

# Research YNOT STUDIOS

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## Strategy & Goals

The strategy behind these research is to thoroughly explore the important elements that will make a studio website attractive to potential brand clients. This aims to touch on a variety of aspects of website design, from user experience (UX) to content presentation, competitive analysis, and alignment with brand values. This approach ensures that all critical areas that influence the success of the website are touched upon

Goals for this research are:

1. Showcase creativity and skills

The goal is to figure out which design elements will best show off the studio's creative work. This will help the team decide how to present their projects and team members in a way that attracts clients.

2. Organizing Content

This is about making sure things like portfolios, case studies, and testimonials are easy to understand and show the team's value. The better this is done, the more clearly potential clients can see why they should choose the studio.

3. Learning from Competitors

The aim is to see how other studios showcase their teams and skills. By understanding what works for them, the studio can highlight what makes them stand out.

#### 4. Improving User Experience and Design

The focus here is on making the website easy to use and visually appealing. A smooth user experience will keep visitors interested and help turn them into clients.

#### 5. Standing Out in the Market

The overall goal is to create a website that not only reflects the studio's brand but also helps it stand out from competitors, increasing the chances of being selected by brands.

## Research Questions

- How can a team design and develop a studio website that effectively showcases their creativity, aligns with their brand's vision, and stands out in a competitive selection process?
  - What design elements and features are important for a studio website to clearly showcase the team's creative skills and expertise?
  - How can the website's content (for example portfolio, case studies, and testimonials) be presented to effectively highlight the team's value to a potential client?
  - How do competitor websites in the industry showcase their teams, and what sets successful studios apart in attracting brand partnerships?
  - What UX and UI design choices help create a smooth and engaging navigation experience for clients reviewing the team's website?

### **What design elements and features are important for a studio website to clearly showcase the team's creative skills and expertise?**

To effectively showcase a studio's creativity and knowledge, the website should include several key design elements.

The portfolio is one of the most important parts. It should display a wide range of projects with high quality images or videos to highlight the team's work. This lets visitors of the website understand the full range of the studio's work. Alongside the portfolio, detailed case studies are important. They should describe the challenges faced, the solutions provided and the results achieved. This gives a clear view of how the team tackles problems and approaches creative projects.

Interactive features like animations or hover effects can highlight the studio's design and technical skills. It's also important to have a simple, easy navigation system so visitors can quickly find what they're looking for.

The website must be responsive, meaning it should perform well on various devices and screen sizes. This ensures a seamless user experience regardless of the device that the visitor opens the website on. Additionally, clear and accessible contact information is necessary, allowing potential clients to easily get in touch with the team.

Visual consistency throughout the site is also critical. The design should align with the studio's brand identity, using consistent color schemes, typography, and imagery. Finally, strategic calls to actions should be placed throughout the site to guide visitors toward taking desired actions, like requesting the team's services or to schedule a meeting.

By integrating these elements effectively, the studio website can present a professional image and clearly communicate the team's skills.

### **How can the website's content (for example portfolio, case studies, and testimonials) be presented to effectively highlight the team's value to a potential client?**

By using case studies and testimonials, you can:

1. **Build trust with your audience** – Real stories and positive reviews make potential customers feel more confident in choosing you.
2. **Show what makes you unique** – Highlight your unique selling points and how you stand out from competitors.
3. **Prove your products with real examples** – Case studies give concrete evidence of how your products or services solve problems and deliver results.
4. **Address common concerns**– These could include doubts about quality, pricing, reliability, or whether your product will work for them specifically.
5. **Encourage customers to take action** – This could mean making a purchase, signing up for a demo, contacting you for more information, or taking the next step in the buying process.

#### Case Studies in Action

A way to showcase our value and credibility is to share **real-life success stories** of your clients or customers. These are also known as case studies. They are detailed narratives that describe the problem, solution, and outcome of a specific project or engagement. They illustrate how you helped your client achieve their goals, overcome their challenges, and improve their situation. They also provide evidence of your expertise, skills, and results.

Key points for creating effective case studies:

1. **Identify your audience's pain points** – Choose relevant stories that address their problems.
2. **Select your best clients and projects** – Pick those that show your unique value and impact.

3. **Follow a clear structure** – Include sections like background, challenge, solution, and results.
4. **Use storytelling and emotions** – Engage your audience with compelling stories.
5. **Showcase results and benefits** – Highlight specific, measurable outcomes.
6. **Include client testimonials** – Add quotes for credibility and social proof.



7. **Promote your case studies** – Share them across channels like websites, social media, and emails.

