

Blueprint for a digital product organisation

Your guide to transforming business
with digital product design

An Elsewhen Report by Matt Flynn
and Yafaa Ahres

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Elsewhen

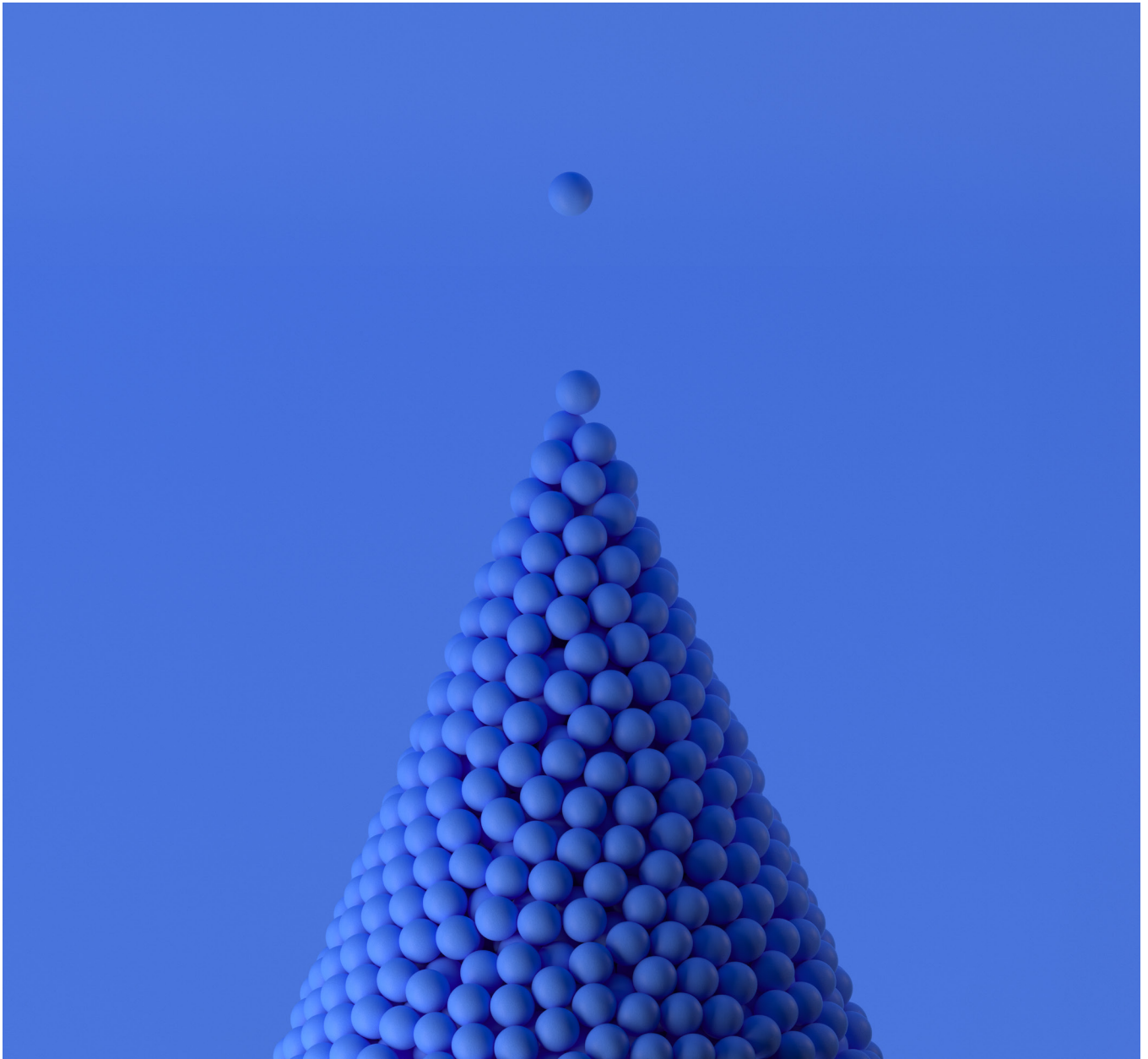
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The rise of digital products in business

To be competitive in today's market landscape, your organisation needs to be more digital—but what does this actually mean?



For decades now, the world of business has been becoming more and more digital. By this, we don't only mean that every organisation uses computer hardware and software. It's also moving beyond using the internet for digital marketing and e-commerce.

Recently, when leaders talk about transforming their organisations to be more digital, they will be thinking in terms of digitising everyday processes across the business. This will involve getting to grips with the company's data about its operations and customers—managing and consolidating data to make it available for wider business usage and intelligent analytics to unlock new business value.

They will be using automation, machine learning (ML) and artificial intelligence (AI) to reduce or remove manual steps and improve process efficiency. Organisations will also be migrating systems to the cloud to enable agility, scalability and cost reduction.

Now, organisations are entering the era of the digital product. This does not necessarily mean that the products a company offers to customers will no longer be physical. Rather we are referring to the digital products or systems that organisations create and use to run aspects of their business or to serve customers.

In business terms, a digital product is an application, online service, software tool or digitised process.

More specifically, a digital product creates value and solves a problem for the business that creates it, for its employees or for its customers.

What qualifies as a digital product can range widely—from a platform like Google Search, Netflix or Spotify—to an online mortgage calculator or customer support tool.

Such digital products could include transactional web platforms, cross-platform mobile apps or specialist workplace tools—enabled by powerful back-end systems, middleware and application programming interfaces (APIs). These products may be customised versions of off-the-shelf solutions—but are increasingly created bespoke by organisations and their digital consultancies.

In this guide, we explore how you can maximise the benefits of modern digital products for your organisation, workforce and customers by understanding the vital role of design—and how a digital product consultancy can help you.



Recognising the importance of digital product design

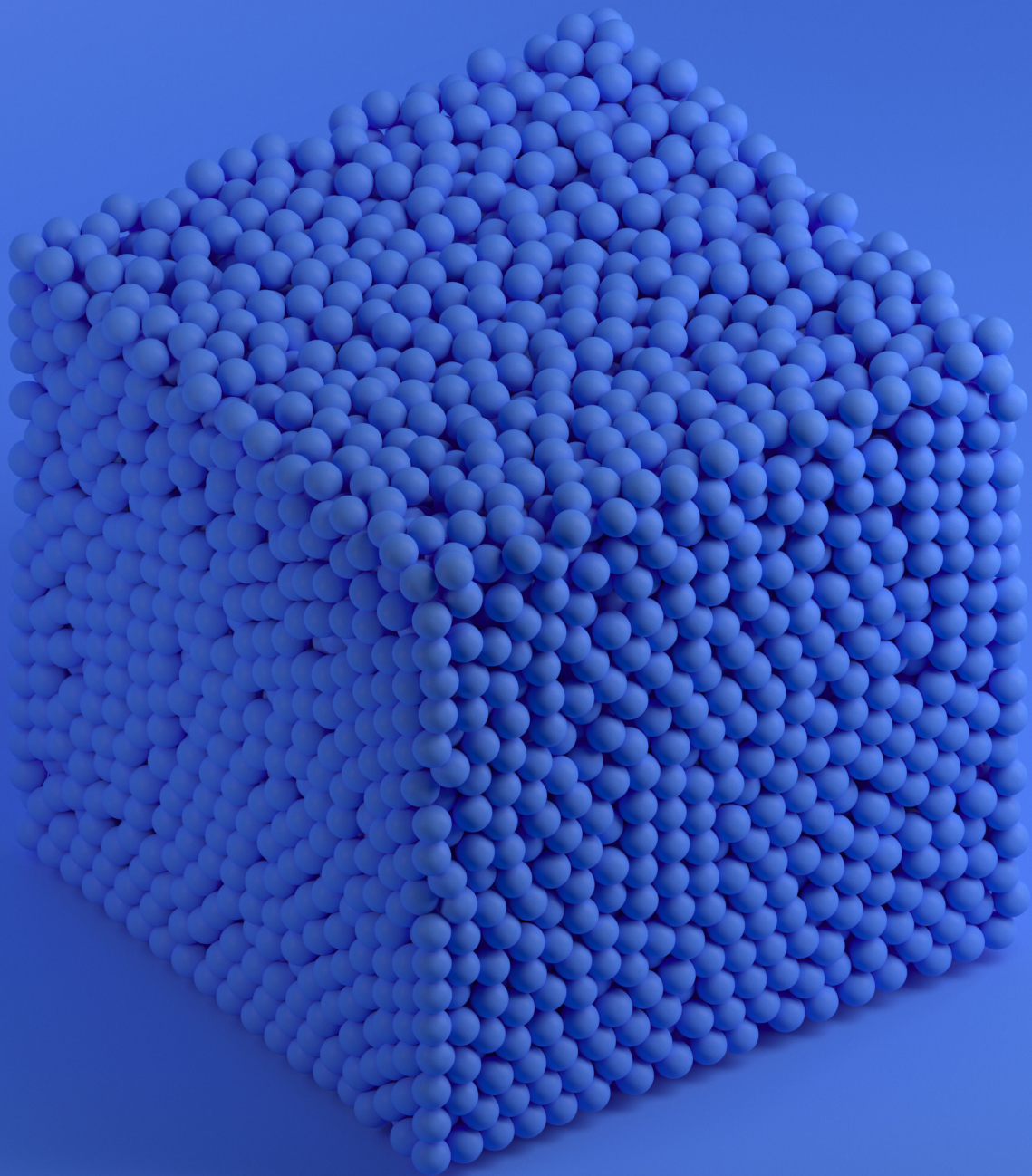
What is it that makes expert digital product designers so important to a modern organisation?

