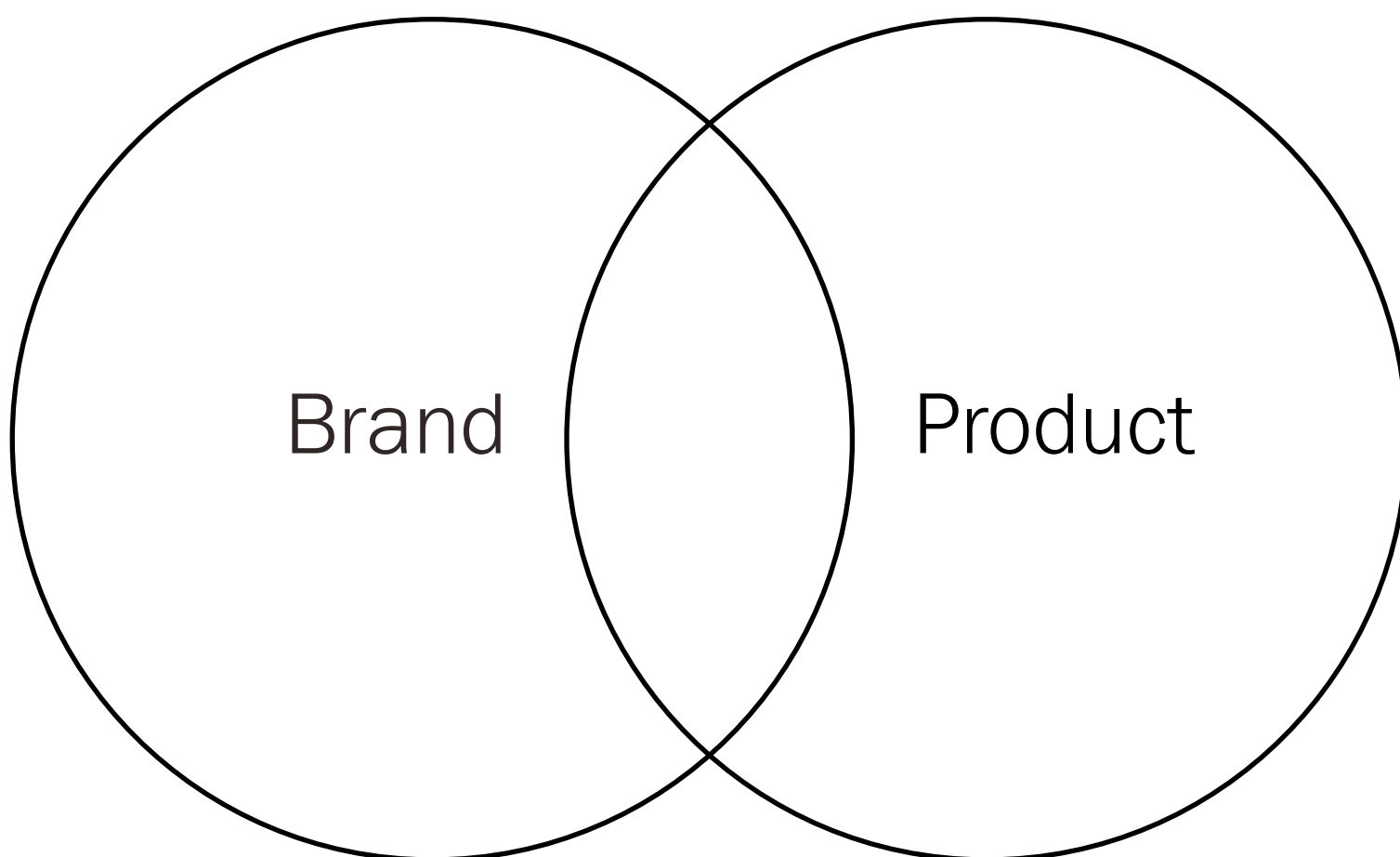


Agency of.

# Our Approach



Agency of.

