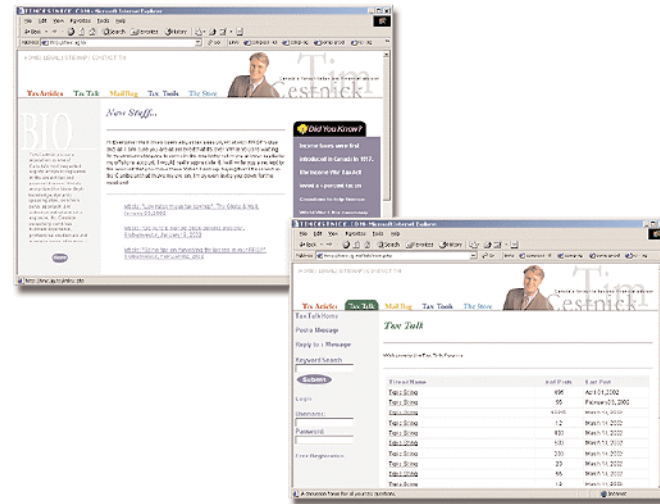


## TIM CESTNICK BRAND IDENTITY AND ONLINE PRESENCE



### CLIENT OBJECTIVE

Tim Cestnick is a leading expert and lecturer in the areas of Canadian tax and personal finance. Tim was seeking an online brand identity for a Tim Cestnick web site.

He also wanted his web site to provide his audience – financial advisors, the media, and the general public – the following:

- Answers to tax questions and the opportunity to discuss tax issues.
- Access to current and archived articles he has written for the Globe and Mail.
- The ability to purchase of Tim's books and Tax Templates online.
- Additional information about Tim Cestnick.

## CASE STUDY: TIM CESTNICK: BRAND IDENTITY AND ONLINE PRESENCE

### CHALLENGES

Tim had previously worked with members of the Jig team on the development of an online community (web portal) for *Waterstreet.ca*, and he was pleased with the outcome. His vision for the Tim Cestnick web site encompassed many of the same functional requirements as the web portal. However, his budget prohibited him from hiring the professional development team he needed to develop the functions.

### SOLUTION

A branding and design development process was used to identify an effective brand to convey the look, mood and tone the client required.

- Reliable and informative
- Superior
- Professional
- Profitable
- Interactive
- User-friendly
- Easy to understand (conventional language)
- Fresh
- Fun

### Functions developed to provide services to his client group included:

- An Electronic Bulletin Board.
- An Electronic Mailbag (the opportunity for users to e-mail questions that Tim responds to on a public forum).
- Tax Calculators.
- A searchable database of articles, including a key-word search function.
- A biography of Tim Cestnick.
- An e-commerce component for purchasing Tim's books and tax templates.

Jig Technologies was able to obtain reduced-cost development resources (students from Humber College) which in turn allowed Jig to staff the project at a competitive rate. An experienced technical architect was used along with a professional designer to maintain project quality. The designer ensured the brand met the client's requirements. The technical architect oversaw technical viability and construction of the site for proper robustness and maintainability. This enabled Jig Technologies to develop a branding model and implement the site within challenging budgetary constraints.

### Technologies Used

- PHP
- DHTML
- MySQL
- Off Site Credit Credit clearing from Merchant Accounts

### OUTCOME

Jig Technology successfully created a professional online presence for a fraction of the price any other vendor could offer. The students obtain the valuable experience of building and deploying as production level website under a senior designer and architect.