Netflix has created one of the most successful digital products of the past decade—and the firm's CEO Reed Hastings has strong opinions on the business value of creative excellence. As he says: "In all creative roles, the best is easily ten times better than average." Working in harmony with software engineers, expert designers lift today's digital products beyond traditional applications and legacy technologies. Great design takes the effectiveness, usability and value of today's digital products to a higher level.

A skilled and experienced designer of digital products will help your organisation by providing a fresh and pragmatic perspective on your product challenges. They will work quickly and efficiently to design the best possible products and bring excellence to your digital delivery processes. The right designer can accelerate and elevate your project—whether focusing on a specific product area, or driving end-to-end delivery. As we'll explore in the following sections, leading technology-enabled organisations use designers to ensure digital product excellence in a variety of ways:

- Understanding the needs of users and customers through research and analysis of preferences and behaviours.
- Creating an outstanding customer experience (CX) by meeting the increasingly high expectations for consumer-grade product design.
- Combining expertise in UI and UX design to move seamlessly between the fine details and big picture of products.
- Designing and testing high-fidelity prototypes that provide a clearer vision of the proposed working product.
- Developing consistent and scalable design systems that simplify production and strengthen brand.
- Building Agile product teams of designers and engineers to overcome handoff challenges and accelerate delivery.
- Applying best-practice product design methods with the latest industry expertise and innovation.
- Utilising modern collaborative design tools to empower remote and distributed product teams.

Working with a digital product design consultancy



A digital product designer is analogous to an industrial designer of physical products—in that they determine the form and functionality of a product, working together with engineers. But as we will see in this guide, the skillset of a digital product designer is incredibly wide-ranging.

This places good digital product designers in high demand—and makes them very hard to hire. Many organisations do not have this capability in-house—and call upon external product design consultancies or agencies to help them.

By bringing together all the required product design skills and capabilities in one expert partner, a digital product consultancy can help your organisation deliver better digital products, faster.

A specialist product design consultancy can provide whole teams of expert designers. By working with an agency, your organisation gains access to the right design talent exactly when needed—without the challenges of finding, managing and retaining this rare resource in-house.

Even when an organisation has some in-house product design capability, it will often lack the experienced senior-level designers that can make all the difference to a project. A product design consultancy will have these senior-level professionals who can bring their valuable input to improve project delivery.

Working with an external consultancy can help open your teams up to an outside perspective on product design. This helps you challenge, rethink and improve your approach. It helps you see your products the way that users and customers will view them, so you can more accurately meet their needs.

Trained to understand what drives a business, they know how teams, workflows and systems are set up within the organisation. Most importantly, they know how to uncover the real goals of the customer or business user.

Experienced product design consultants see the potential connections between currently disparate products and services across an organisation. They act as advocates and evangelists in a business for the user-focused and customer-centric product viewpoint.

They are experts at communicating product vision and value propositions to business leadership and teams—using clear visual language, collaborative workshops and compelling business storytelling to build engagement, consensus and win product buy-in.

In this strategic role, designers help create the roadmap to ensure the product will provide real value to users, and have a good fit for the market or business requirement.

The bedrock of your strategy must be the product vision. An experienced product designer can help you express a vision for what you are trying to achieve—and why you are making a product in the first place. For example, Airbnb's product vision might be expressed as: "Connecting accommodation hosts with paying guests worldwide". Note that the product vision should define the destination—but not the exact way this will be achieved, or how the product will work.

Based on this vision, the product designer will undertake a discovery phase to research and understand the actual needs of users or customers. This may involve interviewing users, stakeholders and customers, as well as desk research on the market landscape. Gaining this understanding is vital, since the most common cause of product failure is creating something users do not want or need.

With a real understanding of the target users, the product designer can create user personas. These are concise and shareable documents that paint a clear picture of an imagined archetypal user—in terms of their needs, pain points, behaviours, mindset and other qualities.

The product designer can also explore the competitive landscape for your product. Are there well-established competitors or innovative disruptors already out there? How can you differentiate your product from these? If the product idea is to serve an organisation's employees, are their existing off-the-shelf solutions for this?

Equipped with all these insights, the product designer can help you define the product strategy. As well as being documented in depth, the strategy should be strong enough to be expressed in a concise and compelling "elevator pitch". For example, Airbnb's elevator pitch might be: "Our digital platform connects travellers with locals, letting them rent rooms or entire properties. Guests save money, and hosts monetise their empty rooms—we just take a 10% commission."

The overall strategy can be refined and improved on an ongoing basis, as the designer proceeds with development and user testing of the product design.

Creating an outstanding customer experience

Providing a delightful customer experience (CX) is increasingly recognised as being vital for any organisation—and should therefore be at the heart of all your digital product initiatives. CX is now seen as a key competitive differentiator for your business.

Phase

- Landing (direct)
- Player Registration
- Deposit
- Place bet (first & free)
- First
- Free
- Login

Screen

Task

- Land on Ladbrokes.com
- Review available offers
- Confirm account of residence
- Custom title
- Enter postcode
- Verify identity via webcam
- Confirm currency
- Enter first name
- Select address
- Enter email
- Enter last name
- Enter game currency
- Create user ID
- Enter date of birth
- Select marketing options
- Create password
- Enter deposit limit
- Agree to use Face ID
- Select deposit method
- Confirm account email
- Enter account number
- Enter CVR
- Enter expiry date
- Confirm currency
- Select bet
- Bet amount
- Review message
- Place Free Bet
- Select 'Use Free Bet'
- Select 1 of bets
- Confirm bet
- Enter sign details / Use first name
- Confirm account
- Do not to bet

Time to complete

Blockers & pain points

Legal & requirements

- Industry restrictions
- Disclaimers
- Explainers
- Terms and conditions

Level

How would you rate the current experience?

- Pioneer
- Best-in-class
- Parity
- Lacking

Opportunities and quick wins

- Understand how user arrived at this point
- Leading to account creation
- Personalised and tailored to me
- FAST
- Use email address or phone number to identify the account
- Replace passwords with magic links
- Use tech to improve registration process
- Be clearer on the SMS
- Clear, clean and simple (SMS process to be streamlined)
- Celebrate the registration
- Easier safer feeling
- Improve the UI to make it flow better
- Less text / please to find more information
- More context to experience, more other services/offerings

Prioritisation

Elsewhen

Landing z Deposit zz Return (login)

halin alcazhan, ilipoangini, [Participant 3], [Participant 4], [Participant 5]

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If you provide a sub-optimal and disconnected experience, your customers will soon become dissatisfied—and turn to your competitors that better meet their needs with a more seamless and frictionless CX.

