

Conscious digital communication

Digital communication is unavoidable. Having your own web site or application seems mandatory. However it is still useful to consider the **reason why?**

Why occupy the digital space?

How does my web site or application **contribute to the world** in a way that does not yet exist?

What is its **raison d'être**?

Our commitment

Internet is overflowing with the most varied resources. Precious pearls lay side by side with the most useless content. We think that the digital space is not an unlimited and dematerialized substance, but a concrete and finite territory.

It is understandable that everyone wants to stake its claim to a part of it. We believe that doing this in a conscious way is an act of global citizenship. We wish to support you in this process.

Purpose, values and mission

Our methodology starts with the exploration of the purpose of your communication. This work can be based on your values and mission or be the opportunity to define them.

Down into the matter

Starting from this essence, we support you in the definition of a line of communication (external as well as internal) that serves your organisation, its employees and its clients.

Concrete steps

We then help you define the objectives and the big steps of your project while keeping in mind that evolutivity and flexibility are the keys factors for the success of any Information Technology project.

With this roadmap we can drive together the actual development of your web site or application with a regular and iterative project monitoring.



Intention

In the course of one or more workshops we explore and refine your intention for your digital communication. If necessary these workshops can also be used to define your values and set your mission.

Values and vision

Based on your values and vision we support you in defining the objectives of your project in order to lay down clear and precise specifications. During this phase we interview your clients, both internal and external, to ensure consistency of the objectives.

We help you to conceive the request for proposals and select the most appropriate provider.

A budget?

Each project is different and the first step is to discuss your aims together in order to evaluate the costs. We can then make cost estimates based on the project scope and the elements that already exist, such as clearly defined and embodied values within your organisation.

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Project management

We favor Agile methodology for project management. This kind of process makes it possible to regularly check if the ongoing work is still aligned with the objectives and also to redefine the latter dynamically if needed. This allows for an optimal use of the resources mobilised for the project.

Furthermore this iterative and incremental approach means a regular influx of deliverables which gives a concrete measure of the project's progress.