



UPSTATE INTERACTIVE

SOFTWARE DEVELOPMENT
CASE STUDIES

UPSTATE INTERACTIVE

OUR PROCESS

DISCOVERY

Spec-out company goals and
technical requirements



DESIGN

Concept mockups, collaborative wireframing
and user testing



DEVELOPMENT

Agile implementation through rapid iteration and
accelerated feedback loops

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CASE STUDY: Euphony

BACKGROUND

Euphony desired to expose their black box synthetic voice technology to developers and create a new revenue stream through a developer portal

Simultaneously, they desired to narrow their market focus, generate sales-qualified leads, and build credibility and authority around their new brand and technology

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CASE STUDY: Euphony

THE PRODUCT

A high quality solution for businesses who want to build a personal brand through authentic text-to-speech technology

Voices express emotion and vary based on context creating a highly customizable Augmentative and Alternative Communication (AAC) solution those with communication needs

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CASE STUDY: Euphony

THE CHALLENGE

Use the Euphony site to display both the value and utility of emotive synthetic voice software

Create a customer-centric hub on the site where people can easily shop, pay and find FAQs about Euphony

Create a space for two-way communicative practices so that creators and users can engage seamlessly



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CASE STUDY: Euphony

THE WEBSITE

Euphony now has a modern, easy to navigate website that boasts infinite scroll, showcases multiple mediums and hosts a blog as well as a demo of their product

Similarly, they now have an online marketplace that accepts and processes client payments



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CASE STUDY: Euphony

THE FUTURE

Euphony's campaign was a resounding success, but at Upstate Interactive we believe that there is always room to improve.

Next steps for Euphony are tackling SEO objectives and developing thought leadership in the field by curating blog content.

CASE STUDY: Euphony

TESTIMONIAL

“Working with Upstate Interactive has been like flying supersonic first class! intuitive, engaged, and totally hooked up with the latest technologies to efficiently maximize results and connect us to leads and customers.”

- Fuz Eller, CEO

