



Introduction to the Design Process + Case Studies

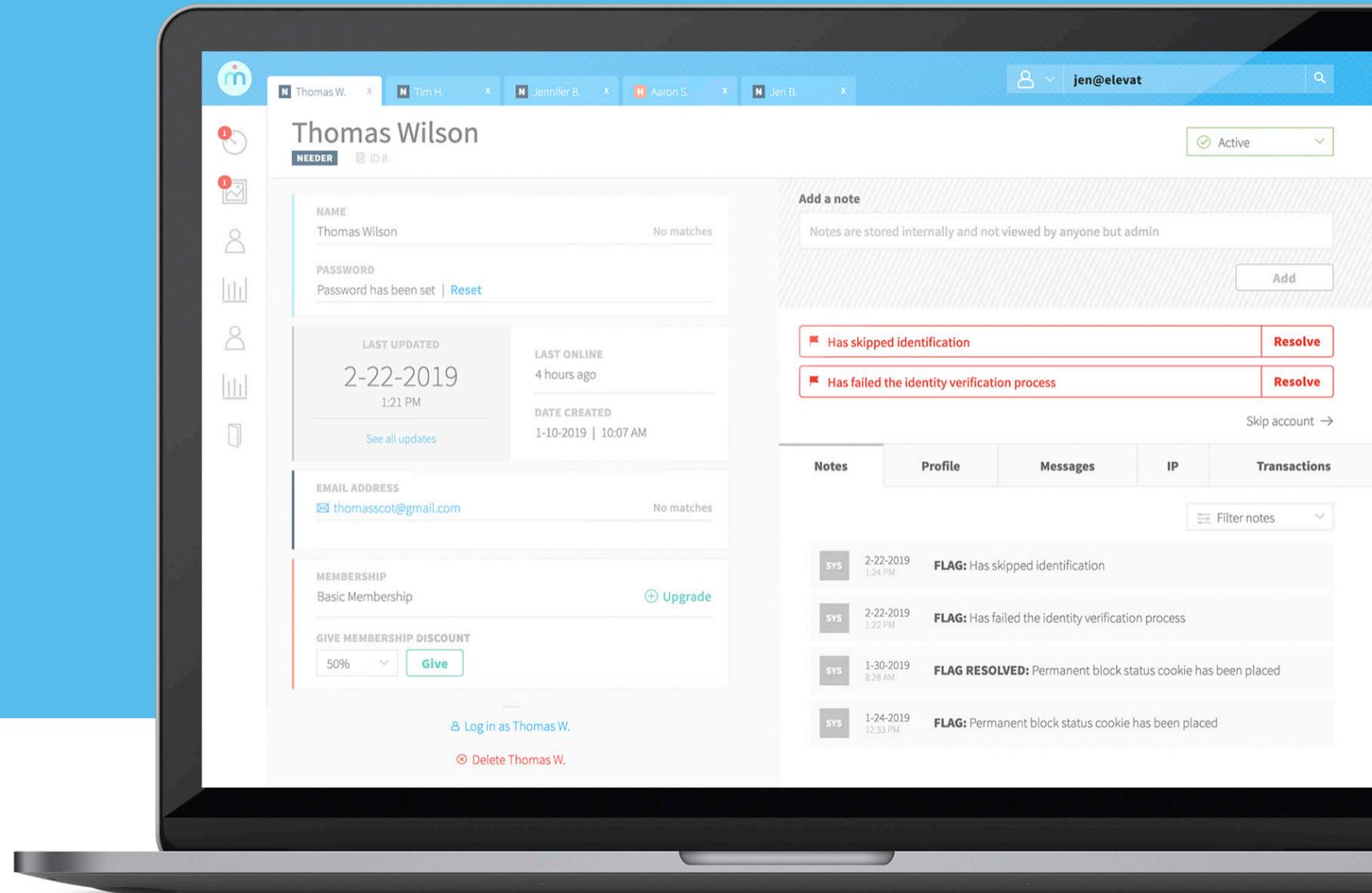
Case Studies:



