

Home
MichelGodts.eDesign
About Services Portfolio Resources Contact

**Graphic Design Services for Your Online Communication**

Who is Michel?
Working process
The interview
Latest news

## Michel Godts eDesign Uses Web Communications + User Interface Design Savvy to Launch ActivityQuest.com

*Rochester, NY, June 12, 2007*—Rochester-based Michel Godts eDesign brought Web design acumen, communication savvy, and usability know-how to the successful launch of the new [ActivityQuest.com](http://ActivityQuest.com). ActivityQuest.com is Godts' newest online business venture offering activity program providers a browser-based tool to easily create, edit and publish an online catalog of their programs.

ActivityQuest.com LLC was born from Godts' own frustrating experience as a parent looking for activity programs for his child. What little information he was able to find online proved to be—almost without fail—limited and outdated at best. As a graphic designer and Web site communication specialist, Godts understood the technical, design, and budget challenges that activity providers faced. Feeling the frustration as a parent and understanding the solution as a designer, Godts went to work building ActivityQuest.com with his programming partner Patrick Marioné.

Godts is that rare breed of graphic designer who understands how to develop effective, well-designed communication and marketing solutions as well as the challenges and limitations of working with technology.


“New technology always provides new challenges in communication and design. Being an effective communicator today requires not just great design skills, but an understanding of user interface design—the convergence of form and function, or design and usability,” says Godts.

He designed an interface for parents that gets them the information they need in a format that they both understand and find useful. And he had to think through the dynamic, database-driven Catalog Builder System forms, designing a user interface that any activity provider employee—such as a camp director, parks and recreation department employee, school administrator or museum volunteer—can use with no training.

“Designing ActivityQuest.com has been a great experience! I’ve been able to bring all of my experience to bear as a Web designer, user interface designer, and as a parent in this single endeavor. It’s truly been a rewarding experience,” says Godts. “I’ve already begun designing additional features for the site that gives both providers and parents additional ways to communicate and manage programs.”

**About Michel Godts eDesign**

Michel Godts is a Rochester, NY-based freelance graphic designer, Web communication specialist and art director with an extensive background in online, multimedia, and print communications. Over his 26-year career, Godts has had the privilege of developing graphic design solutions for clients throughout North America and Europe.



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