

HELP CONTENT

IN-APP HELP LIBRARY
Managed by our Studio Lite team of copywriters

HIGH-IMPACT STUDIO LITE TEAMS

If your business is facing the challenge of handling specialized projects without overextending resources, Allovus can help. Our innovative Studio Lite teams model offers a small, focused group of experienced professionals designed to deliver exceptional results in design, UX, and copywriting. Built on the fixed-price Scope of Work (SOW) framework, Studio Lite provides businesses with the perfect blend of expertise, productivity, and continuity.

Read on to learn about the success of our Studio Lite teams, the recruiting process, and how your business can benefit from our high-efficiency model.

Duration
Mar 2023 – Present

Tools
Microsoft Teams
Proprietary Content Management System
Microsoft Word
Microsoft ADO

Roles
Content Strategy
Copywriting
Copyediting
Technical Writing

Total Spend
\$824,000

OUR PROCESS

HELP + SUPPORT

A CASE IN POINT

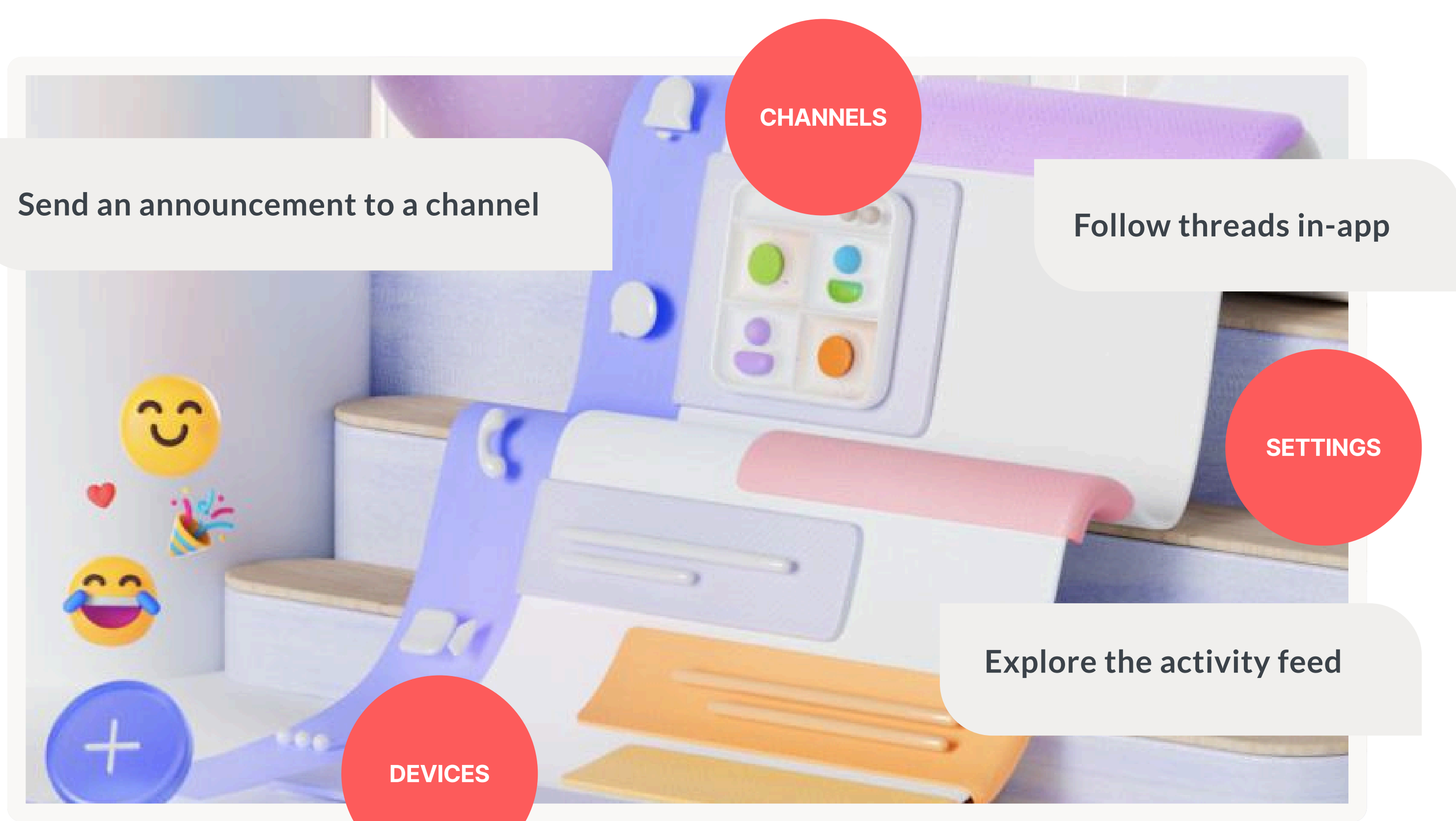
A standout example of the impact of the Studio Lite model is our collaboration with our client. Our team of expert copywriters creates help articles for 320 million users worldwide, producing how-to content for new features and maintaining an existing library of over 1,000 articles. This content management ranges from small updates — changes to product UI — to major launches like the release of a new product and AI products.

