

# Studio Lite

An alternative to traditional staffing

Today, we see a need for new ways of looking at employment. Our ability to build, nurture, and employ teams of people is one of our strongest attributes as an organization. We're excited to provide a model to our clients that allows you to retain a world-class team while meeting the compliance standards of your organization – all while delivering amazing designs on time and on budget.

Introducing **Studio Lite** – an alternative to traditional staffing models. Our new service brings our studio services and recruiting abilities together to provide this unique offering. You can simply tell us, "Here's the work I need completed," and we'll deliver the project with precision and care. This is not a traditional design agency model or a staffing program; Studio Lite offers something in between. You can still be involved in the process, ensuring the project aligns perfectly with your vision.

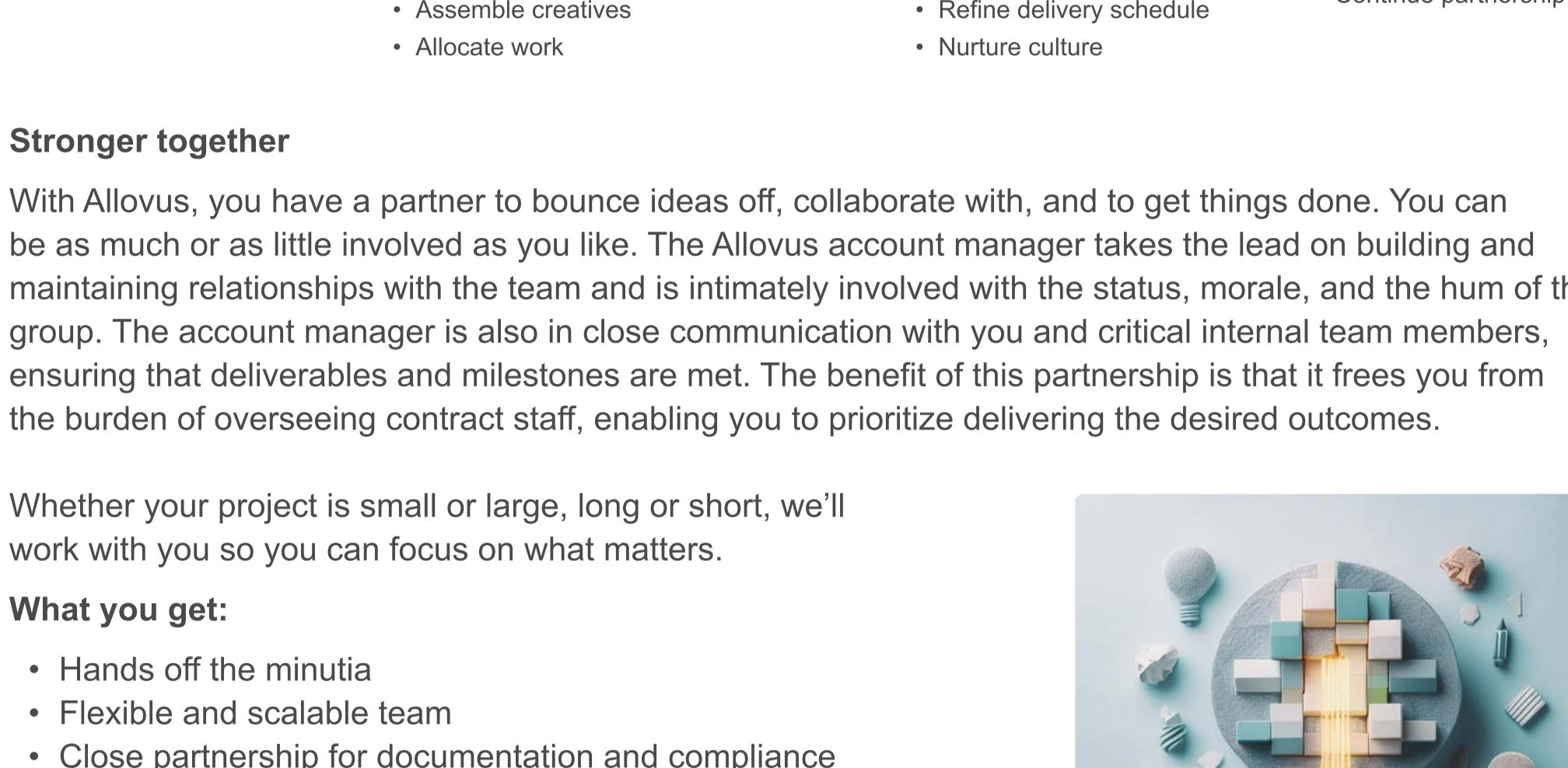
We work collaboratively, building and recruiting a team of professionals based on your creative needs, all managed and employed by Allovus. By providing support and connection, our Studio Lite teams are healthy and happy, creating an environment where they can deliver their best work. We also ensure full compliance with your organization's current recruitment and hiring rules, giving you peace of mind while we handle the details.

