CHECKMATE CREATIONS

Launching Ideas into Reality.

Checkmate Creations is a digital agency based in New Haven, CT. Our versatile and experienced team will work with you to start or grow your business. Between product design, mobile development, and digital marketing, our philosophy and focus revolves around value creation.

PROTOTYPING

MARKETING

DESIGN

DEVELOPMENT

STRATEGY

IDENTITY VISUALIZATION

Brand Development

Our versatile team of designers can build an entirely new visual brand for you, or tweak and perfect your existing branding elements.

Logo Generation

Your logo is the first impression your customers will have of your business. We'll design a unique, memorable logo for you that represents your company's values and identity.

Color Palette

Color has a powerful influence on mood. At Checkmate, we understand the psychology of color and will select a palette that sets an appropriate mood for your brand.

#EA5C5C	#FF9966	#FFE266	#4BBFE8	#80CBC4	#81C784
Strawberry	Peach	Sandstorm	Summer Sky	Turquoise	Shamrock

Typography

Your typeface will express your brand's personality. Whether you're looking for something modern or classic, our designers will find a typeset that communicates who you are as a company.

Proxima Nova

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10

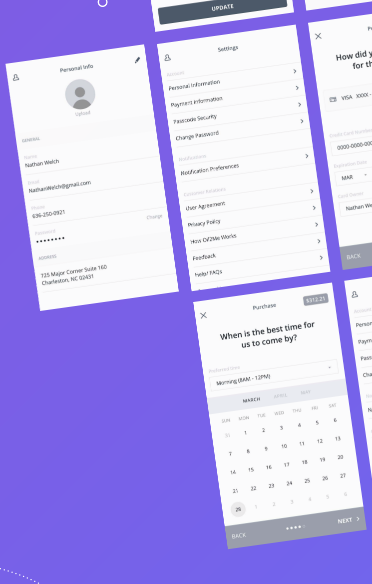
DIGITAL PROTOTYPING

UX / UI Design

Checkmate's team of designers will build a visually inviting, interactive web or mobile prototype for you without the need to deploy any code.

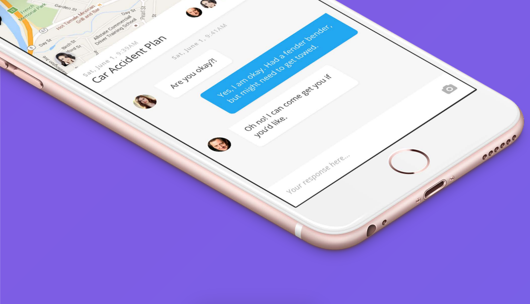
User Experience

User Experience (UX) is the structure of your app. It's how your app leads users from page to page and directs them to their goal. We focus on a logical, elegant UX design which will make your app easy and fun to use.



User Interface

The User Interface (UI) is how your users will understand and interact with your app, from buttons and menus to icons and animations. Our UI design is clear and intuitive, so your users can navigate your application effortlessly.



InvisionApp Prototyping

We make interactive mock-ups with InvisionApp. This allows us to design and demonstrate the UX, which ensures that you know exactly how the app will function and make any necessary changes before beginning the coding process.

TESTING & PRODUCTION

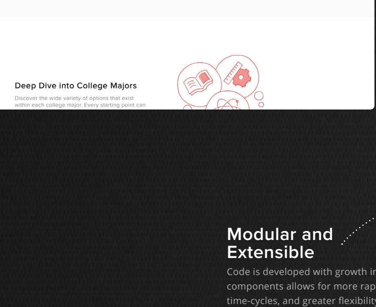
Platforms and Operating Systems

We build scalable products for the internet.

RESPONSIVE WEB DESIGN

TABLET

iOS + ANDROID MOBILE



OPTIMIZED USABILITY

Website Development

Our full-stack development team can create a website tailored to your company's needs.

Cross-Platform & Fully Optimized

With mobile browsing accounting for an increasingly large share of internet traffic, it's essential that your site is easy to view and navigate on mobile platforms. That's why we use Meteor.js to build our websites. Meteor lets us use one set of code for all platforms, and allows us to produce sites that look great on desktop and mobile devices.

Modular and Extensible

Code is developed with growth in mind. Building in modular components allows for more rapid iterations, better time-cycles, and greater flexibility to cater to your customers.

Drag files to upload, or

Choose File

INNOVATIVE CODE

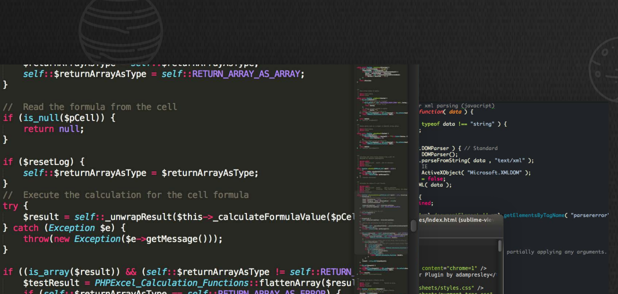
Mobile Development

Utilizing the most efficient programming practices allows for cross platform development.

Real-Time Updates

With Meteor.js, our preferred codebase, updates happen in real time. As soon as we make a change to the code, that change is applied to the live app. This makes for a quick, streamlined development process, and allows our developers to make necessary changes on the fly. Additionally, users can see and commit changes (like tweaking their personal settings) without needing to refresh the page, providing them with an uninterrupted experience.

