

How we work

Thank you for considering TonyG as your design consultancy partner. As we embark on this journey together, we would like to provide you with a clear understanding of how our collaborative, multi-iterated design process works, along with the associated fee structure and a copy of our Terms and Conditions.

This memo outlines the stages of our collaboration, explains how the project may evolve over time, and clarifies how further charges might arise as we refine the project's scope.

1. Initial Exploration and Quotation Phase

The first step in our design process involves an initial exploration phase, during which we:

- Engage in a discovery session with you to understand your initial concept and vision.
- Conduct preliminary research and explore possible design directions that align with your objectives.
- Provide you with an initial quote, based on the scope of work as we understand it at this early stage.

This exploration phase is essential in setting the foundation for the project and providing us with insight into your goals, priorities, and the desired outcomes. The initial quote will reflect the anticipated effort required to bring your initial idea to life, based on our best understanding of the project at this point.

2. Evolution of the Project Scope

As is common in creative and innovative design work, the final result may differ significantly from the original concept. The process of collaboration and iteration often leads to new discoveries, adjustments, and enhancements to the original scope. These changes may arise as we:

- Refine the design based on feedback and ongoing discussions.
- Explore new opportunities that come to light during the development process.
- Adapt the project to better suit evolving business needs, emerging trends, or unforeseen challenges.

This is a natural part of the creative process, and we believe that this flexibility leads to the most successful and innovative outcomes. However, it is important to note that as the project evolves, the scope of work may also change, potentially affecting the associated costs.

3. Charging for Refinement and Scope Adjustments

The following outlines how additional charges might arise:

- **Refinement of Scope:** If the project scope expands or significantly shifts based on new insights or changes to the design brief, we will review the implications of these changes and discuss them with you. This may include revisions to the timeline, deliverables, and the overall fee structure.
- **Additional Iterations:** Our process allows for multiple rounds of feedback and revisions, but if further iterations or changes are required beyond those outlined in the initial agreement, these will be charged on a per-iteration or time-and-materials basis.
- **New Features or Enhancements:** If new features or enhancements to the design are requested, we will prepare a separate proposal detailing the additional costs associated with these changes.

4. Collaboration and Transparency

We are committed to a collaborative process that values open communication and transparency. At each stage of the project, we will provide:

- Regular updates on progress and any potential changes to the scope.
- Clear communication about how requested changes may affect costs and timelines.
- Detailed breakdowns of any additional charges before they are incurred, ensuring that you remain fully informed and in control of your project's development.

Our goal is to provide a flexible and iterative approach that allows the project to evolve organically while ensuring that you have a clear understanding of how costs are managed throughout the process.

5. Next Steps

We are excited to continue working with you to bring your vision to life. Should the project evolve beyond the original scope, we will always seek your approval before proceeding with any additional work or charging for further iterations. Our team is ready to support your project through every stage, from concept to completion, with the creativity, expertise, and professionalism that TonyG are known for.

Please do not hesitate to reach out with any questions or concerns regarding this process or the potential for scope refinement as the project develops.

We look forward to continuing our collaboration and achieving exceptional results together.