



SHERPA PLAYBOOK

“A brief guide explaining how SHERPA works”

Why did we create SHERPA PLAYBOOK?

We are very well aware that we live in a world where dozens of projects proceed concurrently. Projects' scopes and priorities change in a blink of an eye. We also know that no one likes to send warnings with titles like **Urgent!**.

As we got aware of these, we had unforgettable experiences that showed us **focusing** is the one and only solution. We do not see ourselves on the other side of the table. Whatever we do or create, we do by moving synchronously with you, our project owners.

SHERPA PLAYBOOK is simply our confession declaring '**how we work**' and it is written to express rightly our respect for the project owners with whom we will be designing experiences. In order to start working together, or to shake hands and split our ways.

OUR PRINCIPLES

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PRINCIPLE #1

Design is problem solving.

We are an **award winning** digital design studio.

We aim to bring to perfection the user experiences of your digital products and services.

Want to see our works?

Check out our Behance portfolio.

[BEHANCE →](#)

Want to see how we design user experience?

Have a look at our detailed case studies.

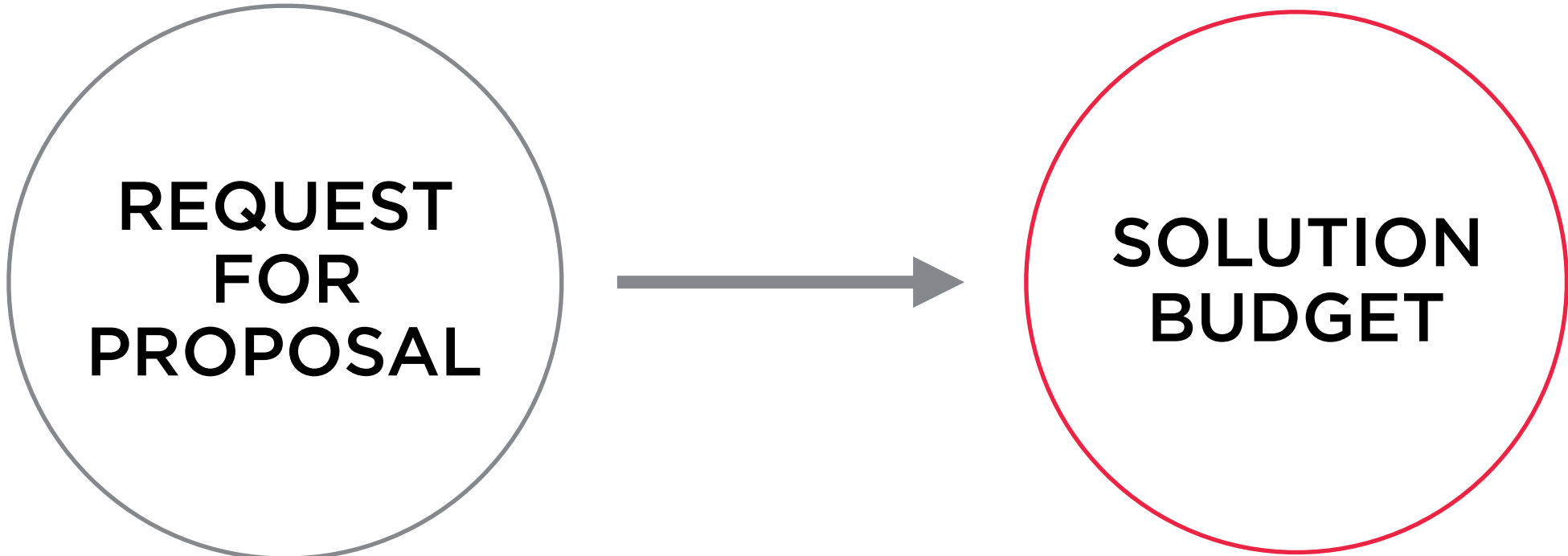
[SHERPA DIGITAL →](#)