Case Study 1: Brand Standards + Marketing Site and Admin Redesign



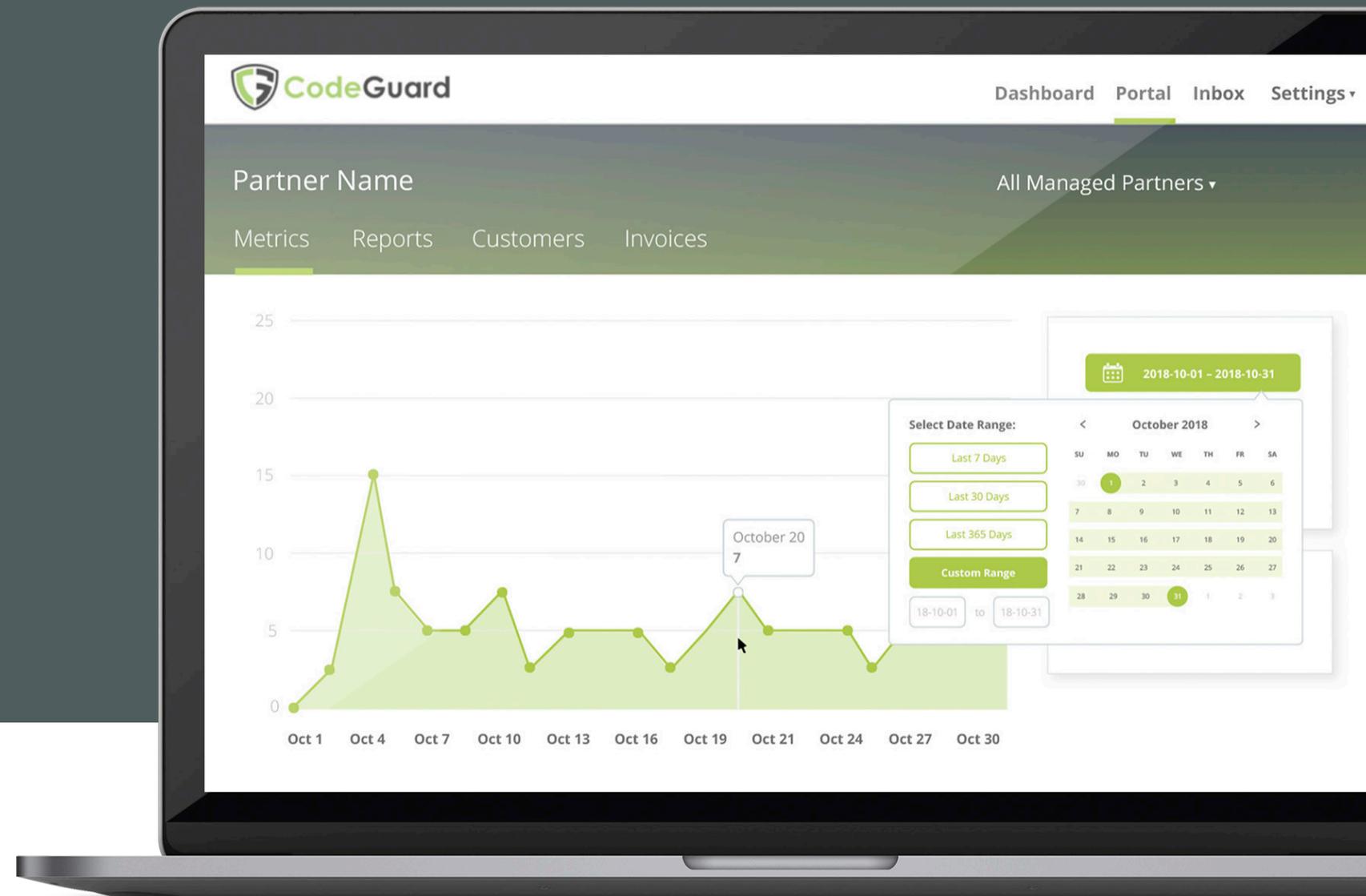
Roommates, a national website that connects people to find “the perfect match” to share the rent, partnered with SPARK Business Works to relaunch their new website. Our team created a completely new mobile-friendly user experience with an updated visual design. We creatively integrated multiple ways for users to verify identities (to protect security and legitimacy) and also implemented a new secure messaging center to allow conversations to be held without disclosing personal information.



Case Study 2: Brand Standards + Internal Dashboard Redesign



Codeguard, a one-stop solution for website protection, reached out to us to assess their customer registration process and to redesign their internal dashboard. Our team also created updated brand standard guides to showcase their bold identity.



Introduction to Our Design Process

Our team of life-long learners uses a variety of exercises to learn about your business and its inner-workings. During our first phase --"laying the foundation"-- we will identify your needs by implementing the best exercises and methods to gain further understanding while focusing on desired outcomes, user experiences, and company goals.

Competitor Audit

Information Architecture	COMPETITORS / COMPLEMENTERS								
	A	B	C	D	E	F	G	H	I
Mega Menu		✓	✓	✓		✓	✓	✓	✓
Dropdown Menu	✓				✓				
Navigate by Company Size (Small/Enterprise)		✓		✓				✓	
Navigate by Product Category		✓	✓	✓		✓	✓	✓	✓
Navigate by Industry/Market	✓		✓		✓				✓
Navigate by Job Role					✓	✓	✓		✓
Navigate by Company Initiative							✓		✓
Product Pages	A	B	C	D	E	F	G	H	I
Hero Banner	✓	✓	✓	✓			✓		✓
Hero Contact or Consultation CTA			✓						✓
Hero Resource Download CTA	✓		✓				✓		✓
Hero Buy or Request Pricing CTA		✓	✓	✓					
Hero Demo or Trial CTA									
Sticky Subnav (Anchor Links)									
Content Chunking with Icons									
Comparison Table									

Legend A. Armis B. DigiCert C. Entr H. Symantec Website Secur
 Competitive Review: High Level 4:

Aesthetic Spectrum

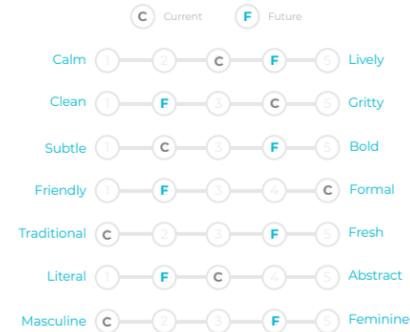
A tool that can help reveal the brand personality and tone of voice.

