

# Process



## Define & List the problem

### Step 1

The three most important parameters for a brand is the quality, diversity and the class of operation it entails. Once it succeeds, the aura around it will be built up.



# Specify & Evaluate

## Step 2

The requirement of the company and its scope and extent of diversity would determine the brand viability. It is always a brand that is recalled and not the services per se.



## Brainstorming

The embryonic stage of the idea and its conception before birth.



## Develop the prototype

Having isolated the idea, develop the modus operandi of the design.



## Evolve the solution

The working of the solution and its modification phase.



## Review and Redesign

The entire branding concept to be reworked if necessary and redesigned

## **Exploratory Research**

Once the client entrusts the project to us, we launch our research process.

## **Descriptive Methods**

The methodology adopted to study the data depends on the industry the client is in.

## **Target Audience**

Once the initial analysis is carried out, we quickly identify the target audience.

## **Sampling Strategy**

Choosing a suitable sampling strategy, we embark on finding a pattern of relationship.

## **Questionnaire Design**

This plays a significant role in elucidating information about the objects studied

## **Online Survey**

We undertake many types of online surveys to gather data for statistical analysis

- Data Clustering
- Analysing Dimension
- Association
  
- Sequential patterns
- Extract and maintain data
- Store and analyze



## OUR RECENT PROJECTS



Gallery



## Gallery





Gallery



Gallery

## The long and winding road

View Gallery