

Báchoo

Playbook

We use design, content, and technology
to make your idea work for people.



Who will work on my project?

At the beginning of your project you will be assigned a dedicated Project Manager. They will be your main point of communication throughout the project. Their job is to run the project smoothly, take care of the project logistics, keep you informed, and most importantly - happy.

We will select other members of our team, best suited to work on your project. Obviously, there will be a web designer,

Additionally, we may involve creatives, illustrators, motion designers, photographers, other people.

At any moment (even now) you can call or email our Chief Commercial - Valentin Ilchuk. As he is responsible for clients' happiness — he will be happy to answer your questions or find those that will.

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Project Cycle — Website

Each project has its own specifics,
but mostly they fall into standard stages.

Start of the project, discovery, brainstorming

There's so much for us to learn about your business. How it all started, the path you went through, your aspirations, and finally, what brought you to us. What do you want your new website to do for you? We collect information and formulate the Purpose of the project, which we will refer to during the whole process and which helps us evaluate our work.

There are no shortcuts. In order to do this, we need to talk a lot. So we expect you spare some time for this.

We plan our further work assuming, that the information, that we get at this stage is final. Which means, if we receive something new, or anything changes after we finish the discovery stage, this may entail moving the deadlines and changing the scope of work.

Wireframing and copywriting.

This stage is to define the information architecture of the website. For corporate, business websites, landing pages, etc written content is in most cases the skeleton of a website, so we start with the copy.

Alternatively, if you choose to provide your own content, it is useful to have this finalised as early on in the project as possible so that we can produce our design specifically to fit around your content.

For other websites, like e-commerce

or media, at this stage we concentrate on the usability. As a result, you have a page-by-page wireframe, gathered into a clickable prototype. It defines what graphic content is to be created: videos, photos, illustrations, animations, 3d renderings...

Once the wireframe is ready, we write down technical requirements for the website.

Quite often, at this stage we refine the price and time estimation for the rest of work.

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Visual Design

This is when we work on the final look of your website.

The process falls into two parts: concept creation and page-by-page design.

We use a moodboard as a tool to discuss the visual style of the future website before drawing anything. Once the moodboard is discussed with you and agreed upon, we create a concept design for a few key sections. The concept defines the style of the website.

Once you are happy with the concept, we make the rest of the website.

We recommend up to three rounds of feedback on the concept and one round for page-by-page design.

As a result, you have page-by-page designs for mobile and desktop screen sizes.

If any effects or animations are planned for the website, they are described or prototyped at this stage. If any graphic content is needed, we create it at this stage as well.

Once you confirm that you are happy with the design, we pass the project on to our dev team.

No further corrections to the design or structure of the website are accepted from this point. If they are absolutely needed, this may entail moving the deadlines and additional fees.

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Development

We create responsive layouts and effects using html/css/js, integrate a CMS (Wordpress or other) and create back-end logic.

No input or feedback from your side is needed at this stage. We will show you intermediary results to keep you informed.

As a result, you will be provided with an archive of the website, which it is not, however, will be ready to go live yet.

Content filling, testing, deployment

We fill the website with content, test if everything fits and remove any nonconformities. Lastly, we deploy the website on your hosting.

Bingo, now you have a ready-to-use working website.

1 month guarantee

Of course, we test everything and make sure that the result meets your requirements. Yet, if you find any nonconformity within the guarantee period, we will fix it at once, at no extra fees.

Project Cycle — Branding

1. Discovery

We gather all the information about the company and the brand identity from the Client: positioning, values, vision, mission, competitors, audience, etc.

2. Ideation

We brainstorm ideas for the logotype and the visual identity. As a result we deliver first sketches for the client to discuss with us and, consequently, to choose from. We will be happy to deliver up to two pools of sketches.

3. Draft logotype and style

Once the Client has chosen an idea they like, we turn it into a vector logotype. At this stage we experiment with colours, fonts, shapes and pinpoint the best working solution. We usually allow for three rounds of feedback. As a result, we have the final shape of the logotype, font of the wordmark and the set of primary color(s)

4. Final logotype

This stage is more technical. We finalize the logotype, create a version for use in small size, different logotype layouts (if applicable), black and white and full-color versions, etc. No iterations or feedback from the Client is expected at this stage.

5. Visual guidelines

In order for the final delivery to organically fit all the client's needs, we always provide a set of instructions on how the logotype shall be used: composition, safe zones, "do's" and "dont's", and how the unified visual style shall be maintained everywhere: fonts, colors, composition, imagery, etc. No iterations or feedback from the Client is expected at this stage.

6. Branded materials

We create layouts for branded materials (the list is to be discussed with the Client). The delivery here are ready to use files, templates, etc. To get everything right and our clients - happy, we normally have one round of finalization feedback.

