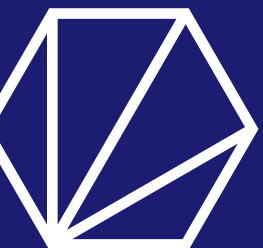


Monographic bureau

design and frontend engineering

mnglyphc.com

in@mnglyphc.com





Elena Ustimenko

Junior designer

Ivan Chekalov

Designer

Pavel Chelyuskin

Founder

Ilya Sysoev

CTO, Partner

Anton Panin

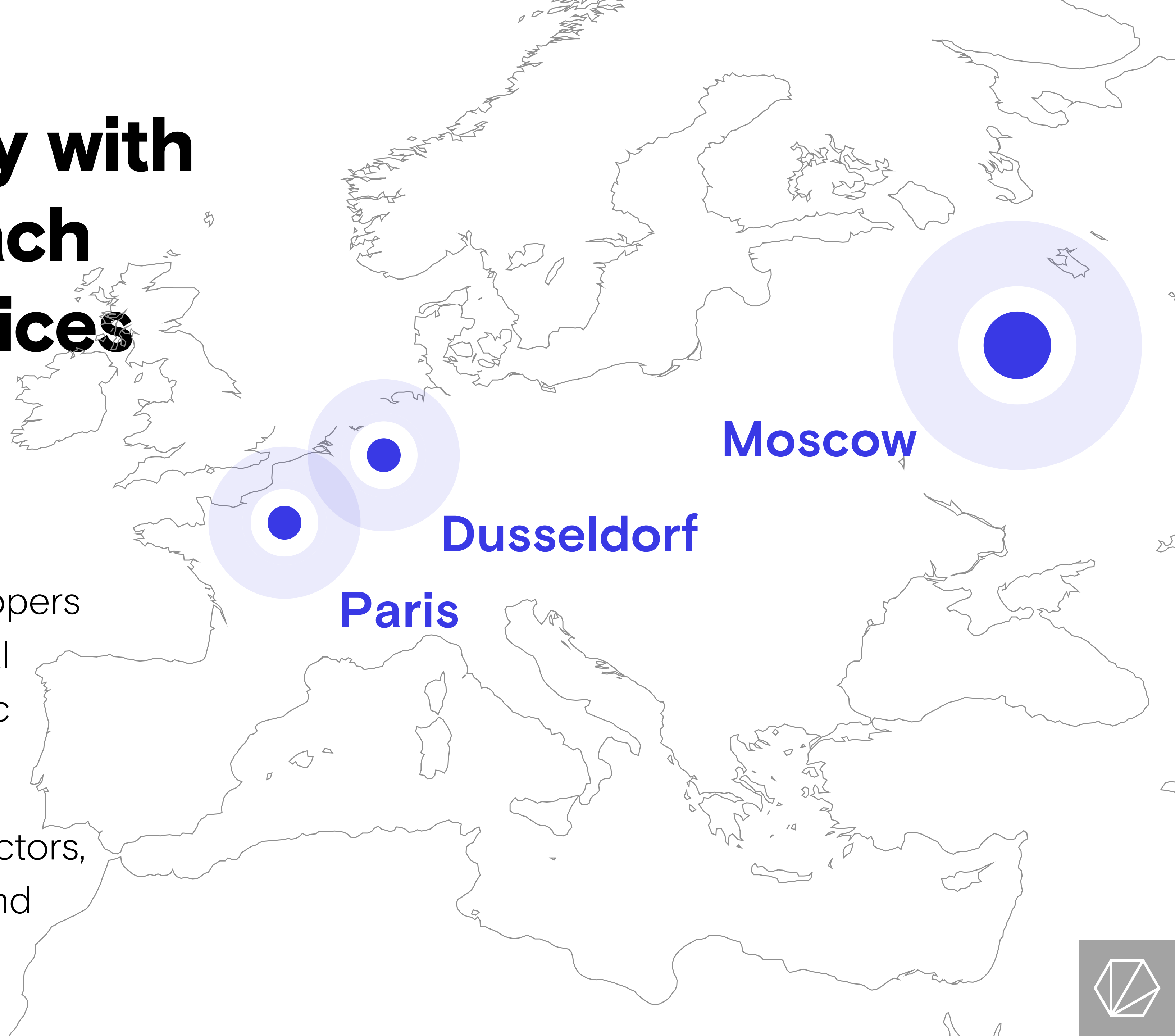
Designer, Partner



Boutique agency with international reach thru 3 micro-offices

A team of 5 designers and developers + vast network of experts in digital products design covering specific business areas.

Our clients come from diverse sectors, including e-commerce, finance and media.



The term "monographia" is derived from the Greek "mono" (single) and "grapho" (to write), meaning "writing on a single subject".

Unlike a textbook, which surveys the state of knowledge in a field, the main purpose of a monograph is to present primary research and original scholarship. This research is presented at length, distinguishing a monograph from an article.

About Monographic

In the spirit of monograph authors, at Monographic Bureau we concentrate on a single subject – design of digital products.

Unlike the multi-function digital agencies, we are specialists in this unique field requiring the highest level of technicity. We constantly track new development technologies and we study every subject in-depth to deliver irreproachable state-of-the-art products.

We only do what we do best.



We believe in

Intuitive complexity

We love turning complex into evident. No matter how complicated is the product, the final solution is only brilliant when it doesn't require explanations.

Expertise, not distance

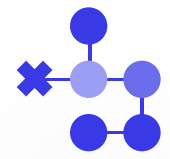
In today's world distance doesn't exist. What matters is to be connected to the most knowledgeable advisors for each mission.

Seamless experience

Our clients don't need to feel far away. While our development teams are based in Moscow, our Europe-based project managers are there for you to ensure a perfectly fluid communication and an efficient workflow.

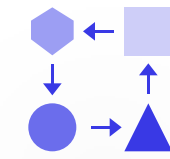


We transform strategies, ideas and business models into digital products. We create user-centric digital experiences: intuitive apps and websites that are both useful and exciting



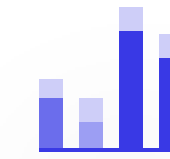
Strategic planning and product development

- Product vision development (customer-centric)
- Personas and customer stories
- Consulting for product branding
- Planning for content and technology



Conceptualisation and implementation

- Information architecture
- Creative concepts for implementation (UX / UI)
- Feature set definition (MVP and complete)
- Product roadmap development
- Product design and engineering (front-end engineering, consulting for back-end)
- Initial product ownership



Analytics and optimisation

- Monitoring and analytics
- SEO



Selected works 2017



The State Tretyakov Gallery

E-commerce

Design of mobile ticketing service for a world-famous fine art museum in Moscow, equivalent of Louvre in Paris or National Gallery in London.



The State Tretyakov Gallery

E-commerce

Client's need

To conceive a new ticket selling service allowing customers to purchase tickets for a wide range of exhibitions and to book time slots of their visit. Align the app design with the new graphic chart of the museum.

Our approach

Offered an extensive benchmark of the best e-ticketing solutions worldwide. Together with client we defined the most pertinent solution. To finally offer an intuitive and complete service for the final client.