Every brand has a personality. Understanding your brand personality can help you communicate your brand. This may be through the visual design of your brand and the tone of voice you use in your marketing language.

What does "professional" look like aesthetically? To determine what this might look like for a product, we'll choose a few concepts and their opposites on a spectrum. The space between your answers can surface a lot of potential confusion about the visual design of your product and where it goes next.

Where does your product currently lie on the spectrum?

Where should your product lie?

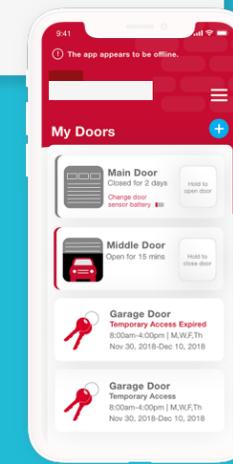


Style Tile: Option 2

Authentic
Friendly
Knowledgeable
Innovating
Accommodating

BEST OF BOTH WORLDS
 Using a tint of red combined with softer blues allows for the excitement and invigorating energy of the company with the authentic and trendiness of the people who work there.

Headline Example
 SUB HEADLINE EXAMPLE
 If you are like many homeowners, the garage door is the target and most used entry point to the home. Monitoring who is going in and out of your garage or having the ability to use your smart device to operate the garage door gives peace of mind and control.



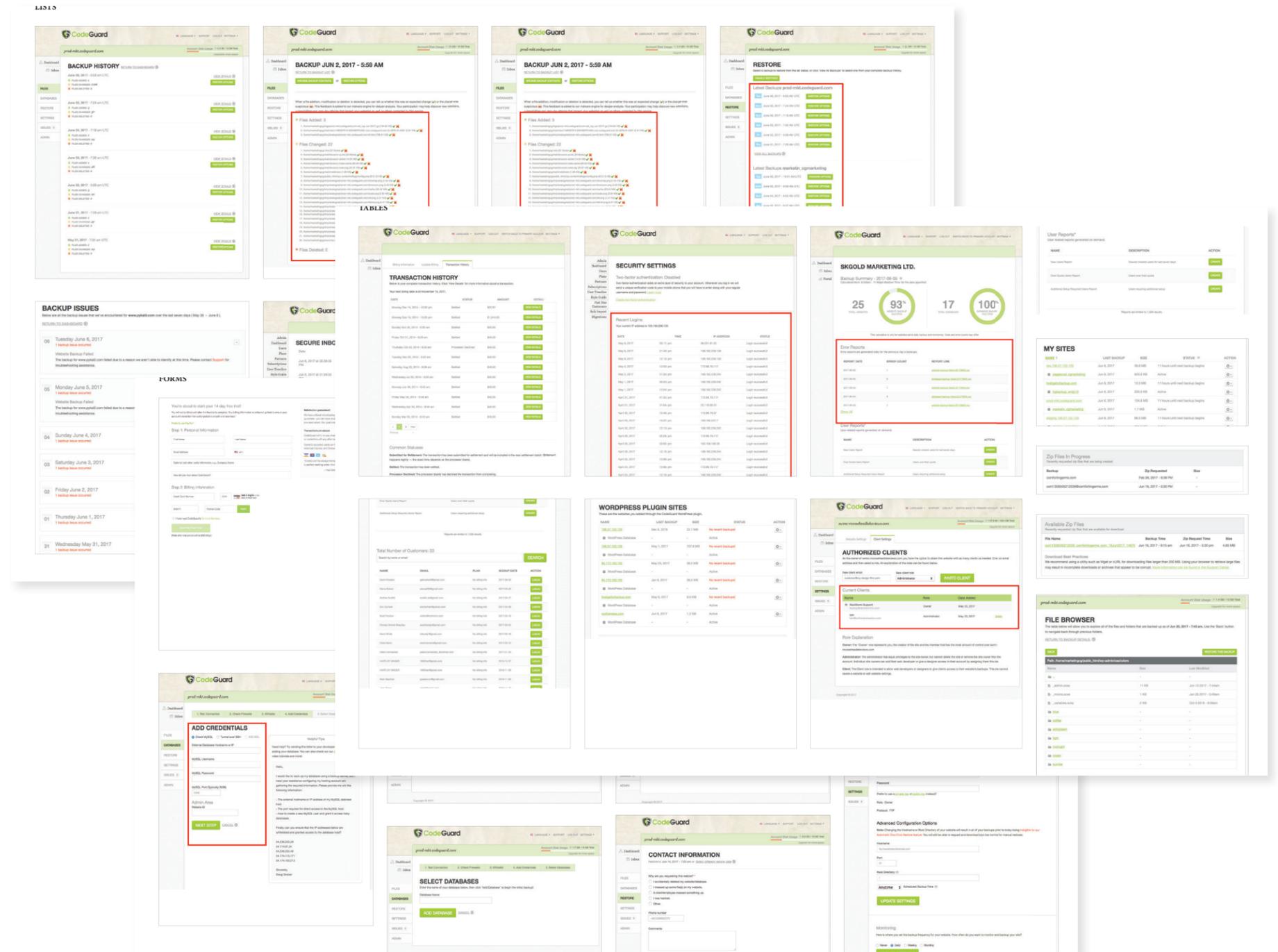
Wireframe screens showing layout and content structure, including navigation, hero sections, and form elements.

