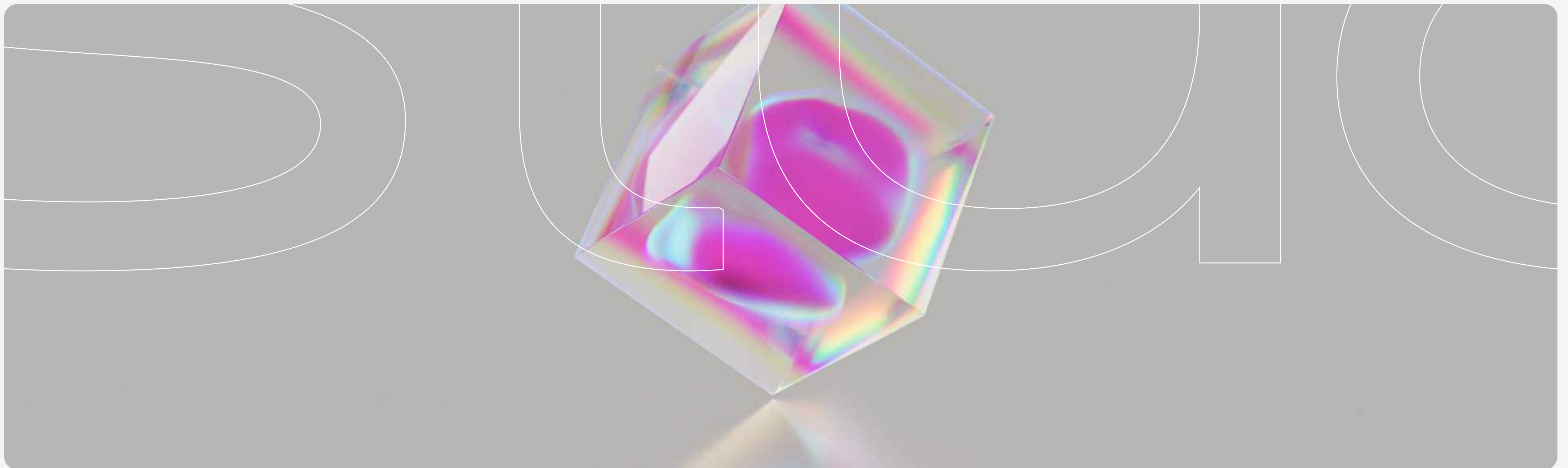

BOLK STUDIO PROCESS ✱



by Bolk

2021



INITIAL BRIEF ING

The goal of this phase is to specify the brief, in the most exhaustive way.

(context, goals, specifications, deliverables, roadmap, etc.)

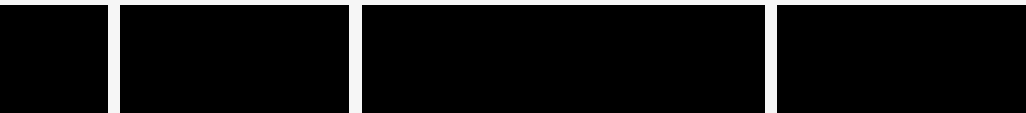
We setup the project on a dedicated interface, receive your briefing, specifications, useful assets and links.

We organize one or more calls to cover all subjects and questions. Think of our work together as the work of a sculptor, from the raw material to the final work. In this process, this stage is the reception of the raw material, the substance to be sculpted, your idea box. We receive, listen, question and specify each of its dimensions. The idea is to objectify this glass cube, so as to grasp what exists, as well as to better apprehend the way to break it down into parts. Trapped inside and blurred at first glance is a colourful clay, the unique story your product and/or brand is looking to tell.

It is precisely to unleash this story that we have developed the Bolk™ method. This 8-step process consists of a set of methods, steps and tools, meticulously designed to break down and carve out that cube with a goldsmith's care

Who should join?

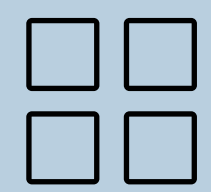
- Your team members (the presence of the founders and marketing team is strongly recommended).
- Our project manager
- Our project lead designer
- Our lead developer



OUR PRO POSAL

The goal of this phase is to formulate a tailored proposal to match your project's needs.

