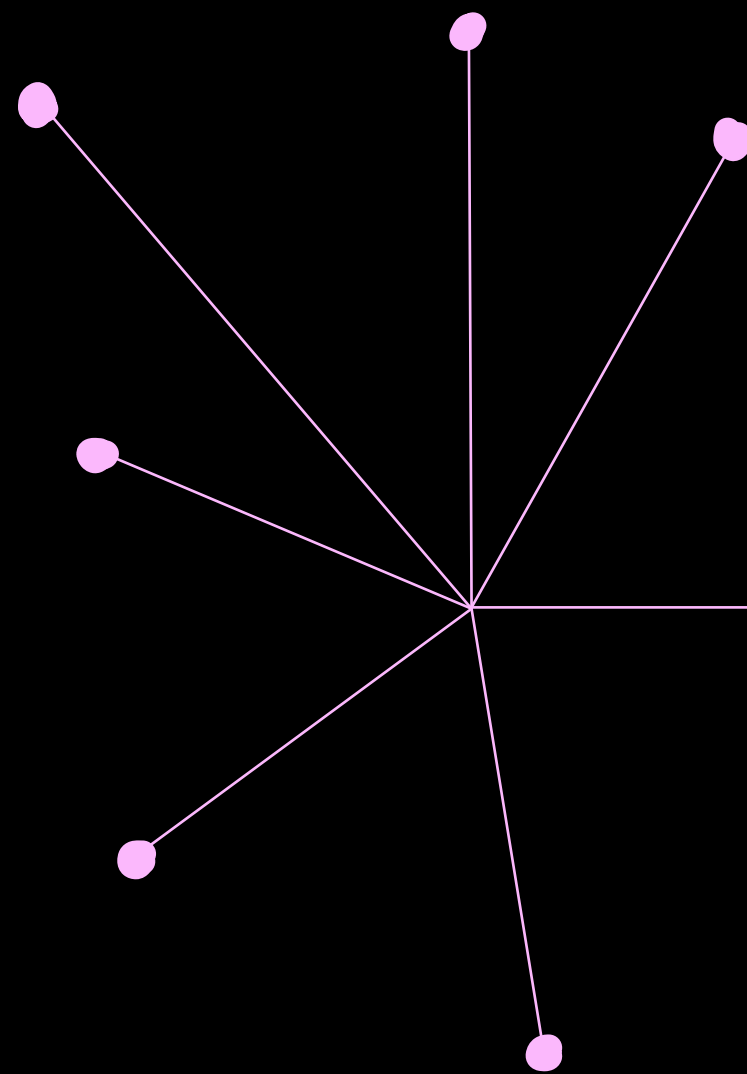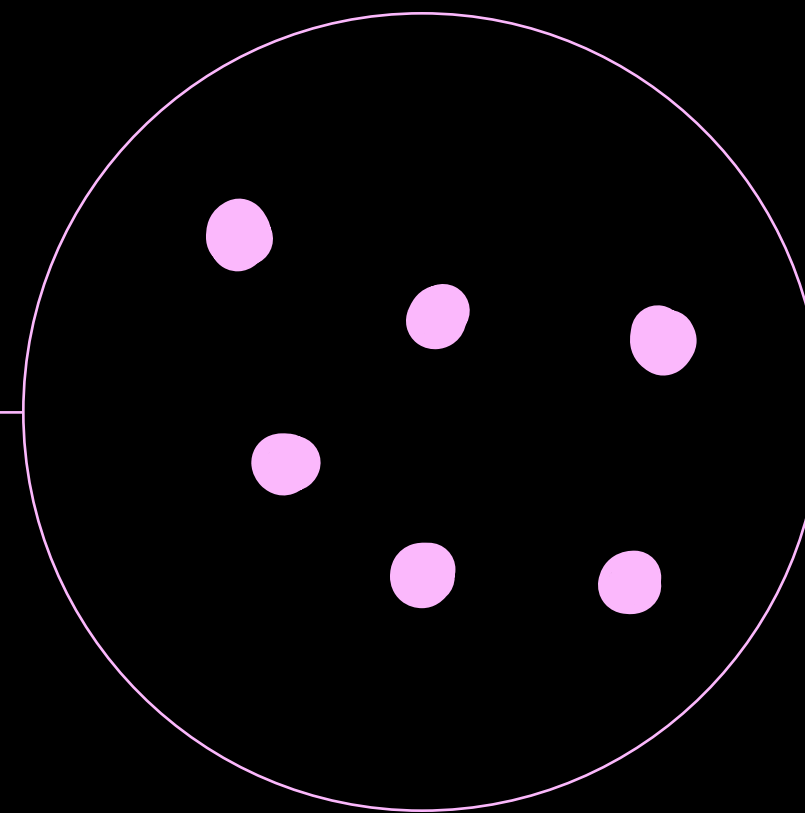# The