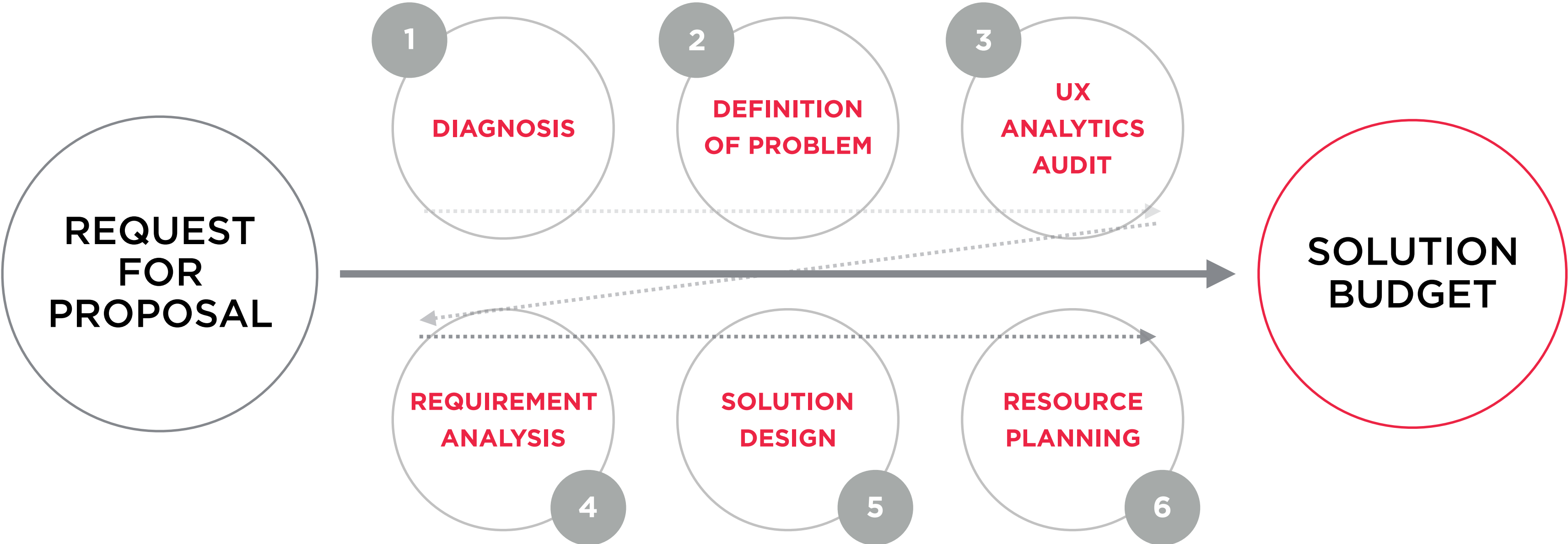
PRINCIPLE #2

Defining the problem in the right way
is the first and perhaps the most valuable service
we can provide you.

TRADITIONAL BIDDING PROCESS



DIAGNOSIS BIDDING PROCESS AT SHERPA





PRINCIPLE #3

Time is an irreplaceable resource
and we believe in spending it wisely.

We provide high productivity by using online softwares.



We use NiftyQuoter for proposal management.



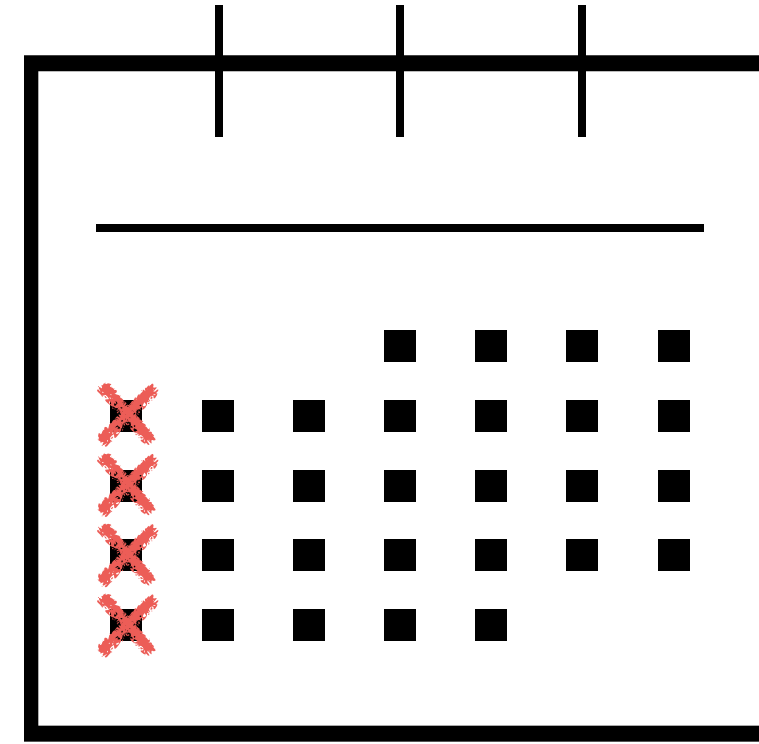
We use Trello as our project management tool and we invite the responsible project stakeholders to our project board. In that way, project owners can follow the production and planning processes in real time.