This could be just what you need.

## Our process

Here's how we do it. We leverage a deliverable-based project model to align with your design needs. We build teams that provide a variety of creative services.

Our account team is trained in translating staffing resource needs into project-based solutions.



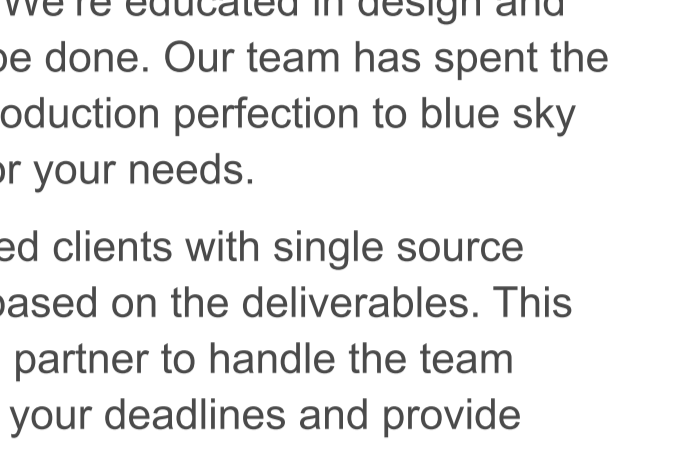
### Stronger together

With Allovus, you have a partner to bounce ideas off, collaborate with, and to get things done. You can be as much or as little involved as you like. The Allovus account manager takes the lead on building and maintaining relationships with the team and is intimately involved with the status, morale, and the hum of the group. The account manager is also in close communication with you and critical internal team members, ensuring that deliverables and milestones are met. The benefit of this partnership is that it frees you from the burden of overseeing contract staff, enabling you to prioritize delivering the desired outcomes.

Whether your project is small or large, long or short, we'll work with you so you can focus on what matters.

### What you get:

- Hands off the minutia
- Flexible and scalable team
- Close partnership for documentation and compliance
- Management of team adjustments based on deliverables
- Fostering relationships
- Legacy knowledge retention



AI image generated with Adobe Firefly  
Prompt: flexible idea generation rubik's cube light bulb

### The team that delivers

Finding the right people for the right role is one of our biggest strengths. We're educated in design and research, and we know how to identify the skills needed for the work to be done. Our team has spent the past fifteen years building a network of local and national talent. From production perfection to blue sky conceptualization and everything in between, we'll build the right team for your needs.

Our Studio Lite model can be customized from one to many. We've helped clients with single source solutions as well as multi-faceted, overlapping teams that ebb and flow based on the deliverables. This model allows for costs to stay manageable, while relying on your Allovus partner to handle the team changes. You stay focused on your goals and your timeline, and we'll hit your deadlines and provide great people to get the work done.

### Projects redefined

It's an opportunity to shift the way you think about your needs. Instead of focusing on filling the role of a UX designer, consider the position as a way to tackle the specific tasks you need to complete this quarter. Take for instance, mockups for engineering to open the dialogue for possibilities, UI exploration for leadership buy in, wireframes for V1 deadline, etc. By reframing the expectations, we can build a deliverable-based model that aligns with your work and creates a project scope for the life of our partnership. We work with you to create the SOW, assuring your deliverables are clearly defined and your scope of services is in compliance with your organization's requirements.