## **Delivering the highest quality results.**

Our approach has been crafted over years of insights from working at startups, along with battle-tested processes used by Google and Apple. In the spirit of Google design sprints, we can take any design or brand problem and arrive at a solution for your audience in as little as a week.

Past Clients

 **Riviera**   rocean   **COMPLEX**

Agency of.

# Why?

## **Quick progress and alignment**

We've all been through the early stages of a project. Endless meetings with no clear results and countless iterations of project briefs can turn into an entire month of fruitless work. We prioritize quick progress, working faster than big agencies and driving alignment within your organization.

## **Don't pay for what you don't need**

Why does working with an agency have to be a black box? We believe in defining timelines and outputs; you shouldn't pay for what you don't need. We structure time, make sure it is being used effectively, and get stuff done!

## **Concentrated expertise**

We've assembled hands-on experts in design, engineering, and brand. Each project is led by one of our experts to ensure we provide the highest quality service and speed.

## **Integrated as your internal team**

We embed with your team both remotely and on-site. With short feedback cycles and efficient workflows you'll be informed of the latest progress at every step of the way.

Agency of.

# Strategy. Design. Development.

## **Discover**

Research  
Strategy  
Positioning

## **Create**

Design  
Development  
Hardware  
Branding

## **Express**

Marketing  
Web Design  
Communications

Agency of.

# Discover Create Express



Today, the line between brand and product has blurred. A unified experience is crafted through understanding and proper consideration of both.

What space do you wish to occupy in the minds of your audience?  
How can you address their desires in ways no one else can?

From idea to market, a complete experience requires three phases: discovery, creation, and expression.

Agency of.

**Discover**

Create

Express

Nielsen Norman Group points out that despite the unique insights gained from field research, few organizations take advantage of this technique. We believe research is the best way to learn about your customers' goals and needs.

Through research we:

- Identify audience needs that have yet to be met
- Test market demand for experiences that do not exist
- Provide a holistic view of a problem space
- Expose opportunities for competitive differentiation

Understanding your target audience and their underserved needs is an essential first step to translating your vision into a compelling value proposition. Research allows us to identify your strategy:

Product

Opportunity

Features and Key Characteristics

Target Audience

Branding Considerations

Positioning

Brand

What - How - Why

Brand values + manifesto

Brand Vision

Cultural Strategy

Personality

Agency of.

Discover

Create

Express

**Discovery Research** - 2 weeks

We'll collect information from your audience of users or customers, team members, and industry sources. Show up for kickoff informed about the challenge. Enter a project without feeling lost. Align cross-disciplinary teams. Enable everyone to confidently collaborate and add ideas.

Outputs:

- Customer Journey Maps
- Insight Interviews
- Research Matrix & Summary
- Business Goals & Target Demographic

**Product or Brand Strategy** - 4 weeks

We'll get to yes or no answers on assumptions and define your product strategy for future projects. Take these learnings and run with them!

Outputs:

Executive Summary	<b>Discovery Research</b> with additional:
Strategy Deck	Audience Interviews, Video Highlights
Project Handover	Personas
	Competitive Analysis

Agency of.

**Discover**

**Create**

**Express**

Once we understand a problem, it is time to create a solution. The foundation of every experience lies in well thought out execution. We leverage our expertise across disciplines to craft the right product for your audience.

During creation we:

- Prototype and test solutions with your audience to design features.
- Construct apps, hardware, or virtual worlds using the latest development practices.
- Define Key Metrics based on business goals. Measure to ensure we are building the "right" features.

Creating an experience which serves the needs of all audience segments and balances engineering time & resources is a continuous evolution. We provide the necessary documentation and support to scale.



Agency of.

Discover

Create

Express

### **Product Design - 3+ Weeks**

Before we can develop new or build upon existing brands or products, we must first design and prototype.

### **Software Prototyping & Development - 3+ Weeks**

Using best practices, we construct solutions for iOS, Android, Web, and more.

### **Digital Experience - 3+ Weeks**

Work with virtual reality, gaming, or emerging technology to create immersive worlds.