An experienced product designer understands that, when it comes to providing great experiences, the demands on organisations are much higher today than ever before. The designer knows that customers and users expect high-quality, delightful experiences—whether they are doing business with you or working for you. For this reason, the product designer will work to help your customers enjoy seamless multi-channel engagements with you that deliver on your brand promise.

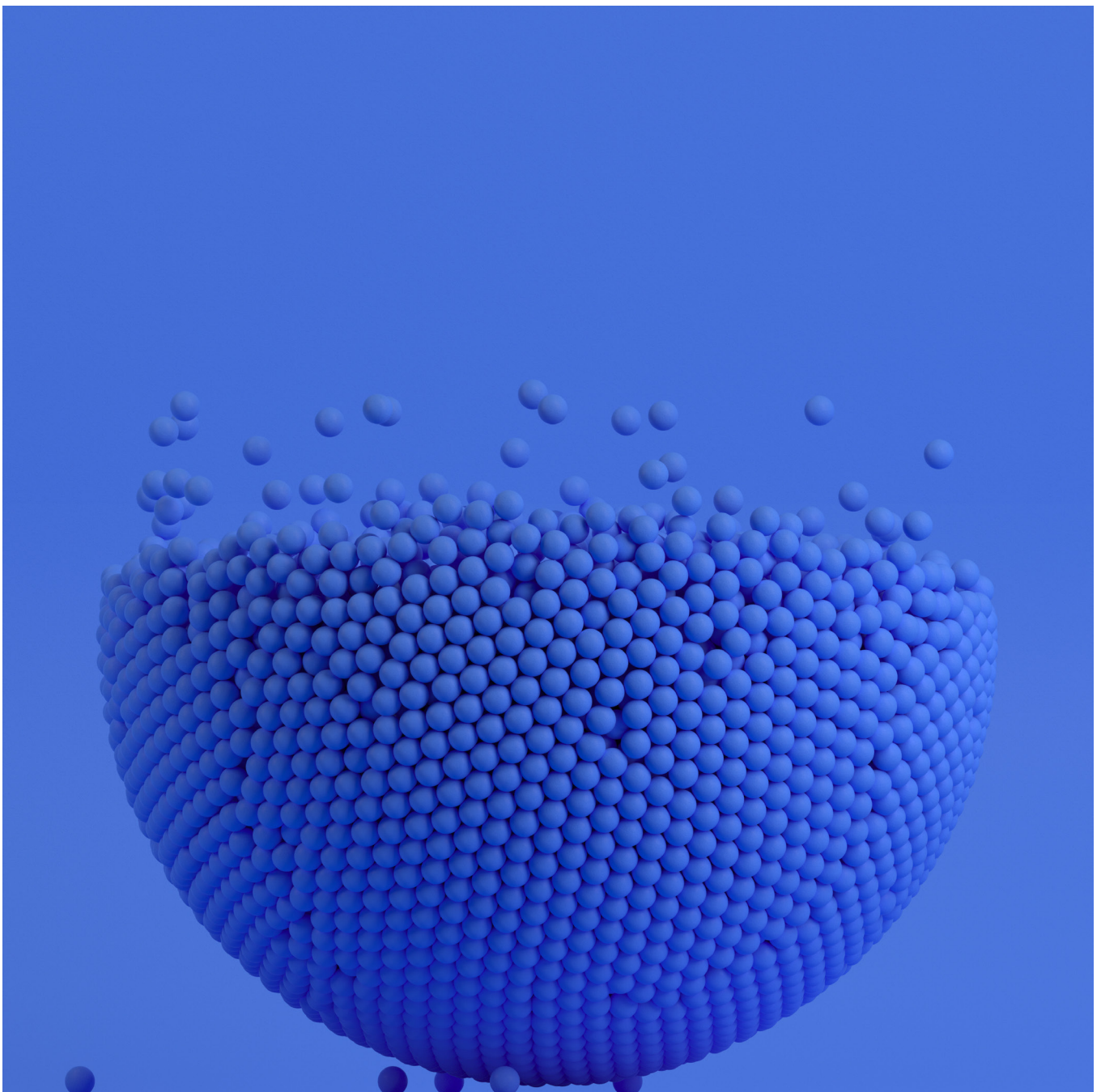
The product designer will also help you give your employees the digital products, tools and processes they need to be more productive, reduce stress—and work from anywhere. They will help you gain new clarity into the effectiveness of your organisation's digital experiences—and the capability to continuously improve them.

Your consultancy can help you improve CX by focusing on your customer's needs—adapting your offerings and touchpoints accordingly. You can view the customer journey with new clarity, to see where things may be going wrong—and take action to improve the experience.

The journey to outstanding CX will not be the easiest or lowest in cost—but it will deliver the greatest return on investment. Your consultancy can help you understand and communicate the benefits of going the extra mile in your digital product design.

Combining expertise in UI and UX design

An expert digital product designer combines the skills of both user interface (UI) and user experience (UX) design.



UX defines the overall experience that a digital product provides for the user. Based on the desired objectives and functionalities of the product, the designer will research the market and the target users.

They can then create representative user personas, identify current needs and pain points, and find opportunities to address these. Next they will map out user journeys and information architecture, determining how users will engage with the product. UX also encompasses a wide range of other factors, such as usability and accessibility.

Working within the UX 'big picture' framework, the designer then develops the detailed 'look and feel' of the UI to create an intuitive brand experience.

The UI design determines how a user interacts with the product's interface. The designer creates all the screens that a user will move through to achieve their objectives—and ensure that this user journey is as intuitive and frictionless as possible.

This covers the visual layout and styling of elements such as text, images and icons, as well as interface controls—buttons, sliders, forms, menus and so on. Digital products are not static, so the UI designer will also think in terms of interaction, motion, and rich media content such as video.

Having proficiency in both UI and UX enables the designer to move seamlessly between the broad overview and fine detail of your digital product. For mobile apps, they can also explore the use of location-based information, cameras and other device sensor data.

An expert designer who is proficient in both UI and UX design is therefore able to move seamlessly between the broad overview and fine detail of a product.

Designing and testing high-fidelity prototypes

Traditional product development methods using waterfall processes and static wireframes lock-in the design too early and prevent your designers from adding value.



Fortunately, there are now better ways to manage the digital product design process. Your digital product design consultancy can help you implement iterative design and rapid prototyping.

As the name suggests, iterative design uses a sequence of iterations—incremental improvements based on feedback. Rather than being purely linear, the process moves forward as an Agile series of iteration cycles. Each cycle involves design, prototyping and testing—with feedback and insights being incorporated in the next cycle.

Using iterative design and development, you can build better products with much less risk of failure. The approach optimises each part of the product design process and builds confidence for all participants. This modern product design methodology also discards the conventional use of wireframing—replacing it with rapid prototyping.

Rapid prototyping uses realistic-looking digital mock-ups of pages and screens, rather than non-representative wireframe diagrams. These “high-fidelity” prototypes are built with the same digital technologies as the final product—HTML,

CSS and JavaScript—so they can have clickable UI elements and accurately demonstrate how user interactions will work. From the start, stakeholders and testers are given a much clearer vision of how the final product will look and function.

Using this approach means that moving from prototypes to usable products is a relatively seamless journey. Annotations from designers and developers can be included as comments within the actual HTML code during the process, rather than existing as separate and disconnected documentation.

Rapid prototyping allows a product team to iterate swiftly, validate design choices and get valuable feedback. All members of the product team can be involved in creating and evaluating prototypes—helping to build a stronger team and a better product.

Developing consistent and scalable design systems

An expert designer can help improve your digital product delivery with the creation and management of a design system.