Our development

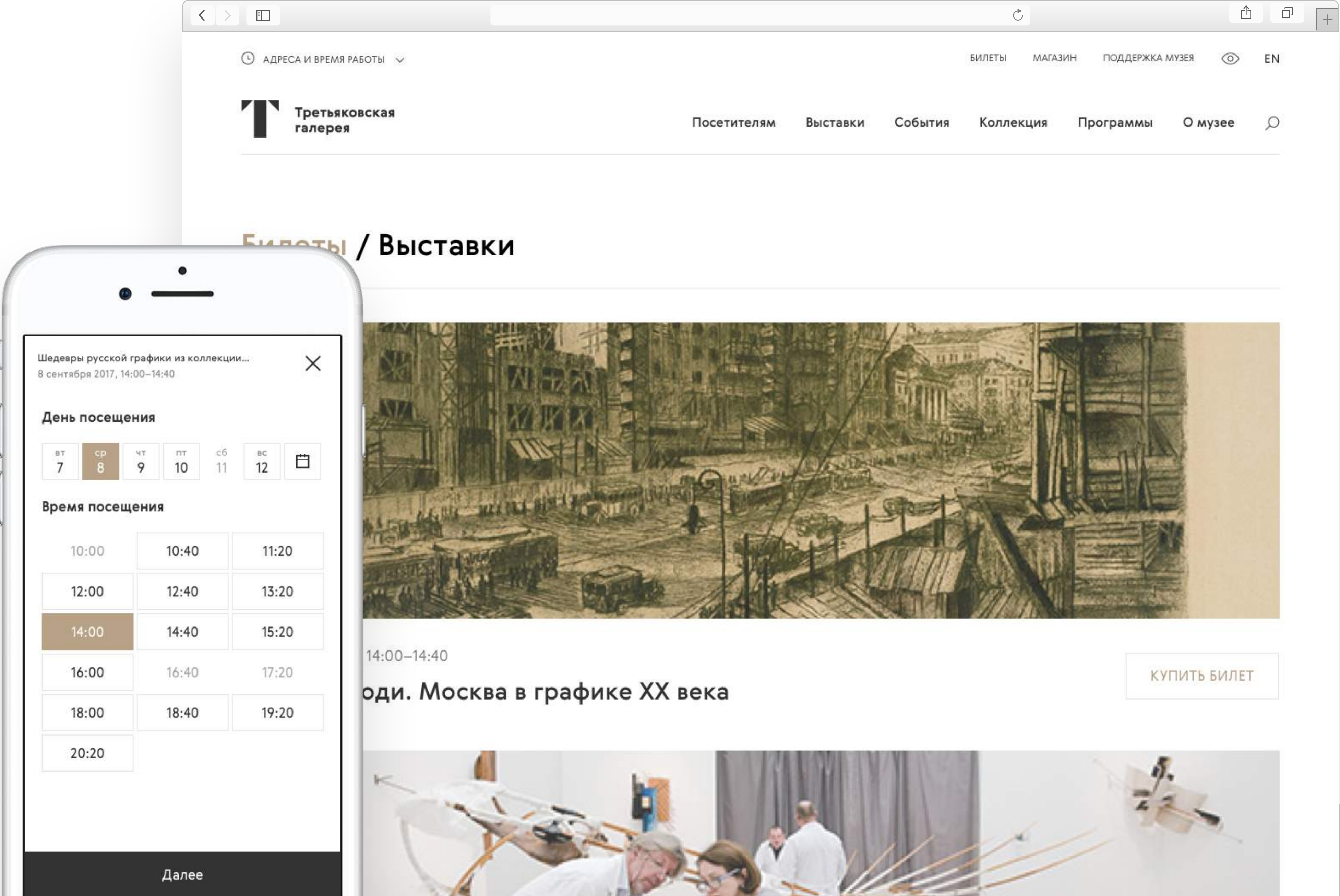
- UX conception of the new ticketing service
- Adaptive web design
- E-ticket design
- Custom icons design

Results

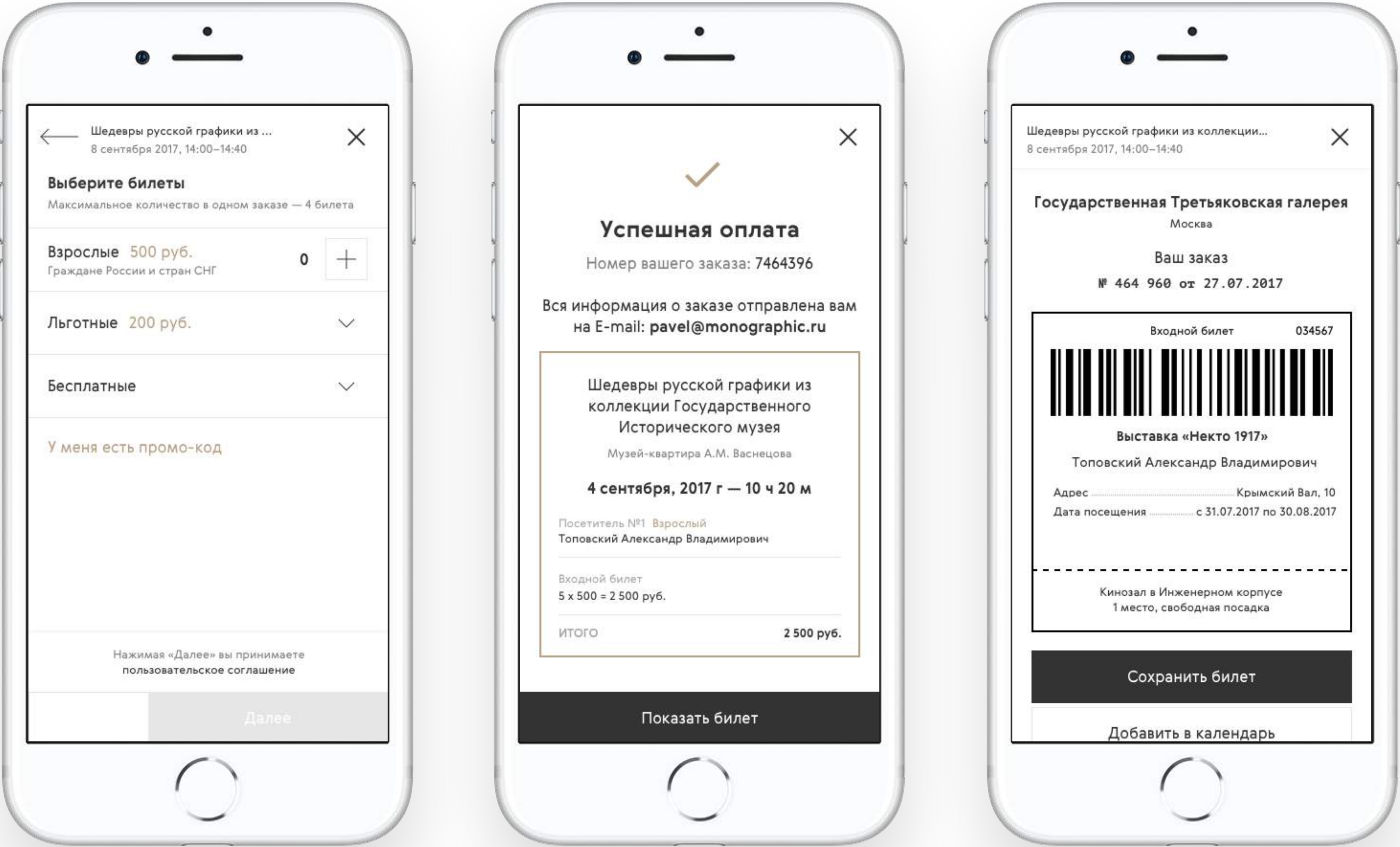
Design validated by the management team. Go live Q2 2018