### **Industrial Design, Hardware, Prototyping - 3+ Weeks**

From prototyping to production, we understand the entire lifecycle of developing hardware products.

#### Outputs:

Executive Summary

Interactive Prototypes or Finished Product

Developer Ready Working Files

Documentation & Roadmap

Interview & Test Video Highlights

# Agency of.

## Discover

## Create

## **Express**

The final phase is the culmination of solution and story. How do you want to put your experience in front of your audience? A go-to-market plan paired with eye catching creative work is essential to bringing an experience to market.

Marketing is both qualitative and quantitative. We seek to:

- Create a cohesive voice and identity.
- Plan and Execute to Create Emotion, Drive Action
- Measure Results of the Action

Translating an experience well across acquisition channels is key to getting your experience in front of your audience. The end result is an experience which resonates across all audience segments to drive revenue and conversion.

Agency of.

Discover

Create

Express

### **Brand Identity, Brand Voice, Naming - 4+ Weeks**

Through this iterative process, we will build systems to define your narrative and voice for an experience. Taking audience preferences into account, we work to create elegant branding that expresses your vision.

### **Advertising & Creative Production - 3+ Weeks**

What is the clever campaign that will win over the hearts and minds of your audience? Let's dive in and explore options. Then, create stunning content!

### **Web Design & Communications - 3+ Weeks**

Every touchpoint the audience encounters is important to shaping the experience. Find ways to delight users and speak to your audience.

### **Content Strategy & Copywriting - 2+ Weeks**

Let's get social. Being different and finding ways to connect genuinely with fans is key to growing a following.

#### Outputs:

Executive Summary & Marketing Plan

Brand Guide or Brand Deliverable

Source Materials

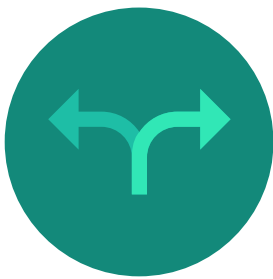
Interview & Test Video Highlights

Agency of.

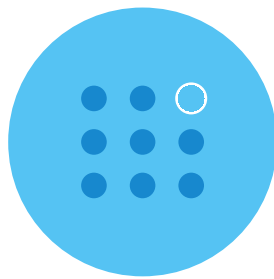
# Universal Process



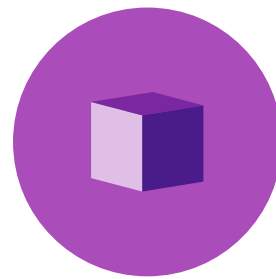
Understand



Diverge



Decide



Build



Validate

We apply 5 phases of design thinking to every project. The idea of Design Thinking was created at IDEO and expanded through the Design School at Stanford.

We use this process to **Discover**, **Create**, and **Express** experiences across brand and product.

## Understand

What are the user needs, business needs, and technology capacities?

## Diverge

How might we explore as many ideas as possible?

## Decide

Select the best ideas so far.

## Prototype

Create an artifact that allows to test the ideas with users.

## Validate

Test the ideas with users, business stakeholders and technical experts.

Agency of.

# Universal Process Timeline

3+ Weeks

Discovery Week	Sprint Week	Iteration Sprint Week	Presentation & Delivery
Research	2-Day Workshop	Iteration Workshop	
Define Goals	User Recruiting	User Recruiting	Synthesize Results
Journey Map	Prototyping	Prototyping	Summarize
Competitive Analysis	User Testing	User Testing	Remote Handover
Demographic	Synthesize Results	Synthesize Results	

Designed for startups to validate an idea quickly. Our process brings experts from every field to work on any aspect of Brand and Product strategy, execution, or marketing. Receive quick yes or no answers on assumptions. Co-create concepts and solutions. Compress months of work into a few days.

Depending on your timeline and goals, we'll provide you with a brand guide, finished product design, prototype or fully-fledged app.

Agency of.

**Let's Chat,  
request a free consultation.**

We will assess your goals and present a custom proposal with a clear action plan.

We look forward to building together.