blurple playbook v2.2

"product experience studio"

TOP
MARKET
RESEARCH COMPANY
Clutch
TÜRKIYE
2023

TOP
USER
EXPERIENCE COMPANY
Clutch
ISTANBUL
2023
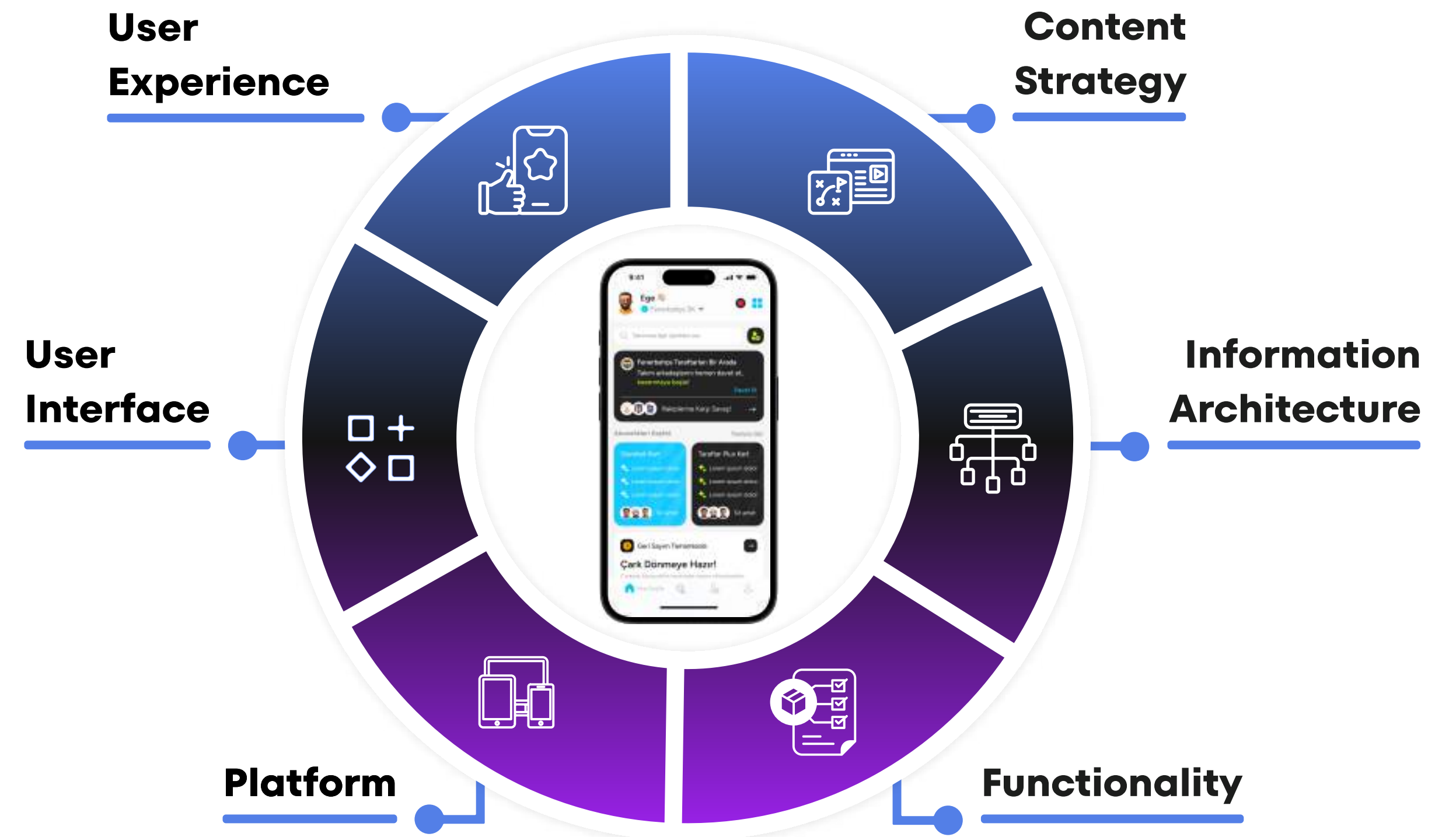
TOP
PRODUCT
DESIGN COMPANY
Clutch
TÜRKIYE
2023

We are a product experience studio.

blurple is a (PX) product experience studio, we develops the experience at the points where the product interact with the user, creates and plays an active role in maintaining successful digital products.

With our product experience approach, we provide comprehensive services regarding user researches, product management-coaching, product design and product communication that a product needs.

What is Product Experience?

Product experience (PX) is includes UX and every point of the digital product that comes into contact with the user.

User Experience

Content Strategy

User Interface

Information Architecture

Platform

Functionality

— studio

what is blurple universe?

We would be happy for you to get to know us better, you should get to know our culture first.

creativity

Creativity is one of the two great values that make up blurple, we act with the motivation to develop new product ideas and create original designs in each of our projects, we use creativity at the right time and to the right extent.

