

thirteen23 ●●●

A hallway with a wall of colorful mosaic tiles in shades of blue, yellow, orange, and grey. In the center, there is a glass-walled room with a person standing inside. The overall scene is dimly lit, with the text overlaid in white.

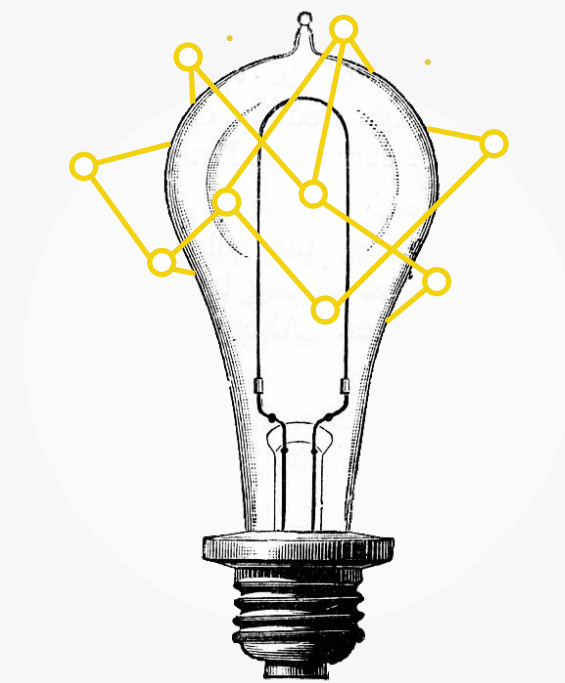
**We create products  
that inspire**

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We are an interactive product studio  
dedicated to the craft of digital. We conceive,  
design, and build intelligent software.

# We're passionate about building the future

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## 001. STRATEGY

We research your audience to create an end-to-end roadmap for your product and your brand.



## 002. DESIGN

We design intelligent products and services with a focus on the end user experience.



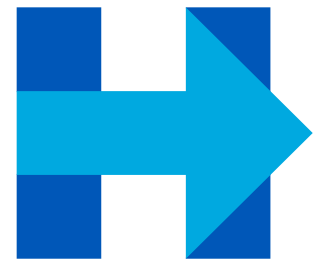
## 003. ENGINEERING

We build integrated software experiences for web, mobile, and connected devices.