We use Dropbox for file transferring in the course of a project. We transfer and archive files rapidly through Dropbox.

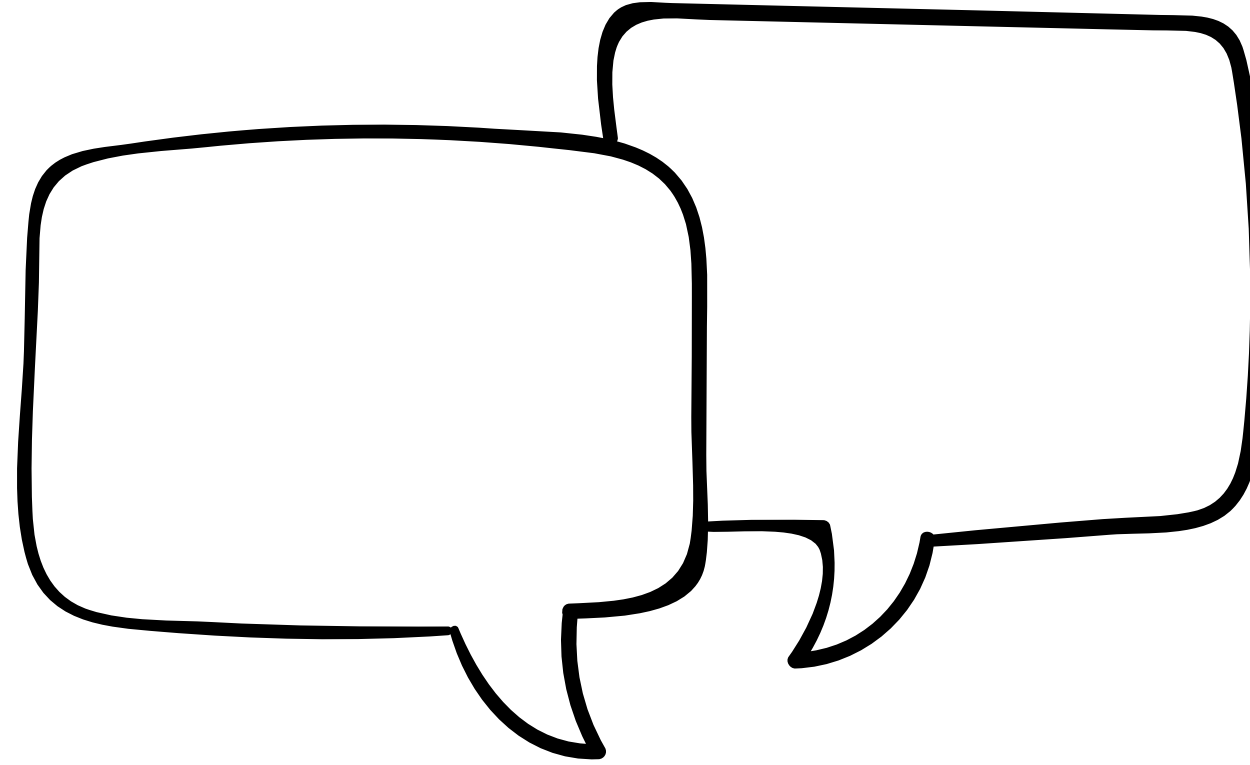


We use Slack as the sole platform for any kind of internal and project owner written communication. Moreover, automate Slack with the compatible SaaS we use during the project management process.