WHAT THEY DO

Working closely with product managers, our writers ask the right questions to transform technical jargon into user-friendly content. Acting as detectives, they track down documentation and designs that paint a complete picture of how each feature works.

OUR RESULTS

Dedicated project managers ensure the team's morale remains high and that collaboration is seamless. Weekly check-ins, clear communication channels, and an emphasis on team identity create a positive and productive environment.



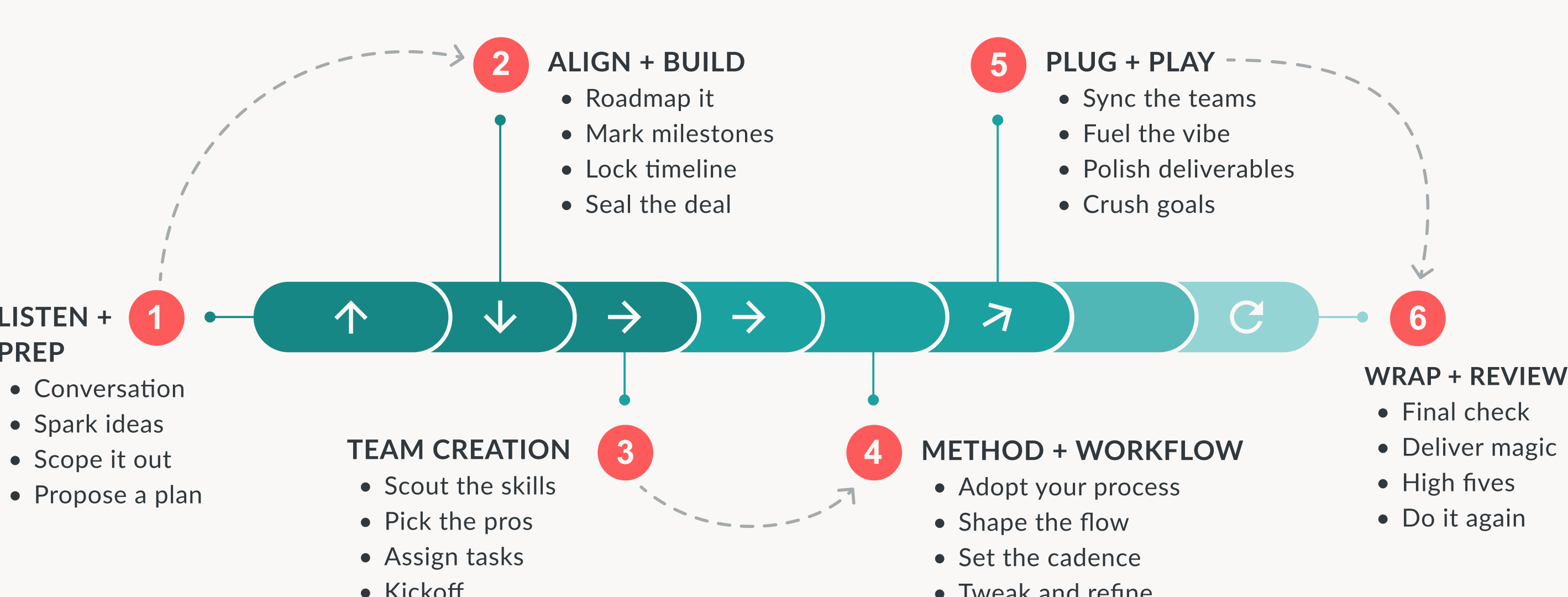
CRAFTING THE STUDIO LITE TEAM: THE RECRUITING PROCESS

At the heart of every successful Studio Lite team is our meticulous recruiting process. By leveraging years of industry expertise, we identify professionals who are not only highly skilled but also embody kindness, collaboration, and a passion for iterative problem-solving. Our goal is to build a group that thrives on autonomy and agility, seamlessly adapting to project requirements while maintaining a focus on quality.

This process starts with understanding the client's specific needs. From there, our recruiting specialists match those needs with candidates who have both the technical expertise and interpersonal skills to excel. The result? A team that hits the ground running and integrates smoothly into your workflow.

Our model seamlessly aligns with years of relationship building in the design industry, allowing us to work with familiar faces whose work we can speak to with confidence.

WHAT TO EXPECT FROM A STUDIO LITE EXPERIENCE



This shift wasn't just about scaling up. It was about rethinking how design happens — bringing fresh perspectives, breaking down silos, and creating an environment where collaboration thrived.

This allowed the existing internal design team to continue their focus while our Studio team could reimagine the platform's framework and bring new and innovative ideas to the table.

HELP CONTENT



LET US BRING
YOUR DESIGN IDEAS
TO LIFE