Styles

Colour

The palette is split into a greyscale and colour set. Colour tokens are rooted in a Base shade (400). Each colour features a spectrum of both darker and lighter shades.

Colour

Shades of colour derived from the Base shade for each colour.



A design system is a managed and evolving collection of design guidelines, methods, documentation, tools and assets, specific to an organisation and its products.

With a clearly defined design system, product designers and engineers can focus their efforts on meeting user needs, rather than re-creating and re-inventing design and UI components.

The product designer will build up a design system that typically integrates elements in the following categories:

Layout

Guidance and definitions of how UI elements should be arranged, spaced and aligned.

Styles

The key aspects of your visual and brand language—such as colours, icons, logos and fonts.

Components

The basic UI elements—such as buttons, forms and sliders.

Regions

Structural design elements—such as navigation menus or search bars.

Content

Guidance on usage of text and media content—including house style, core messaging and tone of voice.

Usability

Advice and rules on user accessibility and internationalisation topics.

Through your design system, the product designer gives your teams a “single source of truth” on design issues, it helps team members maintain design consistency, rapidly create high-fidelity prototypes to test solutions—and iterate products faster.

As the design system grows and evolves, the role of the product designer expands from creation to ongoing stewardship. The role requires careful collaboration with engineers and other stakeholders across the organisation. It calls for a level of technical understanding by the product designer—such as providing the necessary code for developers to integrate design components into the product.

Ultimately, the product designer acts as an advocate for the design system—and champions its ability to accelerate and improve the design and development of great digital products.

Building Agile teams of designers and engineers

An expert product designer will work closely with your product delivery team. They can also act as a natural conduit from product strategy to product delivery—possessing a clear understanding of both areas.



Most digital product delivery processes today are run using Agile software development methodology. Agile focuses on improving product delivery through the collaborative work of self-organising and cross-functional teams.

While product designers were not originally given much consideration in Agile methods compared with developers and engineers, today they can work highly effectively as integrated members of Agile product delivery teams.

An Agile team—and the product designers within it—will have distinctive priorities and values,

- Championing individuals and interactions, as well as processes and tools.
- Quickly releasing working products with iterative improvements.
- Valuing continuous collaboration with stakeholders to achieve the desired objectives.
- Responding flexibly to changing circumstances as required.

In summary, the Agile product designer will work responsively, collaboratively, pragmatically—and with focus on user and customer needs.

Product designers undertake various key activities within Agile product delivery teams, as they move through regular work phases or sprints. These include concept design for product features and releases, detailed product design of elements for the next sprint, design support to engineers for the current sprint—and design validation of work on previous sprints.

The activities may be performed by one multi-tasking designer—or shared among multiple designers with different areas of focus.

Applying best-practice product design methods

How do product designers continuously identify and adopt new methodologies and approaches to improve the quality and effectiveness of their work?



Lean brand

Successful organisations understand that their brand is in many ways the most important aspect of the business. Brand defines the entire relationship a business has with its customers and the experience it provides. Lean brand development is about creating successful, innovative and disruptive brand relationships with customers. It focuses on experimentation, iteration, and elimination of wasted effort. It offers a scalable framework, with ongoing cycles of improvement based on customer testing and validation of value hypotheses.

Jobs To Be Done

In the Jobs To Be Done (JTBD) framework, the needs of users or customers are analysed in terms of "jobs"—the tasks, objectives or outcomes that a user wants to achieve. Once the underlying tasks have been identified, the JTBD framework helps design teams to reshape or reinvent their product to meet those needs. JTBD allows designers to break down user needs into a series of specific process steps, creating a "job map". This gives product teams a powerful structure for translating real customer needs into better digital products.

Grounded theory

As the name suggests, grounded theory aims to generate product insights that are "grounded" in data—such as user interview recordings or transcripts, collected and gathered in a database. The product designer will then work through and analyse the data, organising their findings into concepts, issues, categories and themes. Finally these can be refined into a set of core insights—valuable evidence-based learnings that can have a real positive impact on the development and direction of a digital product.

Atomic design

The huge and increasing variety of devices and screens has led designers to seek ways to bring more order and structure to digital design. The methodology of "atomic design" breaks down user interface (UI) design into small, manageable components that can be combined to build any desired layout. The five key stages of atomic design thinking are atoms, molecules, organisms, templates and pages. By bringing modularity, hierarchy and reusability to digital product UI, atomic design encourages consistency, efficiency and quality—and has been rapidly adopted by designers as the basis of their design systems.

Design tokens

Managing brand implementation and design consistency across multiple digital channels is complex. Helping to address this challenge, design tokens are small pieces of code that represent an aspect of a UI—such as a colour, a typeface, or a transparency value. If a brand element needs to be changed, only the relevant token value needs to be updated in a central repository—and the change will be quickly and easily propagated to every UI element using that token, across every platform. Along with atomic design, design tokens are becoming a key building block in many organisations' design systems.

Utilising modern collaborative design tools

To maintain the effectiveness of remote and distributed product teams, designers and their software engineer colleagues were among the earliest adopters of remote asynchronous collaboration tools.

CIR: Insights Database
Insights database from the Core Infrastructure Research project conducted by Elsewhen. You can change the view in the top left of the table to see filtered views for everyone else!

Note: To create your own filters, please duplicate another view first or applying or modifying them will change the view for everyone else!

Theme	Type	Summary
Training & Guidance	Problem	There is a lack of help
Miscellaneous	Problem	Poor user experience
Documentation	Problem	A lot of documentation
Migration	Opportunity	Migration is slow and hard to understand
Training & Guidance	Problem	It's difficult to know when there isn't a standard
Miscellaneous	Problem	Component templates
Monitoring	Problem	Difficult to debug
Documentation	Problem	Not enough details
Testing & Troubleshooting	Problem	Decorative info does not help
Documentation	Problem	Testing is very difficult
Documentation	Problem	There are many tests

Poor user experience costs time. Tools don't always work as the way you hope or expect.

Stability
Reliability
Quality of documentation
Ability to search position
User feedback
Ease of navigation

Warm-up Agree or disagree?

Encore is for **engineers first and designers second**

Encore is for **designers first and engineers second**

Encore is for **engineers and designers first, other roles second**

It's more important for **designers to use Encore as a source of truth than it is for developers**

It's more important to get **Spotifyers to contribute to Encore than using it in their work**

Such cloud-based tools do not require all the team to be active at the same time. Team members can add their contributions to a shared digital space or conversation, whenever they want and wherever they are.

While team messaging or chat tools such as Slack have proved their powerful remote collaboration benefits, designers have also adopted a variety of other specialist tools to support the requirements of digital product creation, such as:



Figma, an asynchronous design collaboration platform with powerful plug-ins, and an integrated online whiteboard, FigJam.



Miro is another tool for visual online collaboration.



Notion is an online workspace that provides a great way to build a store of knowledge around a problem area or design challenge to solve.



Dovetail is a customer research knowledge platform, ideal for capturing user insights, and spotting themes and patterns in user research.