blurple universe

The blurple universe, which emerged with the combination of creativity and principles, is the recipe for our success.
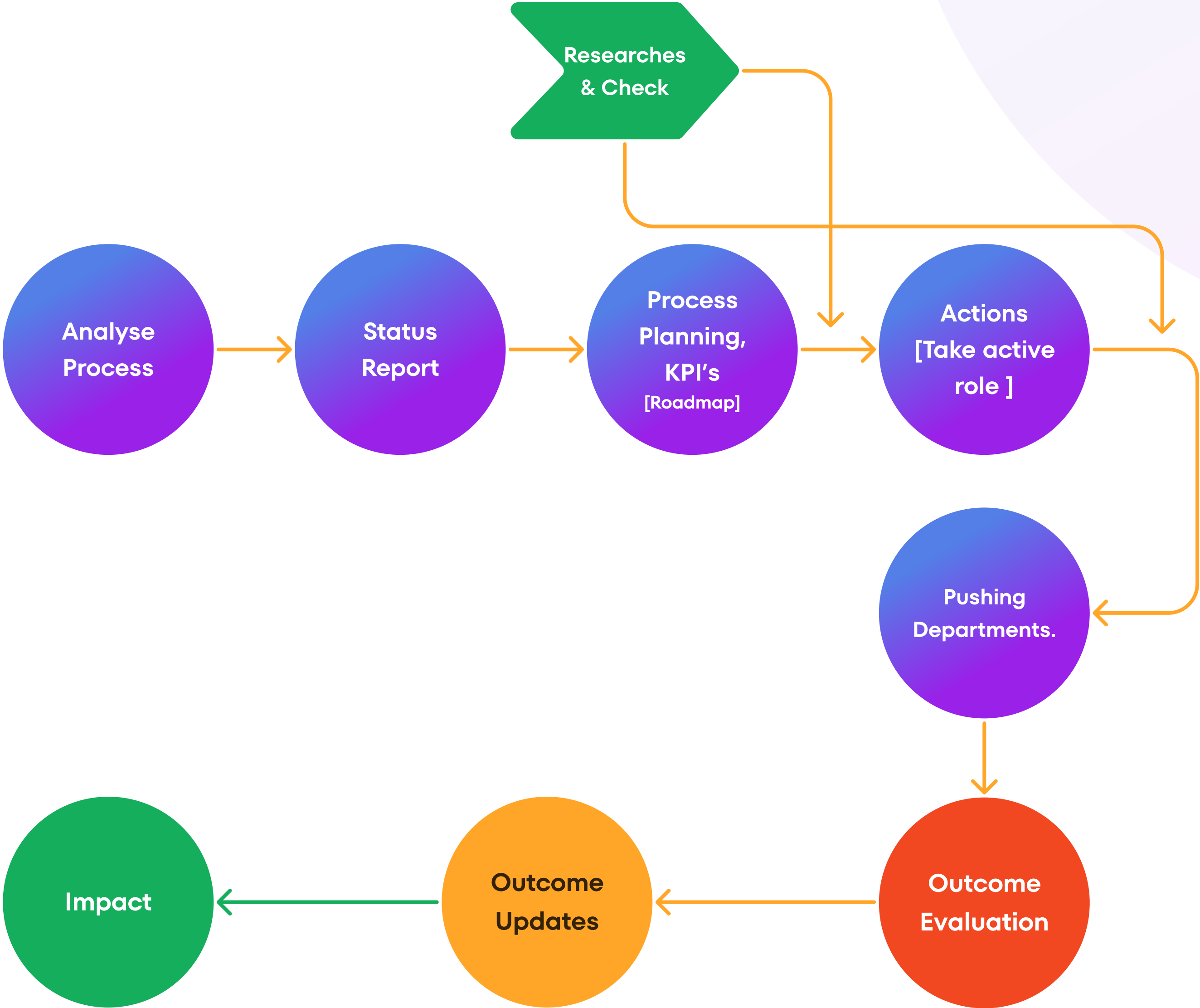
principles

Our commitment to our principles is the source of the value we add to our customers and the success in the projects we create, which enables us to move forward by being productive, efficient and sticking to our plans at blurple.

universe

Strategic
Methodology

Our two important main services that we offer to our customers are; consulting and product design.

We have separate methodologies and approaches for these two services. The strategic methodology is our basic strategy methodology that we guide when starting a product consultancy or a market and user research process.

The biggest difference of this methodology is that it provides the impetus for continuous self-monitoring and transformation in the process.
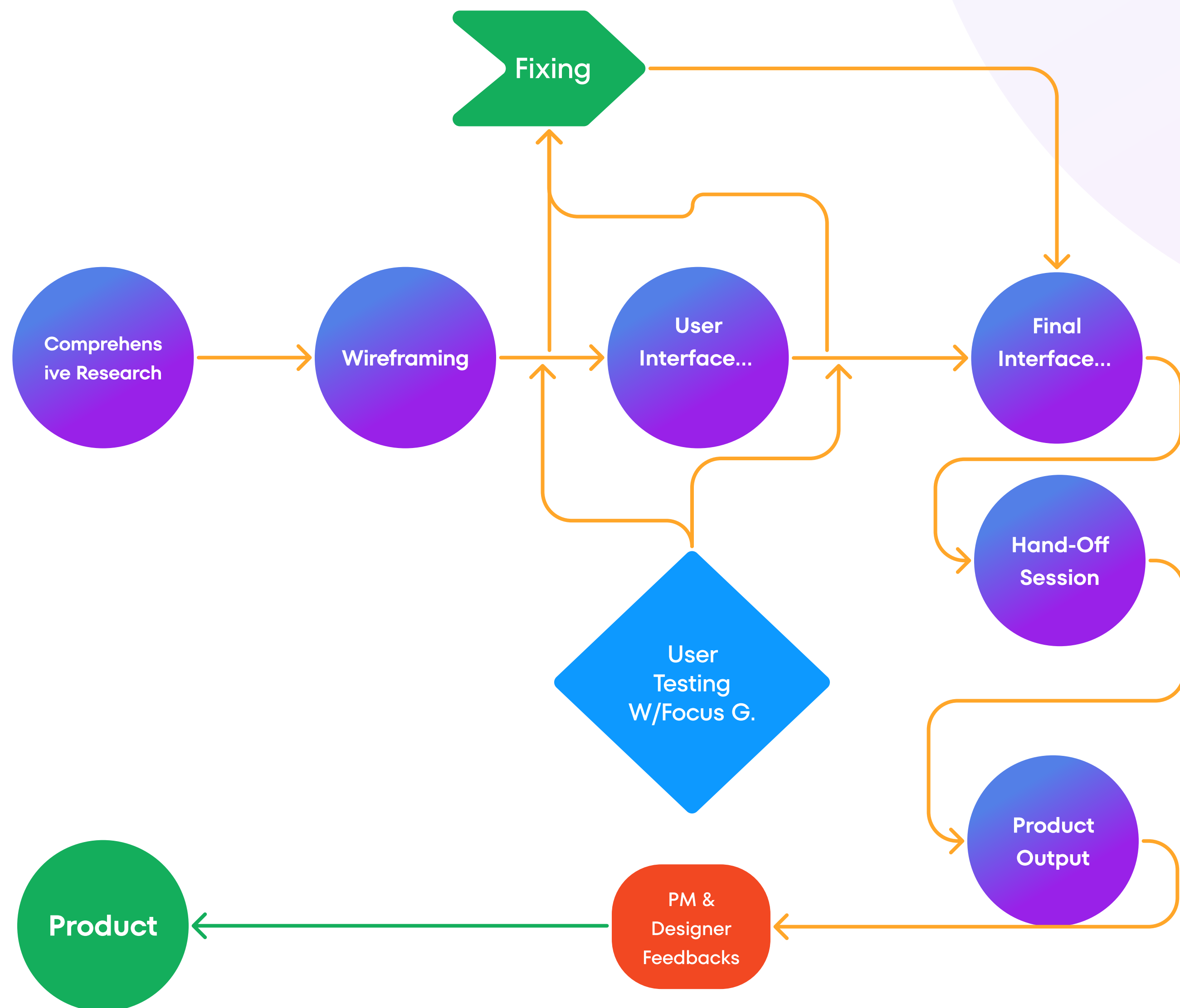
Researches & Check

Analyse Process

Status Report

Process Planning, KPI's [Roadmap]

Actions [Take active role]

Pushing Departments.

