

## **DIGNITE PROPOSAL COPYWRITING**

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### **I. TABLE OF CONTENT**

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### **II. ABOUT US**

#### **A. Our Story / Cerita Kami**

The name of the game in business today is digital. Whether it is small or big, digital presence plays a vital role in increasing transparency and empowering the consumers

of any business. Nowadays over 97% of the consumers searchers on the internet before deciding a purchase, with 75% of them have judged a company's credibility based on its website design and brand appearance. It shows that consumers today are aware of their favorite brands' digital content that is both functional and aesthetically pleasing. However, a lot of companies are still struggling to balance the two.

Supported by technology and business background of the founders, Dignite Studio was found in 2019 as creative studio that specializes in crafting unique, digital experiences for brands who are ready to make an impact. We know how business does experience problems to communicate their business digitally and start to think about shifting to the transformation, so that it becomes our aim to help them realizing their digital dreams.

Saat ini, digitalisasi telah menjadi suatu tren dalam bisnis. Baik itu besar maupun kecil, kehadiran digital memainkan peran penting dalam meningkatkan transparansi dan menarik konsumen dalam bisnis apa pun. Saat ini, lebih dari 97% konsumen mencari di internet terlebih dahulu sebelum memutuskan untuk membeli sesuatu, dengan 75% di antaranya menilai kredibilitas suatu perusahaan berdasarkan desain situs web dan tampilan merknya. Hal ini menunjukkan bahwa konsumen pada saat ini telah sangat menyadari pentingnya konten digital merk favorit mereka baik itu dari segi fungsi maupun estetika. Namun, banyak perusahaan masih berjuang untuk menyeimbangkan keduanya.

Didukung oleh latar belakang teknologi dan bisnis yang saling melengkapi, Dignite Studio berdiri pada tahun 2019 sebagai studio kreatif yang berspesialisasi dalam menciptakan pengalaman digital yang unik bagi perusahaan-perusahaan yang siap untuk membuat perubahan. Kami paham bahwa banyak perusahaan yang memiliki kesulitan untuk mengkomunikasikan bisnisnya secara digital dan melakukan transformasi, sehingga hal tersebut menjadi tujuan kami untuk membantu perusahaan dalam mewujudkan impian digitalnya.

## **B. Vision & Mission**

Vision:

“To be the best solution for business doers in the digital era by providing highly innovative web designing, web development and internet marketing services that will drive our clients' business towards growth.”

Mission:

1. Utilize the latest technologies and trends to create highly innovative and business-centered web, mobile application and digital design.
2. Build trust by providing regular updates on the project to ensure complete transparency.
3. To give one-hundred percent commitment so as to excel in each and every project.

## **C. Services**

User Interface/Experience Design

Web Development

Digital Marketing

Graphic Design

## **D. Process**

### **Ask**

We start with a few simple questions. Through thoughtful consideration of your responses, we're able to craft the essential guidelines that will shape your brand's online experience.

### **Think**

We're solution oriented people - what others call problems, we see as challenges and opportunities. We find innovative solutions through creative thinking and open feedback loops. We keep it real - we'll promise to always tell you the truth, and that your feedback will never hurt our feelings.

### **Design**

We make data-driven decisions based on your story while innovating every step of the way. From mobile to tablet to full wall projections, our digital creations are designed to make an impact on any medium.

## **Develop**

Our people are artists - they can breathe life into designs and make digital products move in ways you never thought possible. The products and platforms we develop are modular, so they can easily evolve over time, extending their life cycle in an ever-changing digital landscape.

## **Support**

We're here to help you. Reach out to us anytime, for anything you need. Ongoing technical support is part of the deal, so you can focus on growing your business—worry-free.

## **III. PORTFOLIO**

### **1. Ashworks**

Web Development

E-commerce

Created by two ignited and passionate artists, aimed to bring positivity to the lives they touch, A`shworks is simply the effect of their volcanic burn. Inspired by the exterior of the world's ecosphere, they combined their artful expertise to inspire the interiors of your home's atmosphere. Focusing specifically on colour, mood, aura and space, they contribute to a classier way of living; by sculpting and shaping hand-made masterpieces, altogether bringing visual pleasure to your lovely den.

To complete their minimalist, classy design, we utilized seamless integration between

company profile and e-commerce system with minimal motions to offer their visitors an effortless, fast, reliable website to explore and shop with.

## **2. Spotless**

Web Development & UI/UX

E-commerce

Spotless is a company that offers shoe cleaning services as well as a variety of shoe care products. They believe that shoes have become an important element of visual self-representation and the most sought out fashion items for these past few years. And as shoes are highly requested, it is a necessity for the modern day fashion forward person to have the right products for care.

The team came to us to seek a company website that aligns to their customers' youthful, free-spirited character. To answer their request, we created a dynamic, bold, animation-rich site to give the best user experience for the customers to visit and browse their favourite products.

## **3. True Magic**

UI/UX

E-commerce

Since it was founded in 2008, True Magic has a commitment to provide the best quality magic tools at affordable prices. As the tagline says, "Toko Alat Sulap dan Trik Sulap No. 1 di Indonesia", their goal is only one: being able to facilitate their customers in learning the art of magic.

The company wants to have a website design that can guide its customers to better understand the brand before buying the products. They should beforehand grasp the story, the why, and each of the product categories prior purchasing. To answer this challenge, we designed a website layout that explicitly presents True Magic highlights on the homepage consecutively, depending on its objective. With an understandable headers, banners and notices, the interface is able to give a better visitor experience in a more hassle-free way.

#### **4. REYD**

Web Development & UI/UX

E-commerce

REYD is a company engaged in muslim sports apparel. The initial inspiration for this brand was the problem faced by muslim women who do not exercise because of hijab. This motivated REYD to become muslim women's sports clothing solutions.

The team wanted an e-commerce website that can adapt quickly to the changing of their apparel series. It should also be minimal yet still supports the basic commerce functions. We created a commerce website that is clean and seamless with a monochrome tone and reducing the unnecessary on the pages for better adaptability. The site is also equipped with the ability to create promo code and shipping tracker for both shop manager and customers' conveniences.

#### **5. Kumiusik**

Web Development & UI/UX

Blog

Envisioned as the biggest indie-music source in Indonesia, Kumiusik is a music blog run by a passionate indie devotee. His unique mission is to engage his readers to have some music intakes for their right brains.

The owner of Kumiusik wanted us to redesign its whole blog site. From the unsystematic layout, the needs of added features, the lack of brand consistency, we were challenged to change all that by creating a new, user-friendly face on the site. A blog should be able to keep the readers stay as long as possible. To meet this requirement, we categorized everything from the navigation menu, article categories, widgets to footer contents. With a touch of black-and-red color scheme, the blog is now running blazingly for their indie-music enthusiasts.

## **6. Card Story**

UI/UX

E-commerce

Card Story is the largest premium playing cards store in Indonesia. They already served more than 2,500 satisfied customers and believe that this number will continue to grow.

Premium brands aren't simple. As our first client, the owner of Card Story asked us to make an interface design that can illustrate all the commerce functions and is able to portray their magical, premium brand persona. In order to balance the needs, we created a website interface that is able to offer an experience for people who visit as both visitors and customers. With a dark-champagne tone, classic-modern font choices and rather static layout, the site is ready to run with a magic touch.

## **IV. CONTACT**

Get in touch with us

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