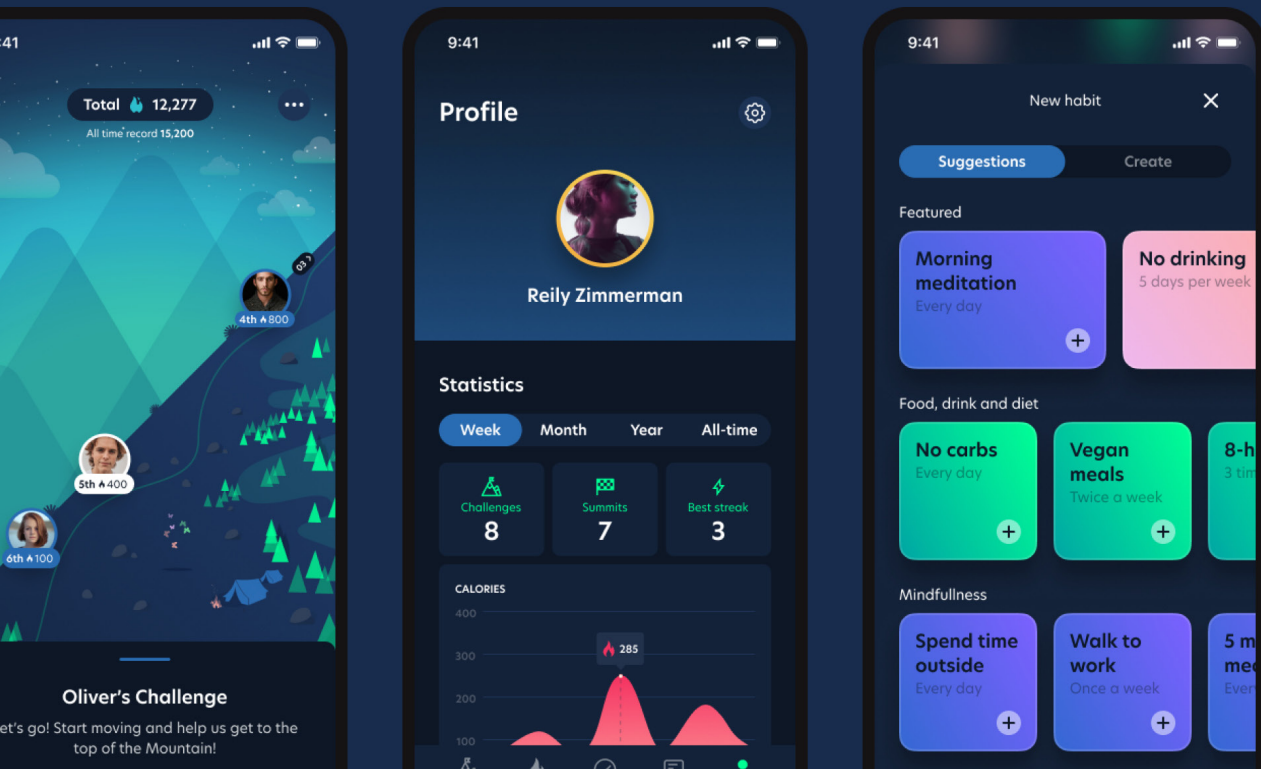
Maze is a collaborative product research platform, useful in gathering user feedback quickly to help guide concept creation.

New powerful tools are emerging all the time, so an expert designer will stay abreast of the latest potential additions to their tool-set—in order to keep remote teamwork and collaboration as effective as possible.

Digital product design in action

A digital product design consultancy can bring many advantages to your organisation, in terms of skills, experience, resources—and outside perspective that champions the needs of users and customers. But what kinds of projects do they actually work on?

Let's explore some good examples from recent projects undertaken by digital product design consultancy Elsewhen, for organisations in a variety of industry sectors.



CASE STUDY

Redesigning an existing digital product



Magic Mountain is a social fitness and wellness app, intended to help people build healthier behaviours through the power of teamwork. The business had gained traction with a quickly-built launch version of its app—but to reach the next level of growth, they realised they had to move up to a much more thought-through and high-quality digital product.

The user interface (UI) did not resonate with most of the user base—lacking a premium feel of design maturity and refinement. There were also many instances where the user experience (UX) was complicated and illogical. As a result, the app's user retention rate was dropping to 13% within a month—indicating lack of engagement with the product.

The company worked with Elsewhen to overhaul the app user experience (UX) and design new functionality—bringing additional value to the company and its customers. We worked to give the Magic Mountain app a fundamental overhaul. The design strategy had to be not only ambitious, but also realistic in scope. We

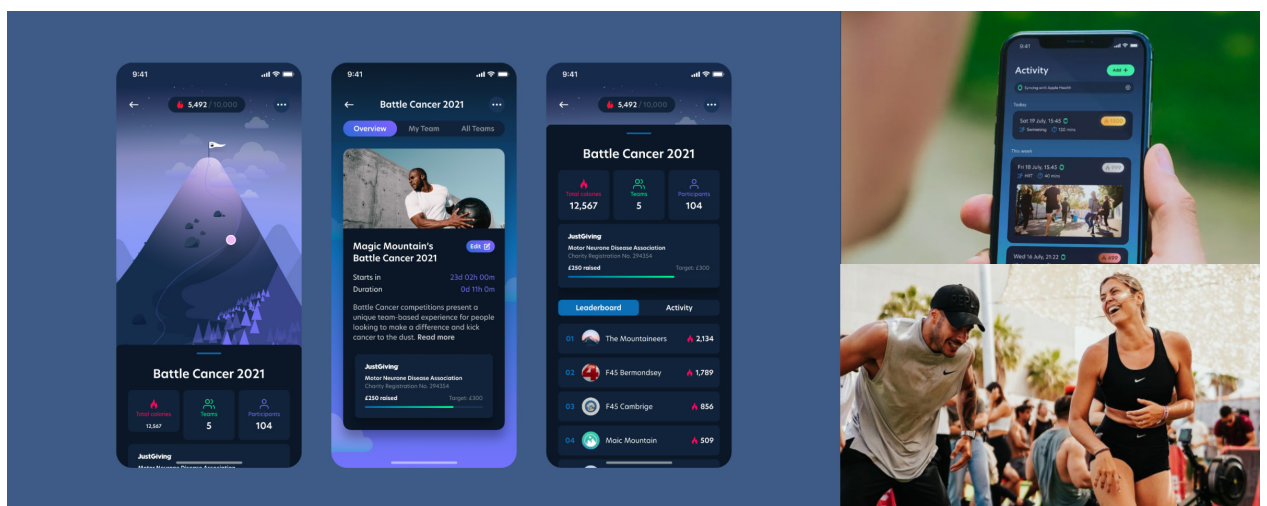
had a fixed 12-week timeframe to achieve this transformation in advance of Magic Mountain's next meetings with investors.

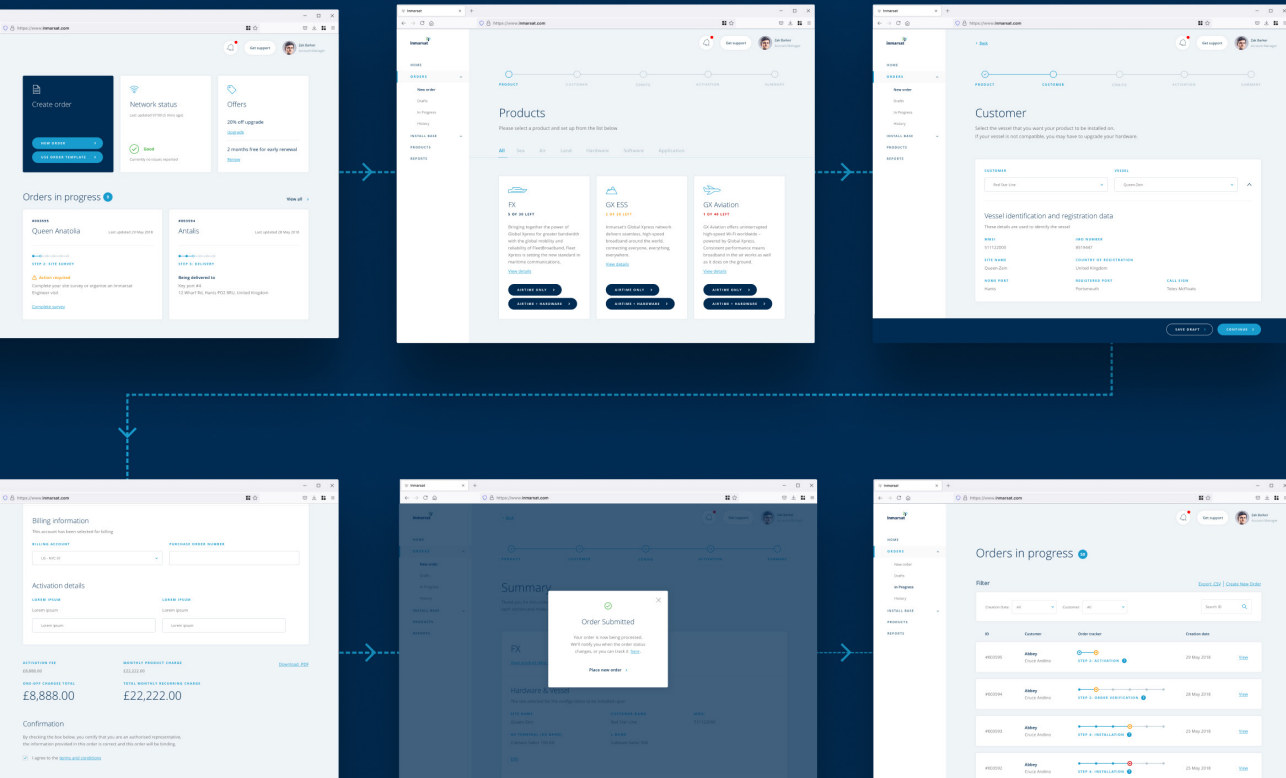
Our approach was to manage the available time in a series of two-week phases. An initial discovery phase was followed by five sprints of design and development work, using Agile methodology.