process
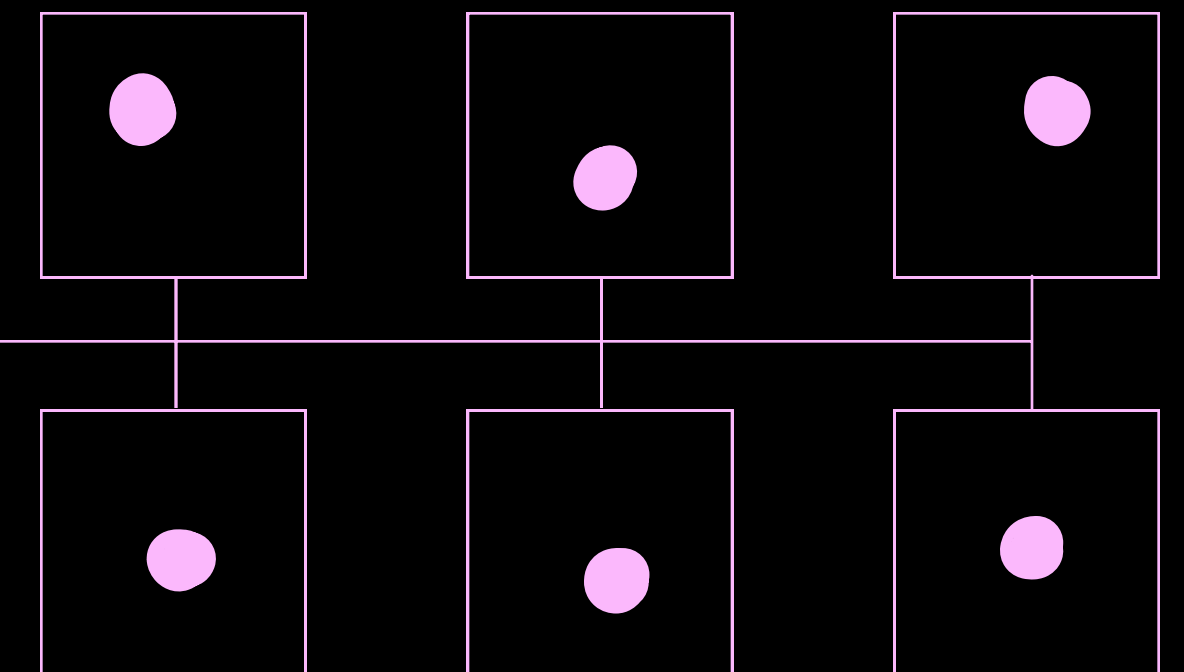
Explore and collect