UX Audit

Stage one of working together may include the first step of performing an UX Audit. During an audit, we evaluate our client's product's overall user experience to ensure optimal ease of use and note any areas that could create product roadblocks.

As the audit continues, all components are assessed and implemented to confirm maximum user interface, style consistencies, and harmonious brand guides and recognition.

During our "walk through" with stakeholders, we reveal our findings, discuss design inconsistencies, and provide a full list of recommended solutions.



Competitor Audit

Competitor Audits and Comparative Assessments are used to determine client competitors, user experiences, and other features. We'll examine best practices, provide industry benchmarks, and suggest roadmapping to turn strategy into reality.

Competitor Legend

- A. Armis
www.armis.com
Page 06
- B. DigiCert
www.digicert.com
Page 07
- C. Entrust Datacard
www.entrustdatacard.com
Page 08
- D. GlobalSign
www.globalsign.com
Page 09
- E. Mocana
www.mocana.com
Page 10
- F. Qualys
www.qualys.com
Page 11
- G. Splunk
www.splunk.com
Page 12
- H. Symantec W
www.websec
Page 13
- I. Venafi
www.venafi.com
Page 14

D. Venafi

Competitive Review: High Level 4.2.2019

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ELEVATOR UP

F. Qualys

Competitive Review: High Level 4.2.2019

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ELEVATOR UP

Competitor Audit

Information Architecture	COMPETITORS / COMPLEMENTERS								
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Navigate by Industry/Market	✓		✓		✓				✓
Navigate by Job Role					✓	✓	✓		✓
Navigate by Company Initiative							✓		✓
Product Pages	A	B	C	D	E	F	G	H	I
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Hero Contact or Consultation CTA			✓						✓
Hero Resource Download CTA	✓		✓				✓		✓
Hero Buy or Request Pricing CTA		✓	✓	✓					
Hero Demo or Trial CTA			✓	✓		✓	✓		
Sticky Subnav (Anchor Links)		✓	✓	✓		✓			
Content Chunking with Icons	✓	✓	✓	✓	✓	✓	✓	✓	✓
Comparison Table		✓	✓						

Legend A. Armis B. DigiCert C. Entrust Datacard D. GlobalSign E. Mocana F. Qualys G. Splunk H. Symantec Website Security I. Venafi

