



# Process Matters

An overview of the steps used to manage the design process and how to identify opportunities to look like a market leader

**qbqdc**

greater boston graphic design company, llc

*"Helping Companies Look Like Market Leaders"*

## Process = Consistent Results

It's not a shot in the dark, a magic trick or done with smoke and mirrors. The creative process can sometimes be hard to understand but like any other process, there are strategies that produce high quality results every time independent of the type of company, industry or market that's served.

### ① Project Launch

First off, we get to know your company and review your specific needs. We understand that time is of the essence but a well run kick-off meeting establishes a solid project foundation. We'll ask you to identify all key members involved in the decision making process and invite them to meet for about an hour at your location. Once the team has been established and goals have been outlined and agreed upon, we'll move on to the next phase.

### ② Research & Discovery

Taking all of the initial team ideas, expectations and needs, we'll create a short, internal project document that will serve as our guide to achieving your goals. In this phase we will analyze your top competitors to establish a market baseline and identify what consumers are seeing as they shop and make decisions. Finally we'll take the benefits, attributes, qualities and features you've identified and run them through our emotional mapping tool to identify how best to inspire your customers to choose your company.

### ③ Creative Exploration & Design

With all of that in place, we'll dive into designing solutions based on your unique needs. Numerous ideas will be presented for your review, selection and approval and we've found this to be the most exciting part of the process for clients. It's fun seeing the expressions of inspiration, hearing excited feedback and sensing their pride build when we've touched a nerve.

### ④ Refinement & Approvals

With the entire team on-board, we refine selected designs based on feedback and discussion until we get final sign-off. This is where the process is managed very closely because we understand that once a decision has been made, you want to get it in front of your customers as soon as possible. Any content or client supplied items should be delivered to us at this time for final inclusion before we move on to the final stage.

### *Is this a unique process?*

*All designers have some form of this process in place. The phases may be called something different, and some design studios may spend more time on one segment of the process than others do. So what makes GB-GDCo's process different? It's what happens inside each of the segments that matters. It's our insight, our attention to detail and our desire to make you look better than all of your competition that drives our process.*

# From Start to Finish



### ⑤ Execution & Implementation

Based on the type of project, and believe us, this process works for all design touchpoints,\* we will work with your selected vendor to execute the designs. If your company does not have a vendor selected, we can help you select the appropriate service provider to print collateral, host websites, send email newsletters or whatever the case may be. We will work hard up until the last minute to ensure that the design is produced exactly as you have approved and that you are completely satisfied. To that end we will ask you to complete a client survey to help us better serve your company the next time you call upon us for your design needs.

\*See: "Why GBGDCo" for a definition and examples of touchpoints.

### *What is emotional mapping?*

*In the second phase of our process we mention something called emotional mapping. It's a brainstorming process we use to identify ways to make your company stand out in your marketplace.*

*All companies have a list of benefits or features they use to talk up their products or services. Most of the time, these features are exactly the same as your competition. Being able to connect with customers is a difficult thing to do. With you and your competitors all claiming the same thing, how do you win customer attention? By mapping the emotions associated with your company's features and benefits, we can inject emotion into designs that will encourage your customer to find inspiration on their own to connect with you.*



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