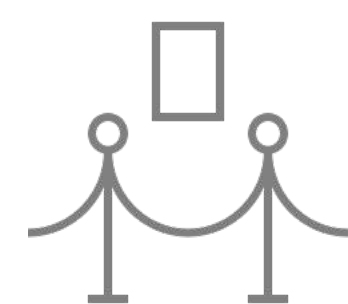
Adaptive web design



E-ticket issuing process



Custom icons

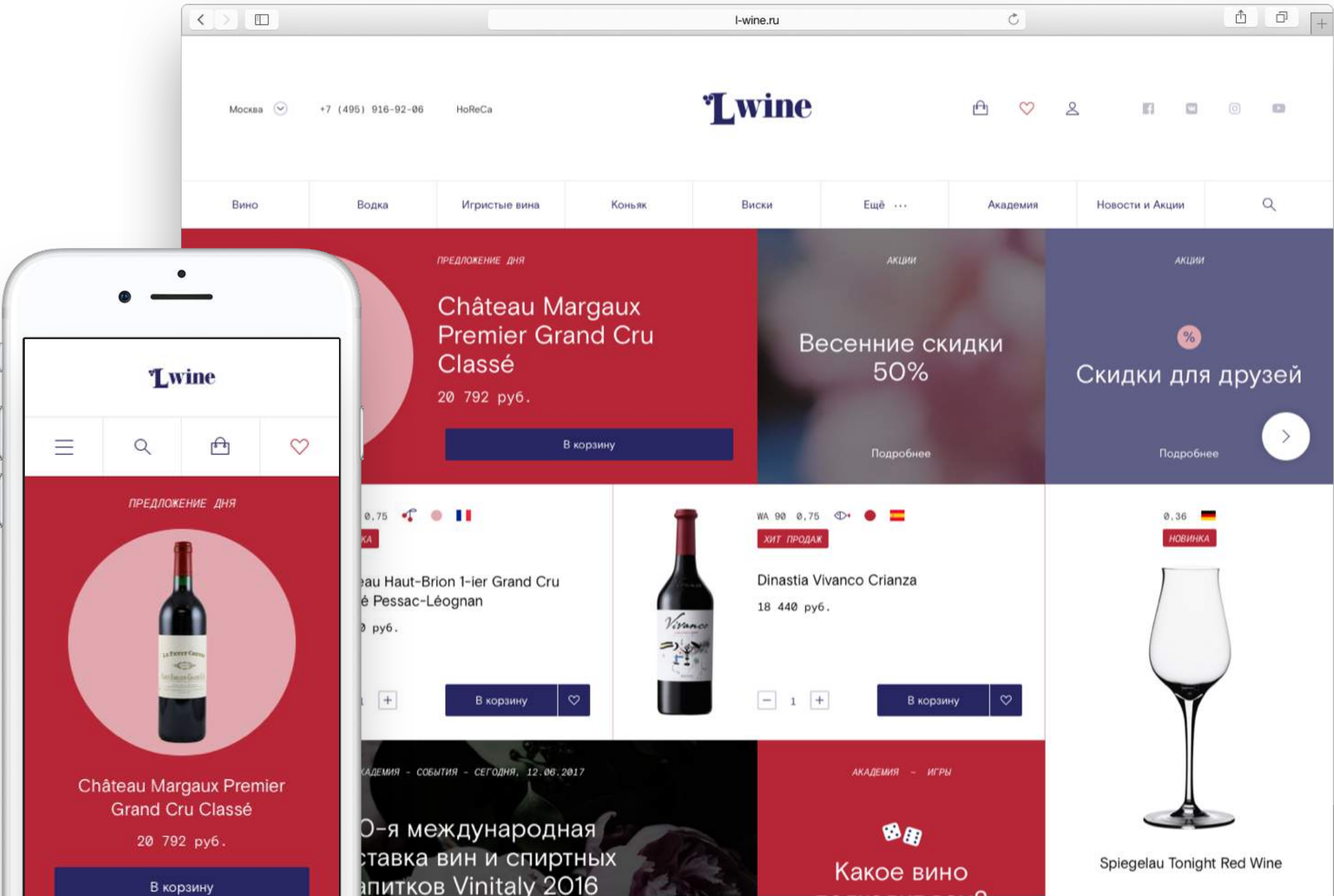


L-wine

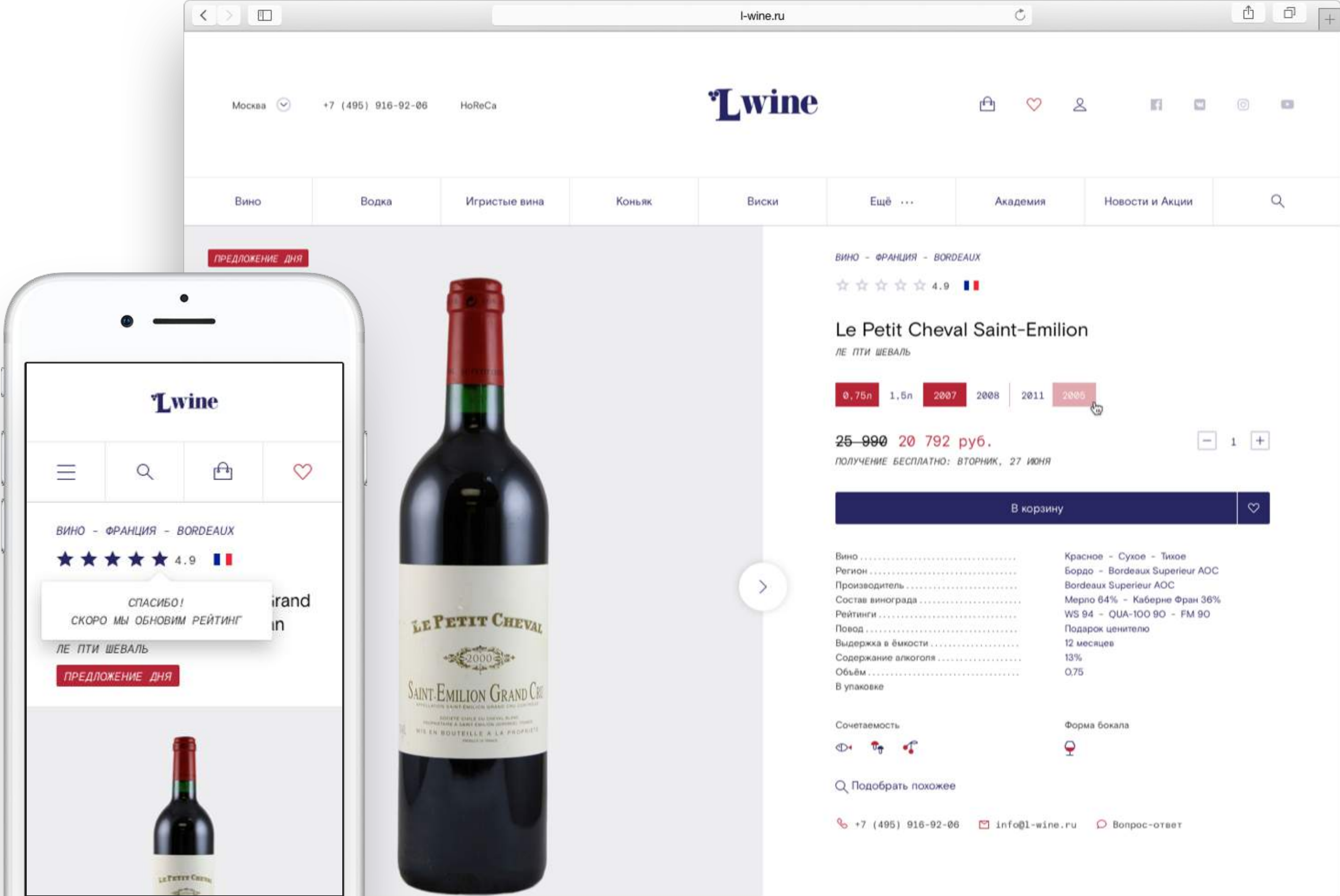
E-commerce

Adaptive web design for wine service





Product page



Москва

+7 (495) 916-92-06

HoReCa

Lwine

2

AP

Вино

Водка

Игристые вина

Коньяк

Виски

Ещё ...

Академия

Новости и Акции

Корзина

В ВАШЕЙ КОРЗИНЕ ДВА ТОВАРА

☆ 4.9 WA 90 0,75

🇷🇺🇫🇷

ПРЕДЛОЖЕНИЕ ДНЯ

Le Petit Cheval Saint-Emilion

25 990

20 792 руб.

☐

В подарочной упаковке

-

1

+

☆ 4.9 WA 90 0,75

🇫🇷

Château Haut-Brion 1-ier Grand Cru Classé Pessac-Léognan

25 490

руб.

☐

В подарочной упаковке

-

1

+

Заказ

Товаров в корзине 2

Сумма заказа 51 980 руб.

СКИДКА 20% НА ТОВАР ПО АКЦИИ -5 440 руб.

Дополнительная скидка 0

Промо-код

Итого 46 540 руб.

ПОЛУЧЕНИЕ БЕСПЛАТНО: ВТОРНИК, 27 ИЮНЯ

Оформить заказ

ПРИ СУММЕ ЗАКАЗА ОТ 50 000 РУБ. ВЫ ПОЛУЧИТЕ ДОПОЛНИТЕЛЬНУЮ СКИДКУ 5%. ДОБАВЬТЕ В КОРЗИНУ ТОВАРОВ ЕЩЁ НА 5975 РУБ. ПЕРЕЙТИ В КАТАЛОГ

+7 (495) 916-92-06

info@l-wine.ru

Вопрос-ответ

Motor

Online media

Major redesign for Motor — online magazine about races, roads, cars, and people who love them. Engaging editorial content brings millions monthly visitors.



Motor

Online media

Client's need

Have a possibility to integrate self-created content on the landing page. Be able to add advertising modules without losing the aesthetics of the page. Add new sections to the website.

Our approach

We created multiple formats of interchangeable modules for the landing page and content pages, allowing the editor to easily customise the page using templates. The templates we have created fluidly integrate media and context advertising and perfectly show it on all types of devices.

We added modern media content while preserving the “glossy” aesthetics of the magazine.