(method, deliverables, team, roadmap and estimate)



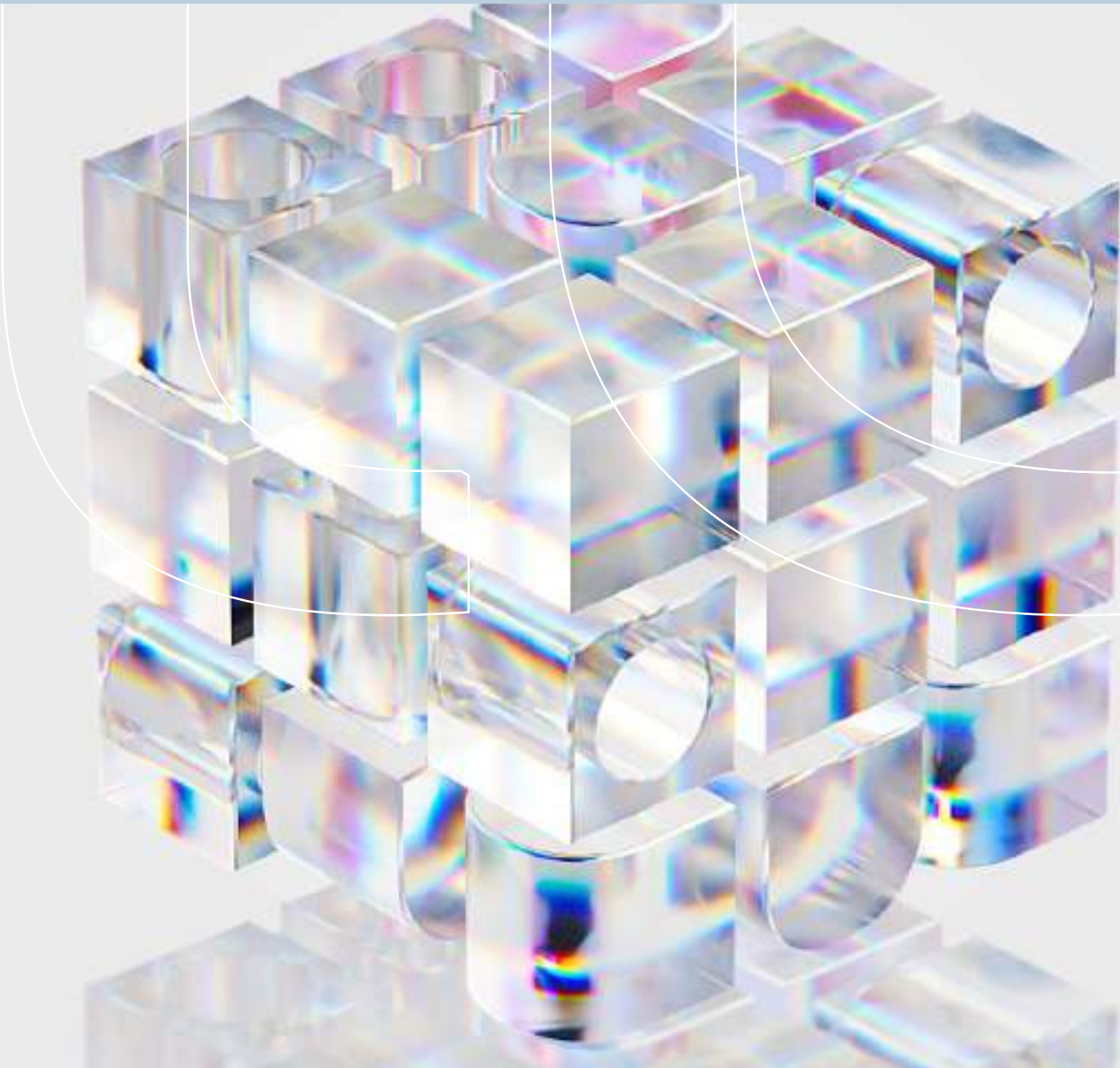
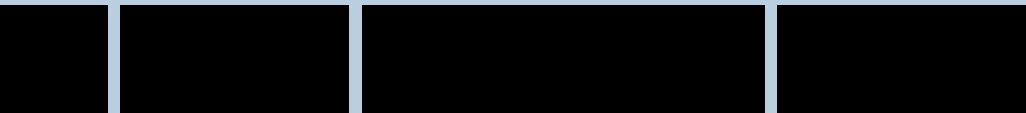
We break down the brief into phases, numbers and dates to deliver you with a proposal.

