

Getting Started Guide

*Everything you need to
know to work together*

Designbull crafts bespoke logo identities & results-driven websites.

This is a quick guide to see if we're a good match for your project.

Read on to learn more about who Designbull is, what we do, and how we do it.

Basically, we want to see if we're a good fit...

“Through his Strategy and Roadmapping sessions, Andy at Designbull helped to define my positioning, come up with our new brand name and logo design – along with an updated, user-friendly website. UPDATE: We got our first lead from the new site last week. It was the ‘stress-free processes’ text and imagery that helped pull them in. They had already spoken with a couple of other Open Source companies who were too geeky/techy. This is exactly where we are trying to position ourselves.”

Mark Hutchinson, Director, accellier.com

A note from Designbull

If you're reading this, you've probably seen a million web and logo designer sites and portfolios. You may have even hired a few designers with results ranging from awful to "meh." When we started this company in 2006, we wanted to cut through the bull and do things differently, working with people who:

- Can make (and act on) every business decision. No committee work.
- Are quick and decisive. You understand the basics of your business and your audience, and you're happy to leave the nitty gritty design and programming elements to us.
- Feel comfortable using a website content management system to create and format content (we do the heavy lifting of developing, design and setup).
- Value simple, clear solutions (see our portfolio on page 8 to view past work).
- Have finished, fully edited content or have hired a professional content creator to do so before we start (we can suggest some—just ask).
- Can commit 30-40 hrs of work to complete this project. We're not interested in selling you a website. We want to help you transform your online platform into something that reflects you and drives business your way.

Our Process

1 Introductions

We get nosy about your business goals and focus areas to make sure we're a good fit. We then discuss your shared vision and expectations for the project.

You provide: honest answers and a clear vision for your business and how you serve your audience.

Outcome: We formalise your ideas and expectations, you send over any further details and we set a date for the Roadmapping session.

2 Roadmapping & Strategy

Roadmapping is a way to help you understand where you're going, how long it will take, how much fuel (budget) you should expect to use, and what risks face us along the way. We collaborate to flesh out a sitemap, global elements, competitive landscape, your marketing strategy and revenue goals. You also create or provide a Pinterest mood board of the style and aesthetics that represent your brand.

You provide: availability to talk for 2-3 hours.

Outcome: a PDF Deliverable Report that details exactly what was discussed and brought to light during our session together, and we'll also provide recommendations for next steps. This document is portable, and can be used to assist you in either recruiting talent, money, or when presenting this project to a competing firm. If you'd like to go ahead with us, then we formalise the deliverables, sign the proposal, and you provide a deposit payment.

Our Process

3

Logo

With the strategy and mood board in hand, we design – or refine – your logo identity. We provide 3 initial concepts and 3 palette options. You get a maximum of 3 rounds of revisions, with your change requests submitted within 24 hours after you receive the mockups.

You provide: quick revision requests and/or approvals on each round of mockups.

Outcome: a finalised logo identity with different logo lockups and file formats – and a comprehensive, one-page style guide that includes font-use, colourways and logo usage.

4

Website

Using your new logo, strategy and sitemap, we design one concept for the homepage. The prototype design will be available to view online. (See a few examples here: CompareRecruit.com, BodyMe.com, KDS.com) We provide a maximum of 3 rounds of revisions, where your change requests are turned around within 24 hours. Once the concept is finalised, we design upto 5 more templates, which can also have a maximum of 3 rounds of changes.

You provide: quick revision requests and approvals on each round of mockups.

Outcome: a finalized site design with upto 6 templates.

Our Process

5

Programming

We use your final designed templates to create a responsive, mobile-friendly, custom website.

You provide: minor content updates (as required), based on the mockups.

Outcome: a functioning beta site, ready for content to be added.

6

Content

It's time for YOU to add content and style it in the beta site. Existing blog posts will be automatically imported if this is a site redesign. We will be available to answer questions about formatting. Please remember: adding content always takes 2-3 times longer than you expect. Plan accordingly.