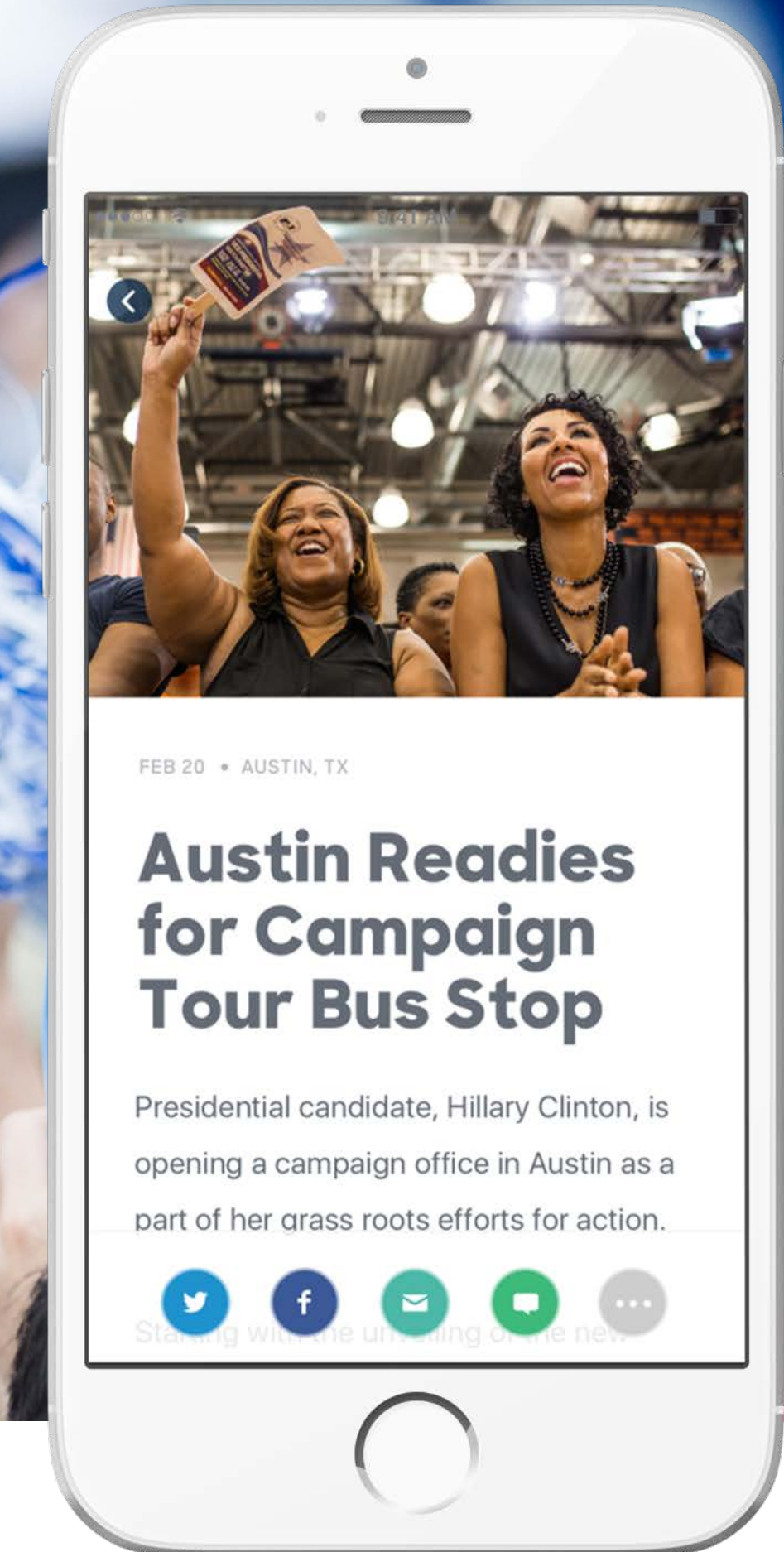
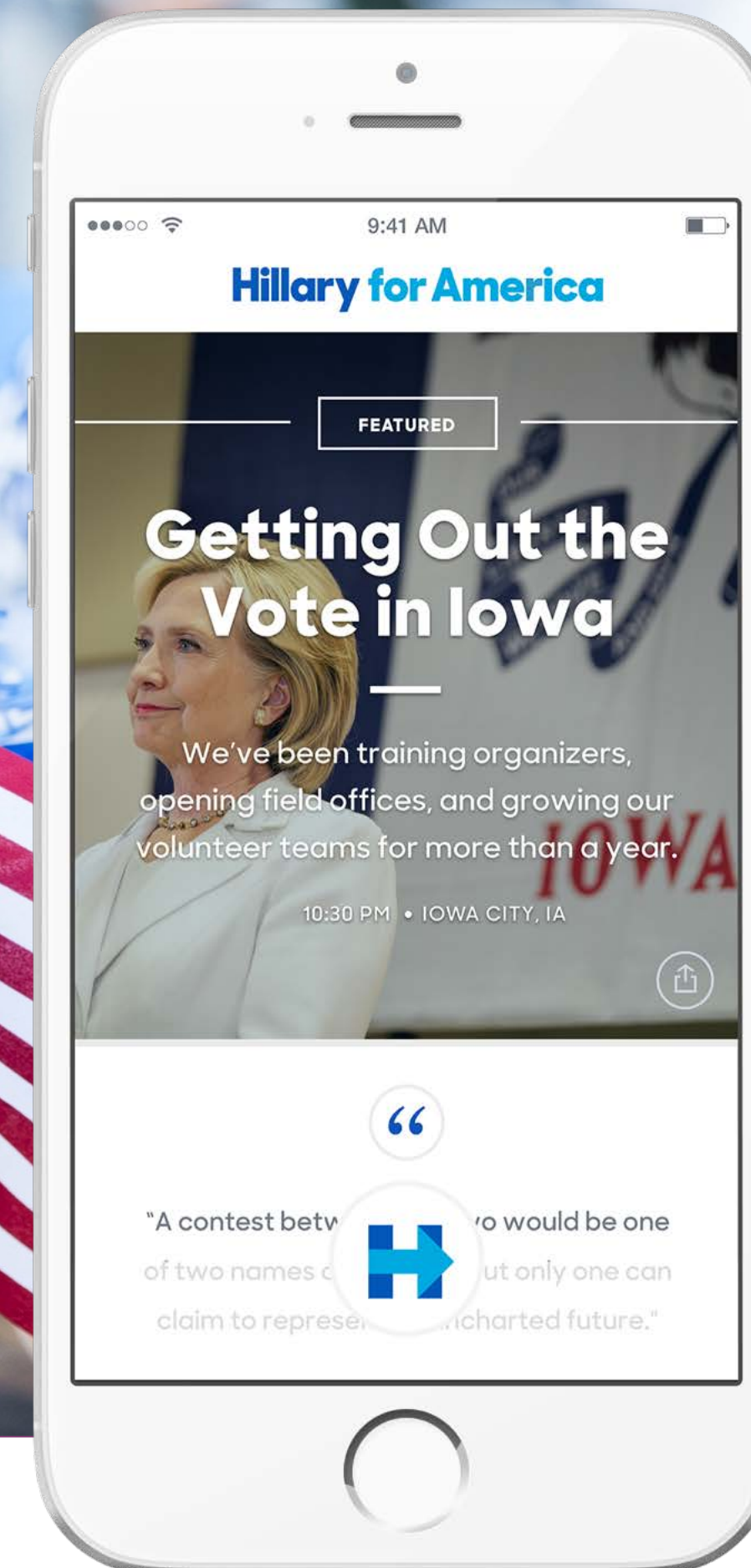
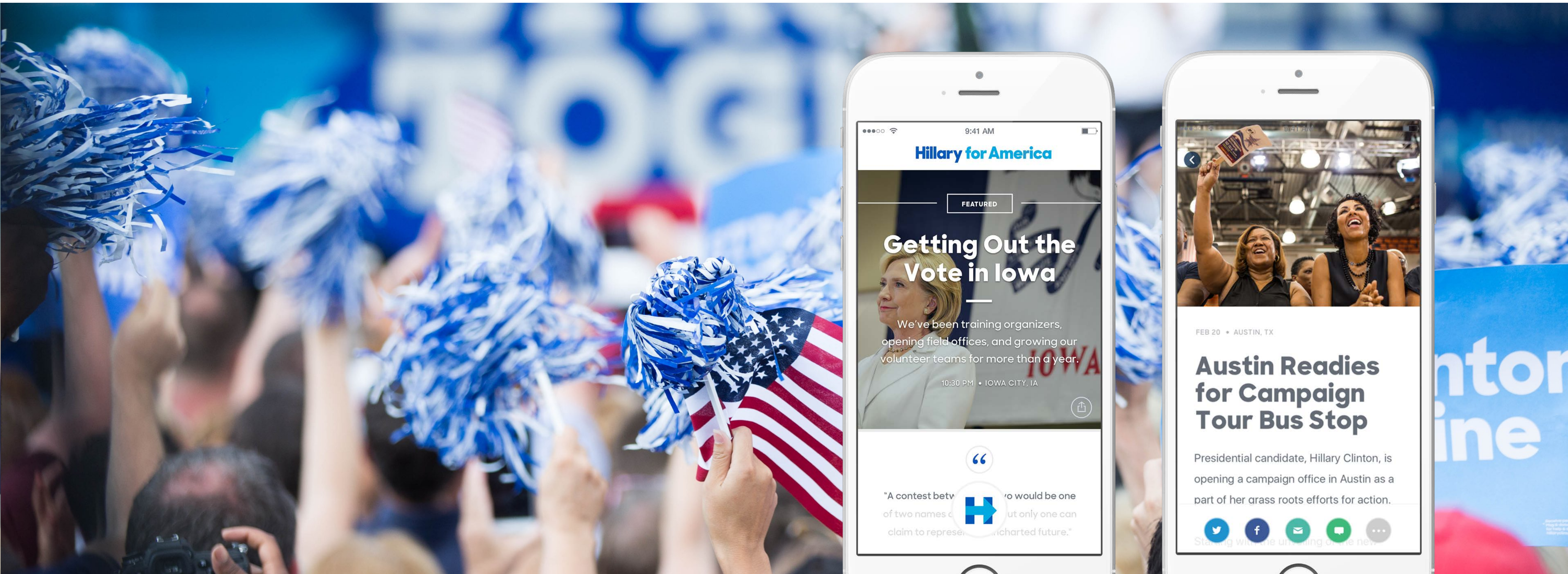
A photograph of Hillary Clinton speaking at a podium outdoors. She is wearing a light blue blazer and dark pants. The background is a blurred outdoor setting with trees and a large, dark, circular graphic element on the right side of the image.