Feedback and Communication

We believe that close collaboration with a client is the key. We know our stuff but there's so much that we don't know yet about your business. During the discovery stage, we encourage you to introduce us to all important stakeholders, and provide as much relevant information and opinions as you can. We want to brainstorm, share ideas, find something fresh.

We also believe in step-by-step approach. We will keep you informed about our work, show you intermediary results and ask what you think. That's all normal work process. But then, at a certain point, we will achieve pre-final results. And then, we will ask you for a feedback.

Feedback is different.
It is important that we receive it:

- through one (and always the same) designated person,
- in one go,
- within a set timeframe.

We require this to avoid getting conflicting comments from different people, or getting new parts of feedback after we have started implementing previous comments. If there are a few people involved in decision-making on the client's side, we encourage you to discuss internally and return to us with a processed information.

And this is what counts as a feedback round.

At the beginning of the project we will give you a timeline with set dates of presentations and timeframes for your feedback.

Production continuity

It is important to remember that as a boutique design-house that hand-crafts every project we engage in, we are very careful at planning our resources. On top of that out of sheer love for our clients we always try to deliver the product as soon as humanly possible within the framework of the outmost quality we strive to produce. And as our highly demanded designer crew always has a couple of projects in the pipeline simultaneously, it is incredibly important for us to receive feedback and go over the milestones in a timely manner.

In case feedback is delayed it stalls our production process, and our crew sits around with nothing to do, which is always painful both in terms of moral and the finances. Thus, in extreme cases, when the process is interrupted by client's inactivity for over 5 days

we reserve a right to switch the team over to other projects, and get back to discussing the restart date of the stalled project once the client is back online.

This obviously excludes fortunate (or not so fortunate) life events that we were timely informed about. So, should you catch a nasty cold and tell us about it, we will make everything humanly possible to accommodate and will keep working on the deliverables.

Payments

We require 50% pre-payment for our projects. A larger website project can be broken down into milestones, each paid separately. Very often, at the beginning of a project it is hard to understand a total scope of work. In this case we start with discovery and wireframing at a fixed price, and calculate the price for the rest of work after the wireframing is done.

FAQ

Do all people in the team speak English?

All of the people who you will communicate with you, speak English: Project Managers and Art directors. The majority of designers speak English as well.

If we create copy for your website, it is proof-read by a native English speaker. Creative copy is written by native English-speaking copywriters.

What if I don't know what my website will look like (at all)

Once the Client has chosen an idea they like, we turn it into a vector logotype. At this stage we experiment with colours, fonts, shapes and pinpoint the best working solution. We usually allow for three rounds of feedback. As a result, we have the final shape of the logotype, font of the wordmark and the set of primary color(s)

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Do you include unlimited iterations on the design?

We recommend up to three rounds when creating a concept, and usually one round is enough for page-by-page design. We can be a little flexible with rounds. But having unlimited rounds of corrections means, that we really don't understand each other. From our experience, when we go beyond 5 rounds it only hurts the quality of design.

Which tools do you use?

For design we use Figma. It is the most effective and reach software that we know, and we enjoy it a lot. It also allows to share, show, comment designs, as well as create a clickable prototype.

As for communication, we can be flexible: skype, hangouts, zoom, appear-in for calls, slack or any other chat for quick text communication and emails are used to trace all key decisions, like an approval or a feedback round.

What if I don't like the designs?

First of all, we will ask you why you don't like them and we really need an argued explanation, this is important. In the next round we will meet your expectations in general, and then in the next round(s) we will polish the results.

Secondly, it's not exactly you, who needs to "like" the website. It's your audience. Sometimes it's the same, but not always. In order to understand what your audience likes, we will review competition websites and other websites and brands of the same field, that your audience trusts. This will help us understand the style that would show your business in the best light.

Lastly. We work carefully, keeping you informed, asking for your opinion at every step of the process. It is unlikely that out of a sudden you find yourself surprisingly unhappy with the results.

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Do you make designs for all screen sizes?

It goes without saying that all our websites are responsive, i.e. fitted to all screen sizes.

If your website traffic is mostly mobile, we will do mobile-first design, which means we concentrate our efforts around mobile version of the website. Sometimes, it can even be mobile-only.

Depending on the complexity of the layout, we create designs for other screen sizes: tablet, large screen, etc. The goal is to explain the developers how the layout behaves on resize, and if this can be explained with words, we don't need to draw the screens.

How skilled and experienced your team is?

First of all, we don't hire juniors. All of our designers and developers are upper-mids or seniors. We are a boutique design-house and we are organized in a way, which allows very thorough control over quality. We have two seasoned art-directors, who lead on 3-4 designers, which means they have enough time to be deeply engaged in each project.

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That's it

Thank you for bearing with us here and reading this through. Hope we helped you understand how we will approach your project if you give us one.

**Don't hesitate to write us:
contact@bachoodesign.com**