



What are Flair's core services?

Flair specializes in interactive services for the Web. Our core services include:

Strategy
Content
Information Architecture
Design
Usability
Development
Online Marketing
Project Management

Who are Flair's typical clients?

Flair primarily works with medium to large corporate and government entities that have established budgets for Web development, IT or marketing projects. Occasionally, we work with smaller companies that have an approved budget in place. See a related FAQ about cost below.

Often, Flair begins working within one group or department within an organization and is asked to provide similar services to other groups or departments. Flair's client list includes: McDonald's Corp., Northern Trust, Zebra Technologies, Orbitz, TribalDDB, Sears, and Deloitte & Touche among other clients.

What types of projects does Flair handle?

We handle a wide variety of projects, including:

- web site planning, design and development
- enterprise-wide intranet strategy initiatives
- planning, selection, customization and implementation of content management systems
- content development and migration of large volumes of content (20,000+ pages)
- planning and facilitation of surveys, focus groups and usability testing
- creation of integrated marketing plan or communication plan, including pre- and post-launch activities
- search engine optimization (SEO) planning, implementation and ongoing management of campaigns
- development of custom applications and tools
- ongoing site and content maintenance



What are the costs involved with a typical Flair project? How much should we budget?

Because our services—and the size, scope and timelines of projects — vary so widely, it's not possible to communicate a single price range. To learn more about the cost of our various services, please call us at 847-466-1005 or request an online quote.

What approach or methodology does Flair use?

For most projects, Flair follows a proven methodology to achieve project goals most efficiently and professionally for our clients. This four-phased approach has been used in software and web development for years, and most web development companies utilize a similar approach.

Does Flair partner with other service providers?

Yes, Flair resources frequently work on teams with consultants from other companies, particularly on large-scale, enterprise-wide initiatives. We have experience working side-by-side with these resources and/or managing them on a multi-disciplinary team.

Typically, Flair provides a set of services unique to the project and separate from the services being provided by other consulting firms or agencies. For example, we might handle front-end design and user experience tasks (visual design, interface design, content strategy, information architecture, and usability testing), while another vendor provides development services. Alternatively, if a client already has in-house design and UX talent, we might assist with development only. We're very flexible according to your needs.

What is the process for obtaining an estimate from Flair?

You may complete our online request form or call us at 847-466-1005 to describe your project's overall size, scope and timeline. At that point, we typically will compare your project to our project qualifications to determine if Flair will be a good fit for your company.

If so, we may contact you via phone or email to obtain more detailed information before creating an estimate. Often, these meetings will include one or more of your representatives and one or more Flair resources.

After this initial meeting, Flair usually drafts a proposal or estimate detailing the components of the project, the estimated timeline, resource requirements and costs.

Will I need to sign a contract or Statement of Work (SOW) with Flair?

If a proposal is accepted, Flair will create a Statement of Work (SOW) detailing project cost, scope and timeline, payment terms and other contractual obligations.



What are Flair's payments terms?

Flair typically bills on a time-and-materials basis. We submit invoices to our clients on a weekly or biweekly basis throughout the course of each project.

What methods of payment does Flair accept?

Most of our clients pay via check according to the terms of our agreement (see separate question in these FAQs). However, some companies and government agencies choose to pay via credit card. We accept Visa, MasterCard, American Express and Discover.

Where do Flair's consultants work?

Depending upon the nature and scope of work required, Flair consultants are available to work onsite in client offices, or offsite in the Flair offices. Consultants are available for meetings in person or by phone as needed.

If we will be working onsite at your location, we typically require a dedicated workstation, an Internet connection and building access or security clearance.