Extract and validate

Structure, build and document

The process

Explore and collect

Extract and validate

Structure, build and document

Research,
Investigative interviews,
Comparisons,
Experiment
Sketch

Dig deeper
Validate ideas and concepts
Synthesize findings
Identify core elements
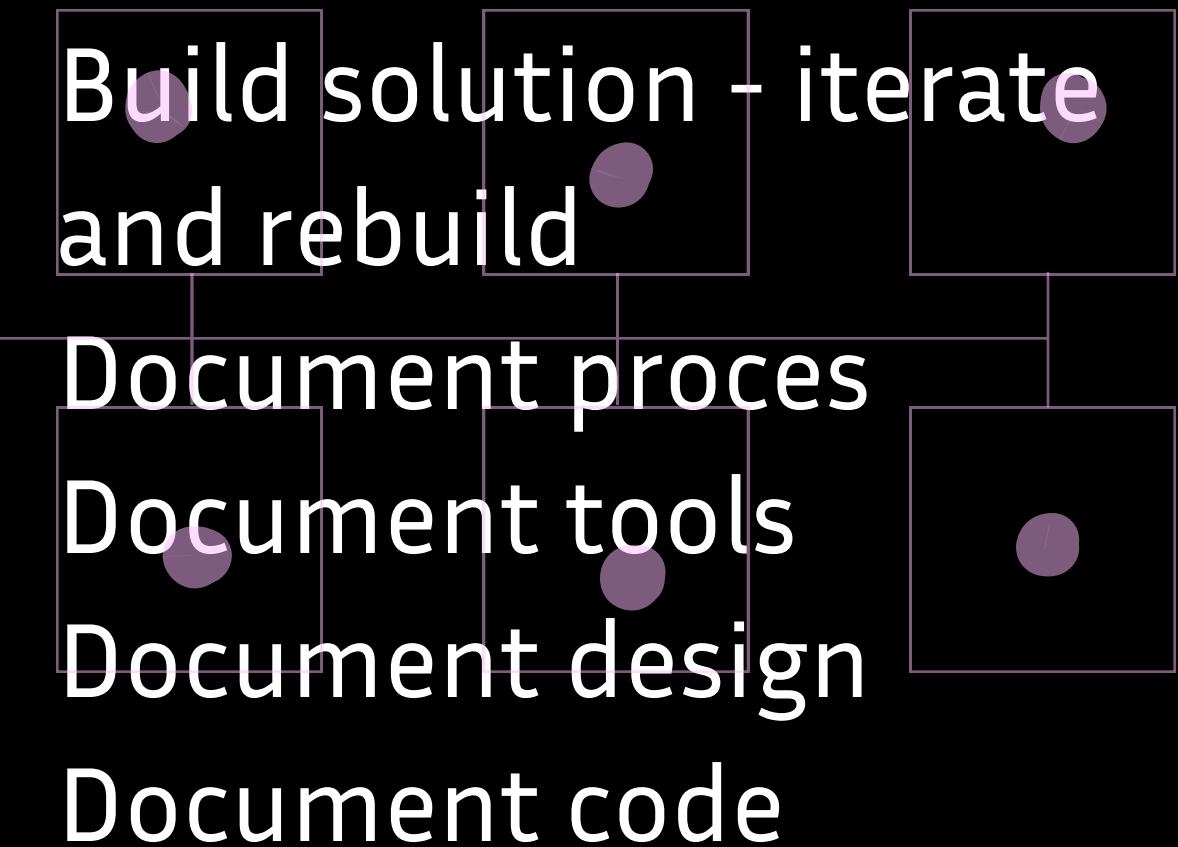
Build solution – iterate and rebuild
Document proces
Document tools
Document design
Document code