In the research and discovery phase, we ran workshops to establish the current status and desired objectives. We conducted interviews with a range of app users to understand their experiences and opinions. Our team also assessed and prioritised project features in terms of the RICE framework—reach, impact, confidence and effort.

Our findings in the discovery phase made it clear that the app user experience and interface needed a full refresh. This called for substantial work—but this had to be a pragmatic update rather than a complete reinvention. We transformed Magic Mountain's rough conceptual ideas into a functional product design. Our research into real-world use cases for the app helped shape an improved user flow.

At the end of the engagement, we conducted a design handover—empowering Magic Mountain to move the app forward in future. Users loved the improved UI and UX as well as the new features of the app. Magic Mountain is now ready for a new phase of user growth and investor attention—with an app that's truly fit for the future.





CASE STUDY

Creating a design system for digital products



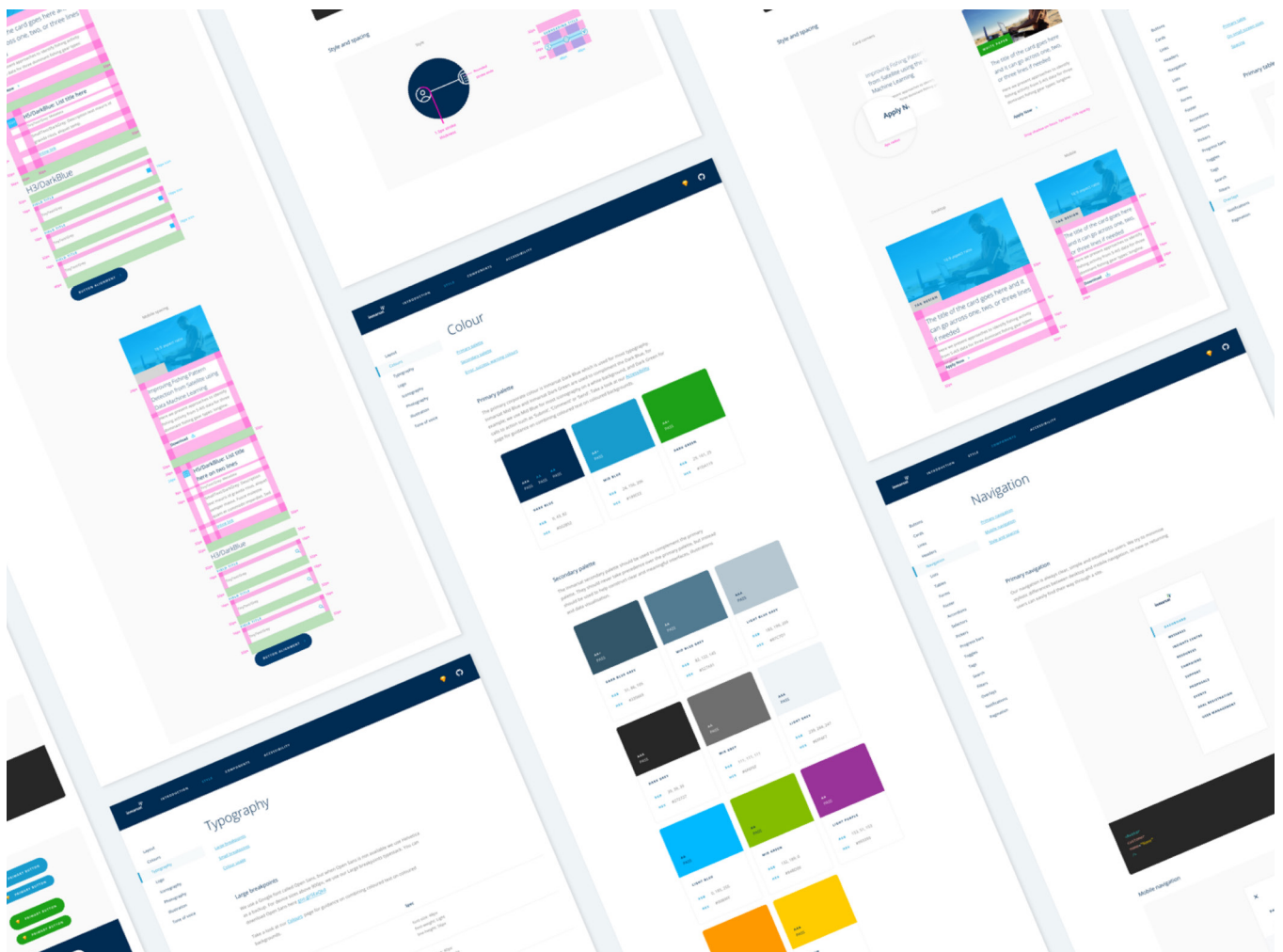
Inmarsat is a leading satellite communications company, providing global connectivity products and services to business customers in a wide range of industries—including maritime, logistics and aviation.

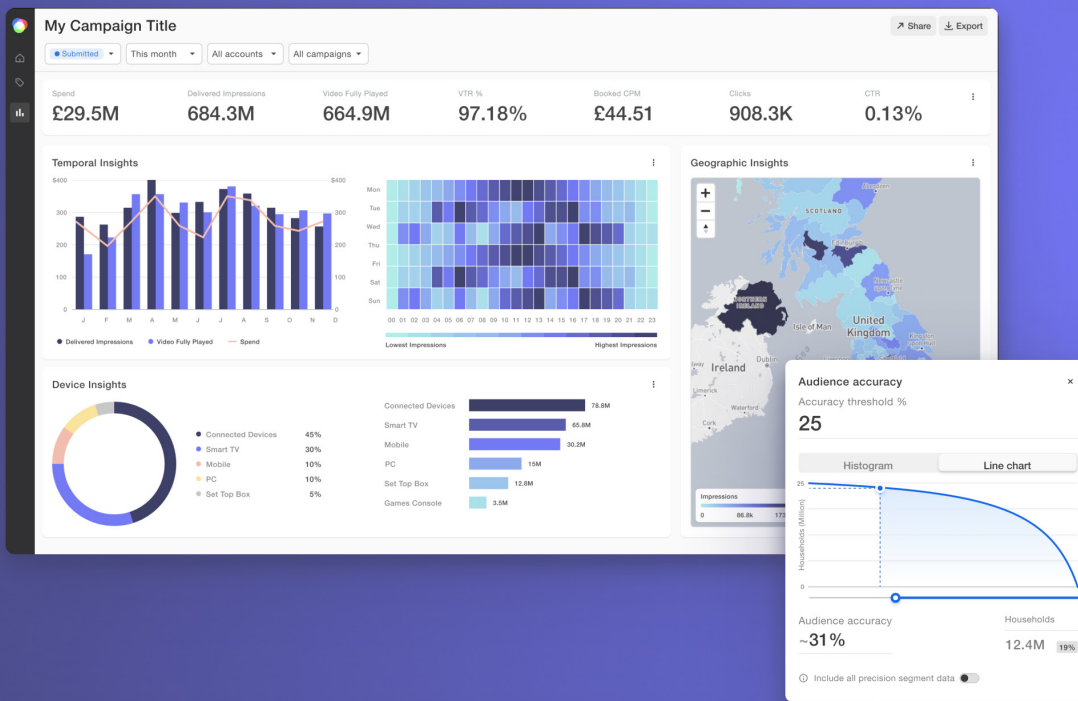
The business needed a way to maintain brand consistency across its current and future digital product experiences, and to speed up design and development processes. This had to be consistent for designers and developers, both internal and for their partners, and be resilient to changing requirements and the development of new products.