Competitive Review: High Level 4.2.2019

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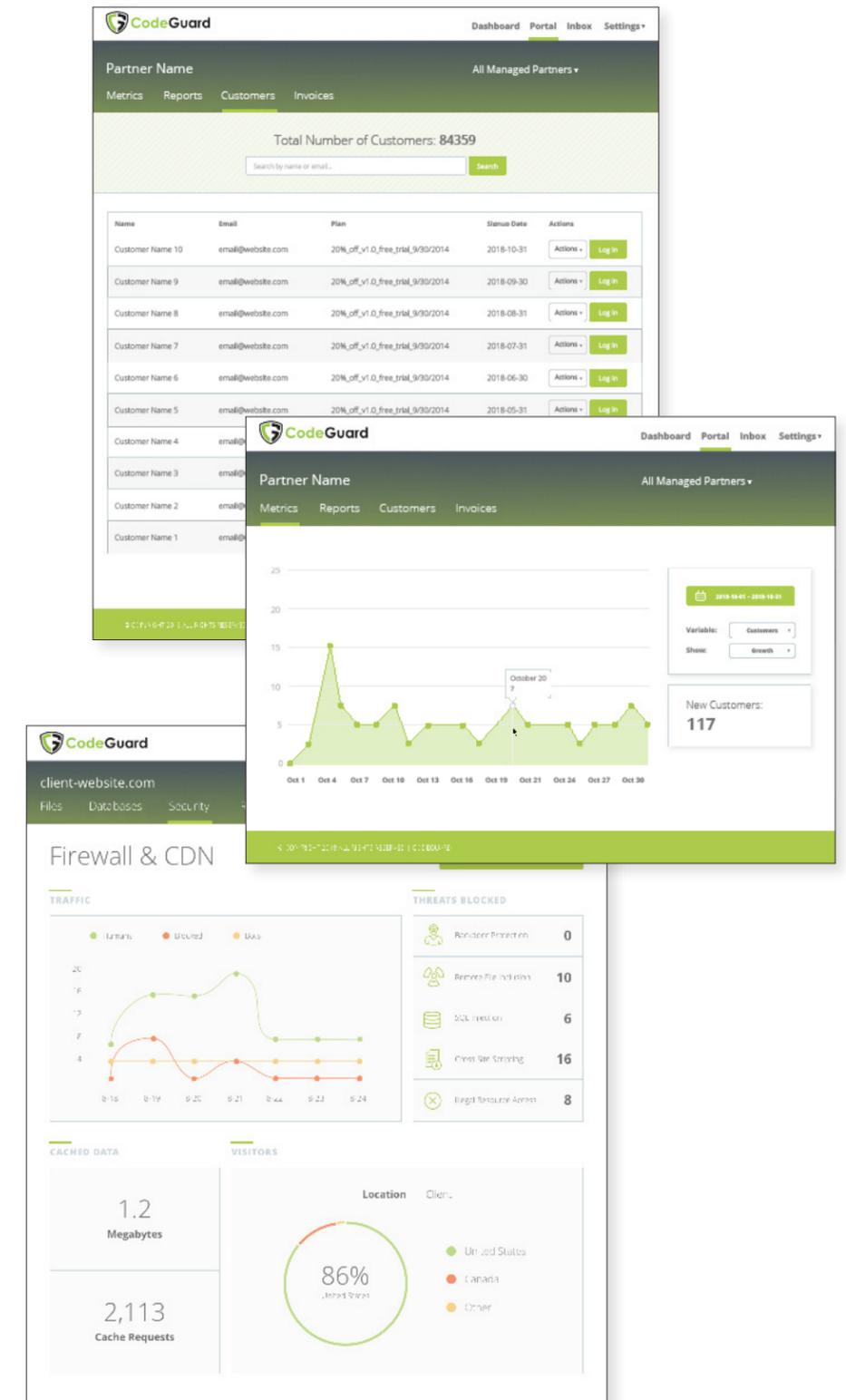
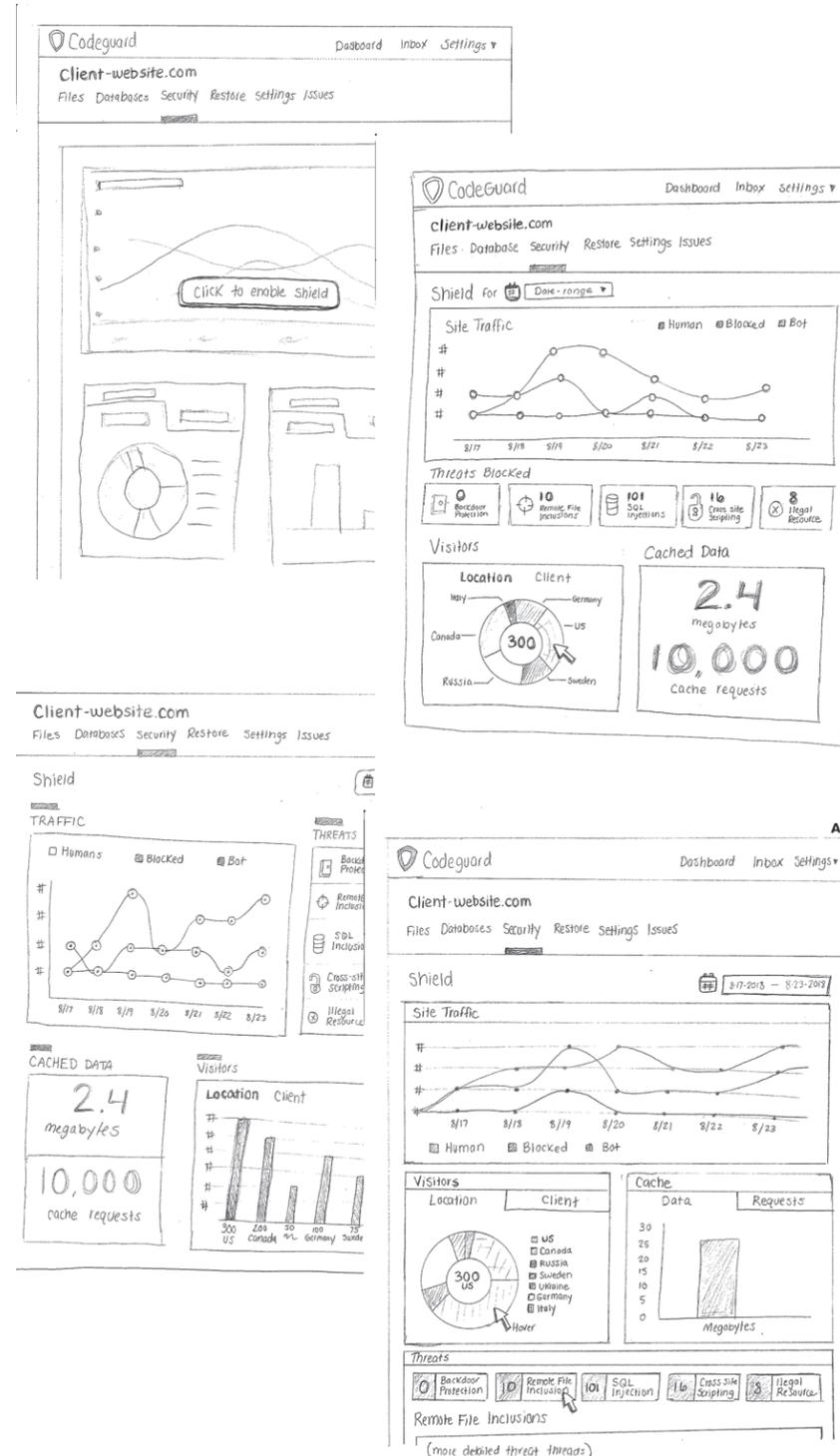
ELEVATOR UP

Wireframes

As we continue to work through further exercises with your team, we'll gain insight into your goals and identify any current pain points.