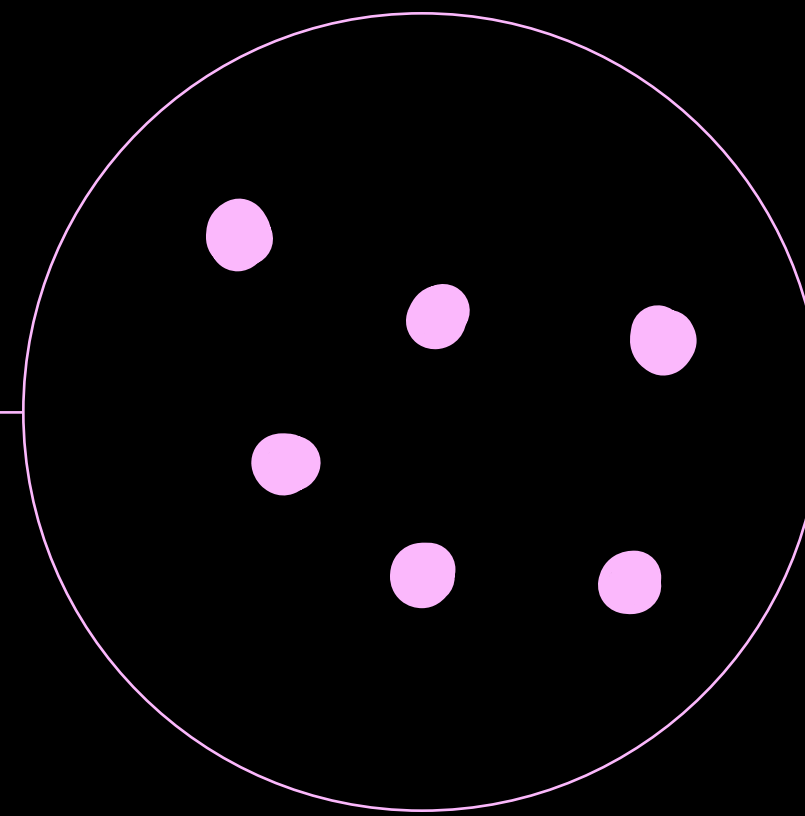# The process

Explore and collect
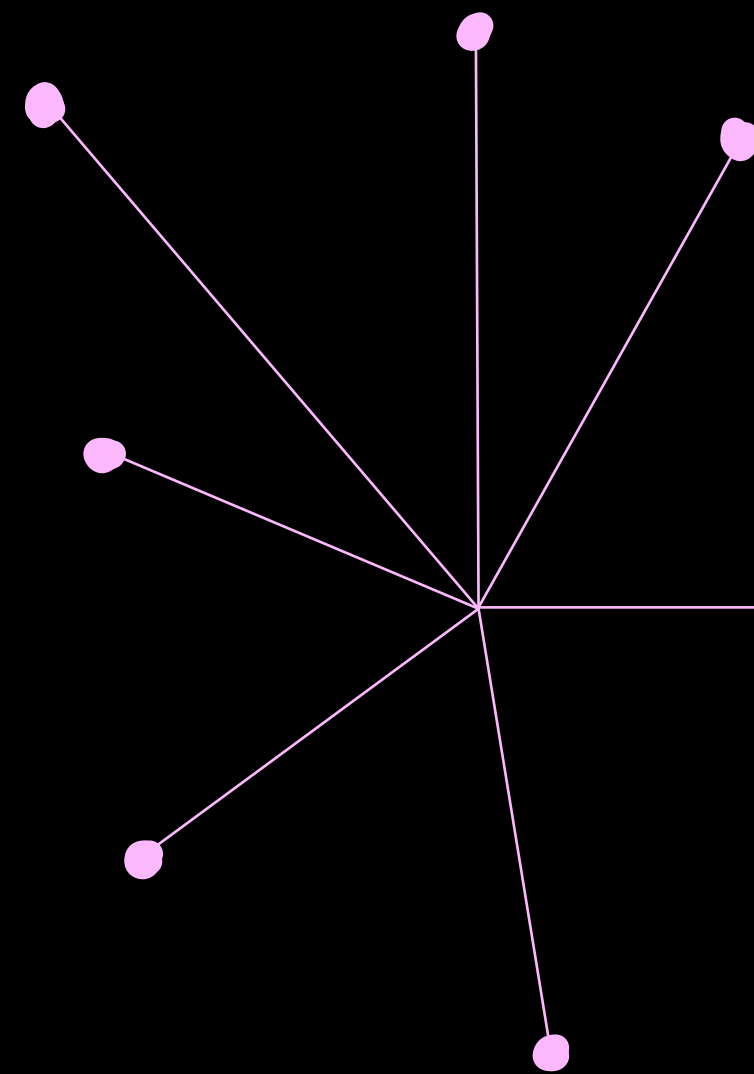
Extract and validate

