PROCESS

DIRECTION ⊙➔

Design Studio
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SECOND STAR TO THE RIGHT AND STRAIGHT ON 'TIL MORNING.

Structured Understanding

Product Prototype

General Product Request

EXPLORATION & LEARNING

STRUCTURED UNDERSTANDING

CO-CREATING MULTIPLE POSSIBLE CONCEPTS

PROTOTYPING

TEST THE PROTOTYPE WITH THE RELEVANT AUDIENCE

REFINE THE PROTOTYPE BASED ON THE COLLECTED FEEDBACK

User Validated Product

DISCOVER

DESIGN

VALIDATE
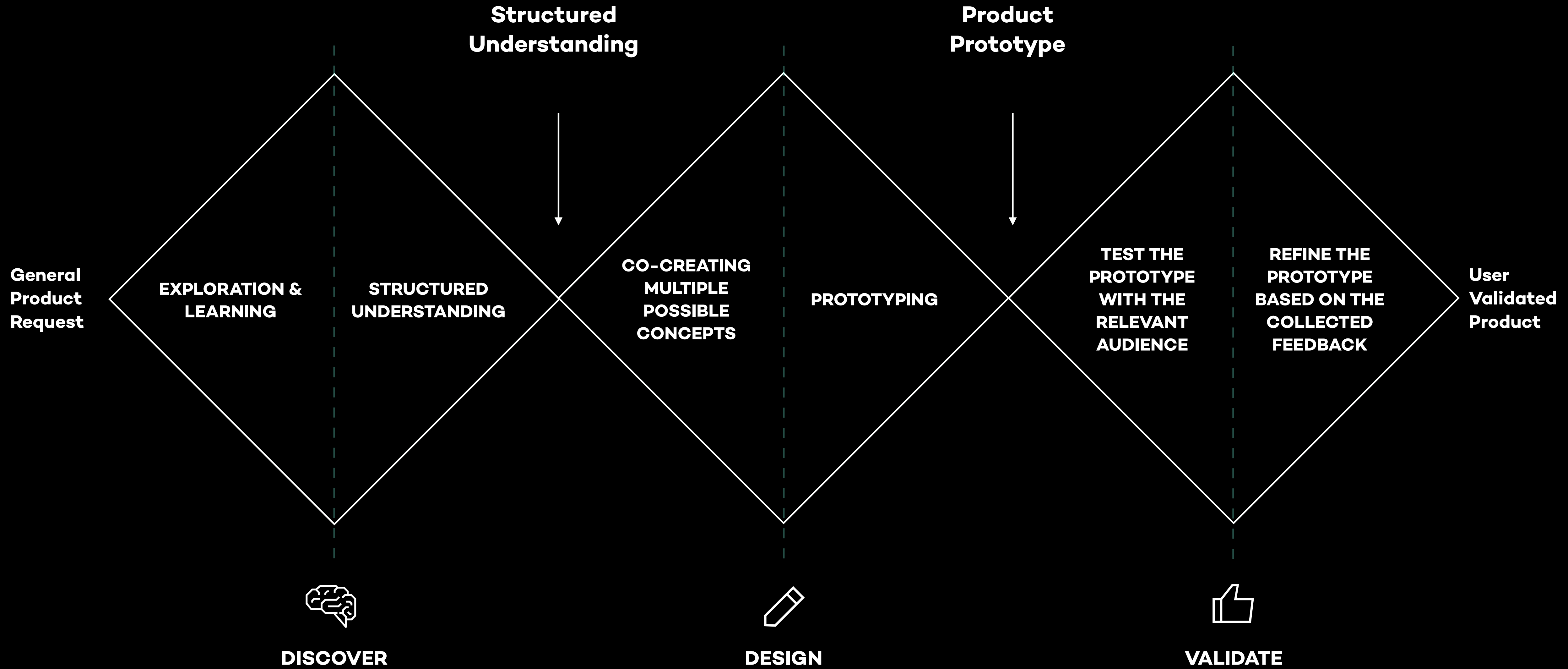
STAGE 1 - PROJECT SETUP

Setting up the project ground rules and process to secure smooth execution and delivery. Asigning the project team, reviewing project requirements, process, points of contact, and getting to know the client/team.

WHAT WE DO

✓ Project scheduling and budgeting

✓ Resource scheduling

✓ Stakeholder mapping

✓ Project risk assessment

✓ Risk mitigation plan

✓ Defining channels of communication

✓ Reporting template

✓ Internal tools setup

✓ Determining OKP

✓ Internal kick-off briefing

✓ Client kick-off meeting

WHAT YOU GET

✓ Meet the team

✓ Timelines and milestones

✓ Process walkthrough

✓ Full scope of work agreed on

✓ Reporting structure and delivery agreement

✓ Key points of contact

✓ Access to collaboration tools

✓ Client homework sheet

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STAGE 2 - PRE-DISCOVERY

Performing the research and learning activities before engaging in the Discovery stage to optimize the conversation and increase the efficiency. Making sure that everyone has a thorough understanding of the current state.