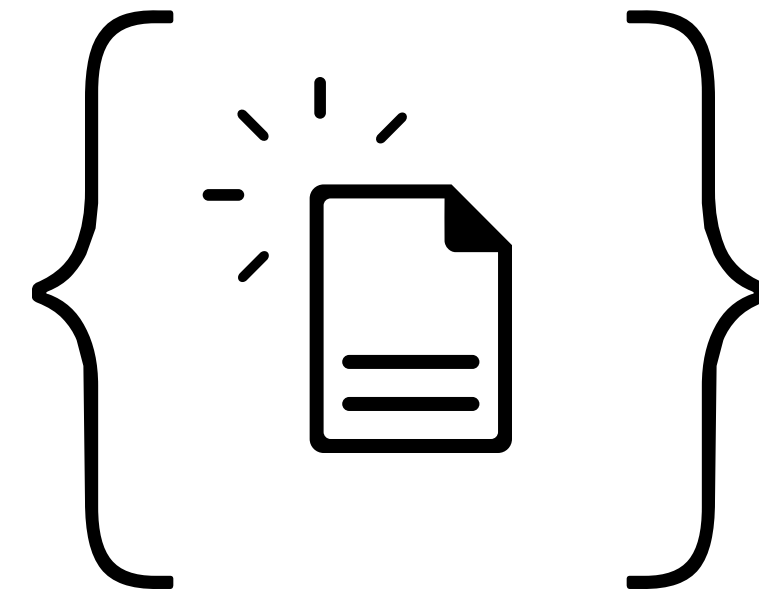
We have a no-meeting day: Monday.

Productivity is sacred to us. On Mondays, we do not participate in any internal or external meetings but rather focus only on production.



We present all the project deliverables face to face.

We do not share the deliverables via email attachments and we do not ask our project owners to share their reviews through email.



As the definitions of the scope change, we redefine the project scope.

If the scope of the project is updated based on the project owner's request during the presentation or review phases of our creative solutions, we halt the production process and redefine the project scope. If the updated scope affects SHERPA's resource allocation, we review the budget items in our proposal as well.