Inmarsat engaged Elsewhen to develop a cohesive design system—a toolkit of guidelines, methods, assets and resources to enable design consistency. We started with a tight focus, developing a framework to empower a single team. We then grew this out for use with multiple teams across the wider organisation. Finally, this was opened out beyond internal use to be accessible for Inmarsat's partners. At the end of the engagement, we showed Inmarsat how the design system can continue to evolve with the needs of the organisation.

The new design system emerged from the real-world needs of Inmarsat teams. It provides time-saving features and supports better, faster workflows. The system has helped to unify all of Inmarsat's products into a set of consistent and familiar experiences—and can now be used by them to build out a clearly integrated suite of products.

Not only is Inmarsat's design system helping product teams become more collaborative and create more consistent products—it also helps them reduce their time to market for new products and offerings, saving money and effort overall.





CASE STUDY

Designing products for better ways of working



Media technology business Finecast is a leader in 'addressable TV'—which enables advertisers to precision-target viewers across on-demand, linear and live-streaming TV environments. Finecast's addressable TV offering provides a powerful opportunity for advertisers, but its sophistication and complexity can make it hard for agencies to understand at first.

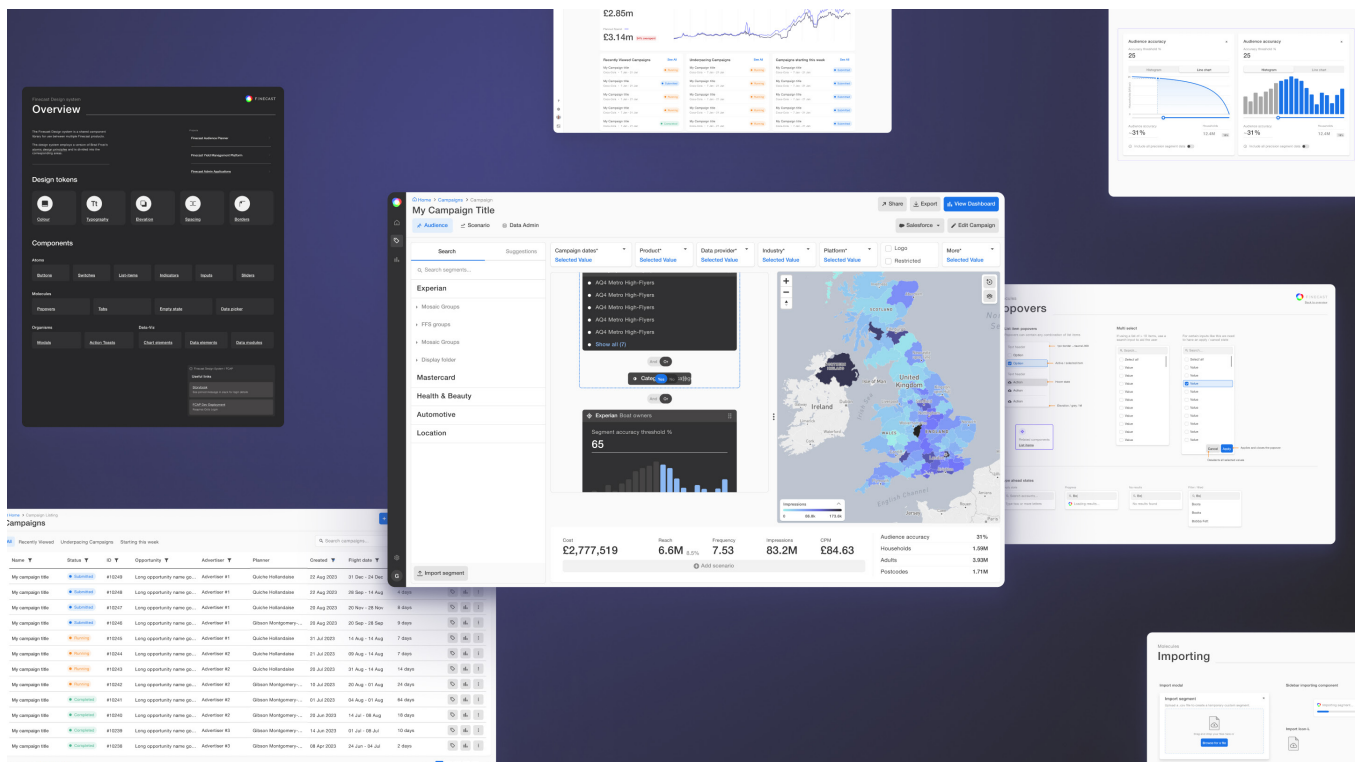
Finecast wanted to help its teams convey the power and precision of their service to agency customers more effectively. The company engaged Elsewhen to create a new digital campaign pricing and reporting solution. They asked us to deliver on a vision to centralise campaign planning, pricing and reporting activities into a single world-class self-service platform—and scale this out across multiple teams and territories.

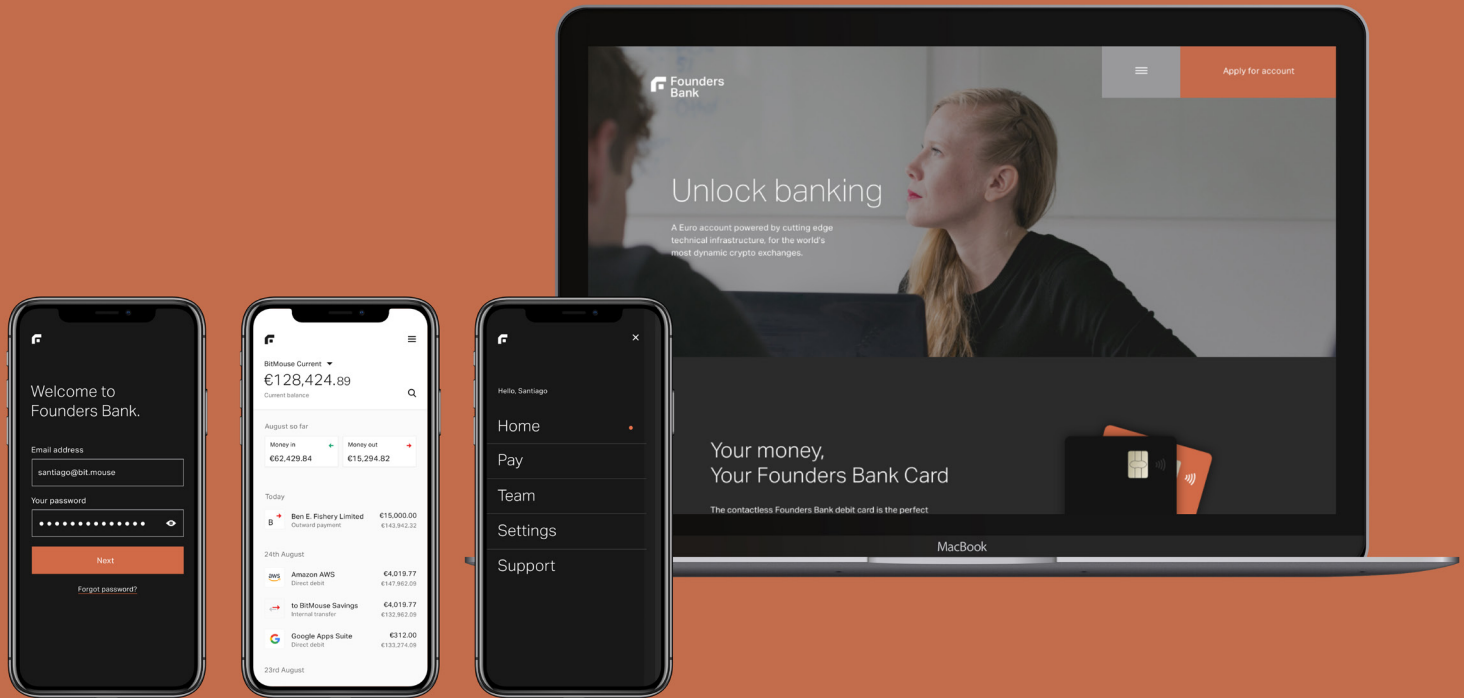
We collaborated closely with Finecast on the project, using Agile ways of working. Our team had to dive-in and quickly understand the company's workflows in great detail, to gain context on how the new platform would be used. We designed a flexible, built-for-purpose platform that elevates business insight with highly visual and