WHAT WE DO

✓ Review of Client's internal documents

✓ Market research

✓ Industry research and trends

✓ Online mentions audit

✓ Search and awareness audit

✓ Interview scheduling

✓ Workshop scheduling

WHAT YOU GET

✓ Keyword research

✓ Market and industry analysis

✓ Online visibility report

✓ Competitive analysis

✓ Interview questionnaires & schedule

✓ Workshop agenda & schedule

✓ Creative questionnaire

STAGE 3 - DISCOVERY

A series of engaging conversations delivered in a form of 1 on 1 interviews or group workshops practicing design thinking principles. The goal of discovery stage is to align all stakeholders on the goal, customers, and what is the problem we are solving.

WHAT WE DO

✓ Interview questionnaire preparation

✓ Interview facilitation

✓ Stakeholder's requirement gathering

✓ Goal definition and success criteria workshop

✓ Customer mapping workshop

✓ Customer journey mapping workshop

✓ Problem mapping

✓ Competitor analysis

WHAT YOU GET

✓ Interviews summary

✓ Stakeholders alignment

✓ Customer personas report

✓ Customer journey report

✓ Problem structuring report

STAGE 4: IDEATION

Begin generating ideas. We will explore and identiy solutions to the agreed problem statements and start to look for alternative ways of viewing the problem.

WHAT WE DO

✓ Idea generation

✓ Information architecture

✓ Developing multiple concept solutions

✓ Exploring various user journeys

✓ Sketching and storyboarding

✓ Storytelling & content brainstorming

✓ Defining the pros and cons

✓ Exploring creative questionnaire

WHAT YOU GET

✓ Multiple sitemap structures

✓ Multiple wireframes

✓ Moodboard & art direction

✓ Writing style & content guidelines

✓ Content map

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STAGE 5: CO-CREATION

Hands-on workshop to collaborate on the concept solutions developed in a previous stage. During the workshop we will be working together to analyze our proposed solutions, discuss them, and improve/adopt them based on the feedback.

WHAT WE DO

✓ Plan the workshop

✓ Run internal briefing and prepare

✓ Prepare workshop materials

✓ Facilitate the workshop

✓ Summarize the feedback and create report

✓ Adjust the concepts based on the feedback

WHAT YOU GET

✓ Workshop briefing meeting

✓ 4h-8h co-creation workshop

✓ Solution Concepts

✓ Workshop report

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STAGE 6: PROTOTYPE

Produce a number of inexpensive, scaled down versions of the website or specific features found within the website, so we can investigate the solutions generated in the previous stage.

WHAT WE DO

- ✓ Low fidelity designing
- ✓ Visual style & color scheme exploration
- ✓ Content - 1st draft development
- ✓ Hi fidelity designing
- ✓ Evaluating
- ✓ Creating prototype
- ✓ Animation exploration
- ✓ Adjusting prototype based on the feedback

WHAT YOU GET

- ✓ Interactive prototype of the whole website (InVision)
- ✓ Animation examples
- ✓ Presentation and feedback collecting workshop

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STAGE 7: VALIDATE

The goal here will be to find out if our solutions and concepts are desirable, feasible, and viable.

WHAT WE DO

WHAT YOU GET

Validation stage may cover the following:

✓ A/B Tests

✓ Focus groups

✓ Usability tests

✓ Identifying improvements

✓ Stakeholder validation

✓ Track usage

✓ Inform next iteration

✓ Presentation of the prototype to key stakeholders

✓ Completed evaluation forms

✓ List of Improvements / Suggestions

✓ Gap Analysis (Expected vs Actual)

✓ Alternate User Journeys

✓ Review Report

✓ Lightbulb moments (new ideas)

STAGE 8: FINAL PRODUCT DESIGN & DELIVERY

Last, but not least. All the files, along with documents go through detailed assessment, as well as the final validation, after which everything is sent to the client and the product is complete.

WHAT WE DO

✓ Final improvements based on the gathered feedback

✓ Final evaluation

✓ Final client validation

✓ Final UI detailing

✓ Final content development

✓ Final copywriting

✓ Documenting

WHAT YOU GET

✓ Sketch file (symbol approach)

✓ Design system

✓ Detailed animation documentation

✓ Developer handoff

✓ Zeplin project (resources)

DIRECTION →

SPEAK YOUR MIND