You provide: adding any/all content to your website. (Or we can recommend a copywriter to help you with this)

Outcome: a ready-to-launch website.

Our Process

7

Launch

We both test the site to ensure there are no bugs or errors. We also test any analytics and/or stats. We publish the site and you promote it.

You provide: launch promotion and engagement with your audience.

Outcome: a live site and a one-page PDF with ongoing strategy advice.

"In a market place where a lot of people pretend to have knowledge, flair and ability, Designbull actually delivers. I wouldn't use anyone else!"

Tim Bennett - Tim Bennett & Associates

Frequently Asked Questions

Q. Where can I see your previous work?

A. We've created over 50+ logo identities and websites and here are a few recent select examples (click links):

KDS

Trac Systems

Going There

Hot Tomato

Aldsu

Tim Bennett & Associates

Q. What if you (Designbull) miss a deadline?

A. In 10 years, this has never happened. If it does, we'll happily take 10% off the final price. And no, you can't use trickery to make it happen.

Q. What if I (the client) miss a deadline?

A. This whole process works because we both have strict deadlines. If you can't dedicate time to the project, you aren't a good fit. That said, if it should work, but you can't keep up your end of the agreement for any reason, billing at our discounted rate of £600/day starts after the end date passes.

Q. Why does it have to be done with an end date?

A. This ensures mutual focus, momentum and quick decisions so we can move on to the next step in the process. Plus, it's fun!

Q. What is a round of revisions?

A. One round of revisions means that you give us a single list of all the changes you'd like to see in the current mockup. Because this work is done on a timeline, it's important to sum up all your thoughts and changes in a single place (one call or one email), and hand those over to us.

Q. What do I need to provide before the project starts?

A. We'll give you a list of what we need if we proceed. All tech access: domain registrar login info, hosting login info, mailing list access, Google Analytics access. You also need to have polished content and edited photography, (or we can help with this as an additional cost) and enough time set aside to take this project to the finish line.

Q. How do you determine who you work with?

A. It's a science and a gut thing. We only take on projects and clients when we feel strongly that we can help, based on our past experience, available data, and the project goals. But, we also listen to our instincts and don't take on any project that doesn't feel right. It's better for both of us that way.

Q. Do you help with e-commerce?

A. Yes. We can set up PayPal (for digital product sales) or advise you on how to sell your digital project simply and effectively. We do also take on projects that require a shopping cart or a complex shopping solution - we can discuss the details with you once we start.

“Designbull successfully strikes the difficult balance between being completely professional and very easy to work with. They quickly understood what we were trying to achieve and delivered a great logo identity package ahead of time with minimal input from us. Great work!”

Andrew Sheehy - Chief Analyst, nakon.com

What you get

- A remarkable website that works for your audience and helps you to meet your business goals, with setup based on current coding and SEO standards, and mobile/retina friendly design.
- Strategic advice on how to use your site and list once they launch to grow your audience and business.
- Custom design and strategy from a team with almost 30 years experience building online businesses. No templates, no junior people, no boilerplate solutions.
- Tracking analytics to measure the effectiveness of your sales or lead funnels (signups, shares, purchases, etc).
- Help setting up a simple ecommerce solution (think: selling one or a handful of products or services, not a big online store or shopping cart solution).

Like what you've read?

Think we'd work well together? If so, that's great news! Project start dates are only guaranteed when there's a signed contract and initial deposit in our hands (or our bank account).

The cost starts at £5,000 and we're currently booking 1-2 months in advance.

If you think we'll fit like that favourite pair of jeans, the next step is to fill in this project planner so we can learn about who you are and what you do. And let us tell you right now, we can't wait.

[FILL IN YOUR PROJECT PLANNER](#)

Thank you

Questions?

Contact: andy@designbull.co.uk

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