



W E B S I T E D E S I G N S E R V I C E S

Welcome.

Unlock the Potential of Thoughtful Web & App Design

In today's digital landscape, a well-designed website or application is more than just a tool—it's the foundation of how users experience your brand online. It reflects your values, tells your story clearly, and supports seamless interaction across all devices and platforms.

At Round Table Agency, we focus on designing digital experiences that combine creativity with strategy to deliver lasting impact.

This brochure outlines our approach, principles, and dedication to crafting websites and apps that truly connect with users.

What Makes an Effective Website or Application?

A successful digital product is intuitive, engaging, adaptable, and aligned with your brand's identity and goals. It creates a positive first impression and encourages users to explore, trust, and return.

A thoughtfully designed website or application:

- Clearly communicates your brand's tone and purpose
- Functions smoothly on all devices and screen sizes
- Builds confidence and loyalty among your audience
- Stands out in a competitive market

We strive to deliver designs that meet all these criteria, giving you a digital presence that lasts and performs.

Welcome to a design process where every visual detail is purposeful and every pixel is crafted to enhance your users' experience.

Approach.

Perception, Forward-Thinking, Progress

We understand that designing websites and applications is never a one-size-fits-all journey. Every project, audience, and goal is distinct. Here's how we tailor our approach to fit your needs.

An effective digital design:

- Collaboration: We partner closely with you, valuing your input and keeping the conversation open from start to finish
- Strategy: Each decision is backed by research and aligned with your business objectives
- User-Focused: Our team prioritizes usability and engagement to create meaningful user experiences
- Transparency: You stay informed and involved at every key stage

Let's explore how this comes together in practice.

Step 1 Discovery.

Getting to Know You (and Your Users)

Purpose

Every website and application should be as unique as the people it serves. Our discovery phase lays the groundwork by deeply understanding your business objectives, your audience, and the experience you want to create.

Methods

We begin with thorough consultations, combining face-to-face or virtual meetings with detailed questionnaires. During this stage, we explore questions like:

- What are your primary business goals?
- Who are your target users, and what are their needs?
- What key actions do you want visitors to take?
- Are there particular features, styles, or functionalities you envision?

What We Gather

Throughout these discussions, we collect:

- Insights about your industry and competitors
- Information about your products, services, and customer journey
- Notes on existing digital assets, branding guidelines, or technology constraints
- Examples of websites or apps you admire, and the reasons why

Your Role

Open dialogue is essential here. We encourage you to share any references, preferences, or concerns freely to help shape a design that truly fits.

Result

A clear, detailed project brief capturing all insights and requirements. This document serves as our guiding roadmap for design and development moving forward.

Step 2 Research.

Exploring the Digital Landscape

Purpose

To design a website or application that truly stands out, we need to understand the environment it will live in. Knowing your market and competitors helps us create digital experiences that are both distinctive and well-suited to your industry.

What We Do

- **Market Research:** We examine current design trends within your sector, noting styles, layouts, and functionalities that resonate. For example, financial services websites may emphasize clarity and trustworthiness, while creative portfolios often favor bold visuals and unique navigation.
- **Competitor Review:** We study your direct and indirect competitors' digital presence—looking at their user experience, visual design, and key features—to identify opportunities for you to distinguish yourself.
- **User Insights:** We explore what design elements connect with your target audience. What colors, interfaces, or content structures will engage and retain them?
- **Technology and Trends:** We consider emerging tools and best practices that can elevate your site or app, ensuring it feels modern and performs seamlessly.

Deliverable

We compile these insights into a detailed research report, including visual references, user personas, and initial design concepts.

Your Role

Take time to review our findings and let us know which ideas excite you or inspire new directions. Your feedback shapes the path ahead.

Step 3 Strategy.

Defining the Vision

Purpose

Effective website and application design is purposeful and strategic. After gathering insights, we focus on establishing a clear and compelling design direction.

Activities

- **Clarifying Key Objectives:** We identify the core goals your digital presence must achieve and the unique qualities that set it apart. This clarity guides our creative choices and priorities.
- **Visual Direction Boards:** Our team develops one or more visual boards combining colors, imagery, typography, and layout samples that capture the proposed style and mood.
- **Exploring Style Options:** We present different color schemes and font combinations, selected based on how well they reflect your brand's personality and enhance user experience.

Our Approach

We avoid trends for the sake of trends. Every design decision is intentional and crafted to align with your brand's goals and audience expectations.

Your Role

You review the visual direction boards and style proposals, sharing your thoughts and preferences. This collaboration makes sure we are heading in the right direction before moving into detailed design.

Step 4 Concept.

Concepts Take Form

Purpose

This is where creativity unfolds as abstract ideas begin to become concrete design concepts for your website or application.

Our Artists at Work

- **Idea Sessions:** Our team comes together to explore a wide range of approaches, from sleek, modern interfaces to more playful or content-rich layouts.
- **Early Drafts:** Numerous wireframes and mockups are quickly produced either digitally or on paper. This phase values exploration over perfection to uncover the best possibilities.
- **Refining Choices:** We assess these drafts based on alignment with your goals, user experience, and scalability. Only the strongest concepts continue forward.