### Pricing built around your needs

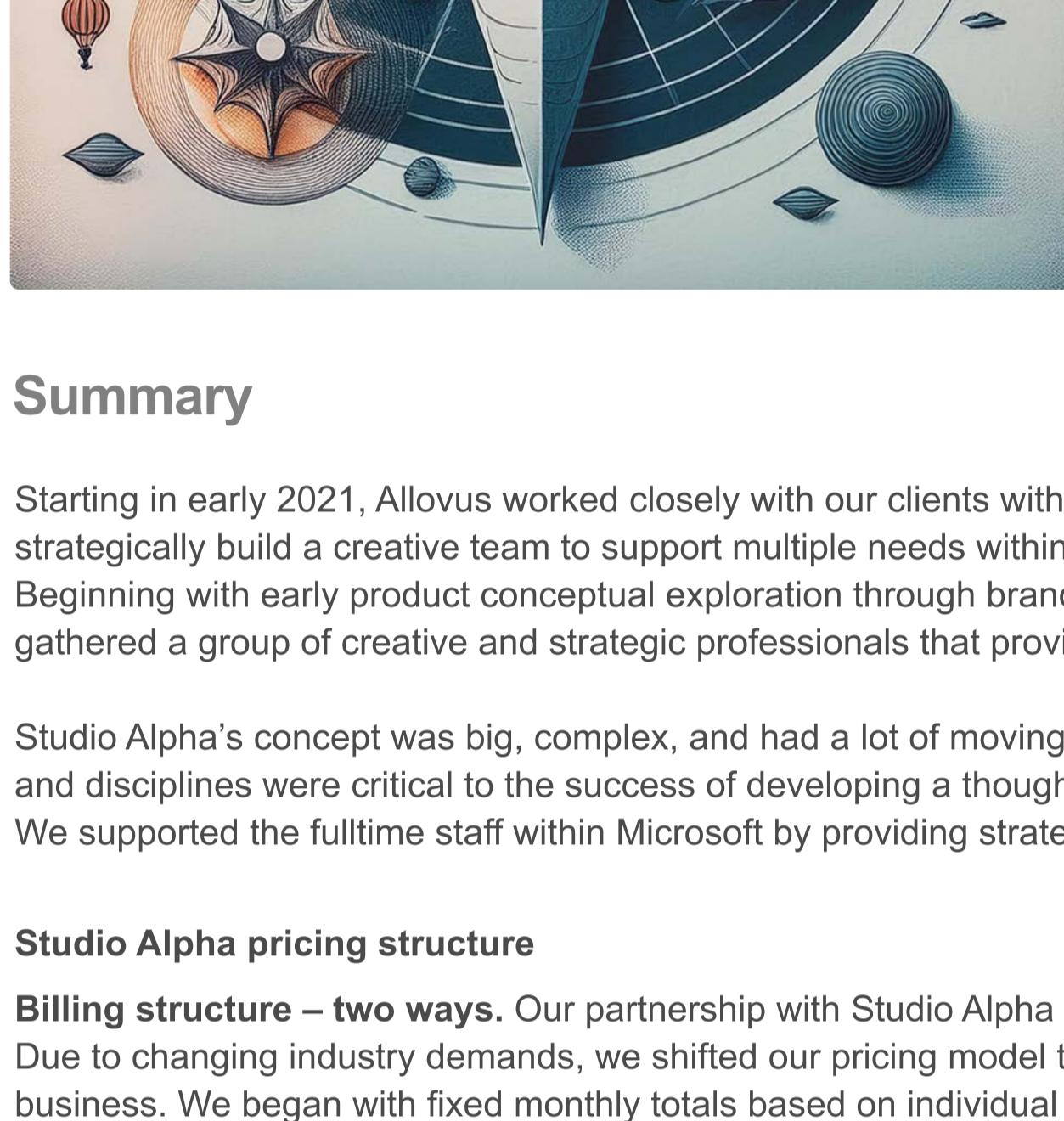
Our Studio Lite model offers fixed price billing, allowing you to align deliverables to monthly spending. Our pricing estimates come from our collaborative meetings and projected workload. The monthly total covers the hours for the team supporting your work, which allows us to provide living wages, PTO, and healthcare options for our staff.

### Policy rooted in compliance and security

We educate ourselves in the compliance and security standards of your organization to ensure all requirements are met. We offer options for collaboration tools for access and communication, whether that's within your organization's network or our own secured platform.

# Case Studies

## Microsoft's Studio Alpha



### Allovus Design Contributions

- Product strategy, road mapping, and process management
- Cross-discipline product, UX design, and research
- Visual design supporting brand creation and UI
- 3D conceptualing and tools development, prototyping, and demo creation
- Design system creation, implementation, and application

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Prompt: board game strategy with boats, planes, people, circles and compass; concept; future reality