Our development

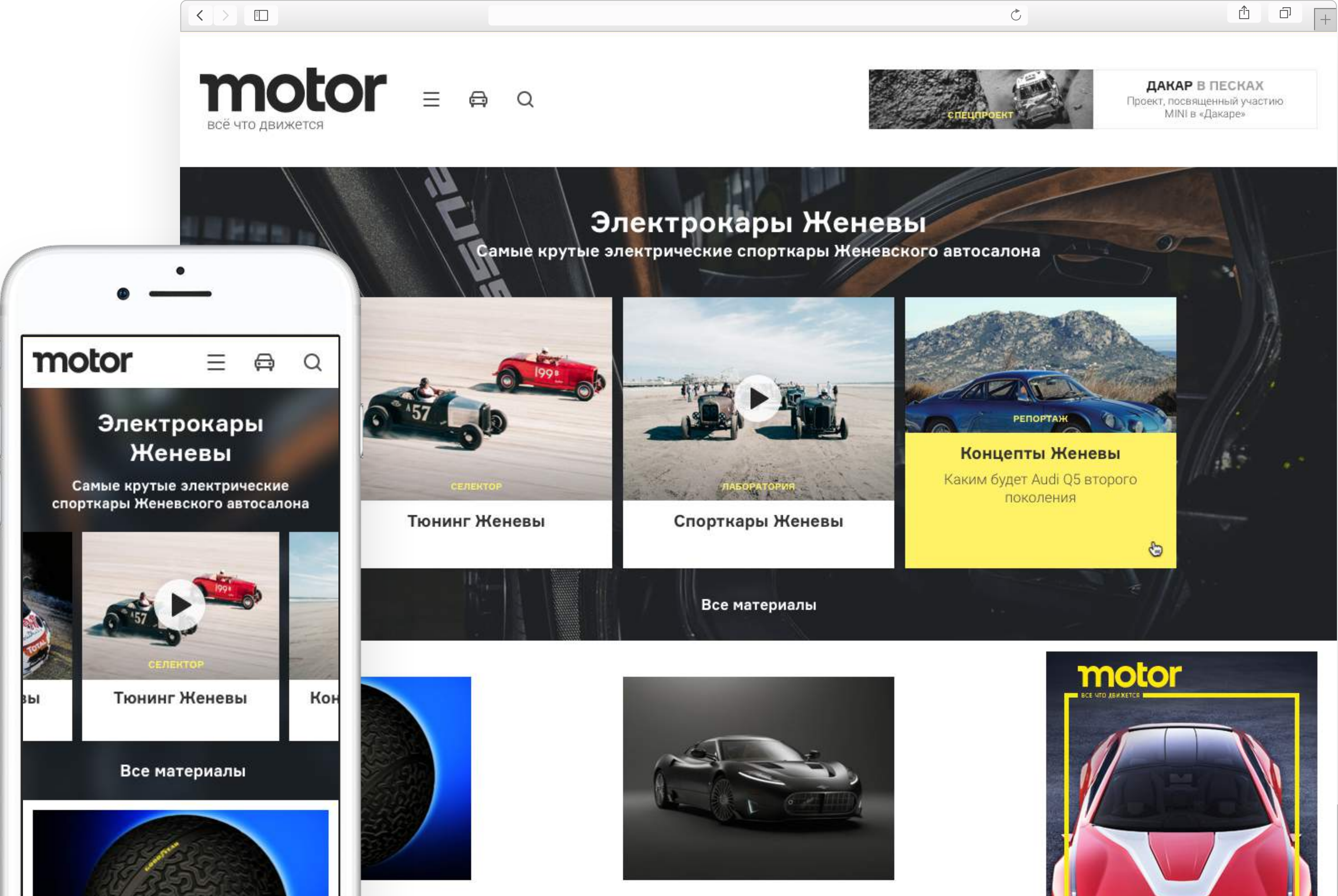
- UX strategy planning
- Design components library used by editors
- Navigation through vendors, models, and options
- Adaptive web design
- Optimised advertisement layouts

Results

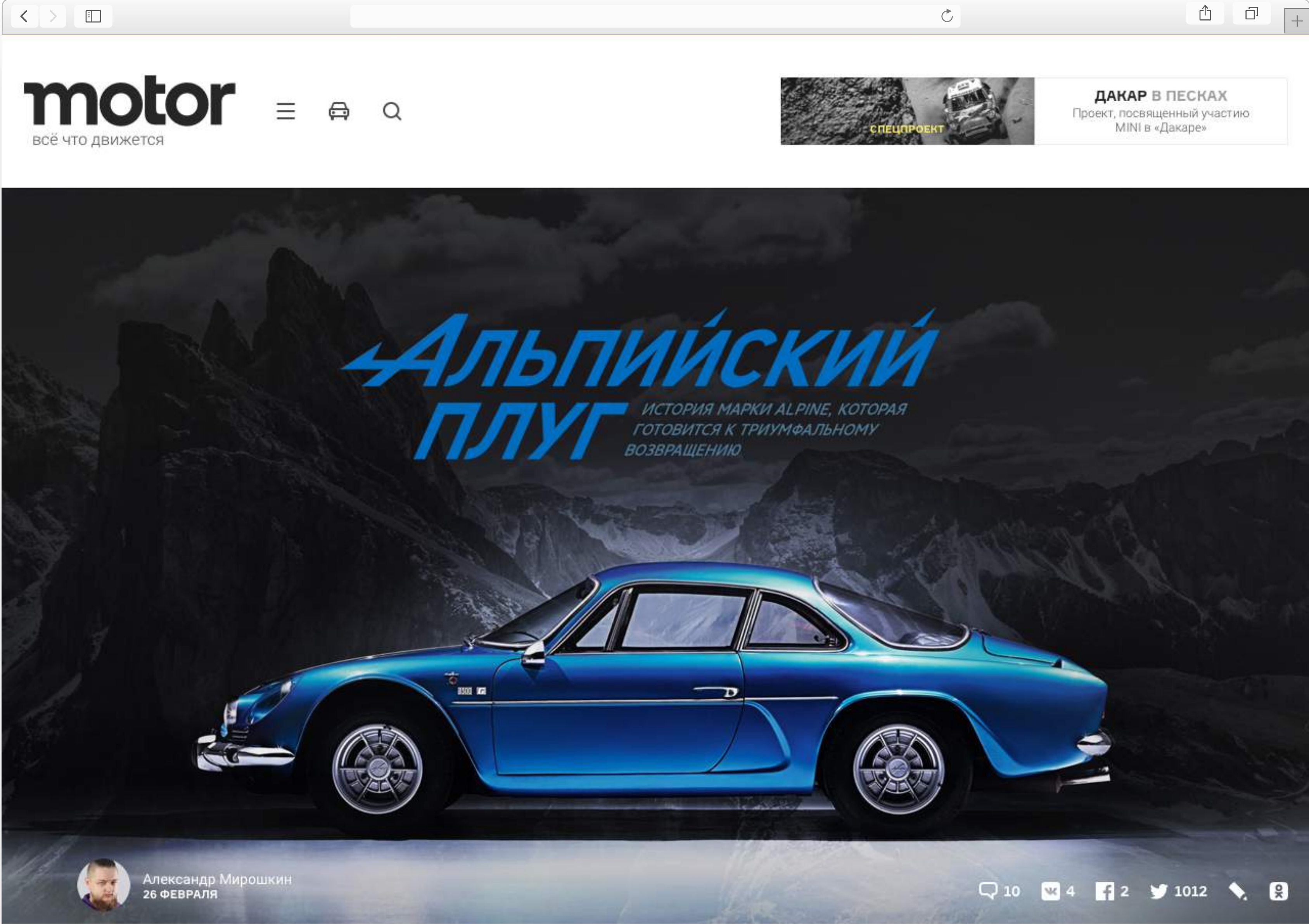
700K+ monthly pageviews · 100K+ monthly visitors



Adaptive web design



Article cover



Автомобили этой марки побеждали в ралли, выводили





Чемпионата мира по ралли WRC, кульминацией которого стало Ралли Монте-Карло, где французы оккупировали пять верхних позиций в итоговом протоколе.

Фото 1 из 6



Добившись в ралли всего, чего можно пожелать, Alpine при поддержке Renault решила замахнуться на «Ле-Ман».

В 1973 году команда Renault-Alpine стала победителем первого

е «108-я» сыграла роль в превращении из небольшой гоночной автомастерской ценного производителя.



Paysend

Online banking

Design of web interface and mobile apps for international money transfer service, allowing its users to send money to any credit card in over 50 countries with a very low commission.



Paysend

Online banking

Client's need

Create a simple and intuitive interface for card-to-card money transfers. The interface design would need to reflect the financial expertise of the service and look trustworthy.

Our approach

We isolated the main function of the service into a separate interactive component - « calculator » allowing users to directly access the real-time information on the cost and delays of the desired transfer.