Outcome Evaluation

Outcome Updates

Impact

● — strategic methodology

Experience Design
Methodology

Our design methodology is our basic design methodology that we guide in a product design process.

The biggest feature of this methodology is to start testing the product while it is still in the wireframe stage and to start solving problems before the product even starts the design stage by using time efficiently.
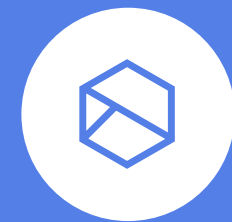
After submitting the product printout, it is our concern that the product we created is presented to the user with the correct printout, we continue to follow and give feedback.

Fixing

Comprehensive Research → Wireframing → User Interface... → Final Interface...

User Testing W/Focus G.

Hand-Off Session

Product Output

Product ← PM & Designer Feedbacks

design methodology

Services

We only offer services in which we specialize, our entire focus is product experience.

Our job is to solve problems or design solutions before making a mobile application or web project, digital product. We believe that transformation begins with identifying the need and problem.

- User and Market Researches
- Product Coaching
- Product Design UX - UI
- Strategic Content Production
- PX-RAY
- UX-RAY

— services

User and Market Researches

The first stage of developing a digital product or improving the existing experience is analysis. We have the ability to analyze and research across multiple industries globally.

Persona Work

We produce persona studies for your target segment and test them with real persons.

Special Focus Group [35 Countries]

We make special focus groups in more than 30 industries, we apply in 35 countries with our own created and network of business partners.

Accessibility Analysis

Accessibility is one of the most important criteria for design, we apply our own experience and global tests for accessibility.

Market & Product Researches

We do extensive market and product research, get to know the product, target groups and the market, and apply mystery shopper cases in this area.

Real (Field) User Surveys/Studies

We perform comprehensive field analysis studies, receive feedback from the right audiences and perform real-time tests.

Mystery Shopper Work

As mystery shoppers, we receive service from competitor products and analyze the entire process.

service

Product Coaching

We are a product team at heart, working alongside the product management team to offer product management coaching. We act based on our research and determine product planning and future together.

Product Strategy Development

We manage all product processes with our product management service, and we act on impact, innovation and data.

Sustainability Consulting

With sustainability consultancy, we provide consultancy for sustainability compliance and global programs to our clients.

Product Marketing Consultancy

During the product management phase, we provide consultancy to direct the product to the marketing side with the right strategy and setup.

service

Product Design [UX - UI]

We offer user experience and interface design for mobile applications, interactive digital display designs, websites or in-car displays. We designing unique products with a deep UX focus from a PX perspective. We create products with logic and aesthetics.

Mobile Application Experience and Interface Design

We create research and data-based, UX-oriented and original mobile applications.

WEB Platform-Application Experience and Interface Design

We create research and analysis-oriented web experiences and interfaces.

Interactive Display Experience and Interface Design

We produce UX-oriented experience design for all screens that interact with the user.

In-car Display Experience and Interface Design

We design in-car displays that combine the physical and digital product experience.

— **service**

Strategic Content Production

One of the most important parts of the experience to interact with the user is how we should communicate with the user, we offer UX Writing and creative content production for digital products.

UX-Writing

We produce original content that is targeted to the right segments and focused on user experience by understanding the product very well.

Creative Content Production

We produce creative content for creative content that enters the marketing stage, while doing this, we are fed from UX, but in addition, we work with a focus on SEO.

service

PX-RAY

PX-RAY (Product experience analysis)

Process

In ongoing product, we use a global UX Checklist to assess user experience and software performance. Our product managers analyze screens for accessibility and ease of use, documenting findings and proposing improvements for a detailed analysis of the product's operational dynamics

UX-RAY

UX-RAY (User experience analysis)

Process

For an ongoing digital product, user experience (UX) is systematically evaluated using a global UX Checklist. Our experts analyze screens for accessibility, user experience, and ease of use. The findings are documented, and proposals for improvement are generated.

service

Focus Industries

Our main focus points, which we proudly serve with tens of clients and thousands of users.

Mobility

We have worked with leaders on the sharing economy and delivery.

E-Commerce

We've worked with leaders in the typical E-Commerce QCommerce space.

Media

We have worked with innovative media projects and startups.

Energy

We have worked with the leading brand of the energy industry in Türkiye and Canada.

Fintech

We provided consultancy and research to leading Fintech brands.

SaaS

We have developed many SaaS and CRM projects in Türkiye, the US and Europe.

— focus industries

Shared minimobility experience in the city

Ridee, Turkiye's first shared mini car rental application. Users will be able to rent and drop Ridee from anywhere in the service area. We provided product design, CX consulting and product management for its digital and physical product.