### Summary

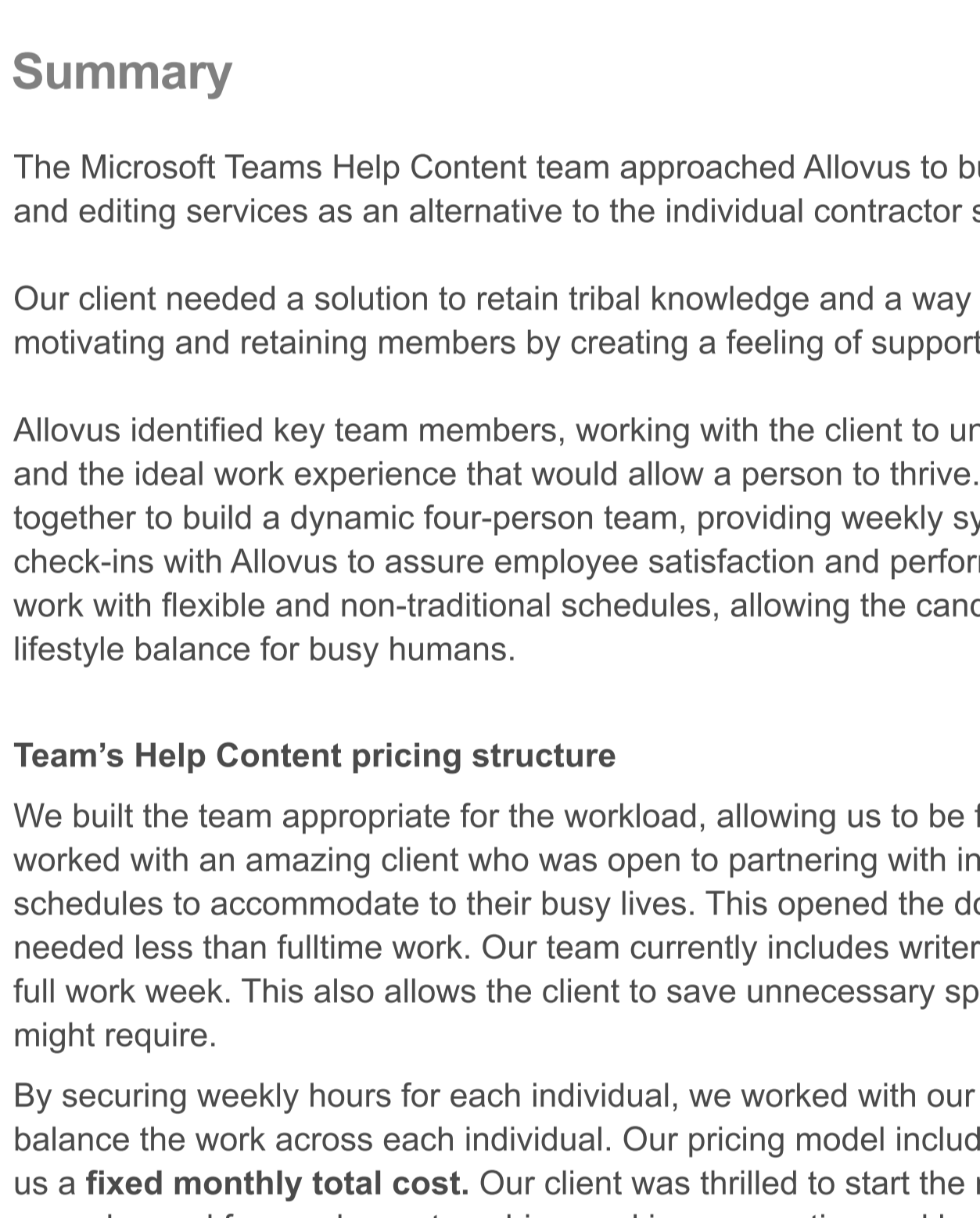
Starting in early 2021, Allovus worked closely with our clients within Microsoft's Studio Alpha to strategically build a creative team to support multiple needs within their product creation process. Beginning with early product conceptual exploration through brand and visual style creation, we gathered a group of creative and strategic professionals that provided a cross-functional set of skills.

Studio Alpha's concept was big, complex, and had a lot of moving parts. A variety of perspectives and disciplines were critical to the success of developing a thoughtful, intelligent design process. We supported the fulltime staff within Microsoft by providing strategy, research, and design.

### Studio Alpha pricing structure

**Billing structure – two ways.** Our partnership with Studio Alpha was a journey in collaboration. Due to changing industry demands, we shifted our pricing model to meet the needs of their business. We began with fixed monthly totals based on individual cost but moved to a deliverable-based model which aligned with monthly milestones. Both options can work.

## Microsoft's Teams Help Content



### Allovus Design Contributions

- Our team is responsible for working with product managers to:
- Create and publish new articles to support Microsoft enterprise customers
- Contribute to how-to guides for all new features and functions
- Maintain and update existing feature articles to reflect software changes and new releases

AI image generated with Adobe Firefly  
Prompt: laptop, cool tone, layered paper

### Summary

The Microsoft Teams Help Content team approached Allovus to build a model to provide content writing and editing services as an alternative to the individual contractor services staffing model.

