

Change your
restaurant business
with our solutions

INDIGO KIDS

We develop e-commerce solutions and custom websites for restaurants

We are agile team that creates great online products and services for a restaurant business.

Our interdisciplinary team include a combination of experienced interaction designer, programmers, and business analytics offering expertise in fields related to everything from e-commerce and corporate website to advertisement and branding.

When in 2007 we started our own webdesign studio - Indigo kids, it was because we wanted to do great work. We took up any challenge in the field of digital technology and visual communication. Through attempts and failures we learned how to understand people's expectations and how to deliver great user experiences.

We're not interested in making "a nice looking promo website" type of work with main goal to get noticed. We look at the problem from the customer perspective, where we engage in primary research to fully understand the target audience and how we can improve restaurant's presence in digital environment.

INDIGO KIDS

Lead developers

We want to strip away the bureaucracy and what we see as an inefficiency in the industry. We want a company where there will be as little friction as possible between the client and the people doing the work.



Valdas Račkauskas

Chief technology officer

Experience:

- ✓ web developer with 10+ years of industry experience
- ✓ completed over 100 projects during the last 8 years working for various clients.
- ✓ bachelor of informatics, Vilniaus Universitetas
- ✓ Golden joystic Grand Master Flash Award .



Zbignev Gecis

Chief experience officer

Experience:

- ✓ Web designer with 10+ years of experience
- ✓ Worked in: Lietus, EP, amstudio, The unit, Metasite Business Solutions, since 2007 Indigo kids
- ✓ Bachelor's final thesis "DSCC websites usability testing and designing the new user interface"
- ✓ Spoke about design at Login 2010 ir 2011, HUB camp #3, VU karjeros dienos 2010 ir 2011, Take Me 2012.

Work process

We're not creating just another website for your restaurant. It's a solution pack for creating your own online food ordering business.

1. Discovery

Every Indigo Kids project is unique. First, we listen to our clients. Our goal is to fully understand each client's business and the environment in which it operates. We start by carrying out stakeholder and restaurant clients interviews followed by an assessment of internal strategy documents and relevant materials. Then, we perform a competitive analysis and analytical reviews of existing competitors. Finally, we look at the problem from the user perspective, where we engage in primary research to fully understand the target audience and how they want to order food online.

2. Plan

Our planning process turns research into a clear set of consumer insights, user goals and business requirements. Along with user personas and scenarios, this information contributes to a strategic vision, defining the future digital state of the organization, as well as its messaging and brand positioning. We then set out a plan for bringing the vision to life. This includes feature prioritization, product roadmaps, connections. Most importantly, the plan includes all the specific timelines, resource needs and workstreams required for the project to be successful.

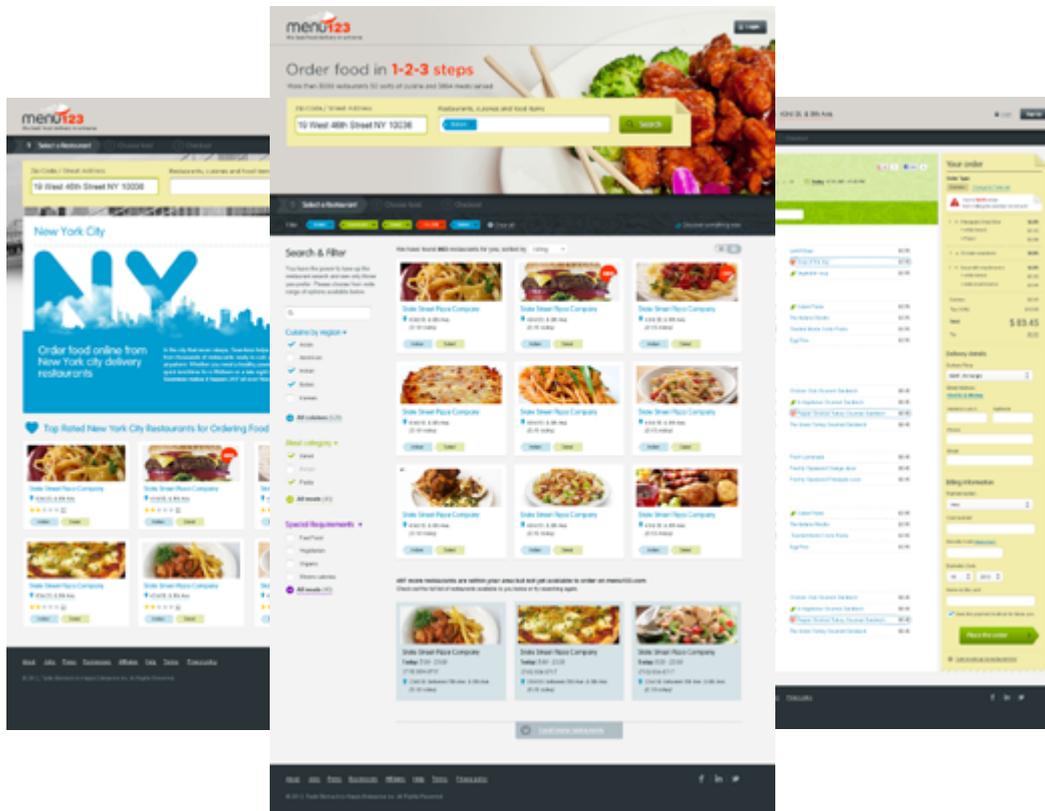
3. Create & iterate

In this phase, creative concepts are developed to support the overall strategy. In an iterative approach that supports innovation, we try lots of things, throwing out what doesn't work and starting over until the results live up to the vision. Throughout the concepting phase, we create prototypes and test ideas with members of the target audience. The results are polished ideas based on a detailed understanding of the client's customers and designed to make an impact.