Our development

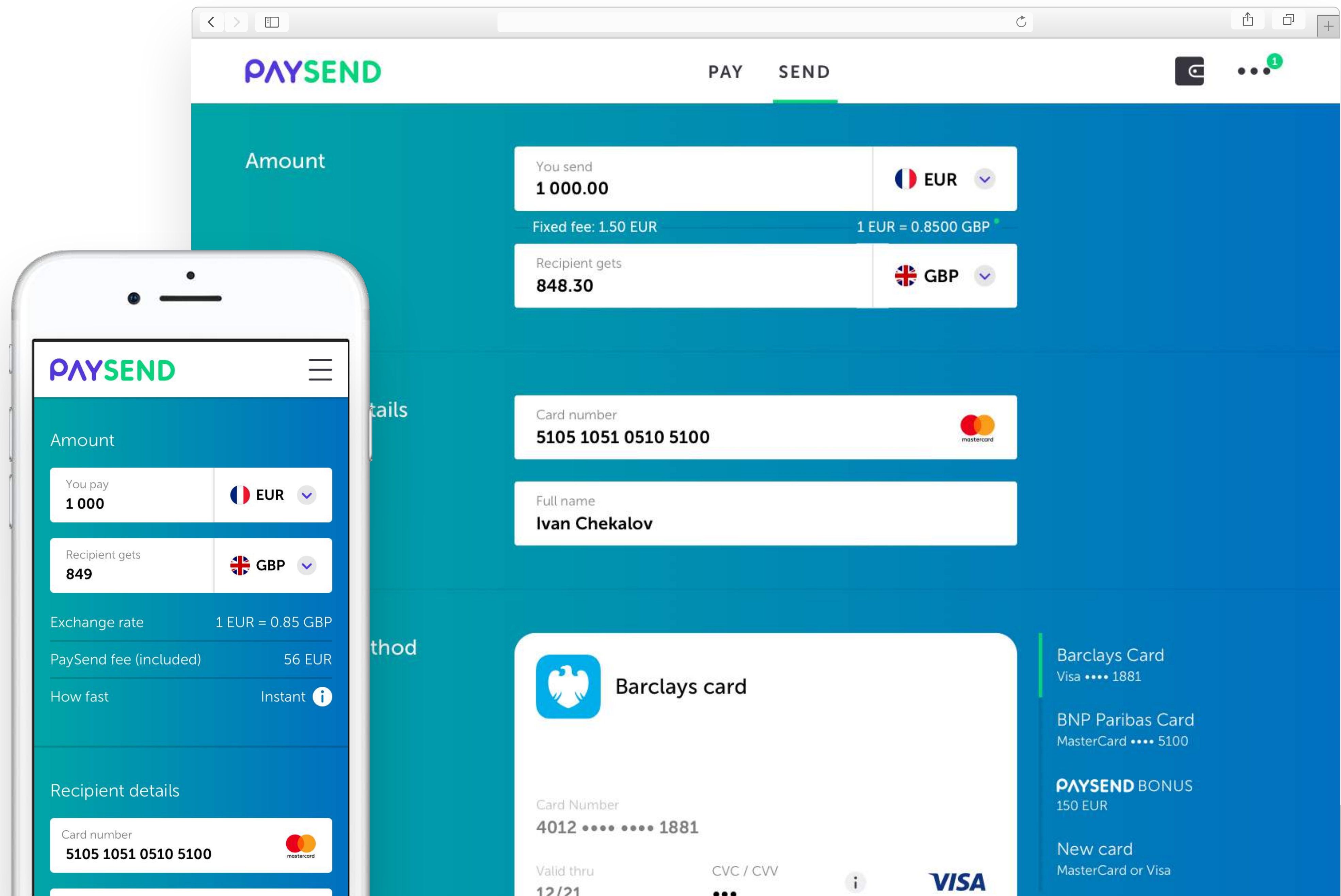
- Complete UX strategy from a raw idea
- Adaptive website design
- iOS and Android app design
- Frontend development
- Frontend SEO and speed optimisation

Results

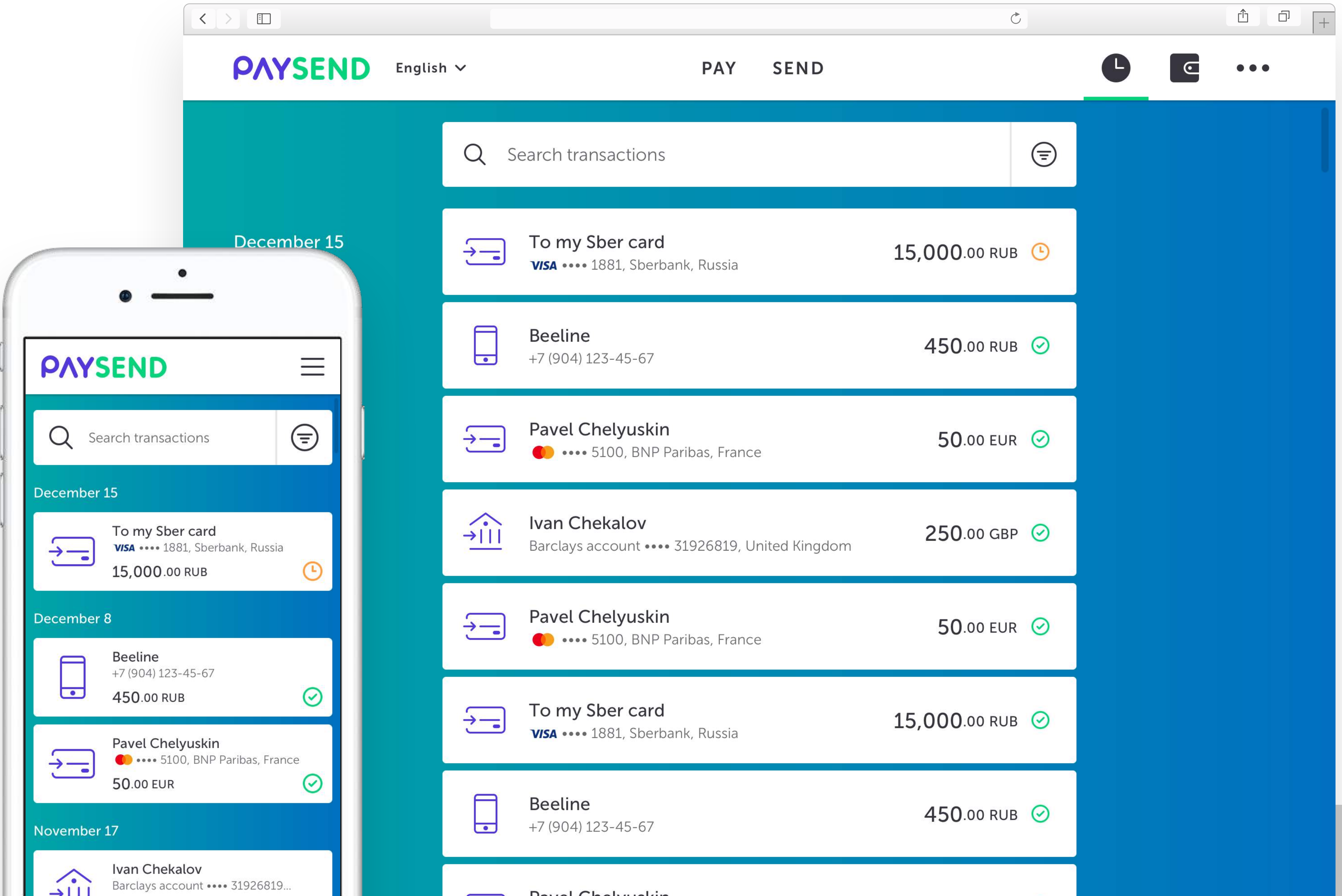
2K+ daily transactions · 20% monthly growth

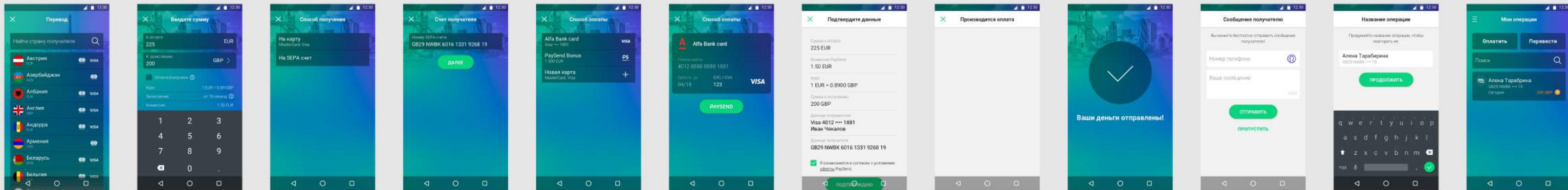
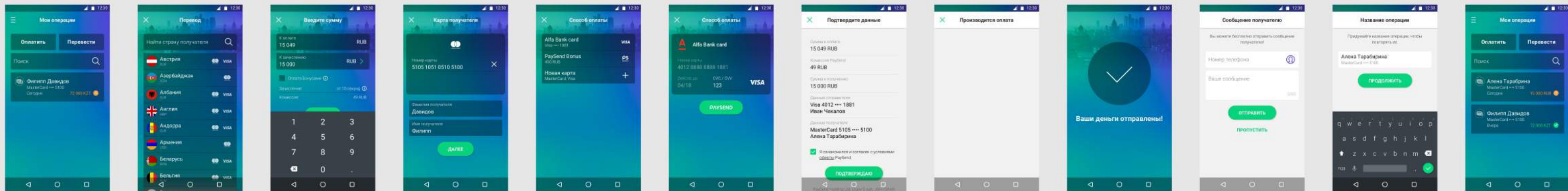
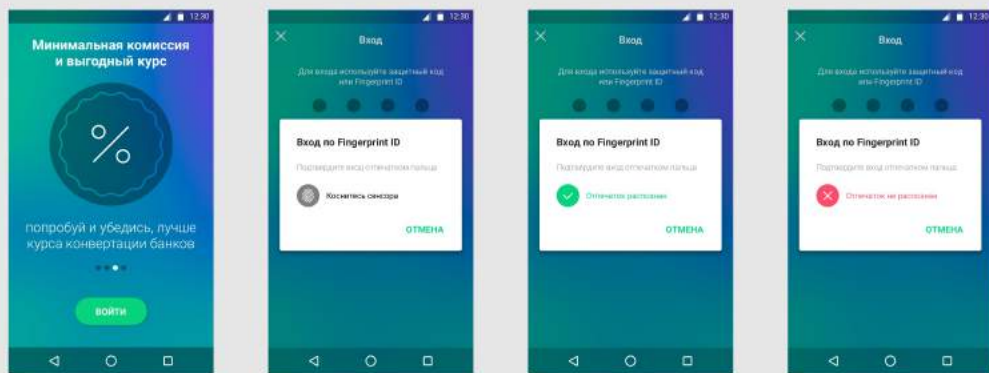
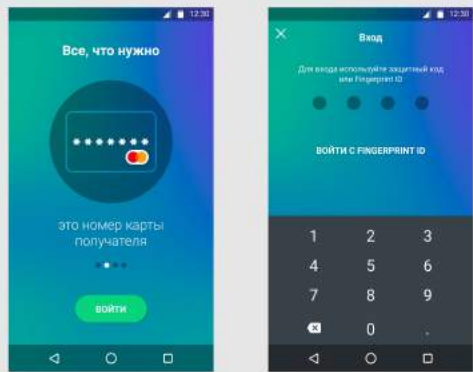
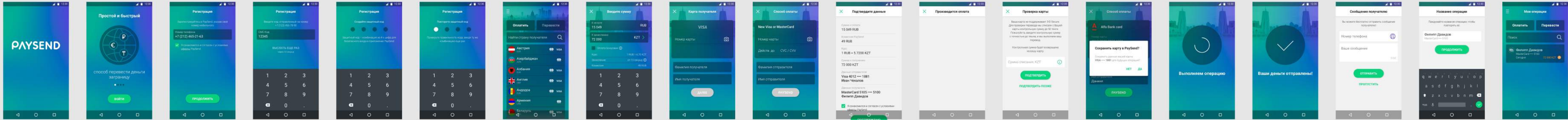