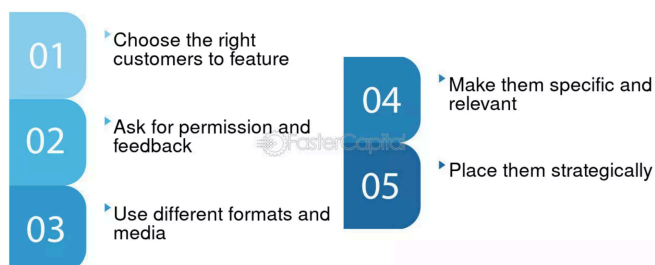
## The power of client testimonials

Testimonials from satisfied customers build trust, credibility, and help persuade potential clients to choose you over competitors. Here are key tips for using testimonials effectively in case studies:

1. **Choose the right customers** – Feature clients with compelling stories and significant results.
2. **Ask for permission and feedback** – Ensure the customer approves the testimonial and provides accurate feedback.
3. **Use different formats** – Present testimonials in text, audio, video, or images, depending on your audience.
4. **Make them specific and relevant** – Focus on unique, detailed experiences that support your message.
5. **Place them strategically** – Use testimonials to highlight key points, address objections, and reinforce calls to action.

Examples include customer quotes that illustrate how your product or service solved their problems and delivered meaningful results.

## The Voice of Satisfied Customers



## How do competitor websites in the industry showcase their teams, and what sets successful studios apart in attracting brand partnerships?

Many companies use team or leadership sections to highlight their people, offering details about roles, backgrounds, and expertise. These sections are designed to build trust by showcasing the talent behind the brand, allowing potential clients or partners to feel more connected to the team and confident in their skills.

### Examples:

- **Apple**  
Apple focuses on innovation and simplicity in its product pages, but when it comes to partnerships, it emphasizes a collaborative, forward-thinking culture. Their corporate section features leadership bios and their commitment to privacy and environmental efforts, which resonate with partners.  
[Apple Leadership Page](#)
- **RKH**  
RKH provides a "Meet the Team" page that gives a deeper insight into the people behind the work, offering personal details and building client relationships through transparency.  
[RKH](#)
- **IDEO**  
IDEO emphasizes a collaborative, human-centered approach, showcasing diverse teams and their expertise to highlight innovation and client impact.  
[IDEO](#)

Successful studios distinguish themselves by clearly aligning their team's skills with client needs, emphasizing collaboration and flexibility. This focus ensures partners feel confident in their ability to deliver custom solutions while maintaining strong communication.

### Key Differentiators:

- **Nike**  
Nike's strong focus on social responsibility and sustainability appeals to partners looking

to align their brands with a socially conscious powerhouse.

Nike Impact

- **Pentagram**

Pentagram showcases its team's ability to work across multiple disciplines, emphasizing flexibility and collaboration, which appeals to a broad range of clients.

Pentagram

- **R/GA**

R/GA highlights its multidisciplinary team structure, making it clear how it provide integrated services across various fields, from technology to creative branding. This presentation attracts brands looking for holistic solutions.

R/GA

## Conclusion

Brands and studios that successfully attract partnerships don't just present their teams; they demonstrate how their people, values, and expertise directly align with the goals of potential partners. Companies like Apple and Nike focus on innovation, ethics, and sustainability, while design studios such as Pentagram and IDEO emphasize collaboration and flexibility. This combination of strong values, transparency, and the ability to deliver custom solutions is key to building successful, long-term partnerships.

## **What UX and UI design choices help create a smooth and engaging navigation experience for clients reviewing the team's website?**

UI and UX play a crucial role in creating a smooth and engaging and memorable experience for the user that may encounter your studio's website, therefore becoming a potential client. Though, in order to achieve that there are certain design choices that need to be taken into account when you are developing your team's website. A well- designed studio website should include a straightforward design, one that leads the user exactly where they intend to click, without making them search for the information themselves. Making the design clear and readable also helps improve navigation, making the information easier to grasp. Designing the website with a mobile version in mind also makes it reachable from more than 1 device increasing user viewership. Another way to boost user viewership to different devices is of course to make it responsive so that it transforms freely on any device with no problems.

For a successful user interface the design has to be stylish and professional but not overly crowded to the point where it could confuse the user. Incorporating luxurious details (gold, silver

accents etc.) gives an entirely different experience of the product. Having a good contrast among colours that are pleasing to the eye could also facilitate user loyalty due to people associating themselves with set colour/brand. Accessibility is another really important tool to bring into account. A follow- up action like a bouncing arrow/ icon urges the user to explore the website more while also improving navigation. Lastly, having the studio's website have a consistent concept that reflects the studio's work and the people behind it is essential for maintaining a client audience, keeping the studio busy and going.

## UX

- Straightforward- guide the user exactly where it's intended
- Clear
- Readable and Legible
- Designed with mobile version in mind
- Responsive

## UI

- Stylish but not overly done/crowded
- Luxurious details (gold, accent colour)
- Contrast between colours (ones that are pleasant to the eye)
- Accessible for people with disabilities
- Follow-up call to action (ex. Bouncing arrow)
- Consistent concept that reflects the studio's work and the people behind it