Our client needed a solution to retain tribal knowledge and a way to create a healthy working experience, motivating and retaining members by creating a feeling of support, camaraderie, and inspiration.

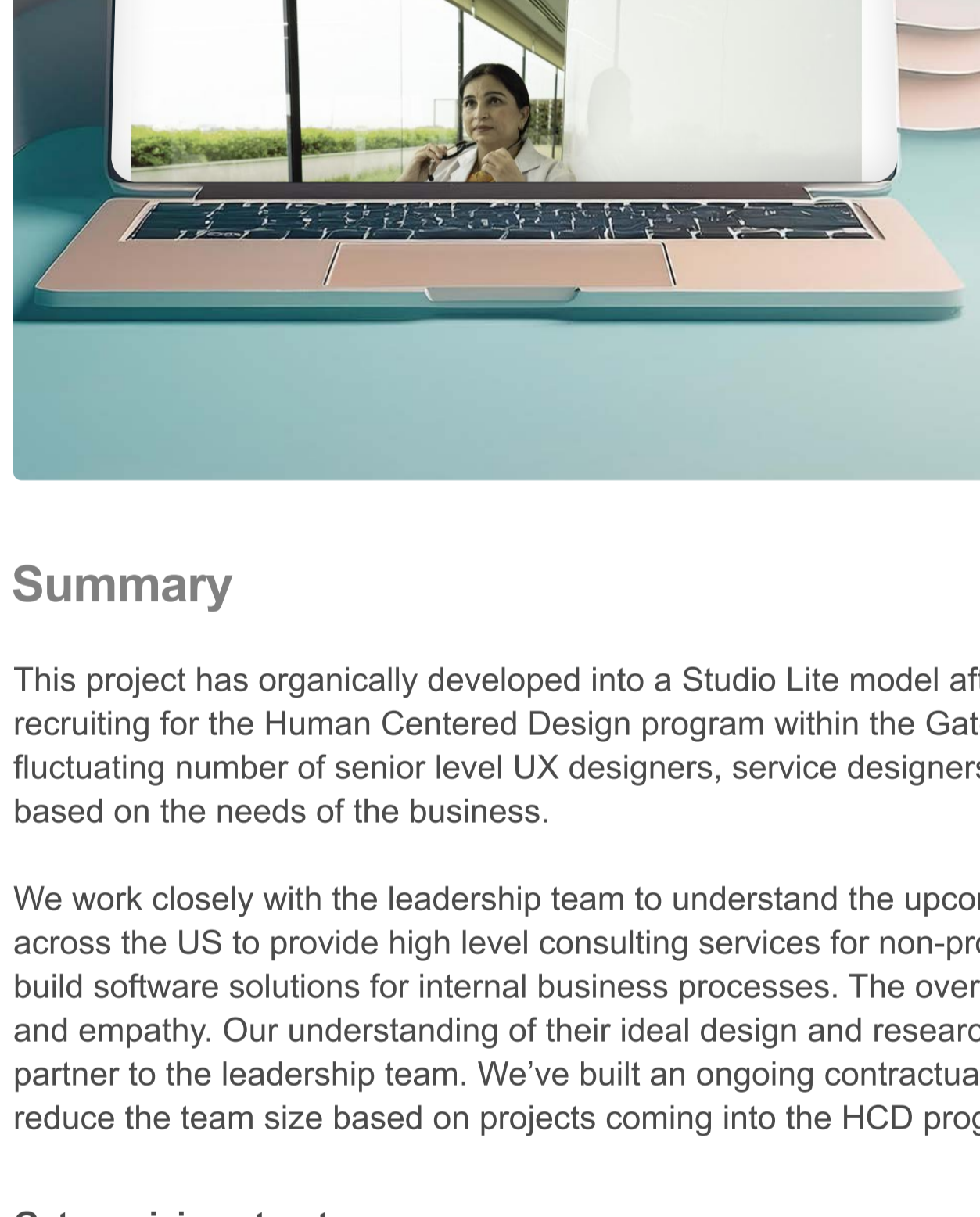
Allovus identified key team members, working with the client to understand the expectations for the work and the ideal work experience that would allow a person to thrive. Our recruiting and studio teams worked together to build a dynamic four-person team, providing weekly syncs, technical support, and 1:1 regular check-ins with Allovus to assure employee satisfaction and performance. With this model we're able to work with flexible and non-traditional schedules, allowing the candidate pool to open and accommodate a lifestyle balance for busy humans.