Wireframes will be presented so you'll see your "new" product, complete in an updated visually appealing blueprint so you can experience your new solution. Here's where your team provides edits, clarification, and agreement.

Wireframes determine the informational hierarchy of a webpage and, when fully reviewed and discussed, provide agreement upon the understanding of sequence, goals, and content objectives.

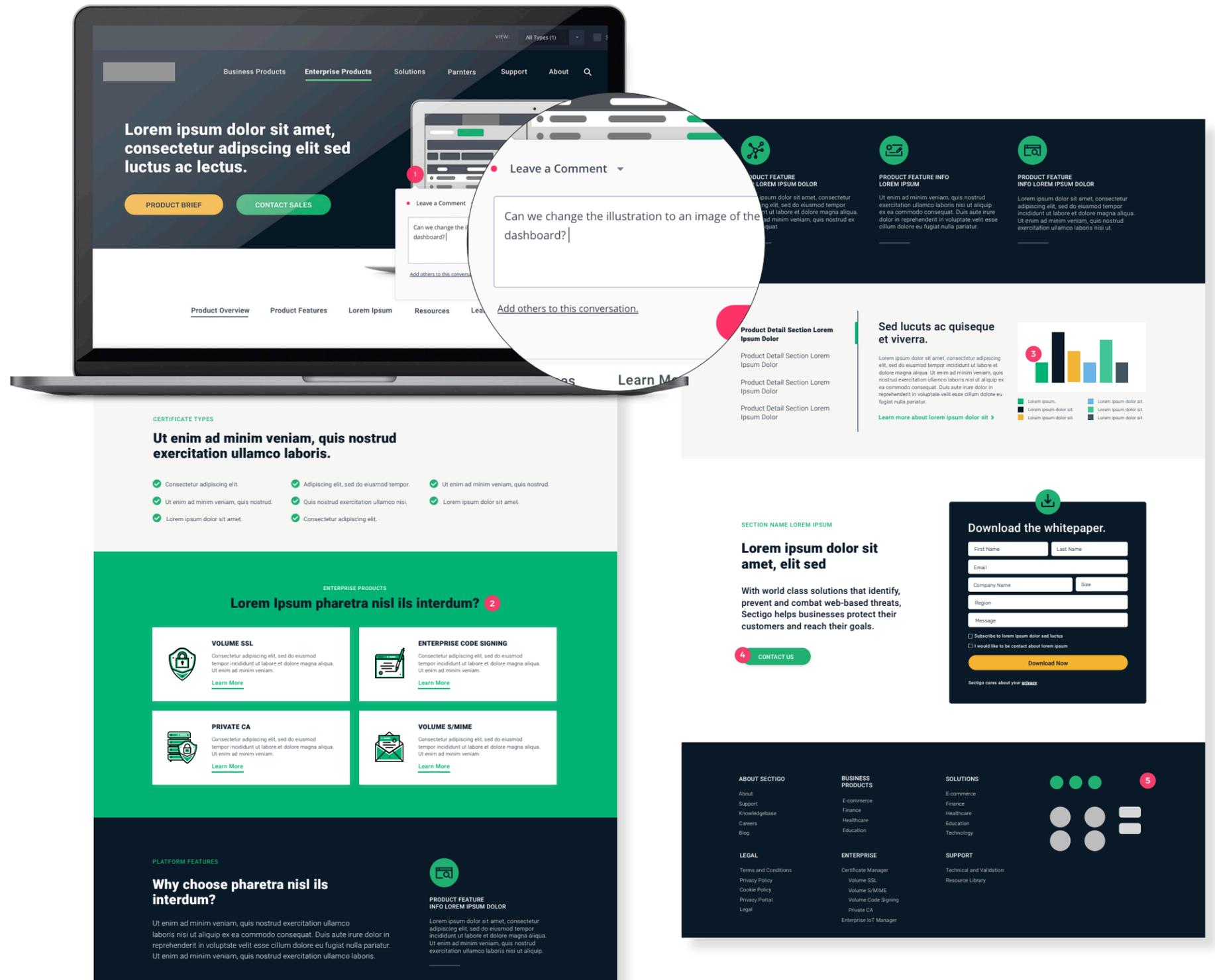


Prototypes

Following wireframes, fully-designed prototypes will be presented to continue the conversation and move into development.

Design prototypes are created once design direction and product architecture are established. These two elements come together to create flushed out prototypes where design can be previewed before development.

Interactive programs are used to allow comments that can be left by either stakeholders or designers during iteration meetings. Comments help leave artifacts behind for edits to get closer to the desired end product quickly in an organized fashion.



Design Workshop

Because you want to delight your customers and keep them coming back for more, we offer design workshops to gather insight on your current overall brand personality, aesthetics, and tone.

We host team exercises to review:

- Brand Traits
- Personality Map
- Aesthetic Spectrum
- Brand Personality

Design personas will emerge following these exercises which will direct and inform our decisions moving forward into design.