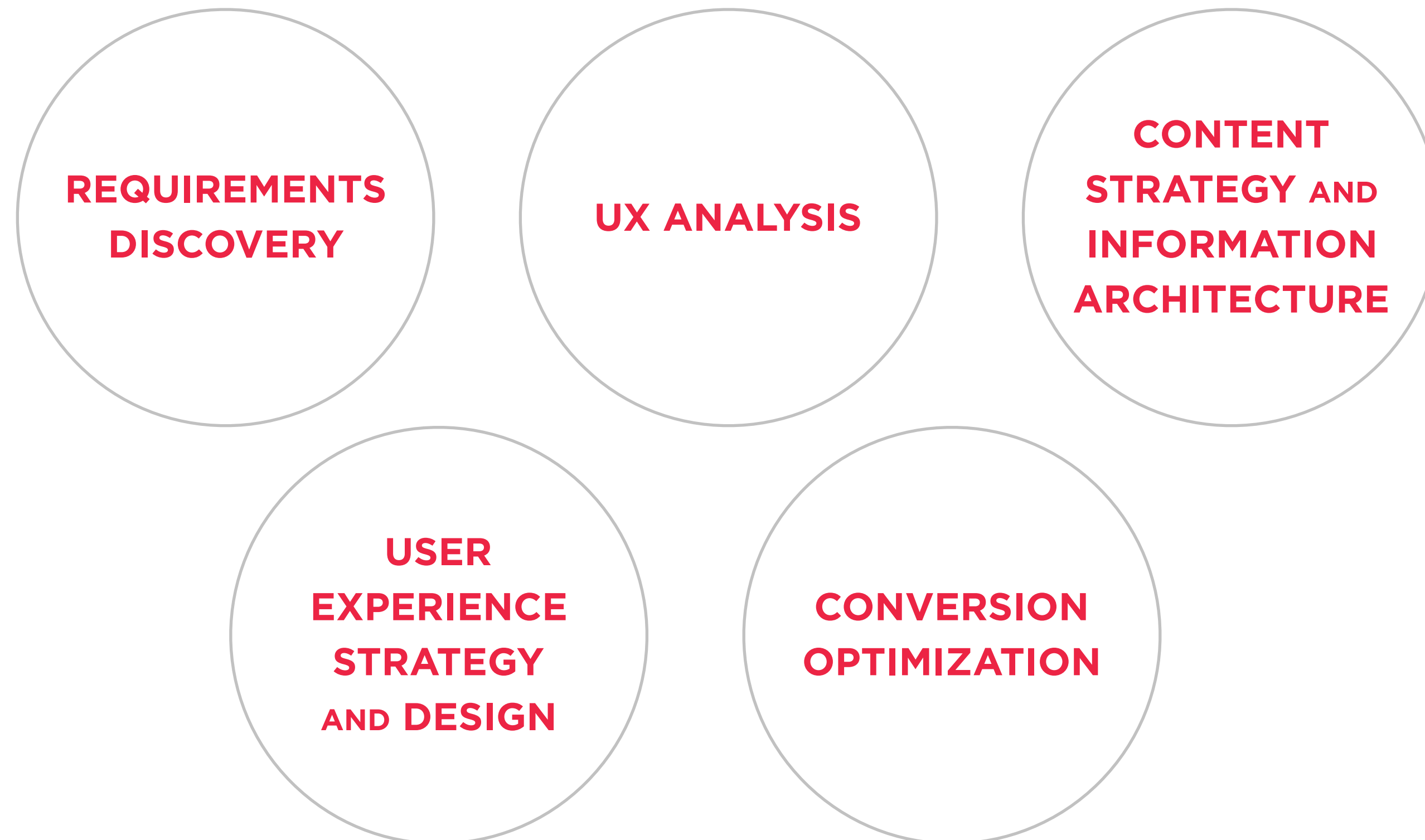


PRINCIPLE #4

We do well at what we know well.

For any other kind of production, we work with the solution
partners of high competency.

SERVICES WE OFFER



SERVICES WE OFFER AT SHERPA

SERVICES WE GET FROM OUR BUSINESS PARTNERS

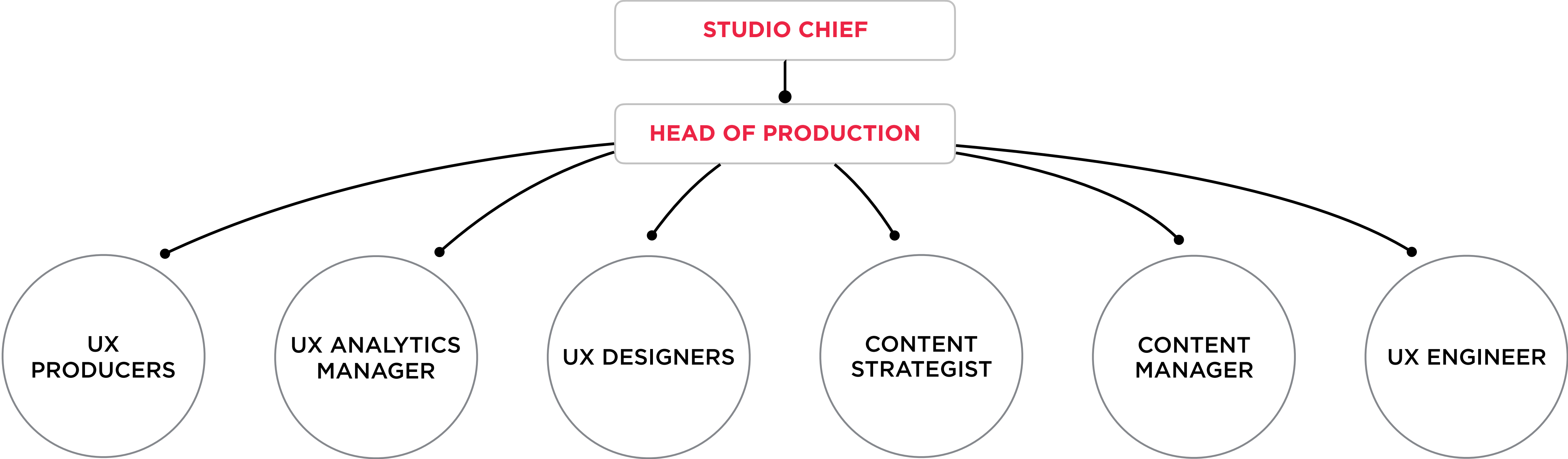




PRINCIPLE #5

To be able to present the solution in the most effective way,
we give you access to the whole SHERPA team
by assigning a UX Producer to your project specifically.

