

What we do

Who we are

How we roll

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**Bureau  
Crats**

## Prelude

We want to be positive designers  
and be mindful with your time\*.

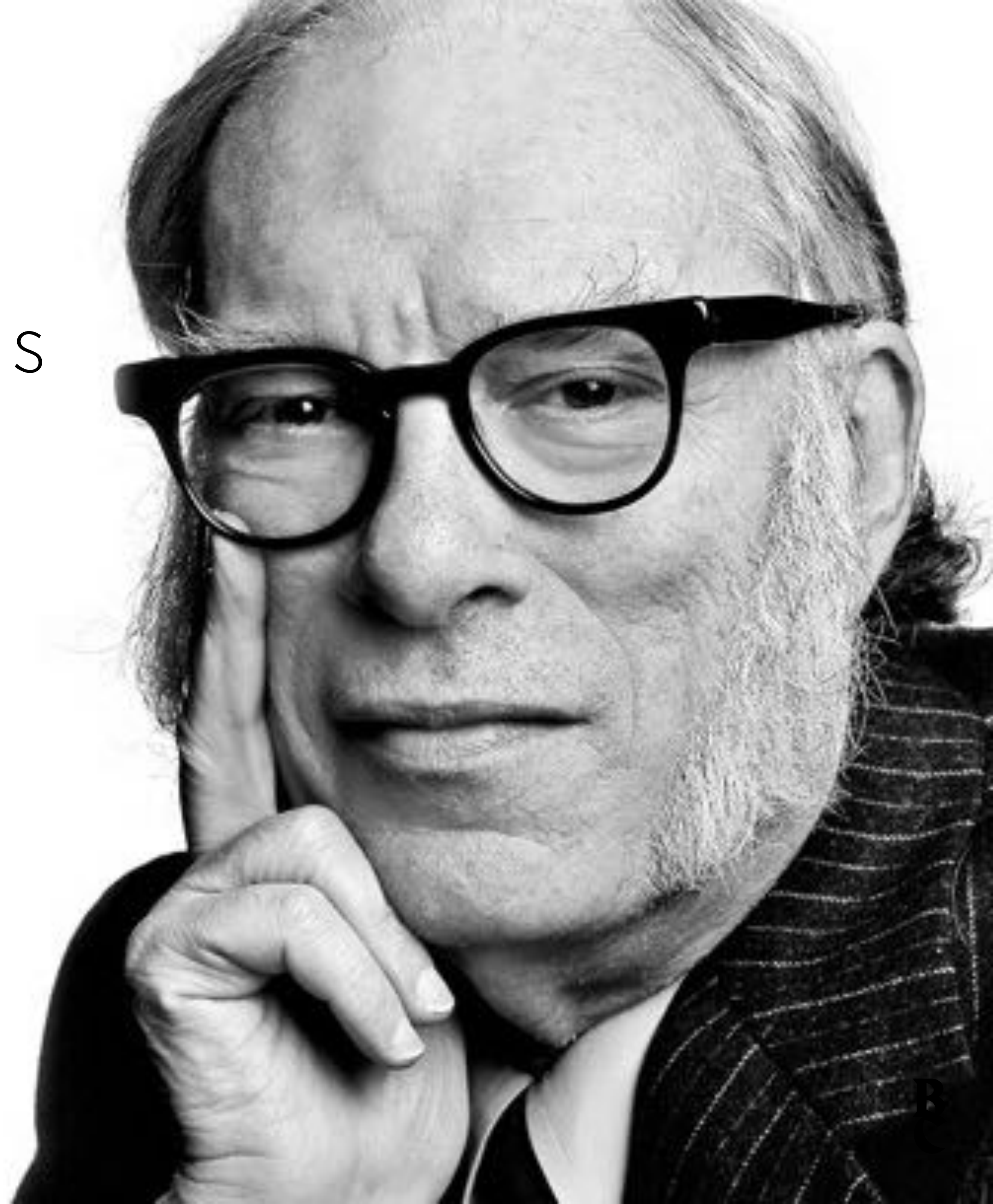
That's why we start with the  
services we offer and then  
explain who we are.

\*Sorry, we cannot give up an opportunity to start with a wise-ass quote

“The true delight is  
in the finding out  
rather than in the  
knowing.”

Wise and generally impressive human Isaac Asimov

Did you know that he wrote and/or edited more than 500 books? 500 books! So even if you count the earliest stuff at the age of 11 (eleven!) that comes down to 8 books per year for 60 years.



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**Bureau**  
**Crats** of  
Design



We are **Bureaucrats of Design**, a strategic design advisory based in Berlin and connected to talented folks all over the world.

Our services come in three flavors:  
Strategic design, co-design, and education.

Let's start with

# Strategic design

# Strategic design

What we mean by this

As proponents of open-source culture, and open-source everything, we define strategic design as decision-support. This means we look at a problem holistically. We accumulate all kinds of information, both public and proprietary, research findings, expert knowledge as well as crowd wisdom, then re-consider the solutions we create and if they truly serve our human needs.

If this sounds familiar, there is another term for it. **Systems thinking**

It goes a bit further than design thinking as it studies all interdependent parts of a problem space (system), drivers and influence factors. Sounds good, right? It really is but also a lot of hard work, patience and diligence.

Here's how we how put our sane thinking approach to practice...

Strategic design

# Tiny Audit

Expert review of 1 page and its place in the overall service.

We look at navigation, brand consistency, UX pitfalls and whatever calls to our awareness.

500 €

# Full Audit

Deep dive into anything you throw at us. Website, app, conversion funnel, competitor review, you name it.