Money transfer screen



Transactions feed





Helicopter World Cup

Broadcasting

Creation of interface of electronic referee system and real-time broadcasting for Helicopter World Cup, whose mission is not only to determine champions in slalom and fender competitions but also to promote and popularise the helicopter sport.



Helicopter World Cup

Broadcasting

Client's need

Make the whole competition more attractive for spectators using broadcasting.

Our approach

We developed from scratch a complete data layer displayed during event video translation. We also have been responsible for all infographics appeared in the video stream.

Our development

- Create a live projection of a helicopter explained competition goals
- Visualise a path followed by a helicopter during competition
- Dynamic prototype development using leap motion to imitate a copter
- Scoring screen design

Results

The prototype and graphical assets were transferred to customer for the technical integration.



#12



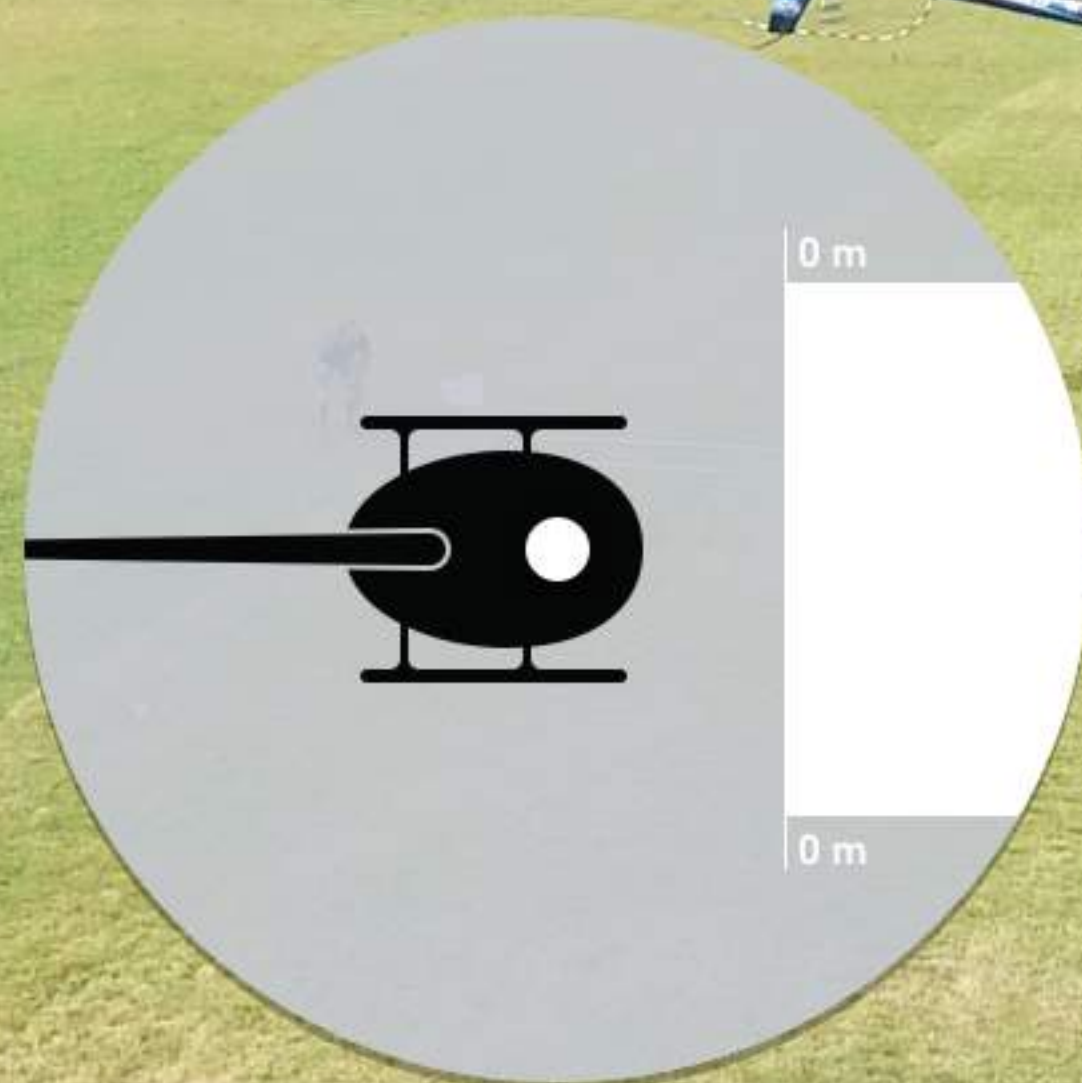
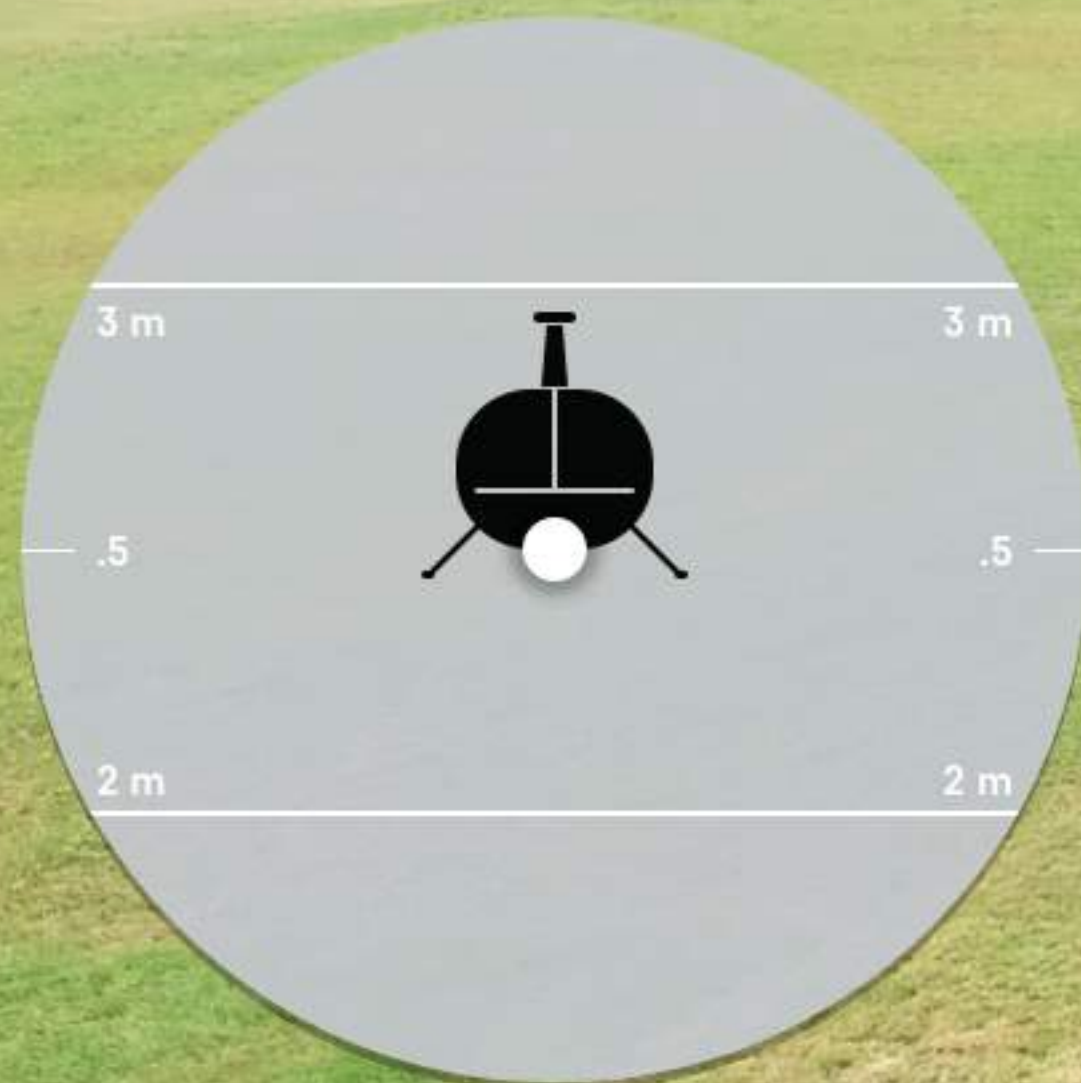
Y. YABLOKOV
PILOT