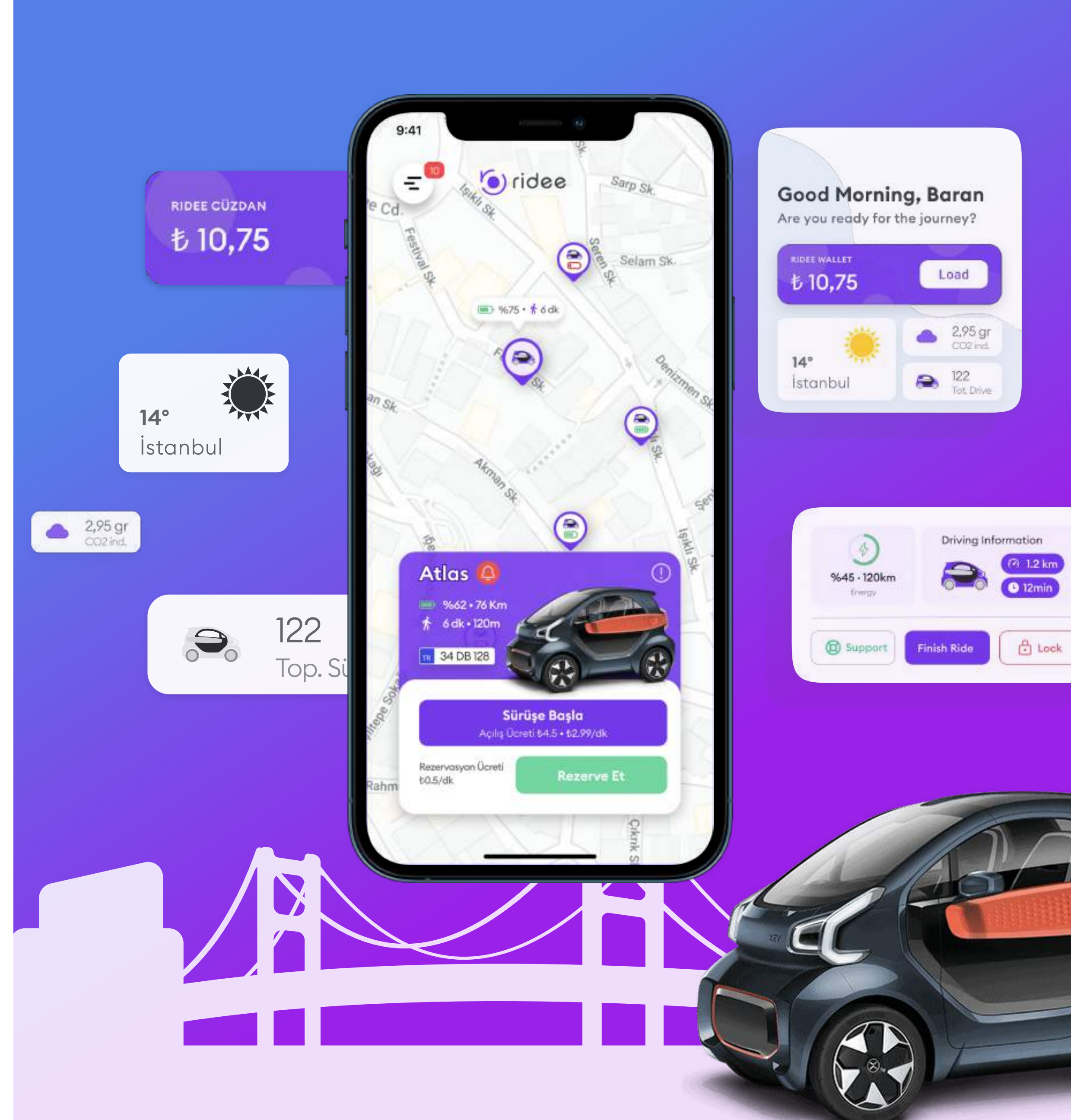Download on the App Store

GET IT ON Google Play

Client	Service	Industry
Ridee	**UX-UI, Branding, PM**	**Mobility**

— **project**

beefull

Unique EVC Experience, UX Based App, Ultimate in CX

Beefull is Turkey's electricity network (with Powerbank and EVC service) and one of Turkey's largest Electric Vehicle Charging Station brands. We had a data-driven experience partnership for Beefull for six months, which included the customer-user experience transformation for its mobile app and CRM.

Download on the **App Store**

GET IT ON **Google Play**

Client	Service	Industry
Beefull	**UX/UI, CX Support**	**Energy- EVC**

— **project**

talkstar

New approach to online consulting

Talkstar is a platform where experts in their fields offer instant or reservation online counseling to clients. We designed Talkstar's brand identity, user experience and interface design of mobile and web applications.

Download on the **App Store**

GET IT ON **Google Play**

Client	Service	Industry
Talkstar	**UX/UI - Branding**	**Media**

— **project**

Rent anything, anytime, anywhere.

Kiraala (kiraala mean renting) is a mobile application that provides secure rental service from person to person through a mobile application, where one individual can rent anything you can think of to another individual.
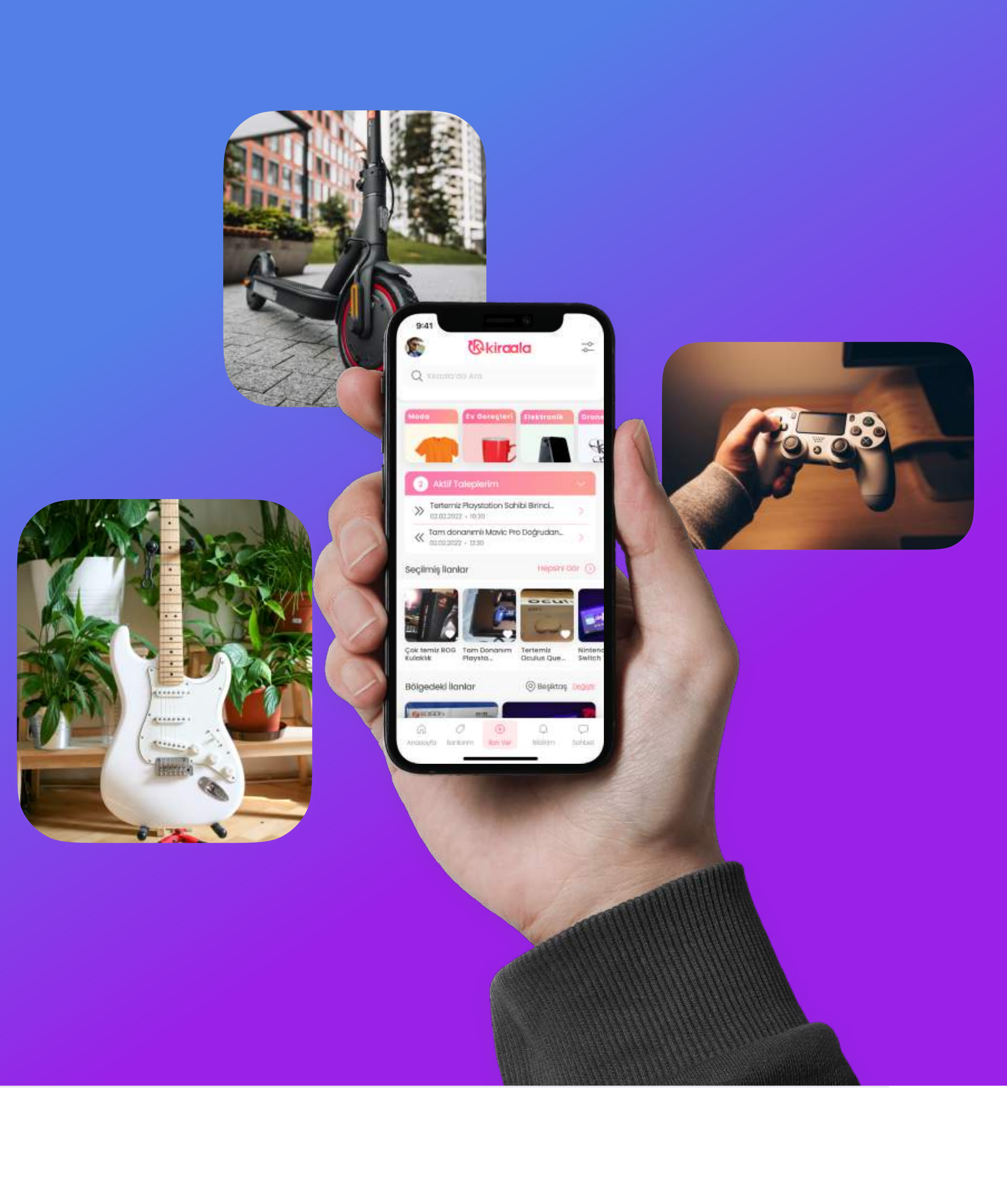We designed mobile application user experience and interface for Kiraala.

