THE CREATIVE DIGITAL TOOLBOX

CASE STUDY

OMAR MAL

PROBLEM

Designers struggle with jobs' workflow process, organising, finding files or waiting for other designer colleagues to send/ share brand guidelines and/ or handovers/ assets before starting to work.

I also wonder if the problem is not the infrastructure, but simply the people. Many tools exist yet people stick to their old habits (something to consider).

PROJECT

How to develop a tool to improve workflow and collaboration within agencies & design studios?

Aim:

To enhance the workflow process across agencies and design studios.

Objectives:

· Understanding the creative workflow process

· Investigating the issues & problems faced by designers in terms of daily workflow

Purpose:

· Global collaboration within agencies

· Reduce redundant design work

· Onboard new projects faster

· Optimize current resources and do more with less man hours

THE IDEA

A new digital interface used internally by agencies to coordinate and organise the flow of jobs and at the same time reduce redundant design work. Available as an app and web-based, adaptable to different devices.

A hub that collects everything under one tool to be used by different members of the agency to access relevant menu options.

This tool is the one solution that embeds all the requirements under one hub via cloud for easier access, anytime and anywhere.

KEY FEATURES

- Adaptable themes & UI Style + Darkmode

- Embedded Music App

- Time zones functionality

- Chat Rooms + Meeting Rooms

- Briefing the jobs delivery through the clouds

- Client assets, resources & history

KEY OUTCOMES

- Enable everyone to create with piece of mind

- Encourage global collaboration

- Ensure on-brand communication delivery

- Reduce redundant design-work

- Professionally handover brand projects in the cloud

- Onboard new projects faster with up to date guidelines, messaging, and design assets in one place

- Optimise current resources and do more with less man-hours.

COMPETITION
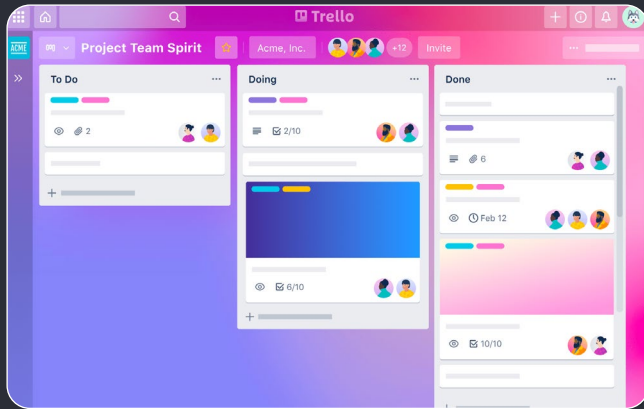
Trello:
https://Trello.com

Catered to many industries, not specifically to the design industry. The organising features is poorly designed.

Slack:
https://slack.com

Mostly focused on the communication aspect of organisations and it lacks many features that I would like to implement.
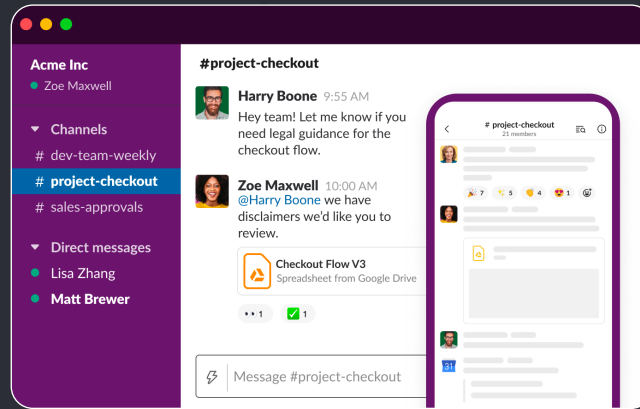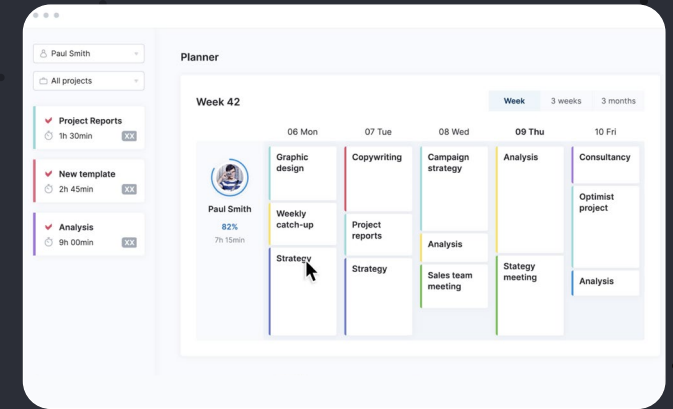

Scoro:
https://scoro.com

Great for project management and financing, with lack of features catered to the design industry.

RESEARCH & CHALLENGES

– Conduct interviews & questionnaires with creative directors, art directors, studio managers, designer experts, etc.

– Understanding different agency cultures is a big challenge.

– Experiment & test the new tool features (on-going).

"

The work of an advertising agency is warmly and immediately human. It deals with human needs, wants, dreams and hopes. Its 'product' cannot be turned out on an assembly line.

Leo Burnett
Advertising executive and the founder of Leo Burnett Company, Inc

"

INDUSTRY SPECIALIST FEEDBACK

Bashar Daas

Partner, Creative Director at FROM6

https://www.linkedin.com/in/bashardaas/

Experienced 360 Creative Director with a demonstrated history of working in the marketing and advertising industry. Strong arts and design professional, skilled in Pre-press, Typography, Brand Implementation, Web Design, and Art Direction.

"

The overall idea is great and is something that I would love to have on my work place

One of the major issues we have in the big agencies is communication between client and the barrier in between

Designers' handovers has been a challenge, with missing assets, links and other files

Perhaps having a history of clients feedback on the cloud would give the designers a better understanding on how they think and enhance future projects reducing the amount of feedbacks

"

THANK YOU