### Team's Help Content pricing structure

We built the team appropriate for the workload, allowing us to be flexible with hours and schedules. We worked with an amazing client who was open to partnering with individuals needing creative weekly schedules to accommodate to their busy lives. This opened the door to some great writing talent that needed less than fulltime work. Our team currently includes writers working 50%, 75%, and 100% of a full work week. This also allows the client to save unnecessary spending as traditional staffing models might require.

By securing weekly hours for each individual, we worked with our client to build a strong team and balance the work across each individual. Our pricing model included set hours for each person, giving us a **fixed monthly total cost**. Our client was thrilled to start the new fiscal year with a locked-in annual spend for vendor partnerships, making accounting and budget projections much simpler.

## Gates Foundation



### Allovus Design Contributions

- Work with technology off the shelf and make adjustments and customizations to meet the needs of the business
- A keen understanding of the business process at hand, all customers and stakeholders, and how they align the technology to support the business needs and goals

AI image generated with Adobe Firefly  
Prompt: laptop, cool tone, layered paper

### Summary

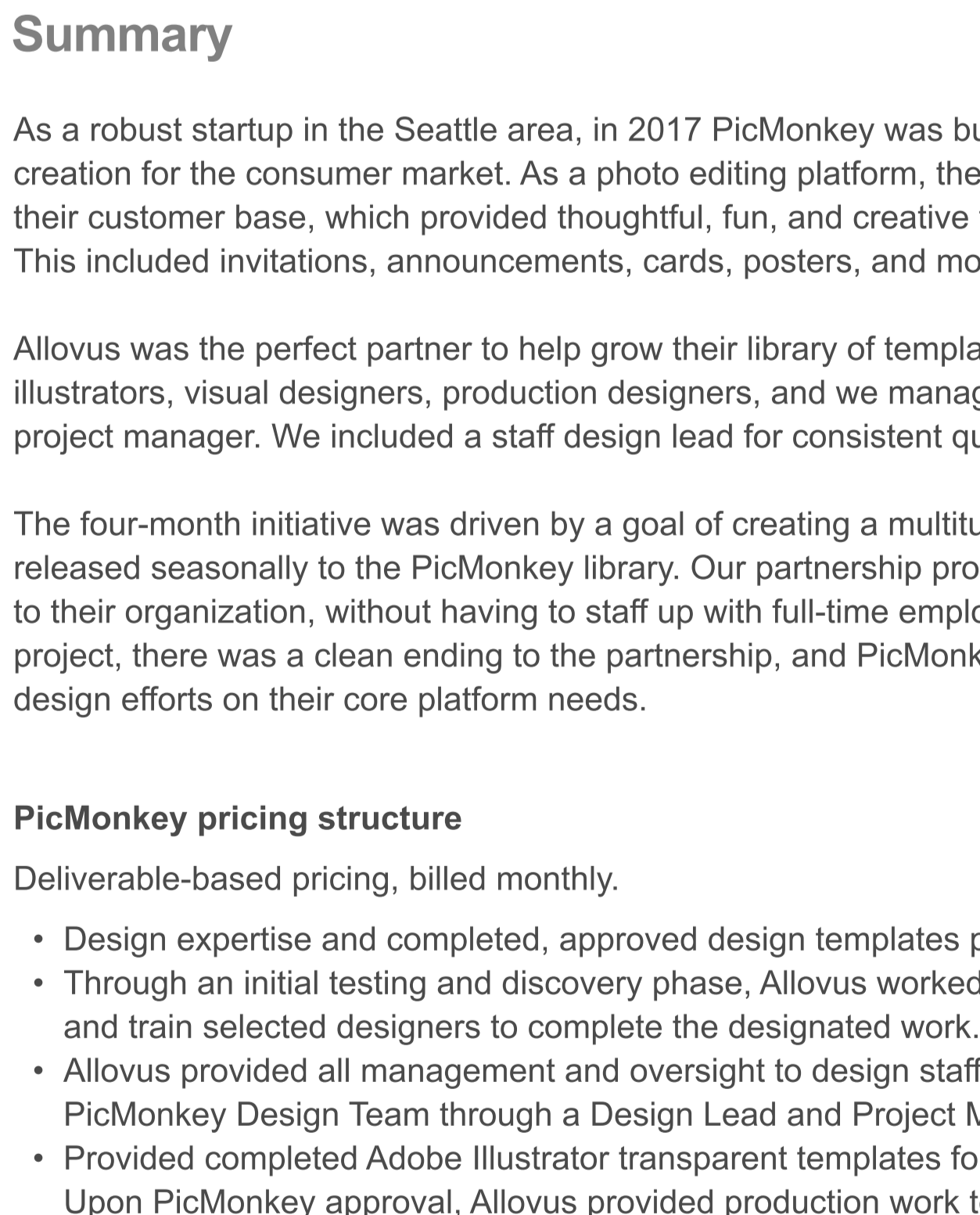
This project has organically developed into a Studio Lite model after years of strategic partnership in recruiting for the Human Centered Design program within the Gates Foundation. Our team includes a fluctuating number of senior level UX designers, service designers, and user researchers, which changes based on the needs of the business.

