



UI Design

PROCESS



**LOW-FIDELITY
WIREFRAMES**



**FINAL HIGH-FIDELITY
DESIGN**

WHAT WE NEED FROM YOU

- ✓ What screen sizes do you need (ie. mobile, desktop)?
- ✓ required file type (e.g. Figma, Sketch)
- ✓ the copy for each section of the site
- ✓ sample references / inspiration
- ✓ your brand colours / style guide
- ✓ any assets we should include (e.g. photography, illustrations, etc.)

AVERAGE DELIVERY TIMES

Light

20 hours design capacity per month

3 - 4 days

Essential

40 hours design capacity per month

2 - 3 days

Growth

80 hours design capacity per month

1 - 2 days



Marketing Design

PROCESS



INITIAL ROUGH DRAFTS



FINAL GRAPHIC DESIGN

WHAT WE NEED FROM YOU

- ✓ Why do you need it? (sales enablement, product marketing, etc.)
- ✓ What is your marketing objective?
- ✓ design use (e.g. social media, sales team, brochure, etc)
- ✓ size / dimension (e.g. A4. Letter, etc.)
- ✓ What file type do you need? (e.g. SVG, AI, PNG, JPG)
- ✓ Any references, examples for inspiration?
- ✓ your brand colours / style guide

AVERAGE DELIVERY TIMES

Light

20 hours design capacity per month

1 - 2 designs

per day

Essential

40 hours design capacity per month

2 - 3 designs

per day

Growth

80 hours design capacity per month

3 - 5 designs

per day



Custom Illustrations

PROCESS



**1 - 2 ROUGH
SKETCHES**



**FINAL
ILLUSTRATION**

WHAT WE NEED FROM YOU

- ✓ Where will the custom illustration be used for? (e.g. website, slide deck, infographic)
- ✓ What size / dimension do you need? (e.g. square, portrait)
- ✓ What file types do you need? (e.g. SVG, AI, PNG, JPG)
- ✓ Do you have any sample references / inspiration that you like?
- ✓ Do you have brand colours / style guides readily available?

AVERAGE DELIVERY TIMES

Light

20 hours design capacity per month

2 - 3 days

Essential

40 hours design capacity per month

1 - 2 days

Growth

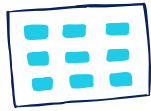
80 hours design capacity per month

1 day



Animations

PROCESS



**STORYBOARDING
(OUTLINE OF SCENES)**



**FINAL ANIMATION /
MOTION GRAPHIC**

WHAT WE NEED FROM YOU

- ✓ What are the goals of the animation (e.g. to showcase a feature on the landing page)
- ✓ Where will the animation be used for? (e.g. website, social media)
- ✓ What size / dimension do you need? (e.g. square, portrait)
- ✓ How long does the animation need to be? (an estimation is fine)
- ✓ What file types do you need? (e.g. MP4, Lottie, GIF)
- ✓ Do you have any sample references / inspiration that you like?
- ✓ Is there any specific text / script you require?
- ✓ Tell us about the sequence we should follow
- ✓ Do you have brand colours / style guides readily available?

AVERAGE DELIVERY TIMES

Light

20 hours design capacity per month

3 - 4 days

Essential

40 hours design capacity per month

2 - 3 days

Growth

80 hours design capacity per month

1 - 2 days