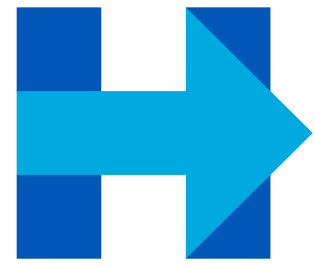
# Hillary for America

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Creating a digital campaign strategy



Before the campaign was even announced, Hillary's inner circle tapped thirteen23 to spearhead a digital mobile strategy that would keep voters engaged throughout the presidential race.





#### 001. BRIEF

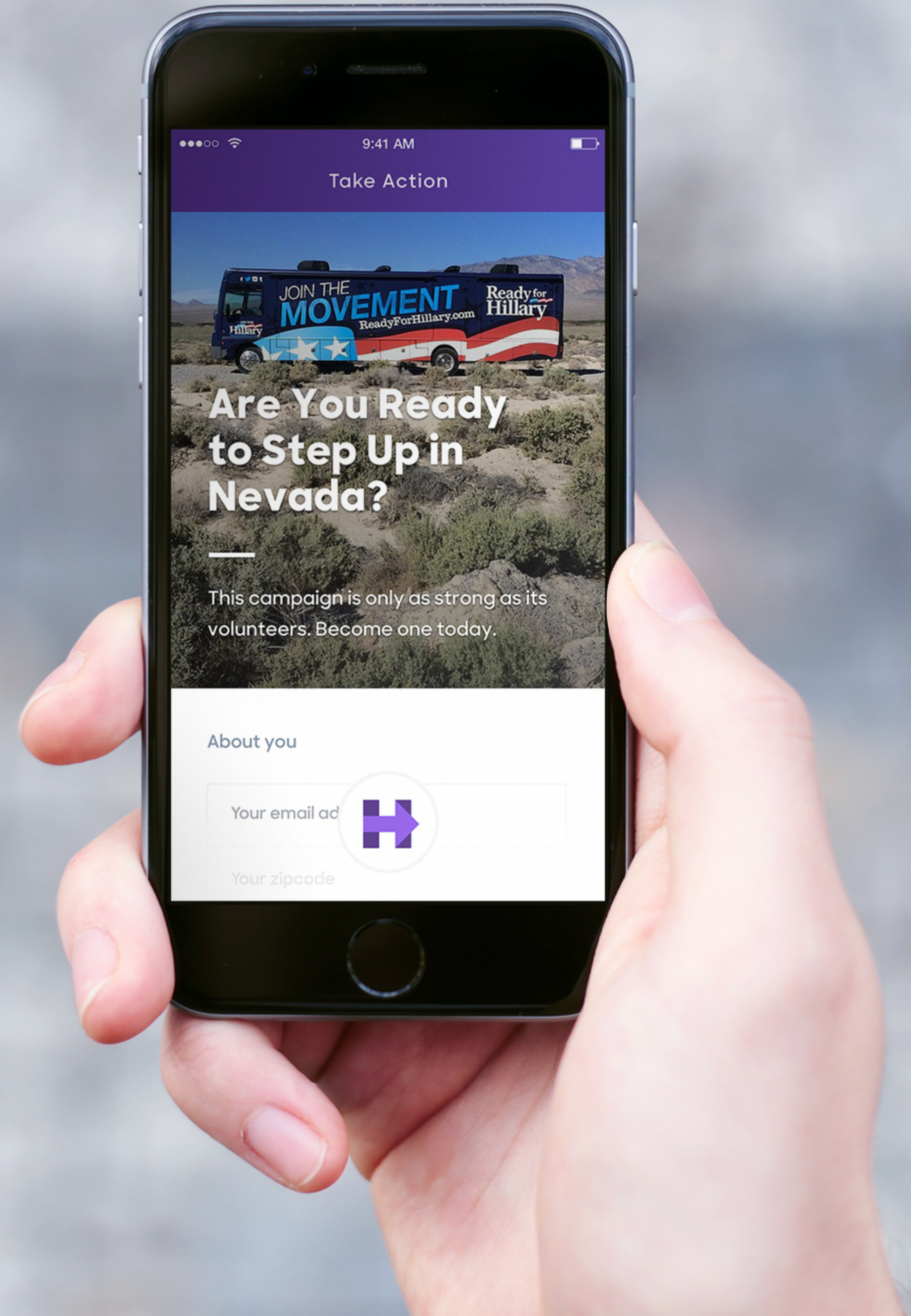
Hillary for America needed a software solution that would ignite passion for her campaign and give users a front row seat to the campaign trail.

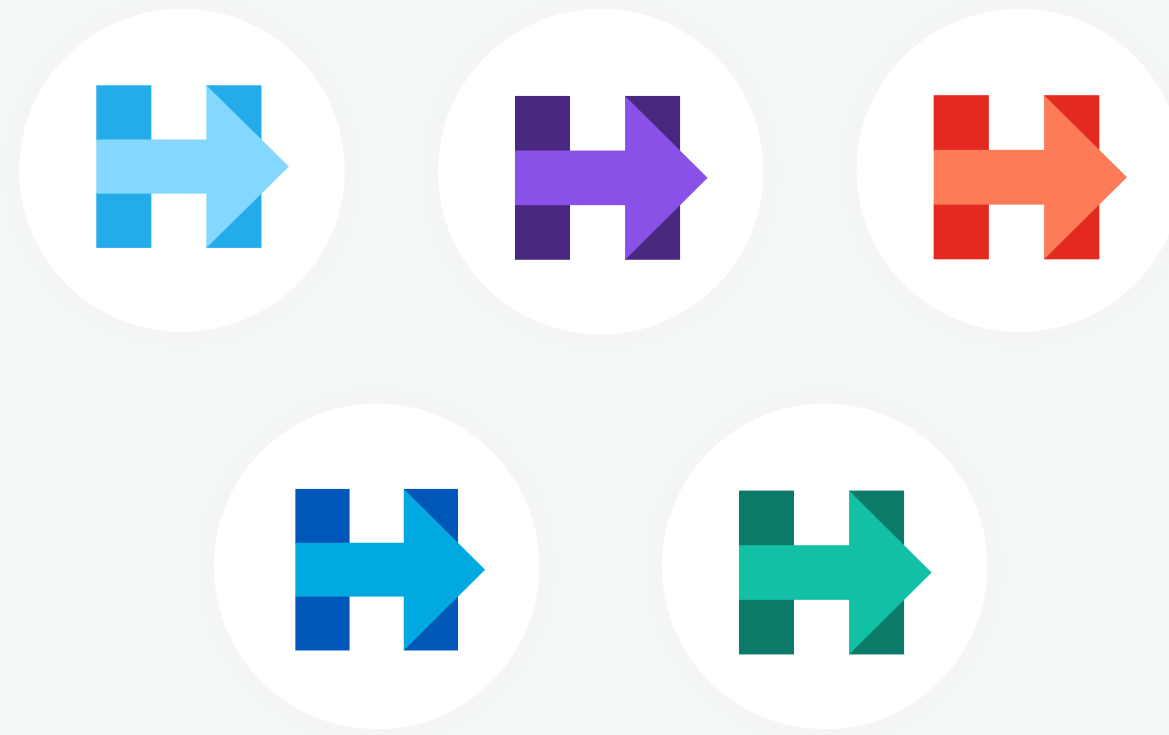
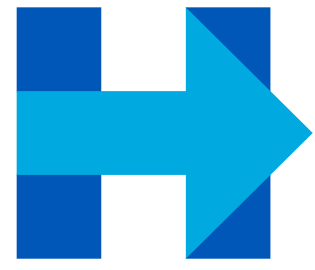
#### 002. SOLUTION