K. PODOYNITSYN
CO-PILOT

 RUSSIA
ROBINSON R-44

MOS 12:44
SSE 5 M/S  19°C

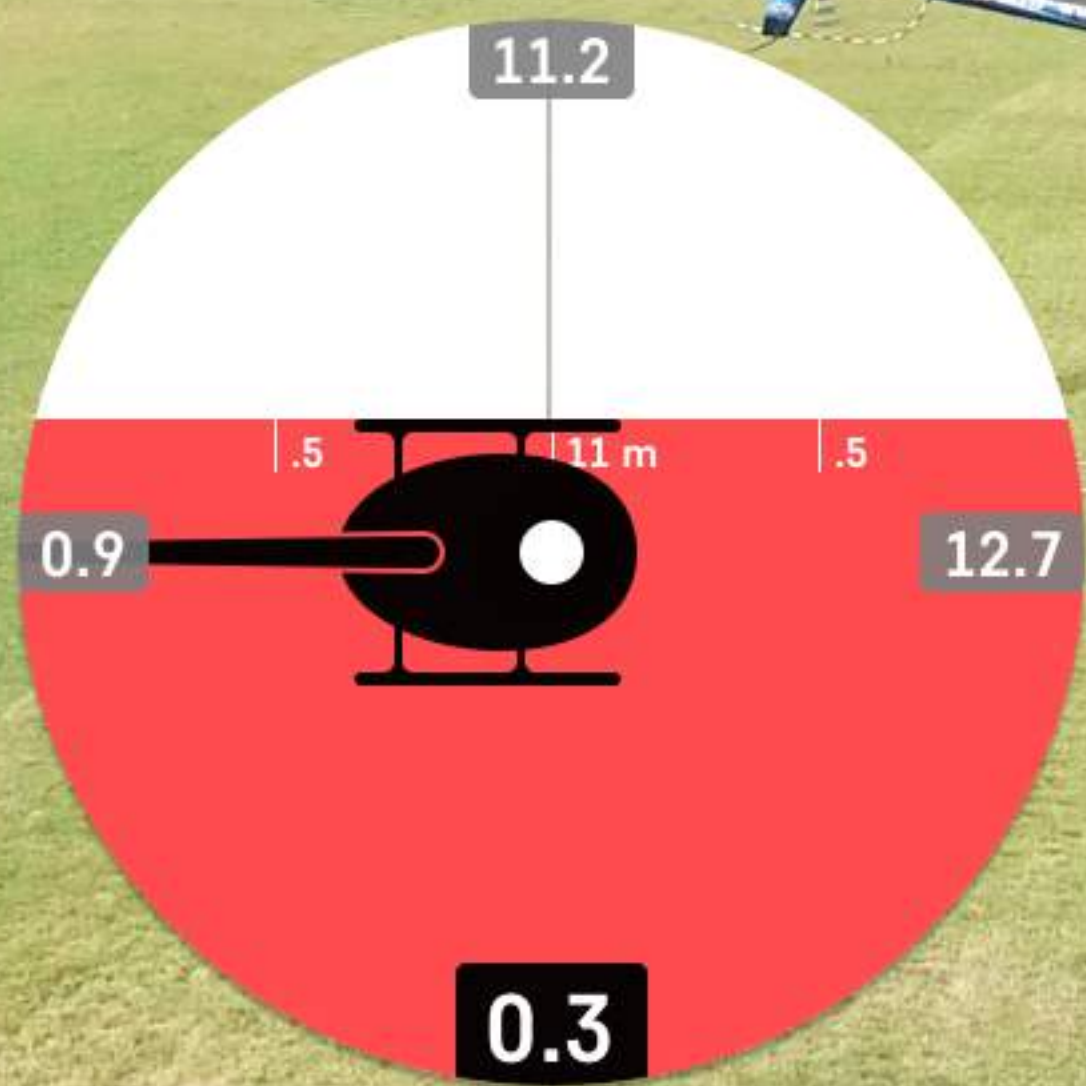
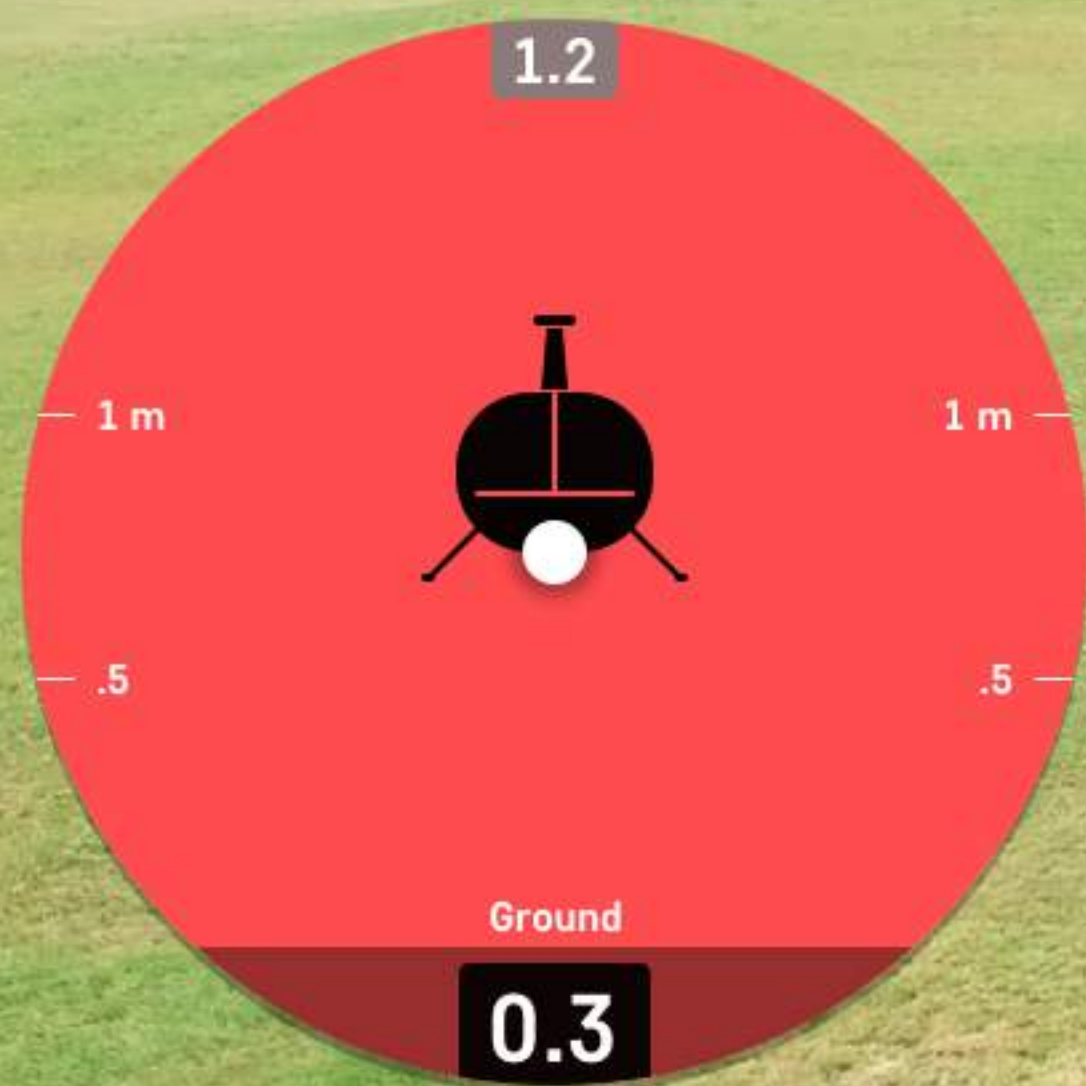