Brand Traits

A tool that can help reveal the brand personality and tone of voice.

List 5-7 traits that best describe your brand along with a trait that you want to avoid. This will help those designing and writing for this design persona create a consistent personality while avoiding the traits that would take your brand in the wrong direction.

Examples:
 Fun *but not* childish
 Funny *but not* goofy
 Powerful *but not* complicated
 Strong *but not* overbearing
 Hip *but not* childish

Desired Traits	Un-desired Traits
1. Trustworthy	Stodgy
2. Current	Scary (too trendy)
3. Simple, Informative	Wordy
4. Relevant	Trend Setting
5. Challenging, Welcoming	Comfortable
6.	
7.	

Personality Map

A tool to help determine the scale of friendliness and dominance of the overall brand.

We can map personalities on an X / Y axis. The X-axis represents the degree to which the personality is more official or friendly, the Y-axis shows the degree in which the brand is passive or dominant.

Example: Is your brand friendly and dominant like McDonald's or passive and formal like IBM?

Aesthetic Spectrum

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Brand Personality

A tool to help set the tone and voice for your product.

This exercise helps establish the overall vibe or personality to aid in design to match that tone of voice. This also helps build and prioritize a set of adjectives and/or descriptive words to use throughout the project.

The key of this exercise is to understand how the product will speak to consumers and how we can help make it do so.

If _____ were a _____ magazine _____, it would be _____ because _____.

_____ , _____ , and _____ .

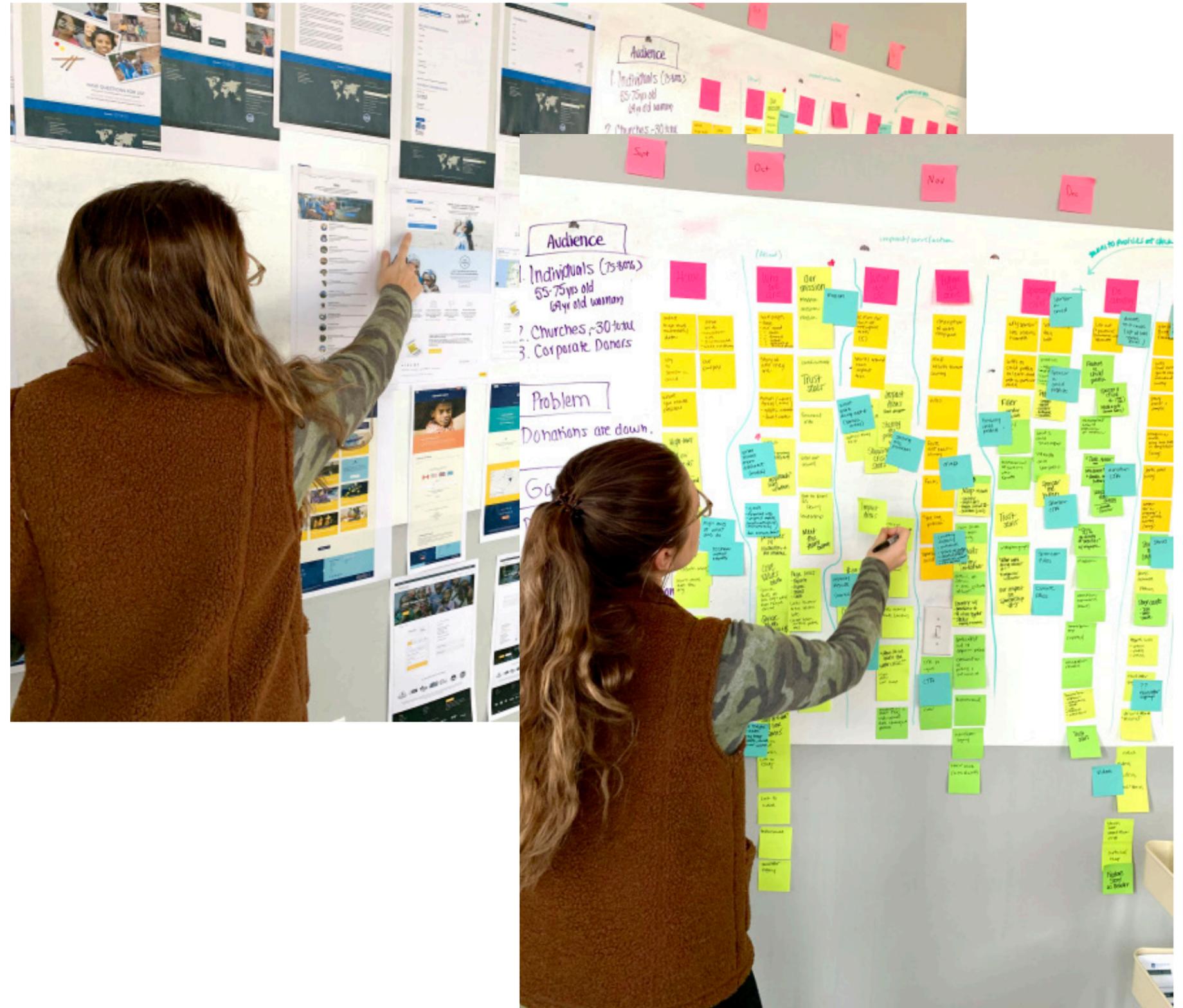
If _____ were a _____ tree _____, it would be _____ because _____.