Structure, build and document

1-2 weeks

1 - 2 weeks
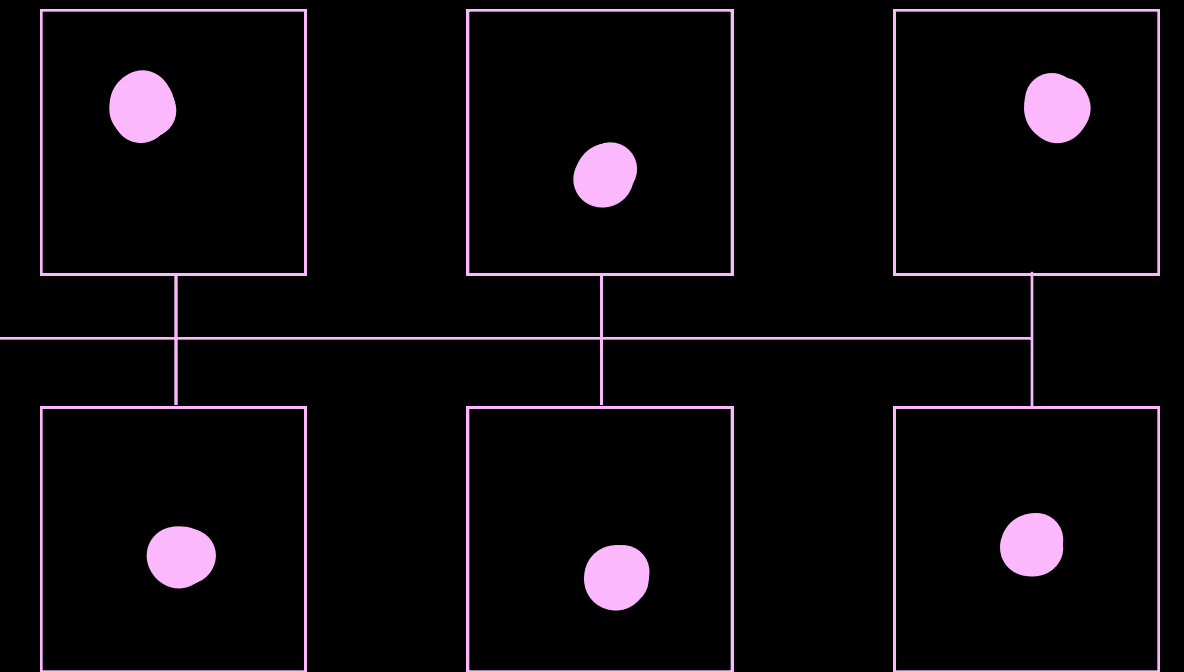
3 - 6 weeks

Explore and collect
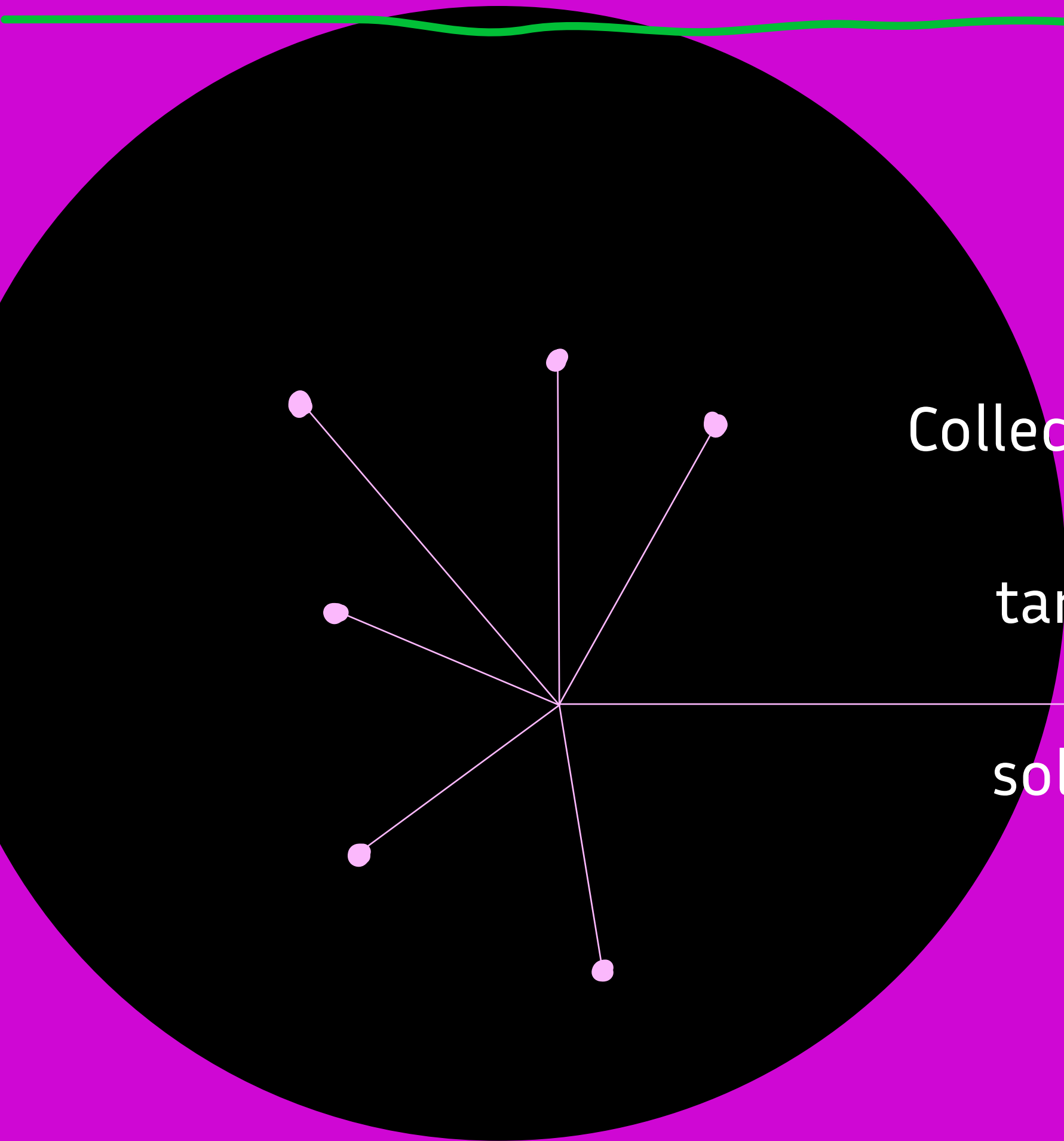
Collecting insights and data. Understand the core of the business. Asking questions. Desk research as well as field research: Interviewing the target audience, understanding what sparks their inspiration. Finding inspiration from similar brands, stories and scenarios. Sketching solutions, asking for feedback, experimenting with variations. Finding the outskirts of the storyline to capture the core of it.