Criteria We Use

- Is the design intuitive and easy to navigate?
- Does it work across devices and screen sizes?
- Can the interface adapt to future updates and content changes?
- Is the visual layout balanced and user-friendly?

Your Role

Although not every rough draft is shared, we keep you involved by presenting selected concepts to confirm that the design direction feels right and exciting.

Step 5 Rendering.

From Draft to Digital

Purpose

At this stage, the chosen concepts are carefully developed into polished digital designs using professional software.

Our Design Tools

We use leading programs like Adobe XD and Figma to bring sketches to life as scalable, high-quality digital mockups.

What Happens Here

- Several versions are created, experimenting with layout, color combinations, and spacing for optimal visual impact.
- Precision matters—every detail is refined, from alignment to typography, ensuring clarity and cohesion.
- Each design is tested for versatility, evaluating how it performs on different devices and screen sizes including smartphones, tablets, and desktops.

Accessibility and Usability

Effective digital design must be accessible to everyone. We apply color schemes and contrast levels that support readability for users with varying visual abilities.

Your Role

We present 2 to 4 detailed digital concepts along with context and examples of real-world use for you to review and provide feedback on the direction.

Step 6 Presentation.

Your Website and App, Unveiled

The Presentation

During a dedicated review session, we present each design concept for your website and application. For every option, we offer:

- An explanation of how the design supports your brand and user goals
- A visual walkthrough showcasing layouts on desktop, mobile, and tablet screens
- Insights into user experience, responsiveness, and how it compares to competitors in your industry

Our Commitment

All designs are thoughtfully created just for your project, with no shortcuts or reused templates.

Your Role

- Explore each design carefully, considering both its appearance and usability
- Ask questions about navigation, color schemes, or how the design adapts to different devices
- Share your honest thoughts—what stands out, what might be improved, and any ideas you want to explore further

What Happens Next

We use your feedback to refine the designs, mix favorite features, or revisit concepts until we reach the perfect fit.

Step 7 Revisions.

Refining Your Website and App

Purpose

Outstanding digital experiences come from careful refinement. We are committed to iterating until every detail feels just right.

The Refinement Process

- Making both subtle and significant updates to your chosen design
- Adjusting color palettes, typography, or interface elements as needed
- Repeatedly sharing updated layouts for your feedback, improving step by step with each new perspective

Testing Across Devices

Before final sign-off, we thoroughly test your site and app on all target platforms:

- Desktop and laptop browsers
- Mobile phones and tablets
- Different operating systems and screen sizes

Ensuring Flexibility

We verify your design performs well in:

- Various lighting conditions and color modes
- Both portrait and landscape orientations
- Accessible and user-friendly formats

Your Role

Give thoughtful feedback and don't hesitate to ask us to explore more variations until you feel completely confident with the final product.

Step 8 Delivery.

Your Website and App, Fully Equipped

What You Receive

A complete digital design package that includes:

- **Design Files:** (.PSD, .XD, .Figma) editable and scalable for any platform
- **Exported Assets:** (.PNG, .JPG, .SVG) optimized for web, mobile, and desktop use
- **Style Guide:** Comprehensive guidelines covering colors, typography, button styles, iconography, and layout principles to keep your branding consistent

Extra Support

- Advice on launching your website and app effectively across channels
- Ongoing access to our design team for updates, adjustments, or preparing assets for development

Protecting Your Investment

We suggest securing copyrights for your design and are available to guide you through the process.

Beyond the Brand.

Digital Experiences and Brand Growth

A well-crafted website and app serve as the foundation for your expanding digital presence. Upon request, we offer:

- Additional Support
- Custom-designed marketing materials such as email templates, banners, and presentation decks
- Social media assets including profile graphics, story templates, and branded icons
- A curated asset library with photos, patterns, and visual elements
- Detailed brand guidelines covering tone, imagery style, and platform-specific applications

Our aim is to help you create a cohesive, engaging, and memorable online identity.

Case Studies.

Websites & Applications in Action

Case Study: Detroit Tech Startup

Challenge: A fast-growing Detroit startup needed a website that reflected their innovative spirit and positioned them as leaders in their industry. Their old site lacked visual impact and failed to communicate their value clearly.

Approach: We designed a bold, contemporary website with clean layouts, striking typography, and a refined color palette that reinforced their brand identity. We focused on intuitive navigation and crafted visual storytelling elements to highlight their services and achievements.

Impact: The startup experienced a 70% increase in average session duration, a noticeable boost in investor interest, and consistent positive feedback from partners who cited the new design as professional and forward-thinking.

Case Study: Detroit Nonprofit Organization

Challenge: A nonprofit in Detroit needed a website that could better tell their story, emotionally engage supporters, and encourage donations. Their old site felt outdated and uninspiring.