We looked at the 24-hour nature of the election and focused on daily bulletins that would surface the best content from the day.

#### 003. OUTCOME

Before the rest of the world knew she was running, we developed a complete digital solution including mobile apps and push notifications strategy.





First Name	*
Last Name	*
Address	*
City	*



During the design phase, we worked closely with the campaign to help implement and extend its brand, filling in the gaps to help establish its digital design language.

We focused on using a bright color palette and kept text and images large and bold to create a sense of friendliness and relatability.



**Donate \$5 Now**

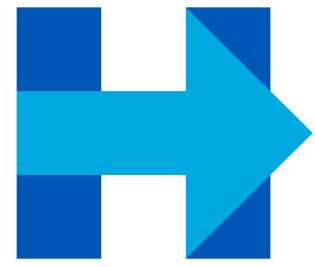
Show that you stand for equal rights for everyone – regardless of orientation or gender identity.

LET'S DO IT

5 HRS AGO • SAN FRANCISCO, CA

# Encouraging Generations of Supporters






We created a series of modules that could be used for a variety of content types ranging from photo galleries and video content to blog posts and donation support.

This extensible system allowed the applications to work with any type of content the campaign wanted to highlight.


READYTOVOTE facebook



"Human rights are women's rights and women's rights are human rights once and for all." -Hillary Clinton, U.N. 4th World Conference on Women.

FEB 24 • AUSTIN, TX Like

READYTOVOTE Vine




# Friends

Share the app with your friends and family and show them that you're in.

LET'S DO IT >

READYTOVOTE Instagram



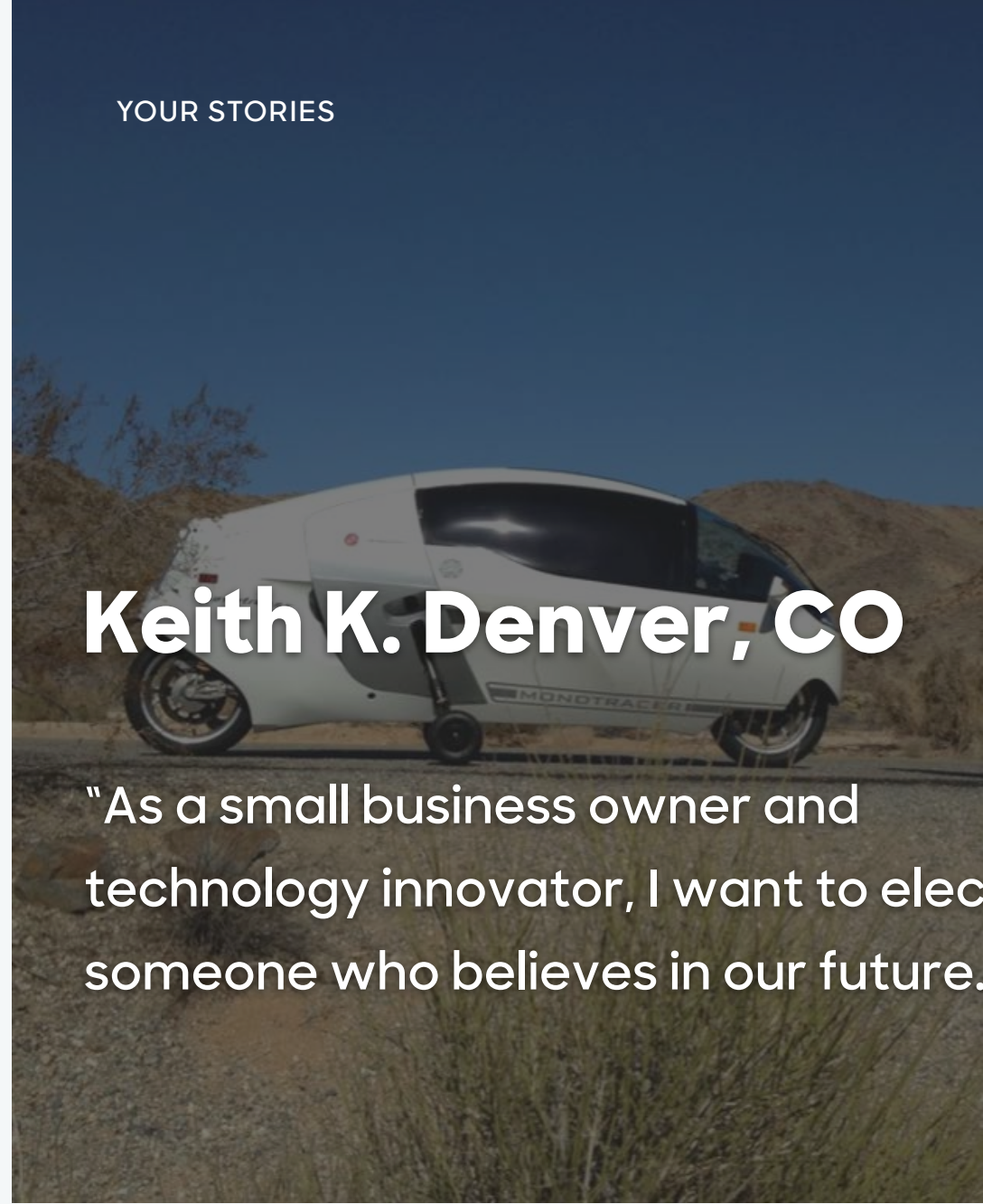
In a plane flying over Alcatraz earlier today. The campaign kicks off its tour of the Bay Area tomorrow!