Client	Service	Industry
Kiraala	**UX/UI Design**	**Sharing**

— project

arsaVev

Land sale in one place, one experience.

Arsavev is the roof brand of one of Turkey's largest real estate brands, which has 9 land sales projects and 1 holiday home project. We carried out user experience research and desktop web application experience and interface design for Arsavev.
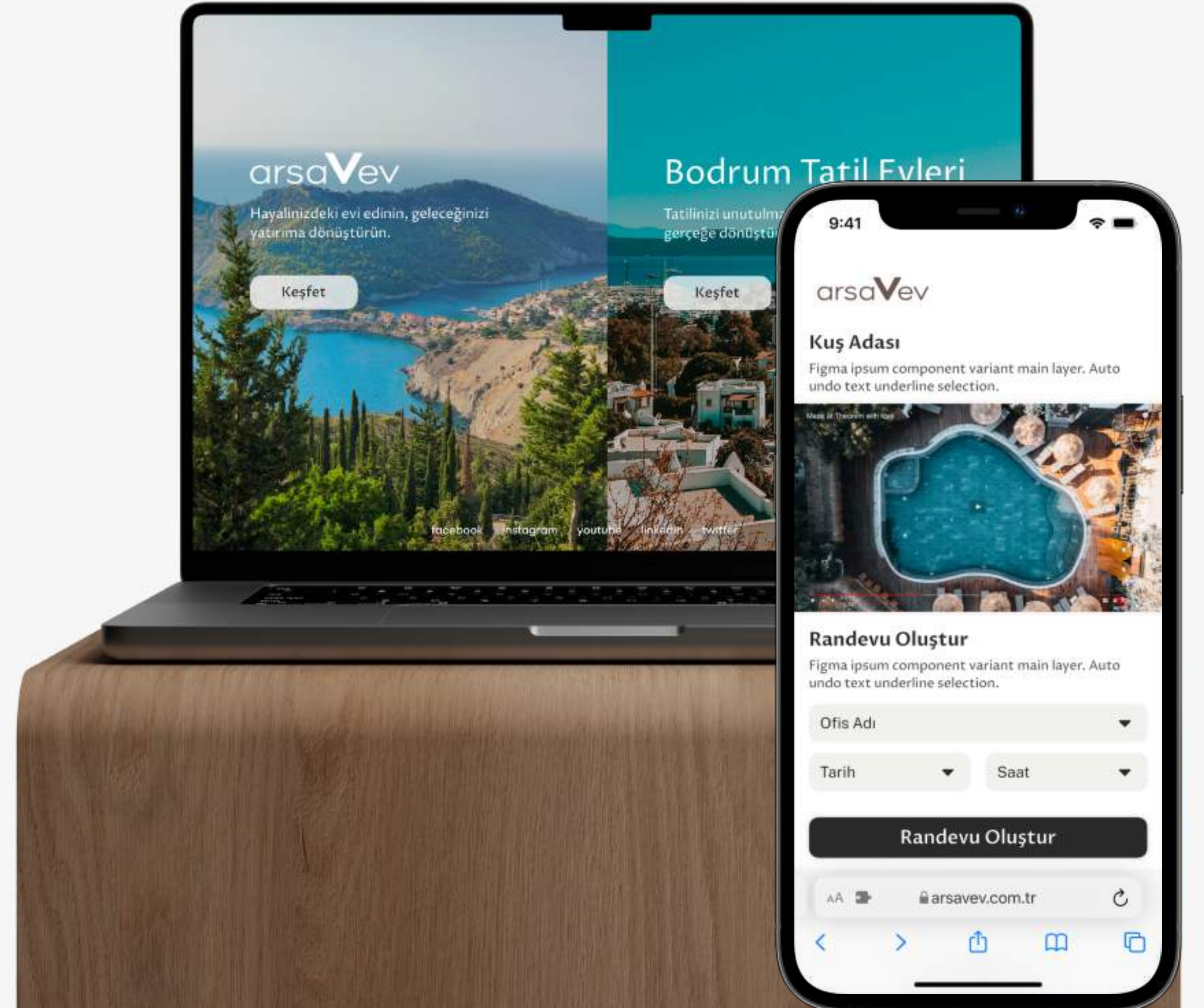
Client	Service	Industry
Arsavev	**UX/UI Design**	**Real Estate**

— **project**

Order and pick up on the road, from diverse marketplace.

Arabanagelsin enables you to receive your orders from the restaurants on this route on the mobile application on the way from point A to point B or even to point C without stopping on the road, saves you time. We carried out user experience research and mobile application experience and interface design.

