

64GridSet

Design Transformation *Roadmap*

"Design is the silent ambassador of your brand."

A comprehensive 12-month strategic journey to elevate your brand through intentional, user-centered design that drives measurable business outcomes.

12

MONTHS

4

PHASES

24

KEY DELIVERABLES

100%

STRATEGY FOCUS



Strategic Phases

Four pillars of transformation, each building upon the last

PHASE 01

Discovery & Foundation

Months 1–3



- Current state design audit
- Stakeholder interviews
- Competitive analysis
- User research synthesis
- Strategy blueprint

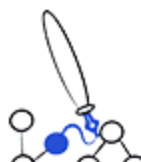
MILESTONE

Design Strategy Document & Stakeholder Alignment

PHASE 02

Design System Build

Months 4–6



- Design tokens & variables
- Core component library
- UI pattern library
- Accessibility standards
- Documentation & guidelines

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Launch of v1.0 Design System

PHASE 03

Implementation & Rollout

Months 7–9



- Product interface redesign
- Marketing assets refresh
- Brand consistency rollout
- Team enablement sessions
- Cross-platform alignment

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Redesigned Product Launch

PHASE 04

Optimization & Scale

Months 10–12



- Performance analytics
- User feedback loops
- Iteration & refinement
- Process optimization
- Future roadmap planning

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Year-End Design Maturity Report



Monthly Journey

A detailed view of our 12-month transformation timeline



Cohesive Brand Experience

Unified visual language across all touchpoints that reinforces brand trust, recognition, and emotional connection with your audience.

100%

CONSISTENCY

+40%

BRAND LIFT



Design Efficiency

Reusable components and patterns that dramatically reduce design time, ensure consistency, and accelerate product development cycles.

50%

TIME SAVED

3x

FASTER BUILDS



User-Centered Products

Intuitive experiences that delight users, reduce friction, and drive measurable business outcomes through research-backed design decisions.

+60%

UX SCORE

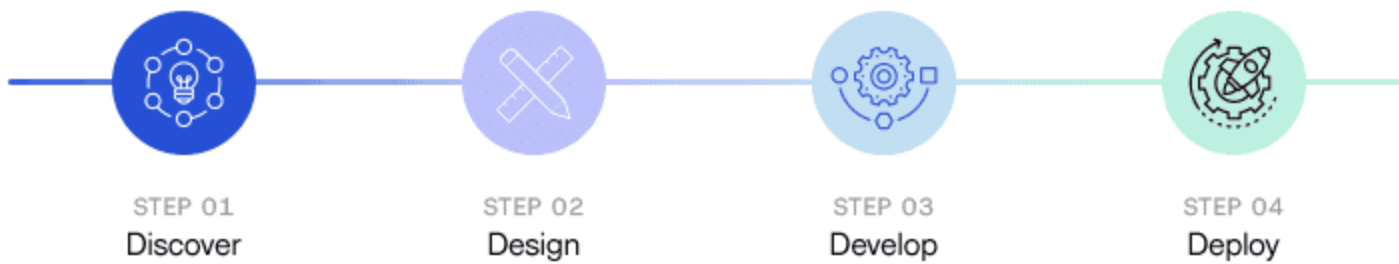
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FRICTION



Our Process

How we transform your design landscape



"Good design is obvious. Great design is transparent."

— 64GridSet Design Strategy Team

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12-Month Design Transformation Strategy