Approach: We created a design that placed storytelling at the forefront. We used immersive imagery, a warm and approachable color scheme, and clear calls-to-action. The layout was optimized for both desktop and mobile, making the donation process easy and intuitive.

Impact: The nonprofit saw a 48% increase in online donations, a 35% reduction in bounce rates, and higher volunteer signups, all attributed to the emotional connection and clarity of the redesigned website.

Case Study: Restaurant Brand

Challenge: A new Detroit restaurant brand needed a website that captured the energy of their restaurants while making online ordering simple and engaging. Their previous site felt outdated, lacked personality, and didn't reflect the quality of their food.

Approach: Round Table Agency designed a vibrant, mouth-watering website that combined bold food photography, warm color tones inspired by pizza ovens, and custom typography. The design emphasized quick access to menus, online ordering, and location information while reinforcing the brand's friendly, neighborhood vibe.

Impact: The new website gave the brand a strong digital presence that matched the personality of their restaurants. The design elevated their credibility, reinforced brand loyalty, and created a welcoming online experience that resonated with both new and returning customers.

Insights.

Why Choose Expert Website and App Design?

The Impact of Thoughtful Digital Design

A website or app is more than just a digital space—it shapes how users feel about your brand from the very first click. People form rapid judgments based on design, so a well-crafted digital experience sets the tone before any content is consumed.

Professional website and app design:

- Creates emotional connections through clear, user-centered layouts
- Enhances usability, making navigation intuitive and frustration-free
- Builds brand credibility by delivering a polished, consistent experience across devices

Common Design Pitfalls to Avoid

We often see these issues with rushed or DIY digital projects:

- **Cluttered Interfaces:** Overloaded pages overwhelm users and hide key information
- **Poor Responsiveness:** Designs that don't adapt well to different screen sizes frustrate visitors
- **Inconsistent Styling:** Mismatched fonts, colors, and elements weaken brand recognition
- **Slow Load Times:** Heavy graphics or unoptimized code drive users away fast

Investing in professional design helps you sidestep these problems and creates a digital presence that truly supports your goals.

FAQ's.

Frequently Asked Questions

How long does the website and app design process usually take?

Projects typically span 4 to 8 weeks depending on complexity and how promptly feedback is provided. We work closely with you to stay on schedule and accommodate your needs.

How many design options will I get?

We commonly offer 2 to 3 fully developed concepts for both website and application interfaces, each aligned with your project goals.

Can I request unlimited changes during the design phase?

Yes, we encourage collaboration and offer unlimited revisions within the agreed scope until you are completely happy with the final result.

Will I receive all the files I need for my website and app?

Absolutely. You will get all necessary digital assets including layered design files, optimized images for web and mobile, and any style guides relevant to your project.

Is the design created just for my business?

Definitely. Every design is custom made from the ground up specifically for your brand. No templates or reused elements are involved.

Can you help with more than just the website or app?

Yes, we also offer support with related materials such as branding assets, marketing collateral, social media graphics, and more upon request.

Will I have full ownership of the designs?

Once the project is complete and payment is finalized, you own all rights to the designs unless other arrangements are specified in the contract.

Tips.

Tips for Getting the Best from Your Website and App Design

- **Be Clear:** Communicate your goals, preferences, and challenges upfront to help us deliver exactly what you need.
- **Plan Ahead:** Picture how your website and app will look on various devices and platforms to ensure a seamless experience everywhere.
- **Respond Quickly:** Timely feedback helps keep the project on track and avoids unnecessary delays.
- **Stay Open-Minded:** Sometimes fresh ideas take a moment to click; trust the creative process for the best results.
- **Follow the Style Guide:** Consistency in fonts, colors, and layouts strengthens your brand's presence across all digital touchpoints.
- **Secure Your Digital Assets:** Make sure you have the necessary rights and protections for your website and application content as your business grows.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"Working with Round Table Agency was like watching our brand come to life online. The design feels fresh, dynamic, and completely in sync with who we are. Our clients immediately commented on how professional and modern the site looks."

– Marcus L., Detroit

"The Round Table team captured our vision perfectly. The colors, typography, and layout all reflect our brand's personality while keeping the site easy to navigate. It finally feels like we have a website that represents us the right way."

– Alisha R., Detroit

"From the very first draft, we knew we were in good hands. The design is clean, inviting, and communicates our message with clarity. Round Table Agency went above and beyond in making sure every detail supported our brand identity."

– David P., Detroit

"Round Table turned our scattered ideas into a cohesive and visually stunning website. The design is thoughtful, engaging, and perfectly balanced between creativity and usability. They gave us something we're truly proud to share."

– Sarah T., Detroit

Thank you!

Your Next Steps— Bring Your Words to Life

Ready to transform your brand with seamless, strategic copy?

Here's what you can expect:

1. Connect: Reach out for a complimentary discovery call
2. Share Your Vision: We'll listen to your goals and challenges, aligning language to your brand story
3. Experience Impact: See how clear, compelling copy elevates your website, products, and customer experience