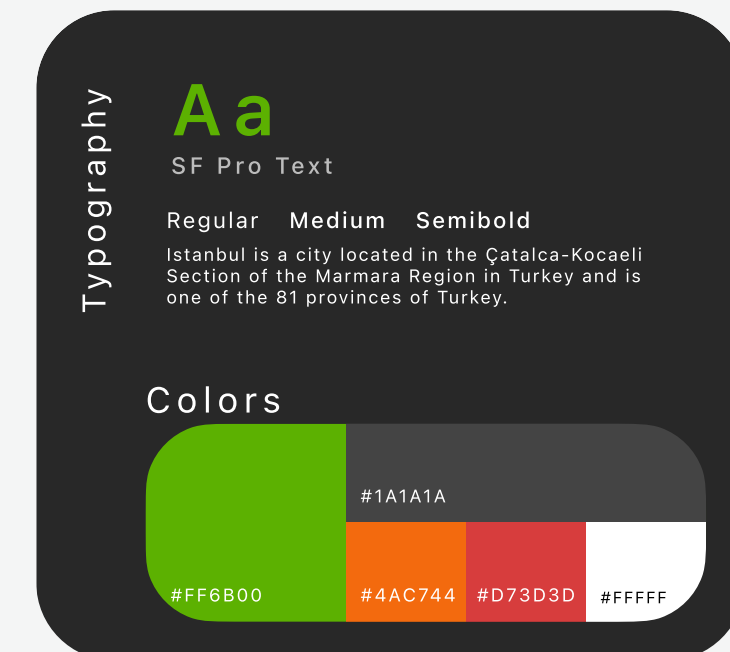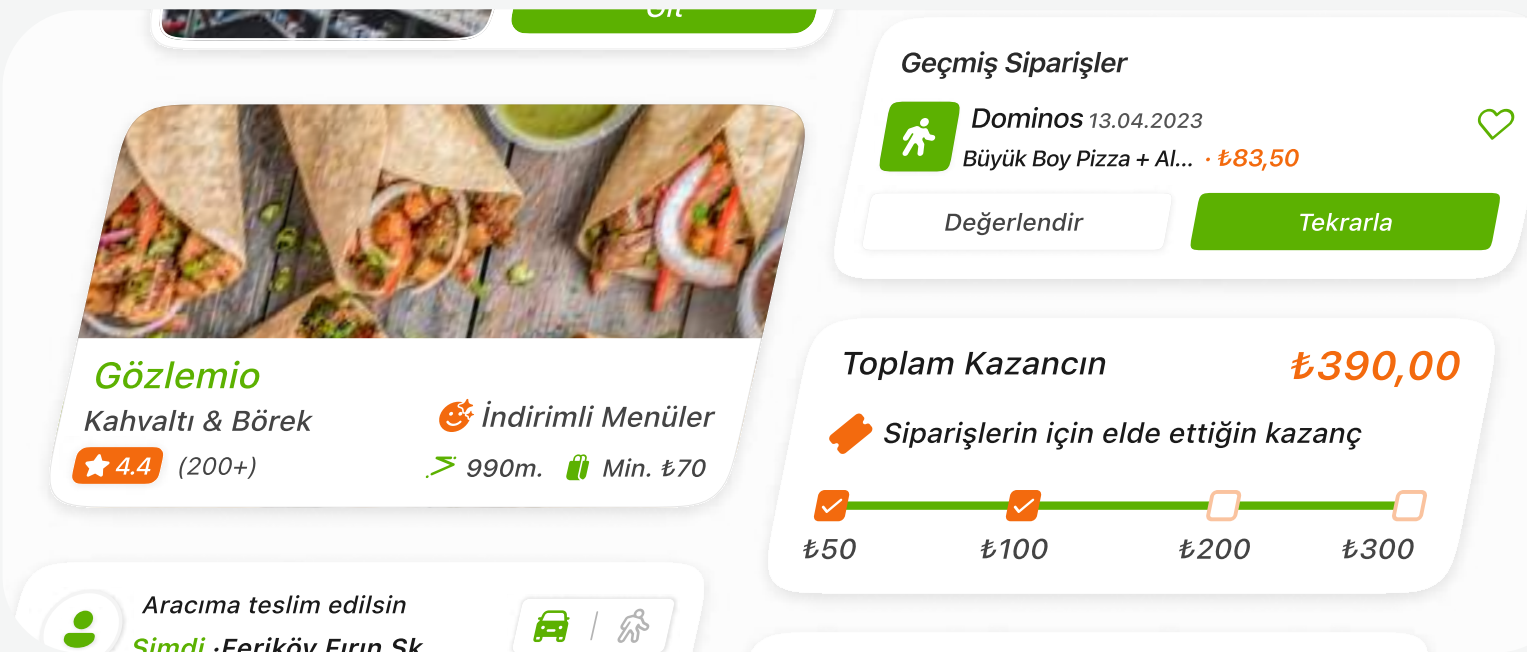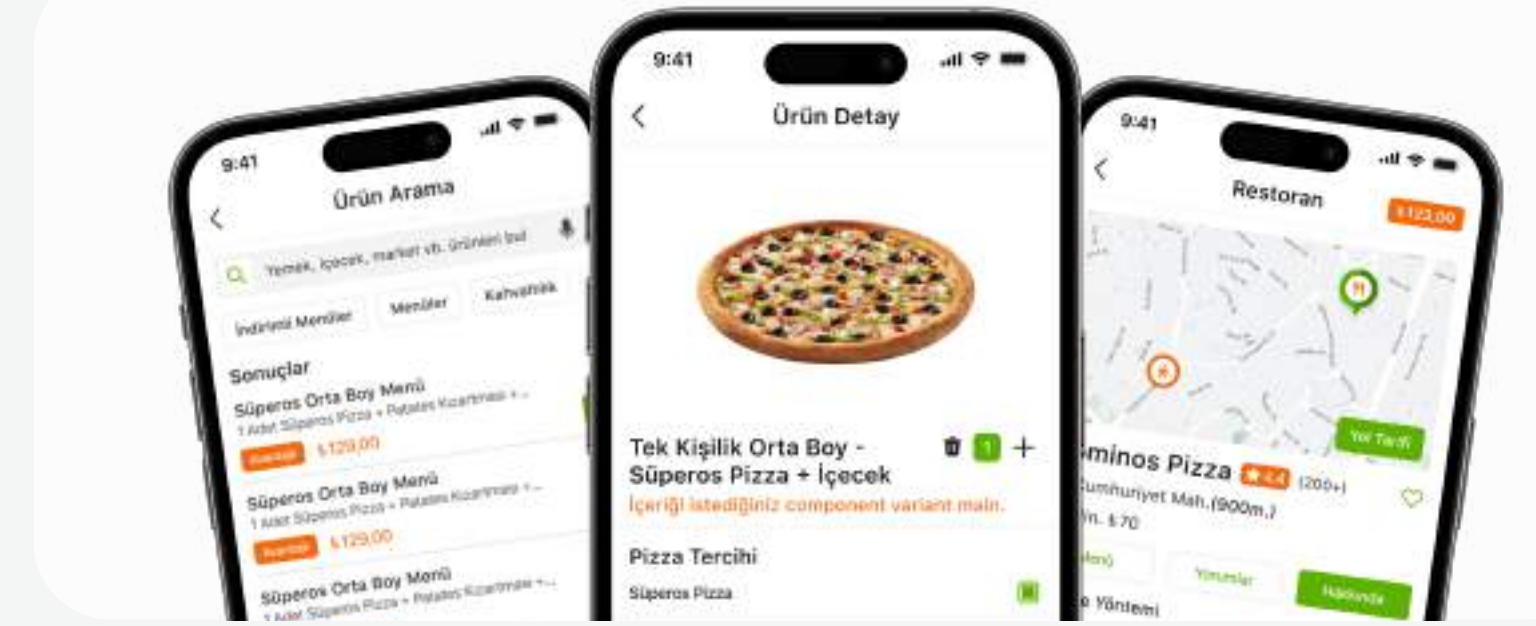| Client	Service	Industry
Arabanagelsin	**UX/UI Design**	**Q-Commerce**

Arabanagelsin

We tested the UX-UI outputs with focus groups in the target segment with user testing at every stage.

