

HolaBrief.

A better way to create design briefs

About us

Our mission is to encourage designers to become more valuable through strategic thinking

We know how it feels to be working in the dark without any strategy or direction, hoping that a client will magically like what we end up with. We know how it feels to lose a client because of lack of communication and a cascade of misunderstandings.

We also know how it feels to have the shoe on the other foot and work with designers who don't have a solid process (or at least not one that they share), resulting in unpleasant surprises for everyone.

HolaBrief was born out of our frustration with both these scenarios. We wanted to solve our own problems, and along the way we realised that we weren't the only ones facing these situations time and time again.

So we decided to do something about it.

The reality of design is hard. A lot of designers believe that providing a good service means doing what the client wants, leading to the stereotype of designer as order-taker. This isn't the clients' fault, either - if designers don't provide real value to projects, then clients have to tell them what to do.

We believe that the only way designers can add value and stand out from the fierce competition out there is by sharing their process with their client and collaborating from day one. Understand their business and their problems, build long-lasting relationships and become partners for the long haul.

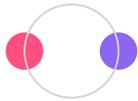
After all, you have to understand problems before you can solve them.

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Our values

These are the values that guide us on this crazy journey



Collaboration

Great projects don't happen by working alone. Give feedback, be open to receiving it, and share ownership. Together we can do more, and better.



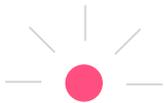
Empathy

Thinking as a client, a developer, or a project manager will help you to see the big picture and get a deeper understanding of the project. Put yourself in someone else's shoes - and, of course, ask that they do the same.



Process

A solid process gives you confidence and the knowledge that you are working in the right direction. Your creativity is valuable. Don't waste it.



Curiosity

If you don't ask the right questions you will always remain on the surface of a problem. "Why?" is always the best answer.

Key benefits

- Helps designers to develop a more strategic thinking by asking better questions and really understanding the client's business.
- Gets everyone on the same page and making sure that designer and clients are always aligned.
- Guides designer and client through the briefing process with a fun, interactive and meaningful experience.

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Links

Website

<https://www.holabrief.com>

Medium

<https://medium.com/holabrief>

Twitter

<https://twitter.com/holabrief>

Instagram

<https://www.instagram.com/holabrief>

Dribbble

<https://dribbble.com/holabrief>

Media Kit

Logos and images

<https://goo.gl/WmJnTt>

Video

<https://www.youtube.com/watch?v=Z7ThgDLjFsk&t=14s>

Contact

Fernando Ifran, Co-founder

fernando@holabrief.com