_____ , _____ , and _____ .

Content Strategy

Once we gain insight from the initial kickoff meeting and competitive review, we work through various exercises to strategize what information should be present for the best user experiences and where it fits best.

These exercises can be done through sticky notes via affinity mapping and then captured through a document to share insights with stakeholders on next steps to best align on content needed to move forward.

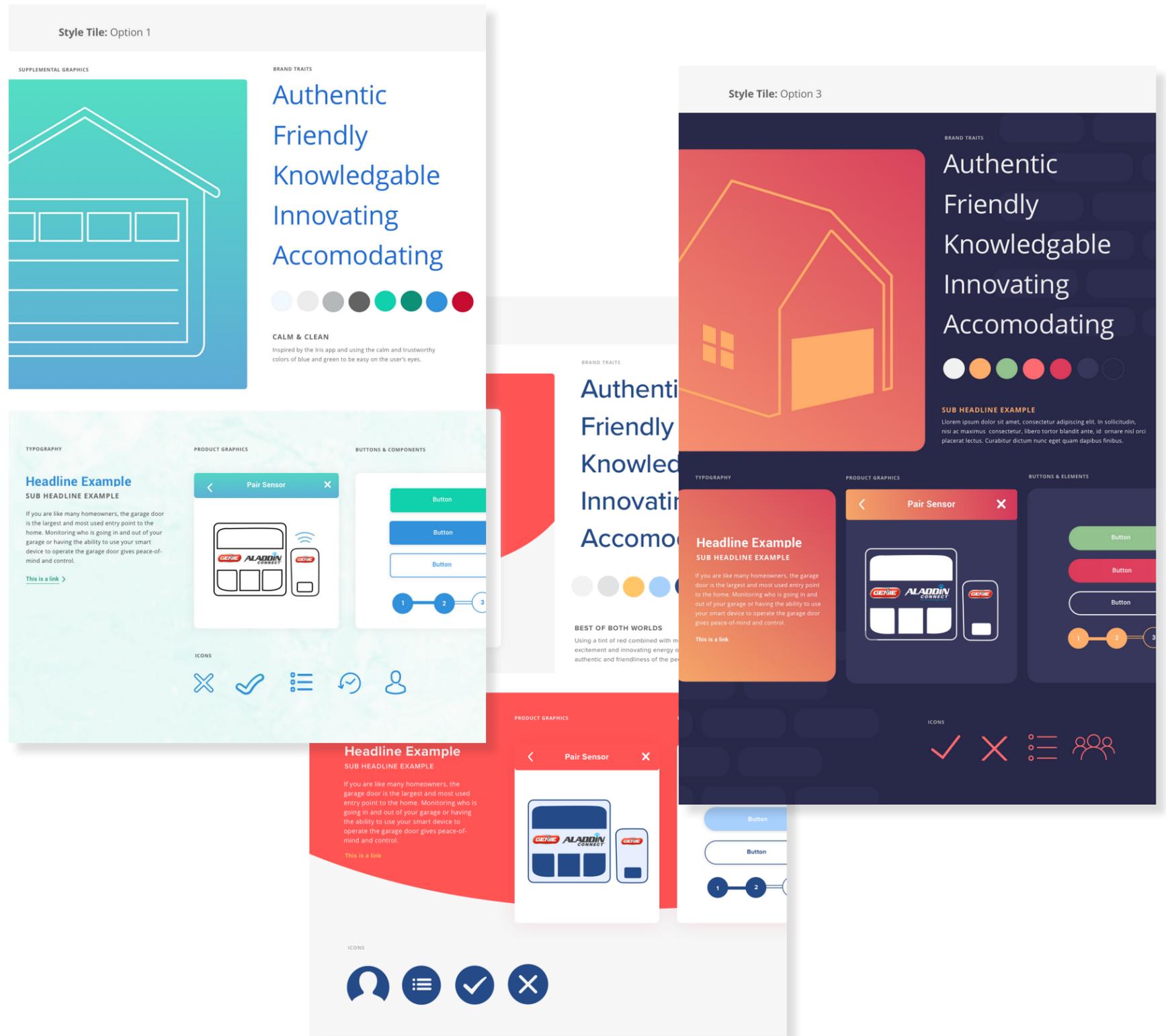


Style Tiles

Following a design workshop, style tiles will be developed to showcase your new design deliverable. It will include suggestions on fonts, colors, and interface elements that communicate the essence of the brand and visual details.

Style tiles also form an understanding or provide a 'common visual language' to bridge designers and stakeholders' agreed upon preferences and final selections.

Each style tile provides a unique voice, look, and tone and will direct the desired design through completion of your new solution.





Metro Detroit

235 E Main St #105B
Northville, MI 48167

Grand Rapids

38 Fulton St W St #400
Grand Rapids, MI 49503

Kalamazoo

600 E Michigan Ave
Kalamazoo, MI 49007

info@sparkbusinessworks.com

(866) 277-2752