METEOR OFFICIAL PARTNER



Scalability

We know that your needs will change and develop over time, so we design our apps to have the capacity to grow with you. As new needs emerge, we can easily add new features to your application with Meteor's smart packages. We can provide any additional functionality you need as your business evolves.

Full-Stack

We're a full-stack development team, meaning that all of our programmers are familiar with every dimension of web development and not just focused on their own specialization. Our individual versatility and breadth of knowledge allows us to work together efficiently and minimize complications in the development process.

METEOR · ANGULARJS · php · Bootstrap · CORDOVA · Google Developers · node · stripe · React

SPRINT CYCLES

Agile Development

At Checkmate, we practice Agile development. This is an iterative development process which focuses on completing the most important features to deliver value to your users. These cycles are called sprints.

Specification Sheet Collaboration

At the beginning of the process, we build a specification sheet together, to get a feel for the scope of the project. With a detailed specification sheet, we are prepared to build user stories.

User Stories

We define the functionality and features that you need in your app through user stories. A user story is an event that you want the user to experience in your application, or an action that you want them to take. With our Agile-based project management methodology, we will develop features and functions to fulfill each user story and build your application one story at a time.

WHEN ____

I WANT TO ____

SO I CAN ____

SPRINT 1 · SPRINT 2 · SPRINT 3

Velocity

A crucial metric for predicting a project's length, "velocity" describes how many user stories we complete on average per sprint, and how many stories we expect to complete in future sprints. Velocity normally remains consistent as we progress steadily through your project with each sprint.

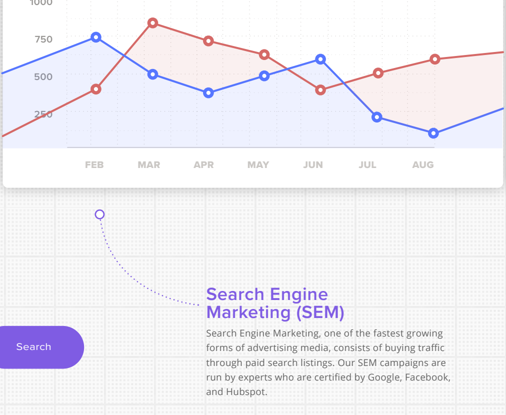
EFFICIENCY & SECURITY IS KEY

Tools We Use

GET YOUR MESSAGE OUT

Digital Marketing

Achieving visibility among the countless websites and applications that populate the internet is a struggle. Our digital marketing tools help you to stand out from the crowd and get your message to your potential customers.



Search Engine Optimization (SEO)

The goal of Search Engine Optimization is to ensure that your site shows up in the first page of results for relevant searches. We will review and rework your website infrastructure and develop your brand's search presence through our organic search methodology. SEO is a long-term strategy which will drive potential customers to your site and and lead to more business.

Search Engine Marketing (SEM)

Search Engine Marketing, one of the fastest growing forms of advertising media, consists of buying traffic through paid search listings. Our SEM campaigns are run by experts who are certified by Google, Facebook, and Hubspot.

Checkma

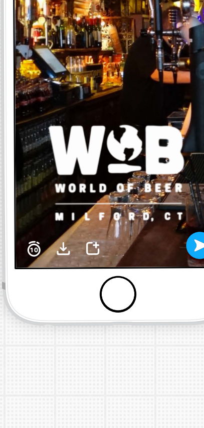
Search

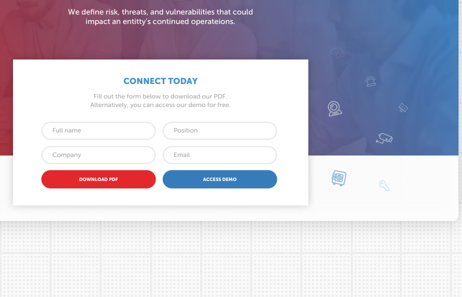
Social Media Advertising

With a campaign of paid ads on social media platforms like Facebook, Twitter, and LinkedIn, we'll help you reach out to your target market. Our ads are customized to focus on those who are most likely to click on your link, download your app, or visit your website.

Snapchat Advertising

Snapchat, an app that lets users take photos with location-specific Geo-Filters, was the fastest growing social network platform of 2015. There are now over 100 million active daily users who send a total of 400 million "snaps" per day. While many marketers are ignoring this exciting medium, we have integrated Snapchat into our Social Media Advertising, and offer our clients branded Snapchat Geo-Filter campaigns. Your customers, patrons, or clients will become your brand ambassadors as they take Snaps and selfies using your own branded filters.





Digital Content Creation

One of the most challenging marketing obstacles in the digital marketplace is creating high quality, relevant content on a consistent basis that drives your customers to an action. In-house content creation teams are expensive, often prohibitively so for a small business. We offer content solutions including email marketing, infographics, articles, blogs, animations, and videos. We analyze the market, develop a list of content, create a content calendar and deliver results.

Say Hello!

We look forward to working with you.

CHECKMATE CREATIONS

203-651-8793 · www.CheckmateCreations.com · Hello@CheckmateCreations.com · 1253 Whitney Ave, Hamden, CT