FEB 20 • OAKLAND, CA Share

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5 HRS AGO • SAN FRANCISCO, CA

YOUR STORIES



## Keith K. Denver, CO

"As a small business owner and technology innovator, I want to elect someone who believes in our future."

## Austin Readies For Campaign Tour Bus Stop

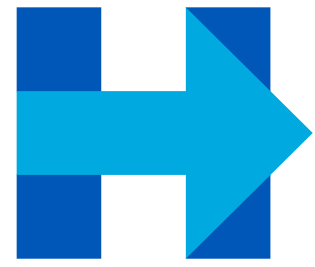
Vice presidential candidate Tim Kaine on Tuesday raised the hopes of long-beleaguered Texas Democrats.

FEB 23 • AUSTIN, TX



*I'm Ready for Equal*

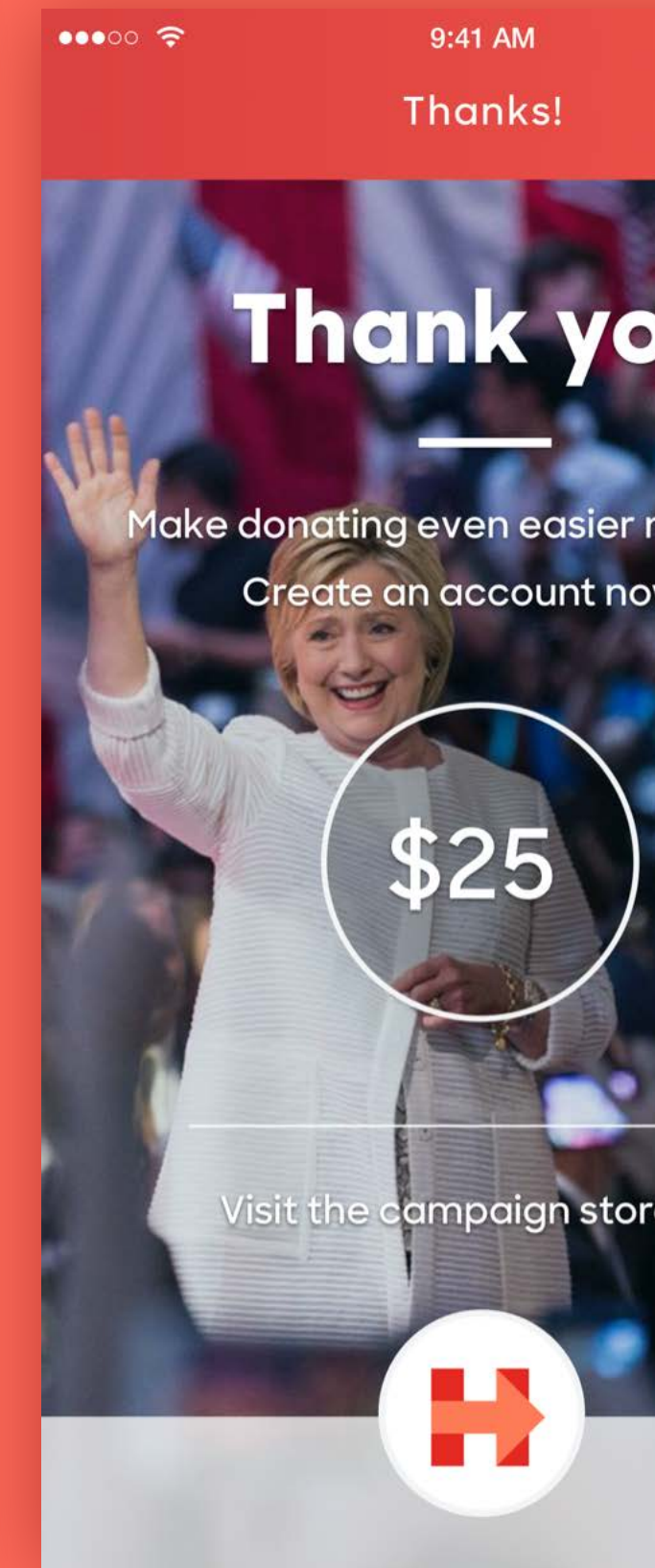
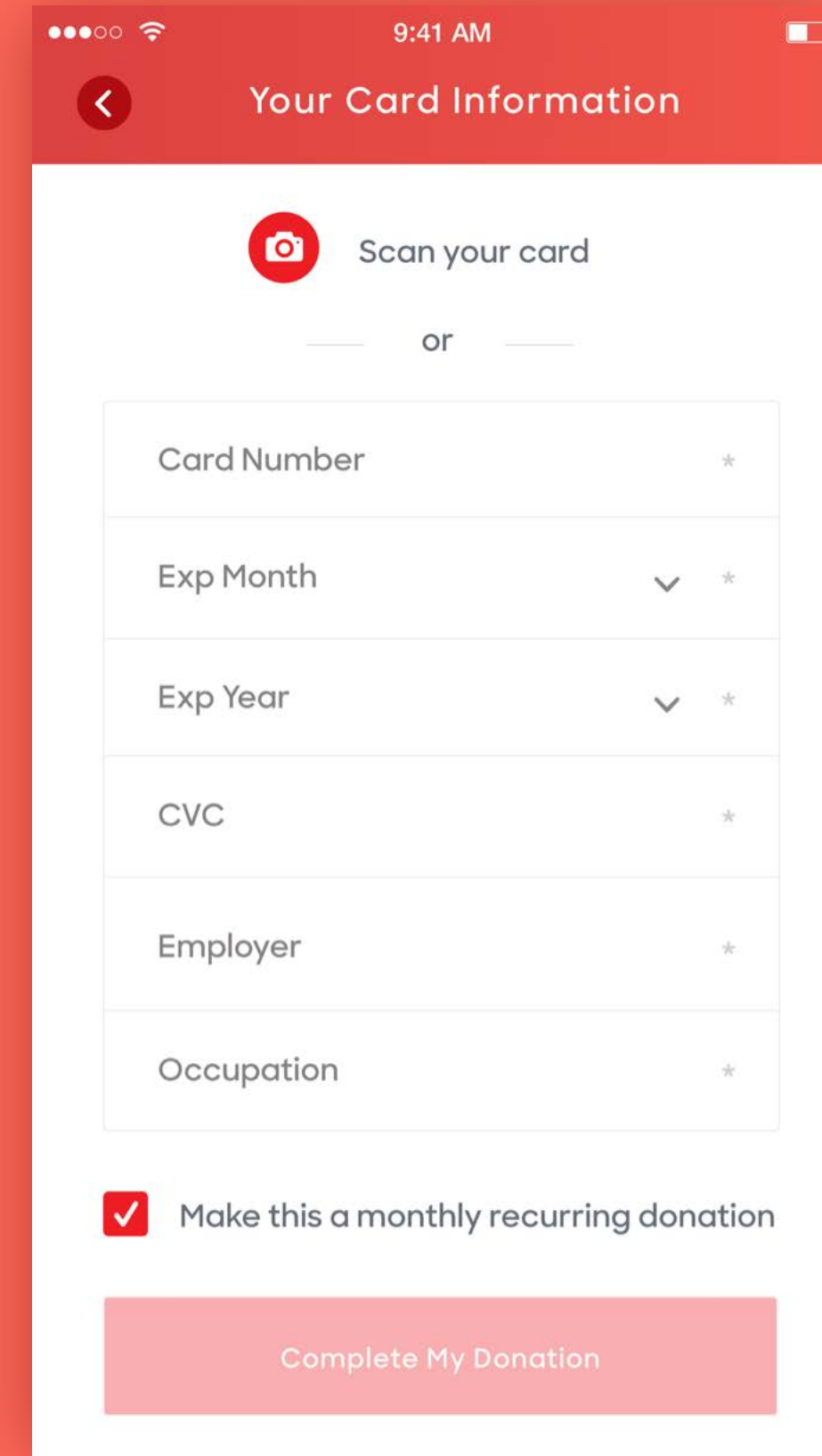
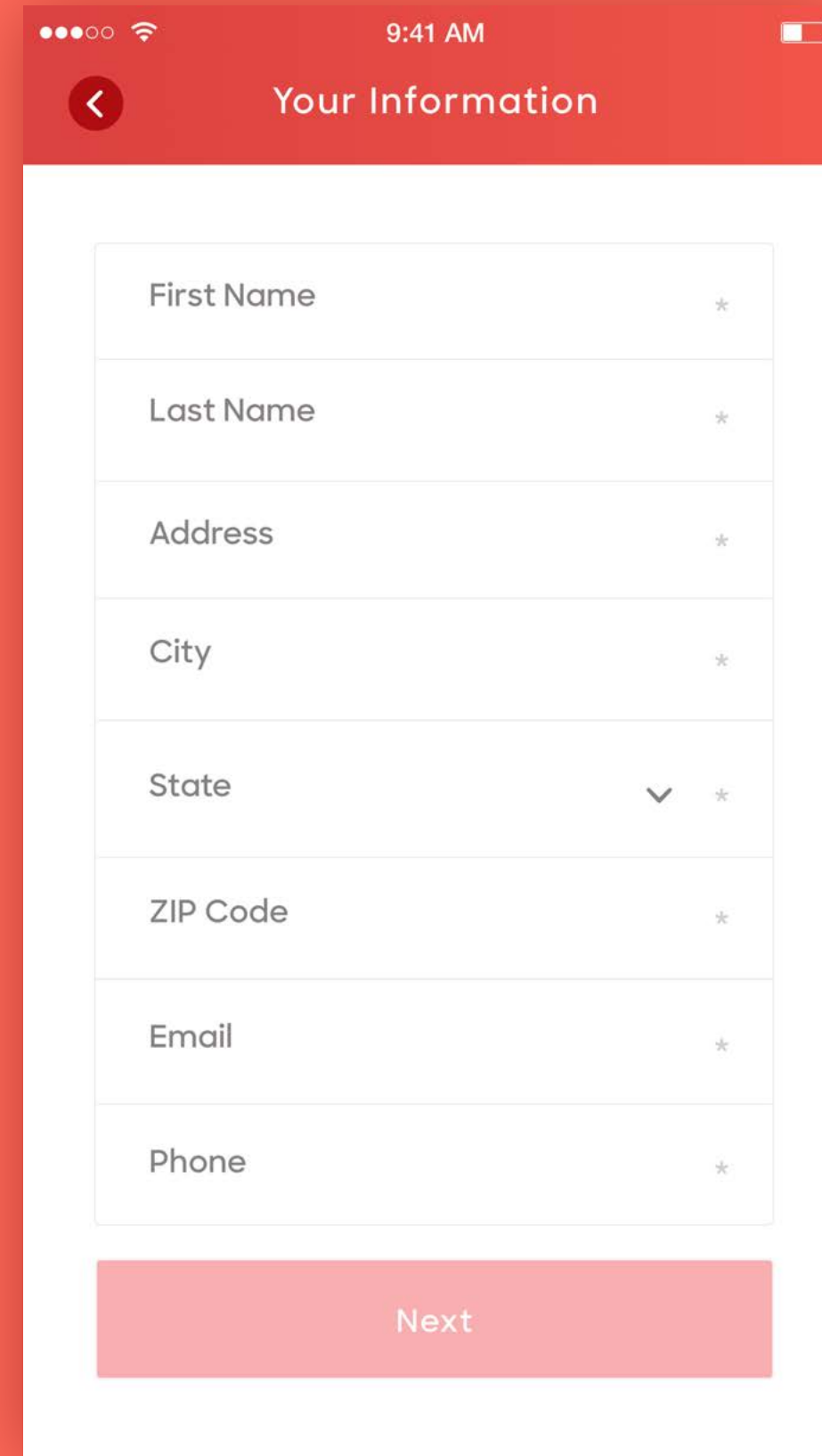
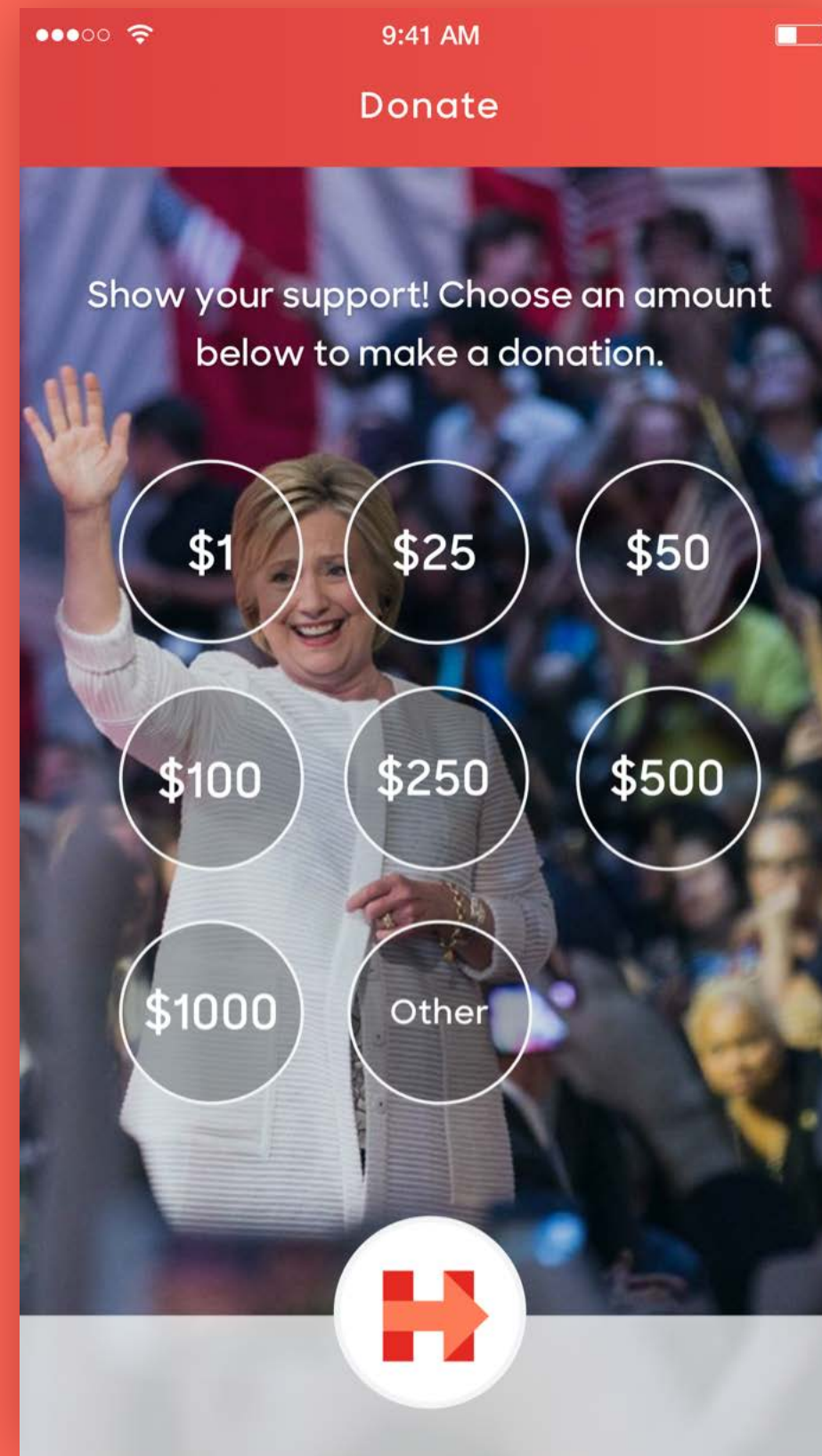