The proposal is composed of: a presentation explaining the method and process applied to your project, a roadmap and a price estimate (quote).

During this phase, your cube is carefully turned into a rubix cube, ready to be broken down into sub-parts and components, each requiring their own specialties and presenting their own subtleties, as well as challenges.

Who should join?

- Your team members (the presence of the founders and marketing team is strongly recommended)
- Our project manager
- Our project lead designer
- Our lead developer



KICKOFF WORK SHOP

The goal of this(e) workshop(s) is to build the bricks of your brand's personality, product's value proposition and/or website's contents.

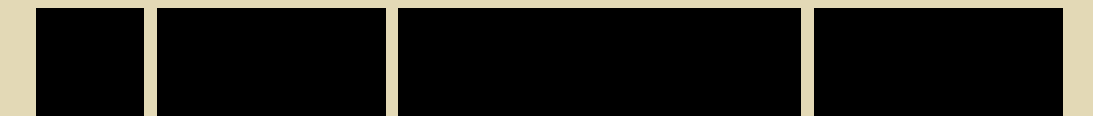
We kickoff with a meant to build the bricks of your value proposition, brand's personality , web interface sitemap and wireframes.

Inspired by Jake Knapp's Design Sprint, the workshop(s) is (are) comprised of 5 to 10 exercices with precise instructions and timing, each lasting from 10 minutes to 1 hour. This method is the result of 5 years of iterations around design topics with companies from various sector.

It is the fruit of a will to include the founders upstream of the creative process, in order to impregnate ourselves with their personality, as well as with the essence of their project in the most significant way possible. In the past, we have found that companies' disappointing design experiences were often due to the lack of inclusion of decision makers in the creative process.

Who should join?

Your team members (the presence of the founders and marketing team is strongly recommended).
Our facilitator
Our project and manager and / or lead designer



VISUAL CONCEPT

In this step of the process, we explore ideas, come up with proposals and iterate until we have reached the desired result.



Our lead designer works hand in hand with our ecosystem of creatives to produce 1 to 3 proposals, each composed

(STORY)

This is the process of translating the conclusions of the briefing, kickoff workshop(s), as well as of our own ideation and research into one unified metaphor and visual concept meant to tell your story and vision in a meaningful way.