— project

Product, strategy, experience consulting

We have created a new digital vision, experience and growth strategies, Rawsome Turkey's first healthy snack brand, with brand strategy development, new and dynamic marketing strategies and taking an active role in processes, opening new marketplaces and a completely renewed customer experience.
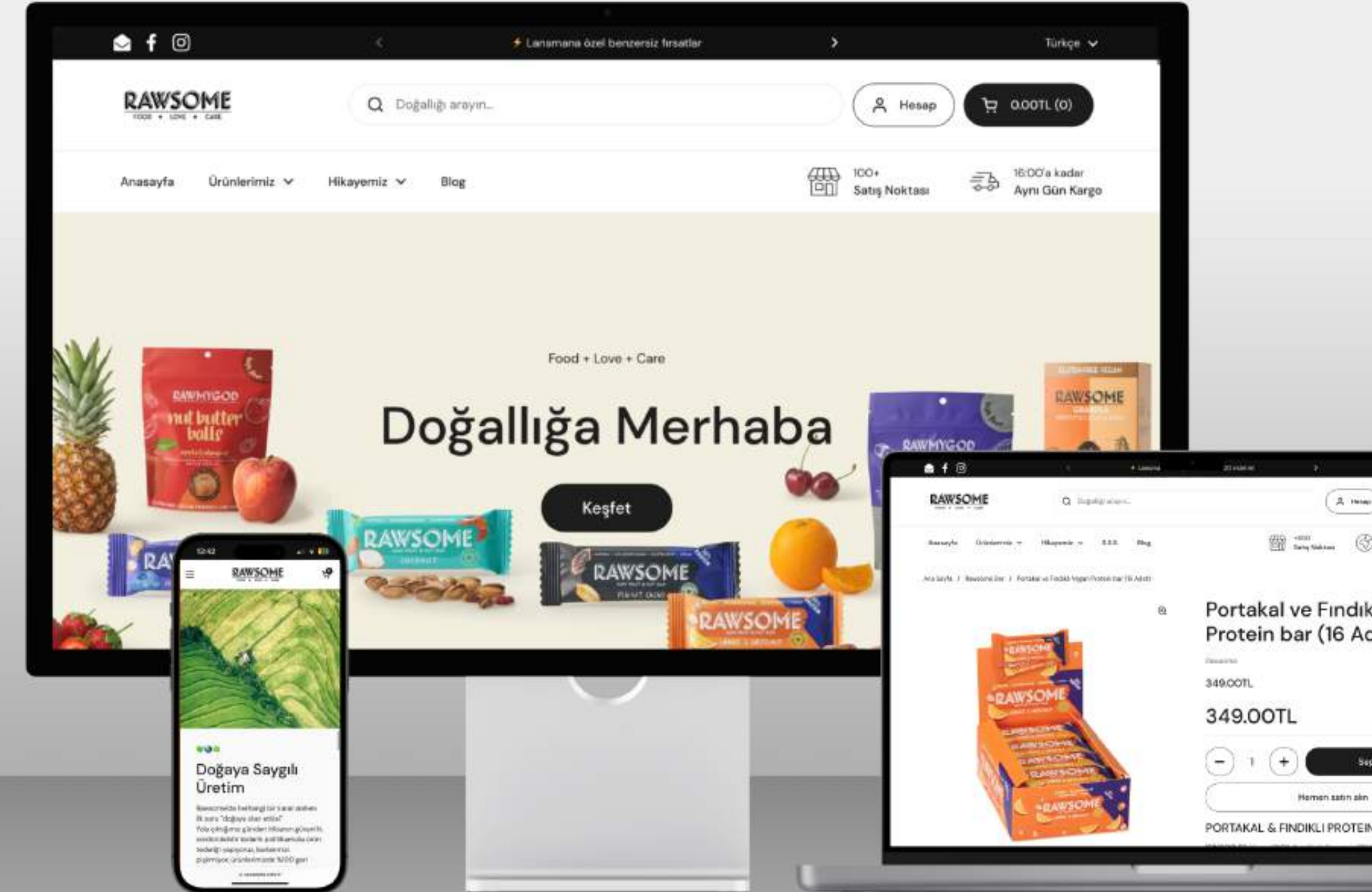
Client	Service	Industry
Rawsome	**Branding - 2 Web** (UK-TR)	**FMCG**

— **project**

PX focused, management dashboard for all user types.

Power plants and distribution systems; a user-experience-focused, highly accessible, minimalist management panel project that consolidates everything for the management of electric vehicle charging stations, all in one dashboard
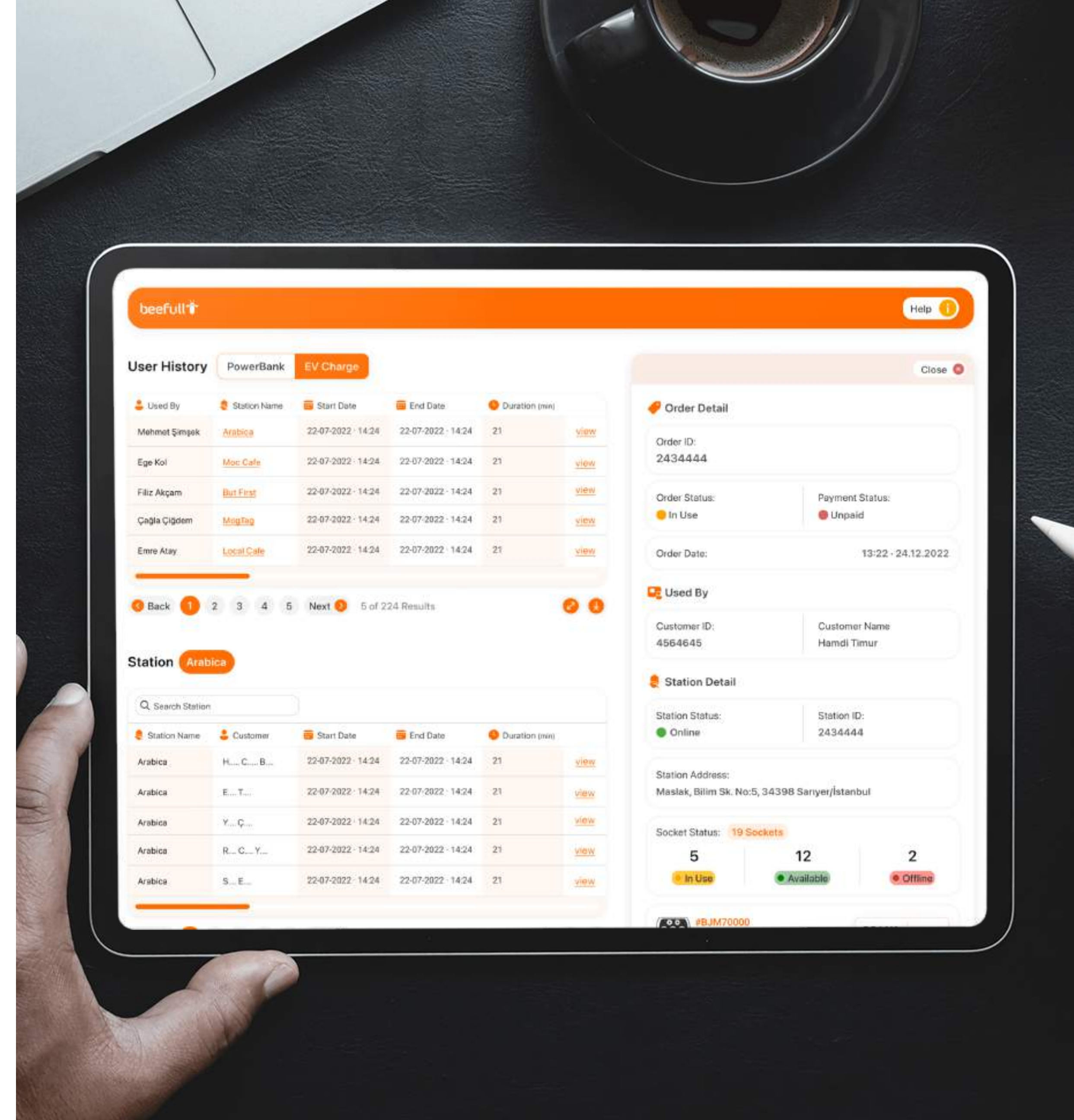
Download on the **App Store**