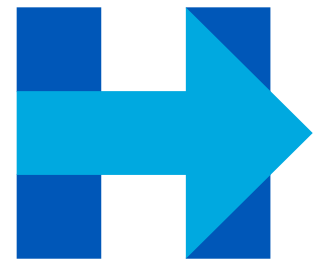


We created a simple donation process that lowered the barrier for giving to the campaign.

Eager to get new donors through the process, we pared the process down into three easy steps.

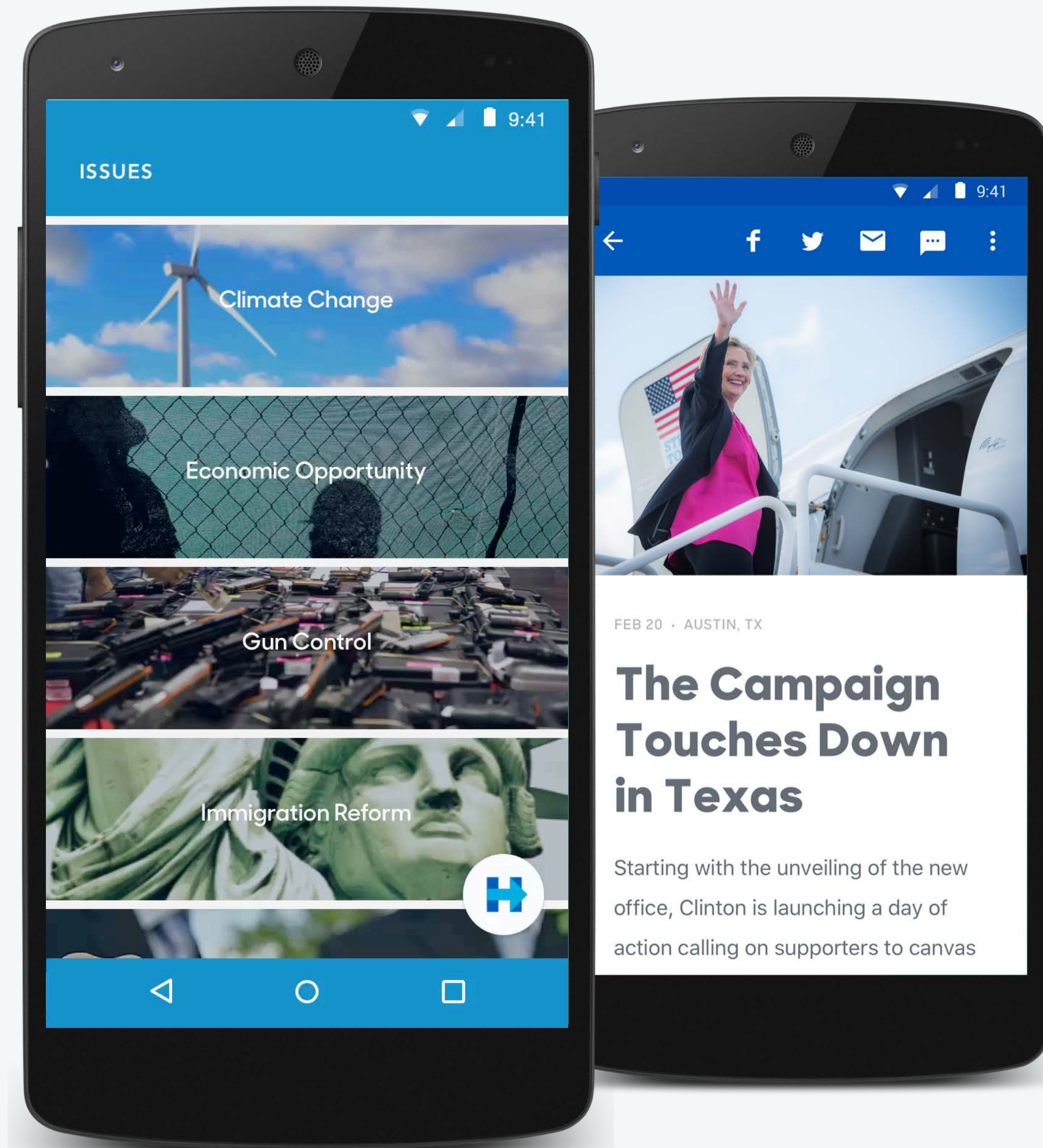
Once users completed the flow and created an account, we enabled “one tap” donations, making giving as easy as pressing an amount.