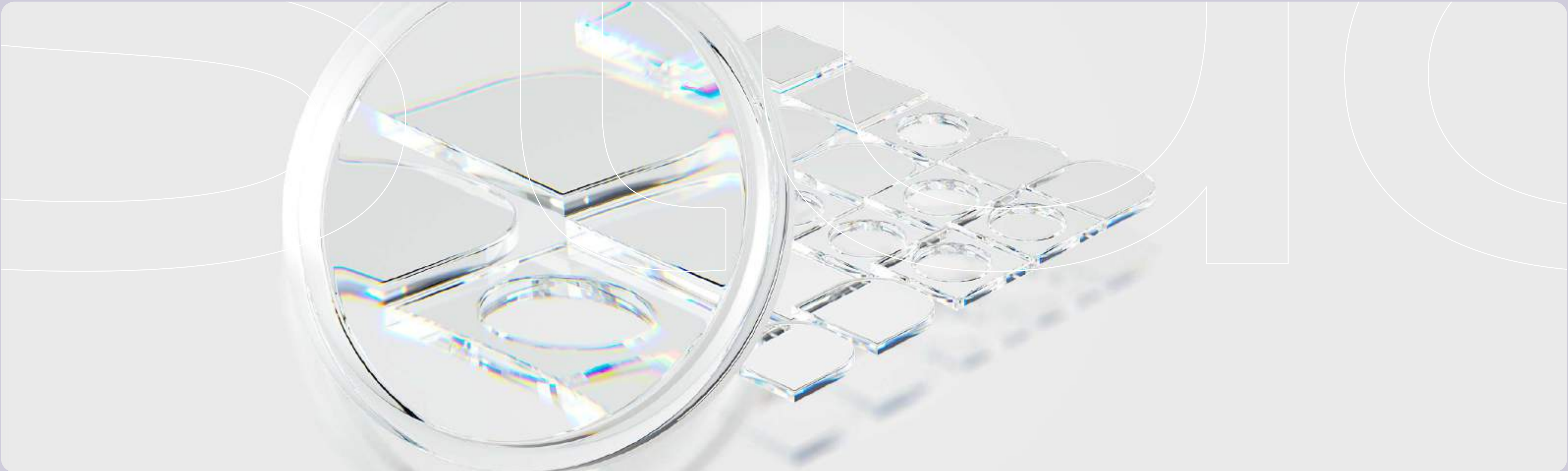
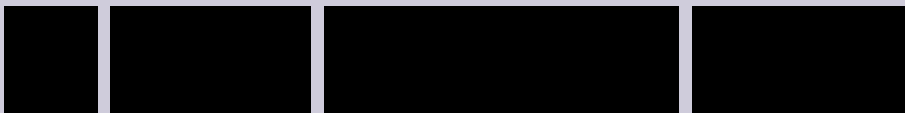
(BRAND ARTEFACTS & ENVIRONMENT)

This is your brand's symbolism and unified concept, translated into a set of visual metaphors, all meant to represent one aspect of our brand and product (vision, mission, reasons to believe, product(s) and how it all works and interacts).

(WIREFRAMES)

This is the low fidelity prototype of your interface's main screen(s) or page(s). This stage focuses on the story and contents or user stories and features we wish to push forward through your website or app.

We submit the work to you in the form of a presentation and discuss the proposed ideas. We collect your feedback and go through up to 2 iterations, if necessary, until we are all happy with the result.



WEB ✕ PROTOTYPE

In this step of the process, we produce the low and high fidelity prototype the digital interface (desktop and mobile).

Our Lead UX/UI Designer works hand in hand with the rest of the team to design the website's prototype.

(SITEMAP)

Detailed sitemap of all of the website's page and their contents. The pages are divided into 4 types of pages (static, templates, journeys, add-ons).

(WIREFRAMES)

Low fidelity prototype of the website (comprised of the navigation's main principles, zoning, contents, backlinks: Exhaustive list of all secondary links of each section, visuals, animations, interactions).

(UI DESIGN)

High fidelity prototype of the website (prototype, styleguide, final visuals)

Why we use Figma

easily provide your **feedback** using the live comments feature

have a **centralized interface** for all designs from your brand book to your website prototype and design system

benefit from the superpowers of atomic design and **dynamic components**, making any design easy to use and to update

have all designers work simultaneously on the same up-to-date file and follow their progress in **real-time**



VISUAL * SYSTEM

This is the transposition of the visual identity into a system made of modular, dynamic components and assets.

Our UX/UI Designer works hand in hand with our ecosystem of creatives to produce all the necessary static and animated assets and delivers your design system:

(BRAND BOOK)

Document presenting your visual concept, logo, colors, typography, rules of use, digital and print applications

(ASSETS & DIGITAL BUNDLES)