GET IT ON **Google Play**

Client	Service	Industry
Inavitas	**UX/UI Design**	**Energy**

— **project**

binbin

Shared minimobility experience in the city

binbin is one of Turkiye's first micro mobility companies. binbin also acquired Amsterdam-based Gosharing and became a mobility holding company operating mobility activities in 8 countries in Europe. We provided comprehensive management services and consultancy on issues such as BinBin's entire digital product experience, product management and future strategy.

Download on the App Store   GET IT ON Google Play

Client	Service	Industry
Ridee	**App, Branding, PM**	**Mobility**

— project

+ Analysis Projects with PX-RAY

With our product experience checkup service, we analyze the current product experience and implement improvements.

Togg

esarj

exporgin

norma

textoni

Glocalzone

5.0
Score on Clutch.co

50+
Product Design Project

25+
Product Coaching

65+
CX-UX Analysis Project

— **clients**

Our working approach, that makes different.

Every day at blurple is our first day, presenting an opportunity to create something different and new each day.

"we are dedicated in every project"

Every project is problem solving and creating new things for us, we work devotedly in every project, in blurple, someone does not work for several projects at the same time, everyone focuses on a single project during the project process, this returns in time and quality.

**"our measurable working model,
the most valuable thing is time"**

Efficiency is a passion for blurple people that comes from their personal lives, the most valuable thing for us is time, we measure and analyze our work because of our endless respect for our customers. We share this issue with our customers by being transparent.

Clockify

— measurement

"our impact oriented approach"

While making any decision at a decision point in a project, we consider the impact that will occur on the project output, act by calculating the opportunity cost in order to use the time efficiently and act impact-oriented. This approach creates this impact effect for our customers working with us in such a long time.

impact

Without UX-UI Team ⬤ **With UX-UI Team**

User retention

As we created modern design focused on user experience and new customer acquisition and retention that we developed at Arsavev, the rate of new customers increased by more than 300% after the project was published.

Based on our work with: arsaVev

76% | 18%

The score increased from 18% to 76%.

New user registrations

At Beefull, we observed that with our simplicity and experience-oriented user experience studies, extensive research and the new interface we created as a result of these researches, users can become members much more easily and this flow significantly increases new user registration.

Based on our work with: beefull

65% | 13%

The score increased from 13% to 65%.

New user registrations

After completing the design process, there has been an increase of more than 100% in new user registrations that have been published. There is a significant increase not only in user registration, but also in user retention. Experience is a serious factor.

Based on our work with: ⭐ talkstar

75% | 19%

The score increased from 19% to 75%.

⬤ — **score measurement**

our sustainability reflex.

While making a decision at Blurple, while directing and consulting our customers' projects, the biggest decision factor that constitutes our decision mechanism is the "impact on sustainability", we always direct our customers to the sustainable one in their projects and we share the effects, this is a reflex for us.

Certified
B Corporation®

candidate

● — **sustainability**

Getting started with blurple studio.

Proposal process

Our first job is to understand the project in every aspect, we do not propose any project that we do not understand.

Proposal Request

1'st step

Expert Guidance

2'nd step

First Meeting

3'rd step

Diagnosis Accurate Orientation

4'th strep

Team Lead Meeting

5'th step

Proposal Sharing

6'th step

proposal process

our collobrative working system.

PM

Asana

Research Prints

Miro

Comm.

Discord

Design

Figma

Storage

Google Drive

Time Manage.

Clockify

— **tools**

Other Expertises +

"We only do what we know. For what we don't know, we refer them to our trusted partners."

O1   **Software Development**

We work with leading, reliable software companies in Turkiye.

O2   **Ads & PR**

We work with leading, reliable digital ads and PR companies in Turkiye.

O3   **Startup Legal Consultancy**

40% of our clients are startups, and if you are just starting your business, our legal partner guide for your business.

— partners

SPARKLE

"They did an amazing job"

In the time we worked together, we developed strategies that affect users and users of a large geography, these strategies were appreciated by global teams, blurple is an example of correct analysis and correct result, these results positively affected the customer experience in terms of CX and produced a quality result"

Berhan Beşli
Director of TiSparkle

beefull

"Excellent work"

Thanks to blurple studio, the client's app experienced a significant increase in usage rate and download rate. The service provider minimized app issues, reducing call center complaints. Their excellent project management, availability, and hardworking approach were key elements of their work.

Efe Baran
Product Owner

Wherezitz

"Sustainable solutions "

Their creativity went beyond even our imagination, it was great experience working with Blurple Studio. We're still at early stage and haven't launched our product. But early MVP users loved the design The analyzes also showed that we have the right product, thank you for your contribution"

Doruk Bacinoğlu
Founder of Wherezitz NY

— testimonials

Keep exploring experience universe 🙌🏻

Thank you!

Website →   Handbook →   Contact →