Basically, this is a systems view on what it is you do. Not just design but money, people, ecosystem, your entire delusions of grandeur :=)

5000 €



# Check-ins

Have us check in with you or your design/dev team. Pick the brains of people who's advice you don't want to discard - without flying them in.

Think of it as your own special line to the Whitehouse, except our house is in Berlin and our proposals don't have to go through Congress. Okay, enough with the jokes.

100 € per hour

# Fly-ins

Fly us in for an intense work session. Invite who else you want to join the session and let's embrace the creative chaos :-)

Ideally, we would take at least 3 days to work closely with your product team, run some tests and have a lot of fun experimenting.

(X days \* X people) + expenses

Next up

Co-design

# Co-design

What we mean by this

Co-design is close to what you are used to when hiring someone to create designs for you - except afterwards you'll feel a lot smarter, not dumber.

We believe the only way to create great products is together, with everyone involved, in an open form. This makes everyone a designer. In the end, design is function and choice, not only how it looks. What does it do? And for whom? Why? Is this the best possible solution?

Instead of pretending we know everything we do the opposite. We pretend we know nothing. This frees us (and you) from the assumption that whatever has been done before is great (or shit - both tendencies are common).

In co-design sessions we invite everyone to be a designer. Managers, support staff, your customers. And don't worry. We'll guide the process and take care of the polish.

Co-design

## Co/D Session

Co-design sessions are mixed-team workshops on a mission to explore a specific design problem. The participants have diverse backgrounds to create a holistic view.

E.g. to explore solutions to mobility problems in urban spaces we'll invite urban planners, architects, biologists, sociologists and teachers.

Custom pricing

## Continuous Co/D

Think of this as remote team members who do certain things for you. Or a lab you are running (at a fraction of the cost).

This could be an experiment to improve UX. Or a user test before a major feature launch. Or a weekly video session to sketch ideas on a virtual whiteboard.

Custom pricing

Last one

Education

# Education

And last quote (pinky swear)

“A teacher is one who makes himself progressively unnecessary.”

Thomas Carruthers

We follow a real world approach to teaching. In our research we like to accumulate and assess as many diverse topics and sources as possible to make sense of a given problem. We give in to the same curiosity when we teach others. It's not top-down but explorative, inclusive.

Your curiosity stems from and hopefully reflects your ambition. So let's not pretend your work, passion and learnings can be separated. Let's discuss areas you'd like to explore, tools to try and how it can fit into your ambition.



## Education

# Workshops

We run two kinds of workshops.  
Deep-dive into specific problems you have, e.g. multi-device service design. Or ideation workshops to understand problem spaces and find new ways to solve them.

They can be on-site or at a location of your choosing.

Custom pricing

# Coaching

Personalized development programs for designers and founders. We'll integrate learning goals into daily work activities.

Example: a brand designer working on a mobile app wants to learn UX. Based on the product release plan we'll identify areas where experiments benefit both the designer and the product.

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**Bureau**  
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MIX &  
MATCH  
CREWS

Bureaucrats are strategic designers  
experience designers and positive  
designers. Bureaucrats are open  
designers and co-designers. Bureaucrats  
are strategists. Bureaucrats are  
researchers. Bureaucrats are  
sociologists and psychologists.  
Bureaucrats are public servants.  
Bureaucrats are construction workers and  
bus drivers. Bureaucrats are writers.

**B**  
**C**

Bureaucrats are bikers. Bureaucrats are rebels. Bureaucrats are humans.

Bureaucrats have been created by this guy  as a breeding ground for ideas and experiments under the hopeful premise of open-source, open everything, circular and positive design. And on the foundational believe that sane, strategic advice should be more accessible.

We are a network of talented folks who 

use the best current thinking to solve the problems of our time. We have a systematic approach to problem-solving and apply collaborative research methods to tough questions. For this to work, we solicit the help of experts and Regular John's. The most value we can bring is by questioning everything. We accept the role of design in all of it. Certainly in the health of mind and body. And the way our systems present

themselves. We acknowledge the internet as today's fighting ground against the evil in the world. We pledge to support groups and individuals who strive for the protection of our freedom online and offline, who work towards a world that works for all of us. This makes Bureaucrats public servants. And we accept this stewardship and work hard not to compromise away our human needs.





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Yes, we are hip, young (new) and  
 everybody wants to party  with us.

But...

We are serious about working in the open. So we will put as much of our work into the public domain to free us from it and let others build upon it.

Anything we create will be on Github.

Our thinking on Medium.

We founded the Positive Design Alliance to remind ourselves that with great power comes great responsibility.

Positive design puts positive impact on the user's life in the center and builds communities, products and revenues around it. It's new, it's 🔥.


Check it out.



Lastly, a mind game we want to share

What can we learn from video games?

The list is also on [Github](#)

 If you push for it  
better be focussed.

Be careful. But not too much.  
Sometimes you need speed and  
agility not do die.

Even if not,  
being  
cautious  
and  
hesitant,  
things will  
take forever.


  
Careful  
on the  
elevator


There are always rules.  
There are always loopholes.

    Keep some energy for tough times.

 Unicorns are bitches.


Don't play with  
effervescent assholes.




There is no  
escaping the .

Flying a  
helicopter  
is  
hard. 

Be quick 

 Co-op is a  
different game. 

Monkeys  
 are  
fun.

Enjoy your  
streak  
while it  
lasts.   

Get good first, then  
develop your own style.





Thanks for skipping through ;=)

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A photograph of a brown monkey sitting on a concrete ledge, looking out over a city and a large body of water. The monkey is positioned in the foreground, with its body angled towards the right. The background shows a cityscape with buildings and a harbor with ships. The overall tone is warm and golden.

# Bureau Crats of Design