We work closely with the leadership team to understand the upcoming workload and recruit candidates across the US to provide high level consulting services for non-profit solutions. Gates does not custom build software solutions for internal business processes. The overarching strategy includes collaboration and empathy. Our understanding of their ideal design and research candidates has made us a strategic partner to the leadership team. We've built an ongoing contractual model which allows us to expand and reduce the team size based on projects coming into the HCD program.

### Gates pricing structure

Our partnership with Gates foundation is based on a time and materials model. We track monthly hours within a concise report along with the monthly invoicing. We have team members working a variety of weekly hours and schedules, this model allows Gates to burn against an annual budget and reallocate unused funds as they anticipate business changes through out their fiscal year.

## PicMonkey



### Allovus Design Contributions

- Creative direction and design leadership, including mentoring, brainstorming, and quality evaluations
- Creative project management, including the design and creation of a custom workflow tool for iterative review and approval for internal and client-facing decision making
- Visual design and implementation of template designs into the PicMonkey tool and library, ready for release on the client's timeline.

AI image generated with Adobe Firefly  
Prompt: laptop, cool tone, layered paper

### Summary

As a robust starter in the Seattle area, in 2017 PicMonkey was building a name as a leader in content creation for the consumer market. As a photo editing platform, they sought to build an offering for their customer base, which provided thoughtful, fun, and creative templates for digital messages. This included invitations, announcements, cards, posters, and more.

Allovus was the perfect partner to help grow their library of templates. We built a team of talented illustrators, visual designers, production designers, and we managed it with an experienced Studio project manager. We included a staff design lead for consistent quality and direction.

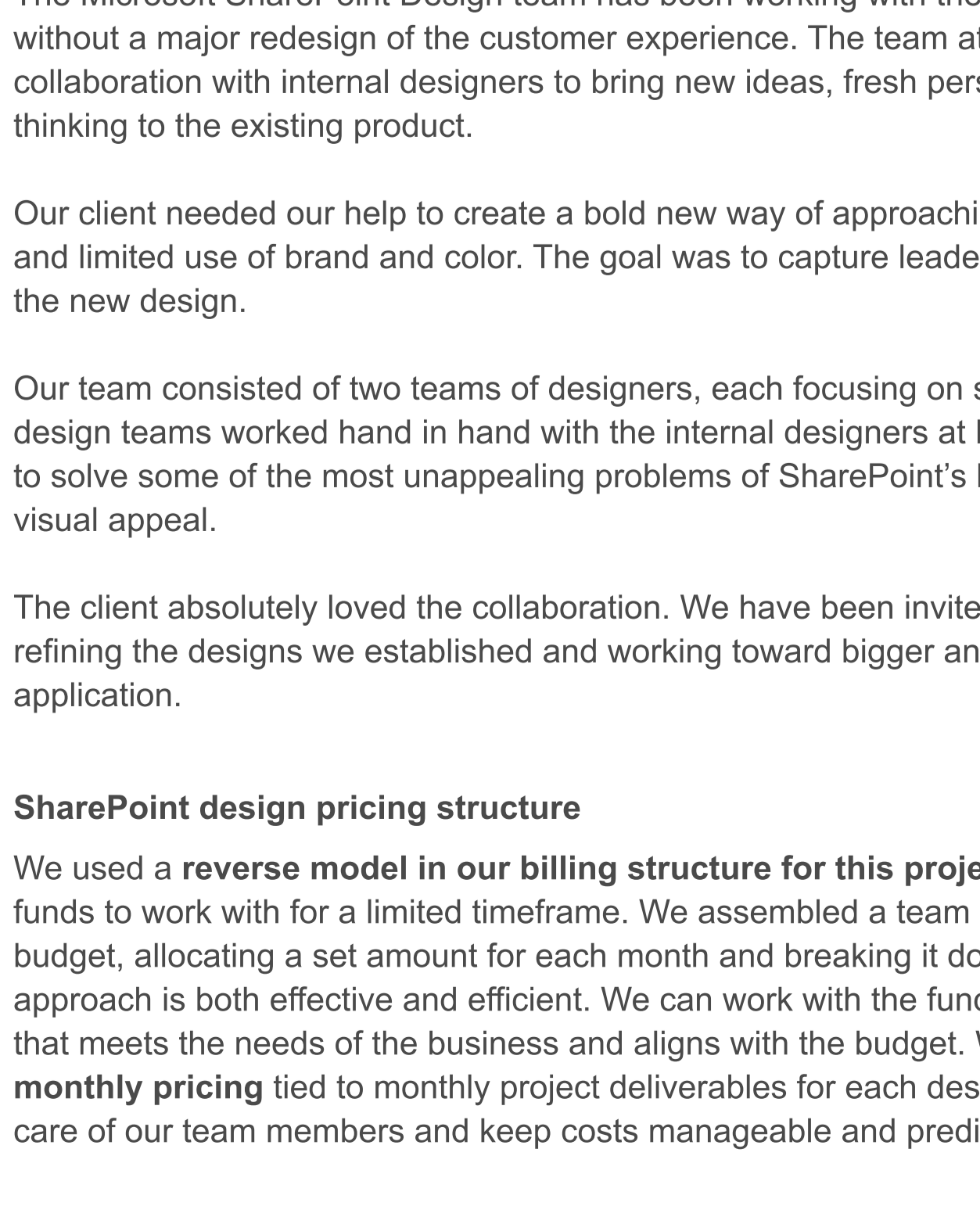
The four-month initiative was driven by a goal of creating a multitude of templates that could be released seasonally to the PicMonkey library. Our partnership provided an extension of design support to their organization, without having to staff up with full-time employees. In addition, as we finalized the project, there was a clean ending to the partnership, and PicMonkey continued to focus their internal design efforts on their core platform needs.