Extract and validate
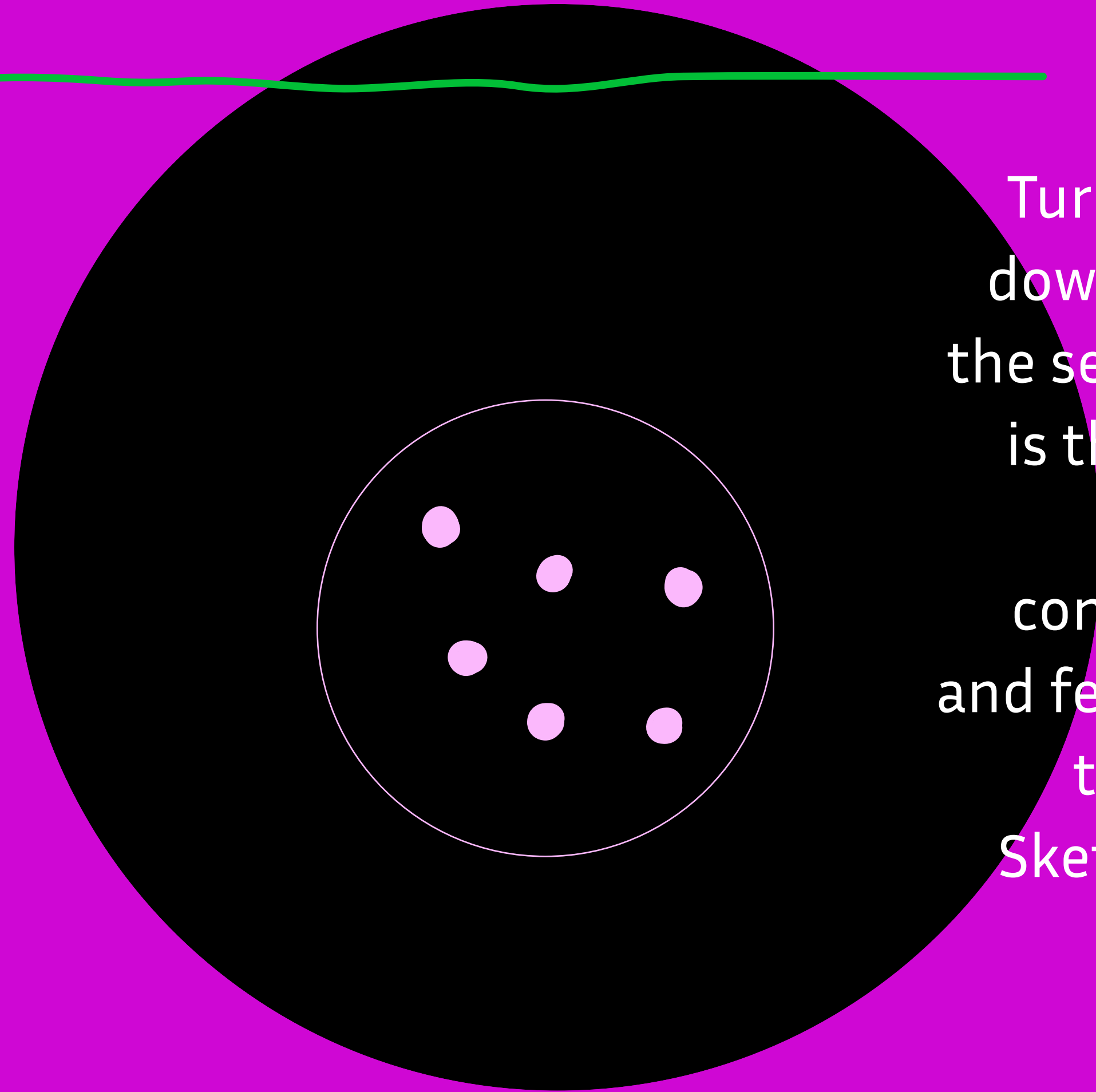
Turn the insights and data upside down and inside out. Validate that the selected core of the storytelling is the most relevant. Asking more questions. Validate ideas and concepts. Synthesize the findings and feedback. Identify the elements that form the core of the story. Sketching details for the solution. Planning the build process.

Structure, build and document

Structuring the core elements. Designing and building the solution, iterating and finetuning.
Testing and documenting the core principles, the design elements, the code and how to use the solution.
Handing everything over with love and care.

Where will we meet?

The brand journey

I know my business' core values

I have a logo

I have a digital brand identity

I have a unique digital brand identity, that displays my core values

I have a digital toolbox that enables me to tell the story of my brand and makes it stand out with a strong sense of personality

I have a brand identity

I have a storyline that supports my core values

I have a digital brand identity, that stands out

I have a unique digital brand identity, that displays my core values - and a strong story to communicate it

Where will we meet?

I know my business' core values ⟶ Let's visualize your core values, define a unique brand-identity, and ensure a sharp visual communication on all platforms

I have a storyline that supports my core values ⟶ Nojn can help you get the story through, clear and uncluttered by sharpening and simplify your brand values, so that you story and values are crystal clear.

I have a logo ⟶ Let us digitize you logo, fold it out and define a visual identity that tells your unique story.

I have a brand identity ⟶ Nojn can help you translate your brandidentity to web. We design and develop elements and microanimations that support your brand and sharpens it's expression on web.

I have a digital brand identity ⟶ Let us help you get you identity to stand out, build the toolbox for you to easily publish brand-supported elements on any platform for any project.

I have a digital brand identity, that stands out ⟶ Let's get to work then! Can we help you structure the toolbox, the visual elements that supports the identity - or maybe just build you a campaign site?

I have a unique digital brand identity, that displays my core values ⟶ Are the elements of your visual identity being used right? Do you have a design-system and animation-guidelines that supports your brand?

I have a unique digital brand identity, that displays my core values - and a strong story to communicate it ⟶ Let's use it! Build something amazing and tell the that strong story to the world!

I have a digital toolbox that enables me to tell the story of my brand and makes it stand out with a strong sense of personality ⟶ Great! Let's make it crazier, wilder, better, stronger!