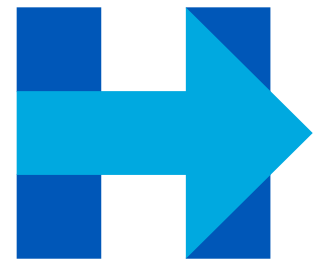




Recognizing Android's growing market share, it was important that we give as much attention to Android as we did to iOS.

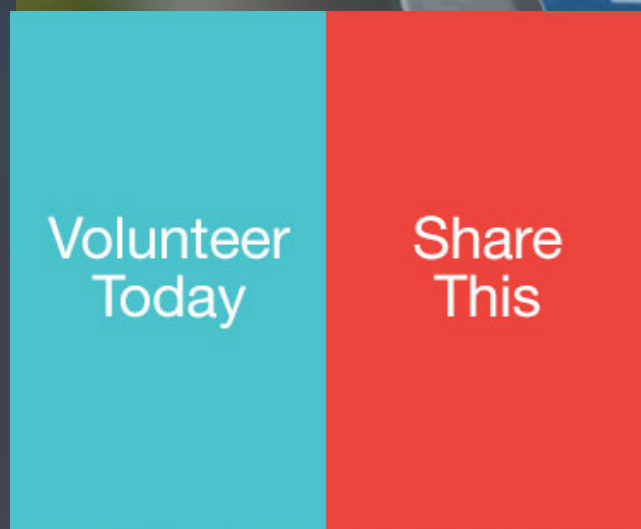
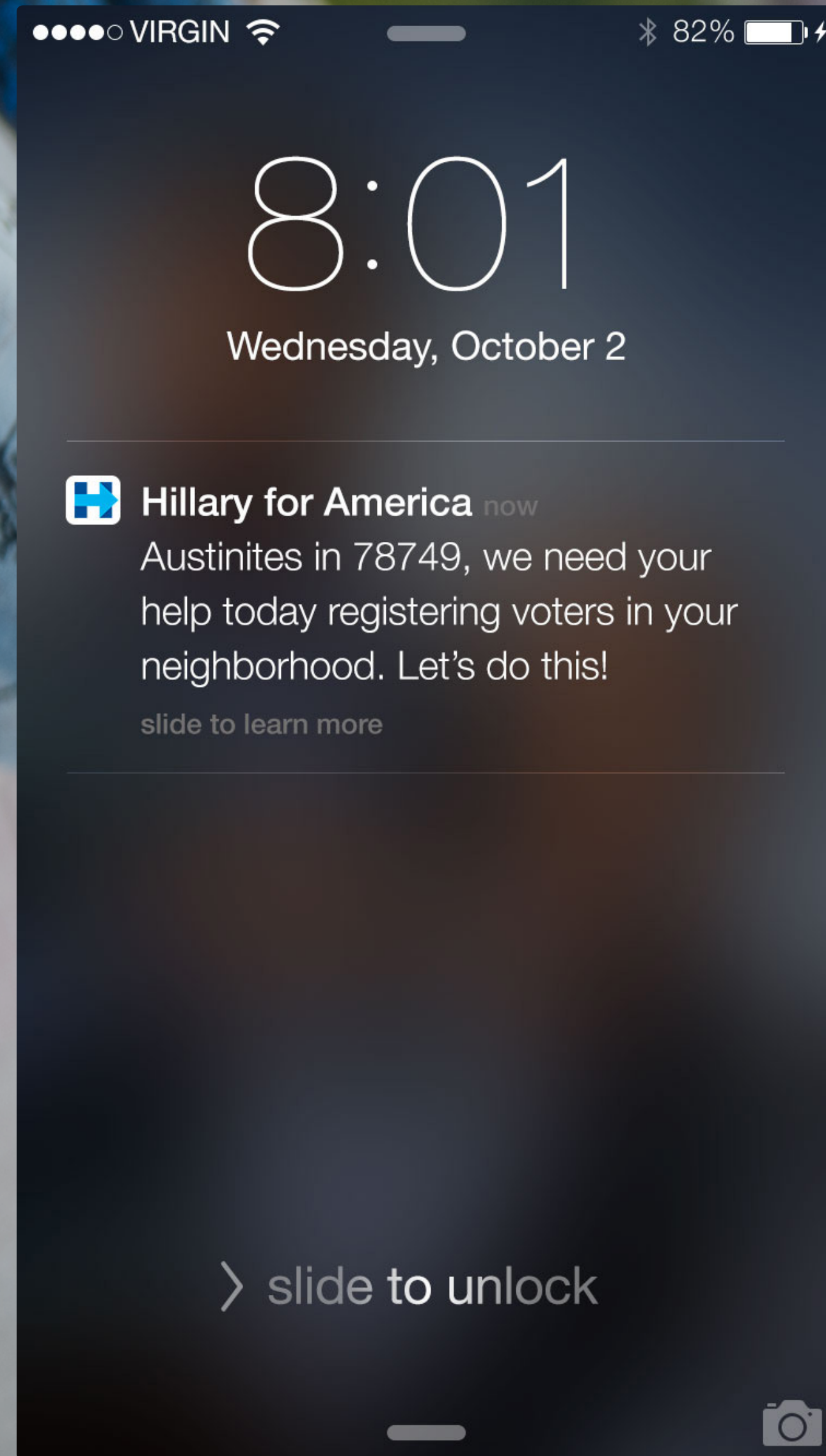
We took advantage of common Material Design patterns, updating menus and navigation, adjusting sharing, and arranging layouts in ways that would feel native to Android users.

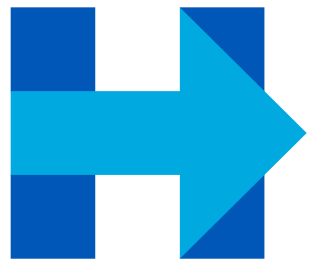




We devised a comprehensive push notification strategy designed to leverage interactive and media-rich notifications.

With well-crafted, well-timed notifications, it's possible to offer targeted messaging, suggest quick actions to take, or promote microstories without making users first open the app.





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As a companion to the iPhone application, we also explored the functionality on the iWatch, creating a fun, lightweight canvassing tool that would give volunteers the ability to quickly see neighborhood routes and track their completion.





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