4. Implement

During the Implementation phase, our job is to translate creative concepts into a full program that goes live. Implementation often includes a complex array of workstreams, tracks and activities, which can include interaction design, visual design, technology development, content and asset development. Production includes the development of content, copy, video, banners and other campaign assets.

Projects that we've done



Menu123 is New York based food ordering startup.

More than 700 restaurants are using this platform to fulfill their e-commerce needs.

We've made this project from scratch, some parts worth of mentioning: competitive analysis, logo & visual ID, information architecture, UI & UX design, front & backend programming, finance system, fax/mail order sending system, automated tax system.

www.menu123.com

How menu123 works

Menu123.com is simply the easiest way to order food for delivery or takeout. The main concept - ordering food in 3 easy steps: Select a Restaurant, Choose food, Check out.



User selects restaurant from **menu123** & orders meal



menu123 sends order details to the restaurant by mail, sms, fax



When your food's ready, the restaurant delivers it or you pick it up

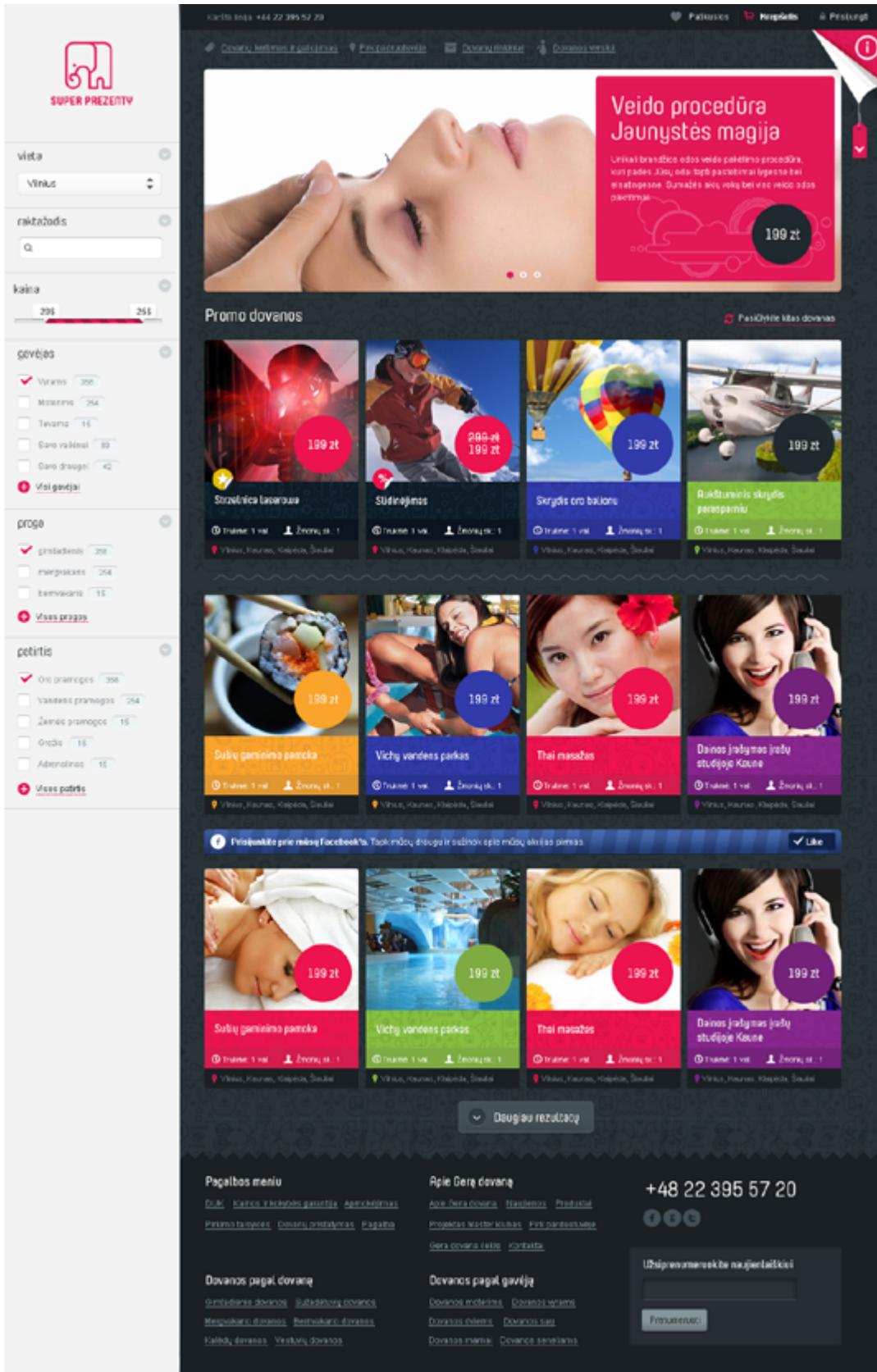
Other works that we've done

Old portfolio

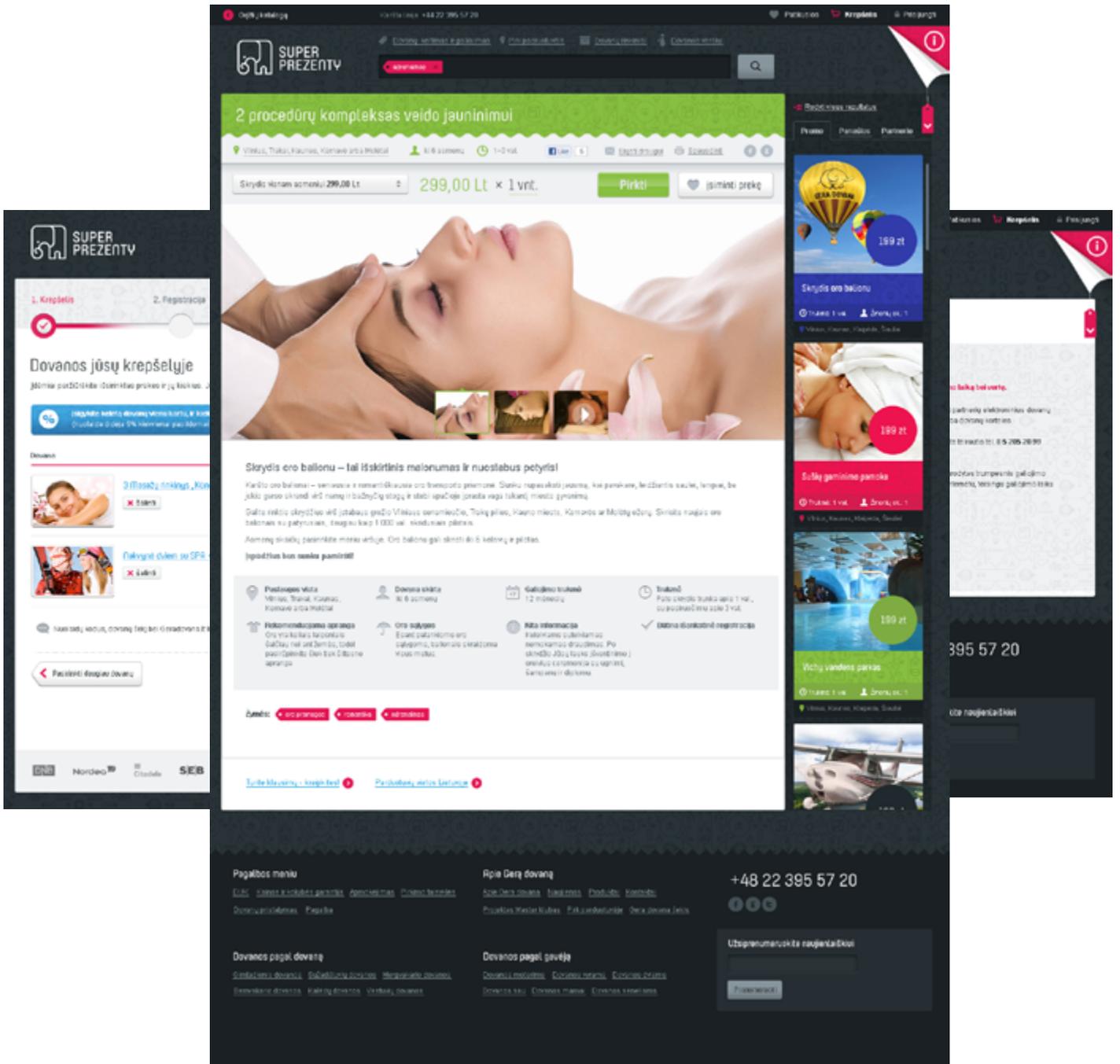


Joy of gift.

Redesign of SuperPrezenty



Joy of gift. Redesign of Super Prezenty



Reinventing each day with little things. Corporate website for SBA



Client:

SBA Concern, a large Lithuanian business' group.

Goal:

Change the old-fashioned online face to what the SBA Concern stands for today.

Solution:

Established SBA's identity online by communicating its unique business philosophy, called "Invent Everyday". Page design and navigation create an unexpected corporate website, boosting excitement and engagement in concern's unconventional attitude.

For the concern, the new website is also a platform to share and remix content, reinventing each day with little things, such as a new teambuilding video clip or a new illustrated press release. Driven by the explorer archetype, the site inspires to explore it. It surrounds people. It excites imagination.

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