customisable reports and dashboards. Creating a design system and visualisation components enabled us to very quickly produce high-fidelity working prototypes to test with users and improve iteratively.

We designed a powerful self-service platform that allows precision campaign audience planning, pricing and reporting to be delivered in an efficient, repeatable and scalable fashion. Our team created a cohesive data visualisation framework for Finecast teams to understand and communicate insights to agency clients. Advertisers can identify market hotspots for their offering on a geographic heat map that adjusts in real-time as filters are applied. Finecast can then use the platform to plan, schedule and price a campaign—and arrange for it to go live on the right TV platforms, for the right audiences.

The new platform gives Finecast total campaign visibility, full value from their data, and a powerful yet simple and intuitive user experience. It brings a new level of sophistication, accessibility and depth to campaign management, and has redefined how the business drives performance for advertisers.





CASE STUDY

Creating a lean digital-first brand



Founders Bank aims to be the go-to bank for founders and their startup businesses. This new challenger bank is led by an entrepreneurial team of seasoned banking executives. Many new companies operating in perceived higher-risk areas, such as fintech and cryptocurrencies, find it hard to get an account with a traditional bank. Founders Bank aims to meet this demand—as a modern digital-first financial partner to tech entrepreneurs.

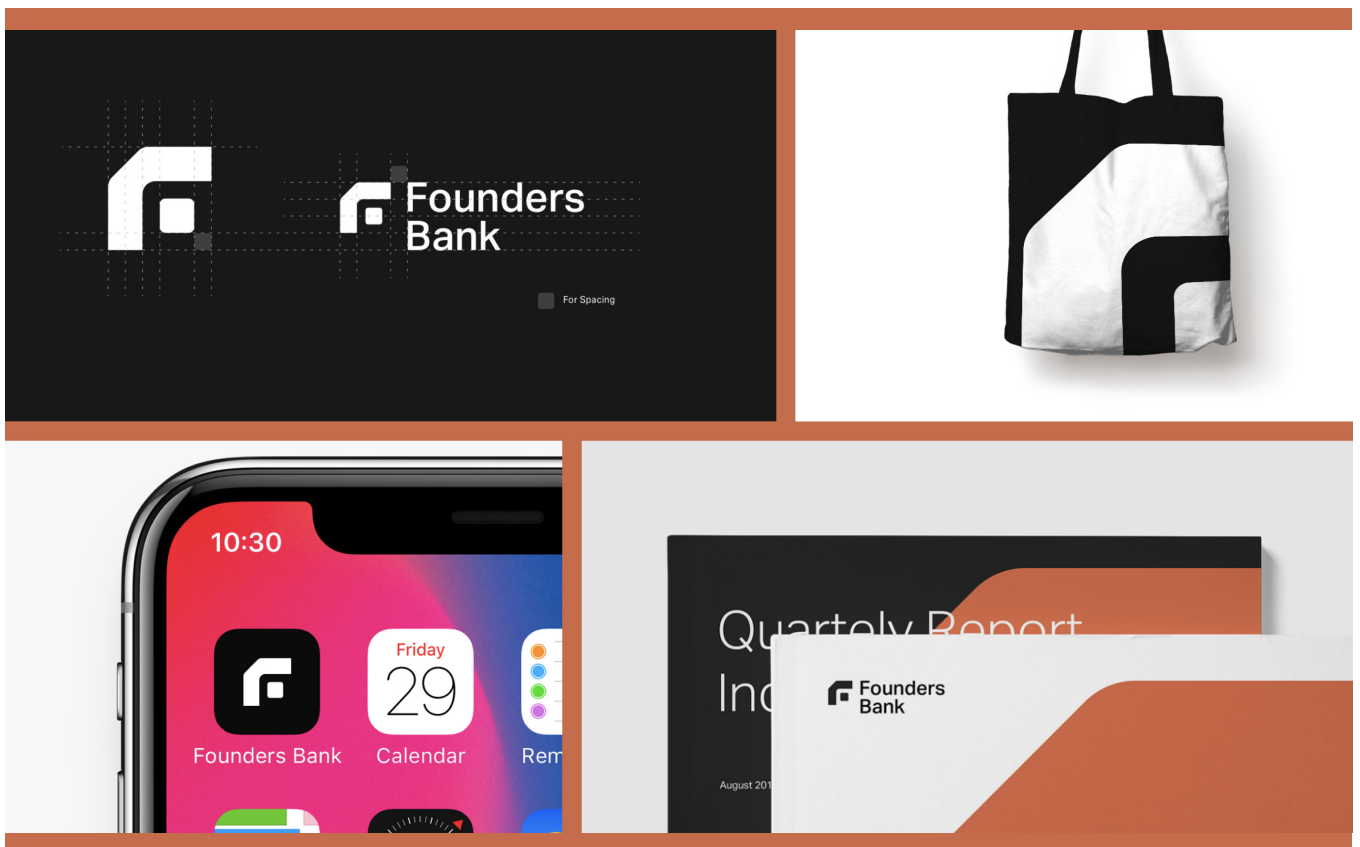
Founders Bank engaged Elsewhen to create a brand suitable for their digital-first business—and implement this across the design of their banking platform and products.

We ran interactive workshops to form an agreed creative brief for the project—and build a shared understanding of creative references provided by the bank team. Together we developed a set of corporate values to form the foundation of the brand personality and positioning.

Next, we researched the expectations and needs of target customers, and mapped potential customer journeys during interactions with the bank. We used these insights to design platform concept screens for online and mobile app-based banking—providing several different creative executions of how Founders Bank could deliver their vision.

We ran feedback sessions to gather opinions from the bank team and a selection of target customers. We then narrowed down to three preferred routes, one of which was chosen as a clear winner by the bank team.

Based on the chosen route, we established a design system with rules for the creative direction of the Founders Bank brand and digital platform—with a plan for how to roll it out further to all UI, touchpoints and collateral. Our work equipped Founders Bank with a brand and platform design that perfectly reflects its positioning as a digital business innovator.



About Elsewhen

At Elsewhen, we reimagine consulting for the digital age. We are a 65-person digital product consultancy established in 2011 and based in London, UK. We combine strategy, design and engineering into one unified process.

We are independent and have none of the legacy technology, outdated culture, or procedural complexity that comes with being a thousand-person consultancy founded in the previous century.

We help companies tackle new market realities, pinpoint new business possibilities and surpass new customer expectations, and we lead the conversation—whether on technology, design, product or business—sharing our insights and best practices.

We work seamlessly with cutting-edge organisations, and companies that aspire to drive change –delivering best-in-class solutions into business-critical functions. They understand that strategic thinking has to be deeply connected to execution experience—and that achieving lasting change cannot come solely from the boardroom, but also requires on-the-ground transformation.

Get in touch

Let's talk about how Elsewhen can help you develop and implement your digital strategy.

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