative Circle realized that it was time to re-imagine the website experience. Creative Circle needed to deliver a significantly improved user experience online. The web site they envisioned needed to provide more rich content for both job seekers, and clients. Adam Bleibtreu, Creative Circle's Chief Marketing Officer, undertook the process of defining the UI from the ground up.



Business Needs

You could say the bar was raised for Creative Circle: because they work with web designers (and the organizations that hire them), Bleibtreu knew that the new website needed to have progressive and captivating design elements. His solution? Use Creative Circle candidates and clients to do the design work. The first step was to hire AKTA, a user experience design firm based in Chicago, to help design the UI. Once the new “look and feel” was completed the team went looking for an end-to-end solution.

Next, Bleibtreu knew that he needed a Web Content Management System (WCMS), along with an interactive agency to implement a mobile responsive website.

Pair of Aces: Evoq Content and Fortuitas

Since Creative Circle has an infrastructure built on Microsoft’s .NET technology, Creative Circle’s IT team, led by Chief Information Officer Howard Jolcuvar, performed research into leading .NET-based Content Management Systems. After performing an evaluation across a number of options – and, speaking to other WCMS customers, Creative Circle selected Evoq™ Content from DNN.

Next, Bleibtreu selected Fortuitas, a DNN Gold Certified Partner, to provide the end-to-end implementation. Based in Valencia, California, Fortuitas “specializes in designing and building Custom Websites, Intranets, Online Communities and Mobile Applications.”

Solution

Robert Wrinn, VP of Client Services at Fortuitas served as the program manager on the Creative Circle website re-launch. Wrinn managed the three primary components of the implementation: deployment of creative assets, responsive web design and data integration.

Deployment of Creative Assets

Fortuitas worked closely with AKTA, a Chicago-based product design studio who provided the creative design behind Creative Circle's re-brand. Both Fortuitas and Creative Circle have worked with WCMS systems that hampered a website's creative capabilities. With the flexibility of Evoq™ Content, this was just the opposite. "We made no creative compromises when building our website with Evoq Content. Based on my experience with WCMS systems, this is more an exception than the rule," said Bleibtreu.

Responsive Web Design

Creative Circle's new website was implemented completely with Responsive Web Design, which uses flexible images and CSS3 media queries to dynamically adjust the rendering of web pages based on the screen size of the end users. On a desktop view, users see the full capabilities of the site, whereas mobile views optimize the placement of page elements.

Particular applications were also optimized: a Google Maps locator feature renders the entire map on the desktop view, but narrows the view for mobile devices. On mobile, users first select their location and then a Google Map is rendered of the selected location.

Data Integration

To enable website visitors to search for (and apply to) jobs, Fortuitas implemented a number of custom modules. The modules connected web pages to Creative Circle's Applicant Tracking System (ATS) to render featured job listings and allow visitors to search for specific jobs. From there, visitors could register on the Creative Circle website and apply for particular openings that interested them.

Benefits

Fortuitas utilized of a number of Evoq™ Content features for the new Creative Circle website.

Responsive Skin and Mobile Previewer

Using an extensibility framework provided by DNN, Fortuitas built a completely customized responsive skin pack. Responsive skins are web page templates that can be applied to entire sections of a website. The use of skins helped speed the implementation time of the overall project.

Evoq™ Content provides a mobile previewer feature. As developers build responsive web

pages, the previewer is used to determine how the page renders on assorted devices. “Evoq™ Content’s mobile previewer was a life saver. We tested responsive pages across multiple devices at once, saving us hours of quality assurance time,” said Wrinn of Fortuitas.

Open API and Extensibility Model

Fortuitas leveraged the DNN framework to create the custom modules that tied into Creative Circle’s ATS. The DNN framework includes an open API and an extensibility model that facilitates the development of such modules.

HTML Pro Module and Workflow

With Evoq™ Content’s HTML Pro Module, Creative Circle can implement workflow to manage updates and changes to selected pages. With a mobile responsive website, it’s important that web page updates are reviewed across multiple device types before the page is pushed “live.”

For instance, if a user adds a 2048x700 image to a page that doesn’t have the proper responsive design applied, it could impact the experience for a user viewing that page from a smartphone. With workflow capabilities of Evoq™ Content’s HTML Pro module, an approver could “flag” this update and send it back to the requester to correct.

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Adam Bleibtreu
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