### PicMonkey pricing structure

- Deliverable-based pricing, billed monthly.
- Design expertise and completed, approved design templates per client specifications.
  - Through an initial testing and discovery phase, Allovus worked with PicMonkey to recruit, hire, and train selected designers to complete the designated work.
  - Allovus provided all management and oversight to design staff and worked directly with the PicMonkey Design Team through a Design Lead and Project Manager.
  - Provided completed Adobe Illustrator transparent templates for PicMonkey review and revision.
  - Upon PicMonkey review, Allovus provided templates for PicMonkey to recreate templates within the PicMonkey Template Tool and uploaded for final delivery.

PicMonkey provided payment for services based on a set price per completed template.

## Microsoft's SharePoint Design



### Allovus Design Contributions

- Dreamed up and visualized new ways to navigate through the product design process of a SharePoint site
- Created workflows to expand the use of color and brand across a site, and build modern, breathable page layouts and smarter workflows

AI image generated with Adobe Firefly  
Prompt: laptop, cool tone, layered paper

### Summary

The Microsoft SharePoint Design team has been working with the existing UI for nearly seven years without a major redesign of the customer experience. The team at Allovus was invited to work in collaboration with internal designers to bring new ideas, fresh perspectives, and modern design thinking to the existing product.

Our client needed our help to create a bold new way of approaching SharePoint's existing navigation and limited use of brand and color. The goal was to capture leadership's attention to secure funding for the new design.

Our team consisted of two teams of designers, each focusing on separate areas of the product. The design teams worked hand in hand with the internal designers at Microsoft, iterating and collaborating to solve some of the most unappealing problems of SharePoint's limited functionality, navigation, and visual appeal.

The client absolutely loved the collaboration. We have been invited back for a new year of partnership, refining the designs we established and working toward bigger and bolder changes within the application.

### SharePoint design pricing structure

We used a **reverse model in our billing structure for this project**. Our client has a set amount of funds to work with for a limited timeframe. We assembled a team of collaborators according to the budget, allocating a set amount for each month and breaking it down by the cost per resource. This approach is both effective and efficient. We can work with the funds to build a team and a program that meets the needs of the business and aligns with the budget. We built an SOW with **fixed monthly pricing** tied to monthly project deliverables for each design team. This allows us to take care of our team members and keep costs manageable and predictable for our clients.

## Want to learn more?

Our team here at Allovus continues to partner with clients and build teams to meet the changing needs of their business. If you're a creative professional and would like to learn more, please email us at [info@allovus.com](mailto:info@allovus.com). If you're a hiring manager or potential client who would like to discuss how Allovus can build a team for you, let's talk. We'd love to help you meet your goals and deliver on some amazing work.