SHERPA TEAM FORMATION



REFERENCES

BRANDS WE PROVIDE SERVICE





Serdal Korkut Avcı

Arçelik | Director of Industrial Design

SHERPA has been a team mate who has made us follow our own project with its beautiful people, cozy office and warm approach. It had a team staying with us during the whole process and that has reminded us we ran towards the same goal with their inclusive approach. They quickly adapt to the developments of the world and succeed to keep at this level as a partner. They have a structure that readily, temperately and continuously experiment as the connotation of its name indicates. Together, we undergone a working process in which emails never stopped, the project flowed without halting and the experiments were done quickly. For the end result, there was a need for satisfaction on both sides. And, the result was befitting with that kind of quality.



Llewelyn Padiachy

Telesure Sigorta | General Manager for Sales & HR

Sherpa made us feel comfortable and not overwhelmed by their new concepts. They delivered exceptional results in short time frames and were available after hours as well, which is key at putting a customer's mind at ease during the stressful period of a designing a website within short deadlines.

I would definitely recommend SHERPA to anyone looking at designing a website where User Experience is the driving force behind the strategy.



Erinç Evrim İman

Axion | Digital Marketing Solutions & Product Manager

The best part of working with SHERPA is to always get together with genial people. It was a cheerful process from co-working sessions to meetings. SHERPA not only owned our project at least as much as we did - sometimes even more, but they also did well in issue tracking. They focused on our requirements and understood our needs, therefore they carried us a step further with their solutions.

They always made us feel like as we're in the same team and they proved that working with them was the right decision.



Can Özkan

Wellabled | Director and International Coordination Manager

We knew so well that we had to work with a unique design studio and team to be able to create a website that would be able to tell our main concerns for a universal and pioneering project. SHERPA could understand our concerns and expectations as well as being able to answer our expectations of high standards. For project owners like us, one of the most important things regarding creativity and production is to be understood. The second one is to get a satisfactory result. SHERPA showed its practicality and success about those issues.

Keep going to make the seas accessible. Thank you SHERPA.



Onur Eren
SekizGen | CEO

We were convinced to step into a long term collaboration by seeing that they approach to the subject with internationally recognized methodologies and their compassionate bound for the results. In the UX Analytics phase, the first step in which the user experience, usage habits and user data of KolayOto.com has been reviewed, they asked the right questions and this made it possible for us to narrate the critical points in a short time period. Then, the feedback they gave during their UX Analytics presentation clarified the development requirements hanging around us like a complex cloud, prioritized them by making them measurable and made us step forward.



Görkem Öztürk

Radore | Marketing Director

SHERPA is the most trustworthy companion for the hard goals. They know that what they do is crucial and do not give up on their own truths for any kind of project owner. For me, their expertise on marketing communication is the most important wisdom that makes them apart from the others.



Zeki Bilsel

Şölen Çikolata | Marketing Director

First of all, you need to know your business well to be able to work with SHERPA. Because, when these guys come to get your brief and afterwards, they try to understand all about your business, your intentions and how far you are willing to go for those intentions with their detailed questions. And that is the most precious asset of SHERPA. Thanks to that, you get not just a website but a whole new business model. This business model lives, gets bigger and wins awards. How do I know? Because, that was exactly what I experienced in the course of our own collaboration.

OUR STANDARDS

At SHERPA, we have some standards we feel bound to keep our production quality as high as possible.



SHERPA Man/Hour Rate is standard:
250 TL



We like to work under 3, 6 or 12 months contracts that can enable us to be part of your digital product/service team more than work on project basis.



To be able to keep our focusing quality over the standards we choose not to be a part of projects that require less than 90 M/H allocation for a month.



We keep our offer validity time confined to 7 days.

Lastly...

Want to see our works?

Check out our Behance portfolio.

BEHANCE →

Want to read our articles?

Check out SHERPA BLOG.

SHERPA BLOG →

Want to meet us?

Visit us.

DIRECTIONS →

SHERPA

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