



**GREY
GORILLA
DESIGN**

DESIGN PROCESS

At Grey Gorilla, we design amazing customer experiences that help your business grow. Though every project is unique, our customer-centric process is proven to get results: understand your specific problems, strategize possible solutions, iterate designs, and ensure seamless implementation.



Initial Consultation

During this first meeting, be prepared to give an overview of your project, budget, and timeline, as well as discuss any initial questions you may have about Grey Gorilla and our process. Based on your specific needs, we create a customized proposal and plan of action.

Deliverables: Proposal, Quote, and Contract



Kickoff and Discovery Meeting

We'll kick off the project with an exploration into your company's process, competition, customers, and goals, in order to create well defined design parameters. You should be prepared to discuss not only your project, but also your entire business, as we always strive to create solutions that will positively impact your customer and your organization.

Deliverables: Research and Design Brief



Design Iterations

Armed with a solid strategy and an understanding of your business, we'll begin a focused design exploration. Internal sketching and refinement is followed by a presentation of initial concepts. We'll incorporate your feedback to refine solutions in the next round of design and continue to iterate until the final solution is created.

Deliverables: Initial Concepts and Refined Concepts



Final Design & Implementation

Our process always results in a well-thought-out design that has been built for implementation, whether the format is digital, web, or print. We partner with an experienced network of developers, engineers, and printers to ensure implementation is completed correctly. Or we're happy to work with your team as well.

Deliverables: Final Design Files and Managing Implementation

[Get Started](#)