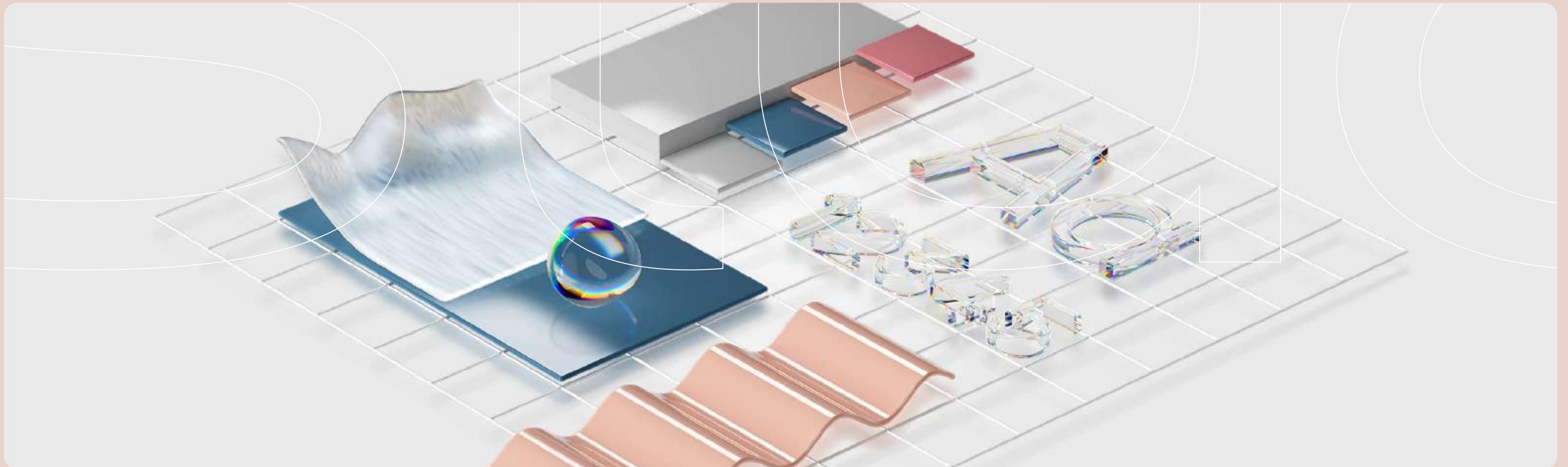
Notion page indexing all assets and deliverables, as well as folder containing all downloadable assets.

(BASIC DESIGN SYSTEM)

Figma file composed of modular dynamic components, as well as customizable, ready-to-use templates for your teams.

(ADVANCED DESIGN SYSTEM)

If you have chosen the full version of the Design System we will also deliver the components of your product (app, SaaS), as well as an interactive interface dynamically connected to the Figma components. This is where you will be able to view and download all the resources (Zeroheight interface). We will then train you to use this system to ensure usability and make you fully autonomous downstream (Figma file, documentation and, if you chose the option, 2 hours of training)



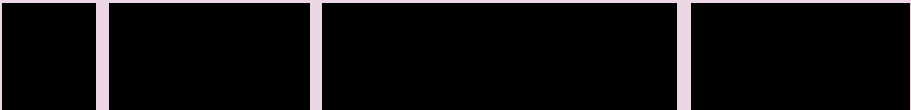
WEBSITE DEVELO PMENT ✨

This is when you truly see your brand come to life: moving from design to code.

Our lead dev works hand in hand with the team to translate the styleguide and pixel perfect responsive design into code.

We work with both custom code (HTML CSS, three.js, WebGL, JavaScript, etc.) and no code tools such as Webflow and Glide and Bubble. Our Web Integration team is comprised of both Webflow Experts and coders. Depending on what was decided (using a no code CMS tool or coding the website from scratch), we will use either (respectively) Webflow or Netlify for your CMS Back office and will ensure maximum convenience by providing you with a tutorial and documentation. The goal is, for you, to be fully autonomous once the project is finalized

- Why we use Webflow?
- easily update the contents of your website, **without the need** of any knowledge in code or design
 - access an **extensive library** of free resources, and interactions
 - create websites with advanced interactions and **custom code** with full freedom
 - use dynamic symbols, templates and an extensive list of API pluggable tools to boost the **efficiency of your website and its analytics**



DELIVERY TRAINING

This is the finally delivery phase, when we hand you the keys to your creative kingdom (or queendom, for that matter).

We deliver everything in the form of an interactive interface (Notion page). Each phase comprises up to 2 iterations (feedback loops). If you have chosen this option, we train your teams to use and update all deliverables (Figma assets, Webflow interface, etc.)

Why we use Webflow?

- Your team members (the presence of the founders and marketing team is strongly recommended).
- Our project manager
- Our project lead designer
- Our lead developer