2.6 s



#12

298.5



2.6 s



#12



Y. YABLOKOV
PILOT



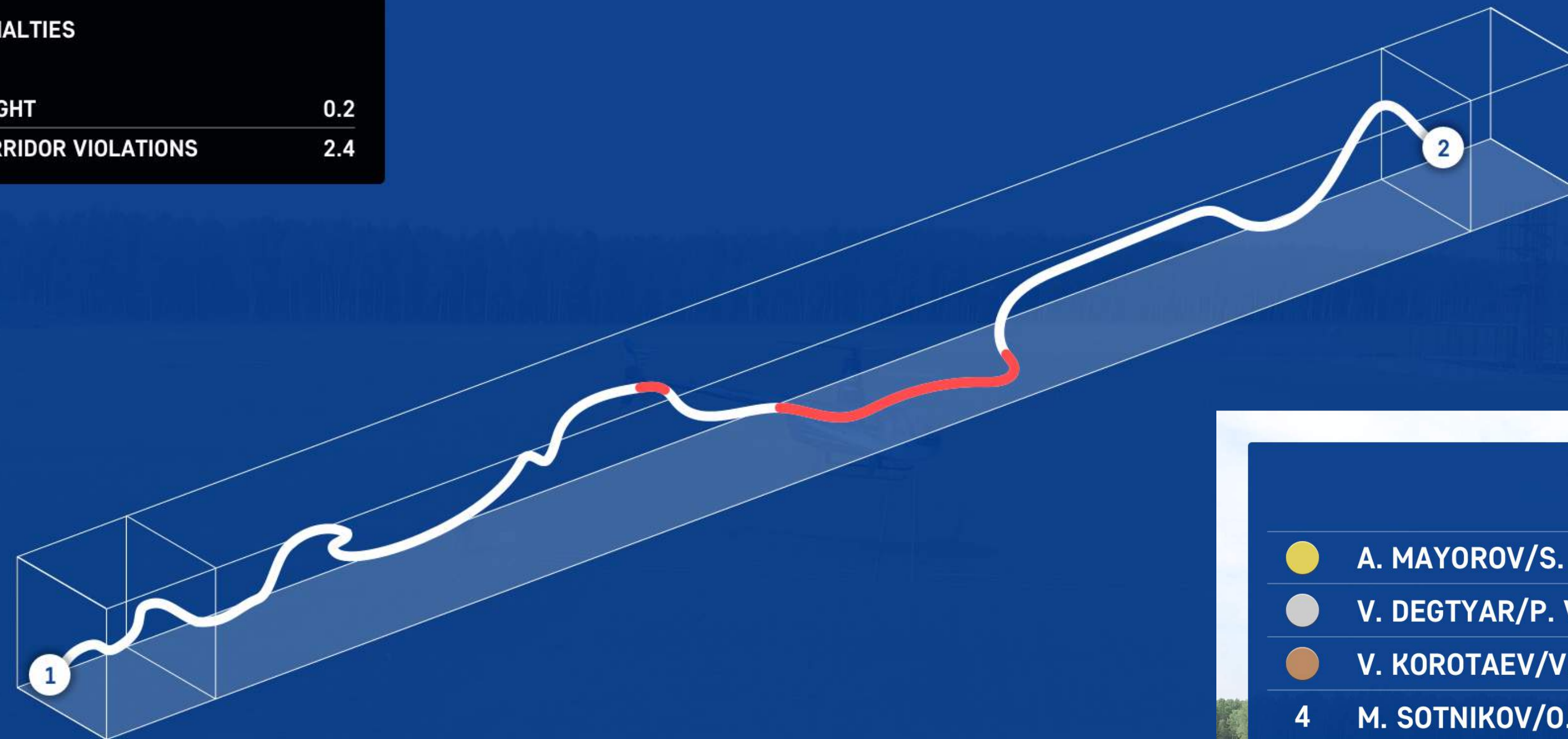
K. PODOYNITSYN
CO-PILOT

RUSSIA
ROBINSON R-44

MOS 12:44
SSE 5 M/S 19°C

PENALTIES

HEIGHT	0.2
CORRIDOR VIOLATIONS	2.4



PRECISION RESULTS

MOS 12:44
SSE 5 M/S 19°C

	A. MAYOROV/S. KOSTIN	131.6 s	300.0
	V. DEGTYAR/P. VASILYEV	132.2 s	298.7
	V. KOROTAEV/V. ZYABLIKOV	134.3 s	297.7
4	M. SOTNIKOV/O. PUODJUKAS	123.1 s	296.9
5	A. OREKHOV/V. SAZONOV	125.4 s	296.8
6	Y. YABLOKOV/K. PODOYNITSYN	130.4 s	296.1
7	A. ZHUPERIN/N. BUROV	129.7 s	295.7
8	E. ZHUPERINA/N. RODIONOV	126.2 s	293.6
9	V. BUGAEV/A. ROGONOV	136.9 s	291.1
10	M. SHAMBORSKY/M. SHAMBORSKY	127.0 s	290.0



Kinohod

E-commerce

Website and mobile applications design for an online cinema ticketing service with more than 50% market share in Russia



Kinohod

E-commerce

Client's need

Provide the users with all the needed information visible on the same screen. Add social sharing and *recommended for you* functions.

Our approach

Follow the actual best practice of placing content as openable card blocks in a horizontal scroll. Create a separate block for the *recommended for you* material and place it on the top of the page.

Our development

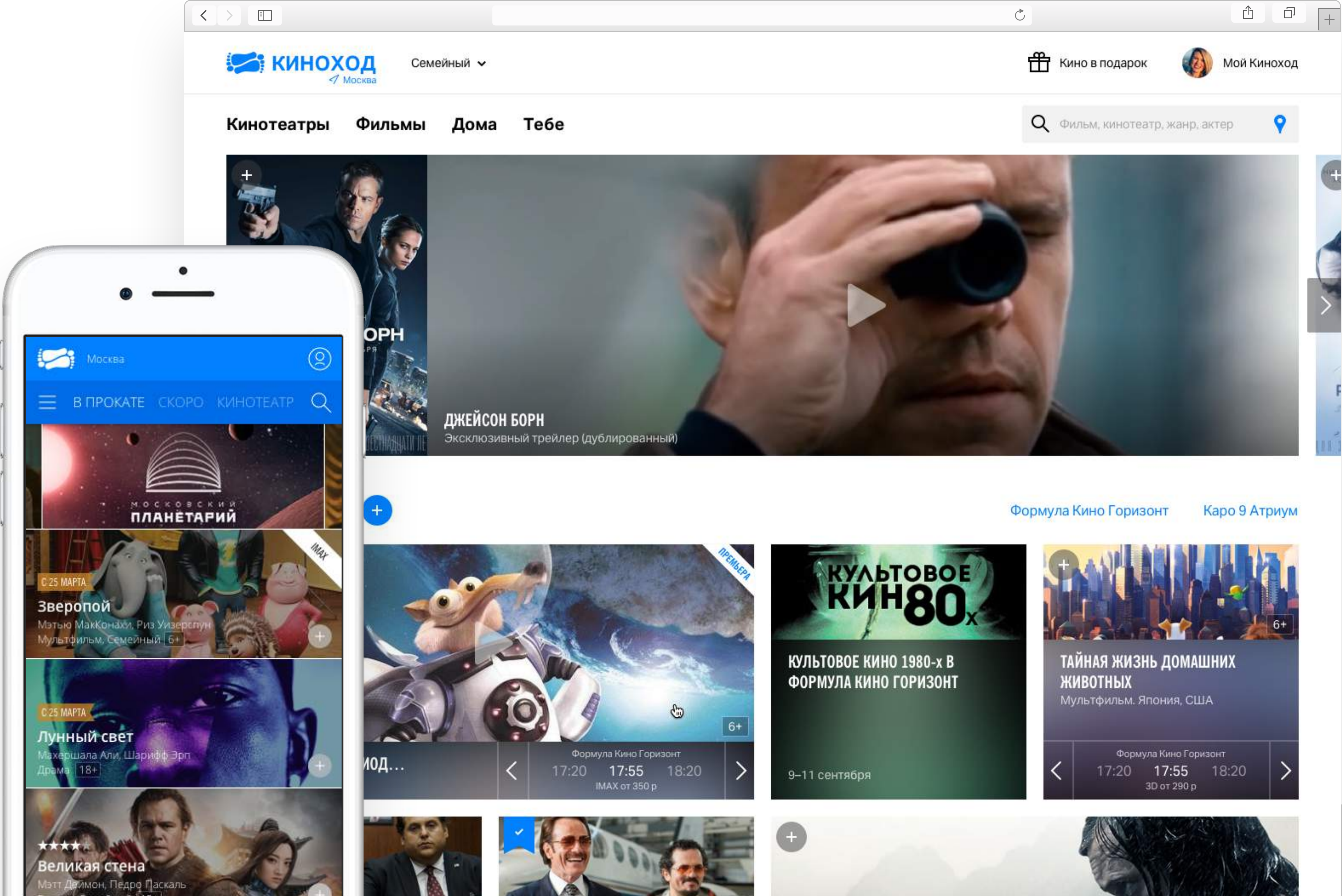
- Mobile website design
- Mobile apps design
- Desktop website design

Results

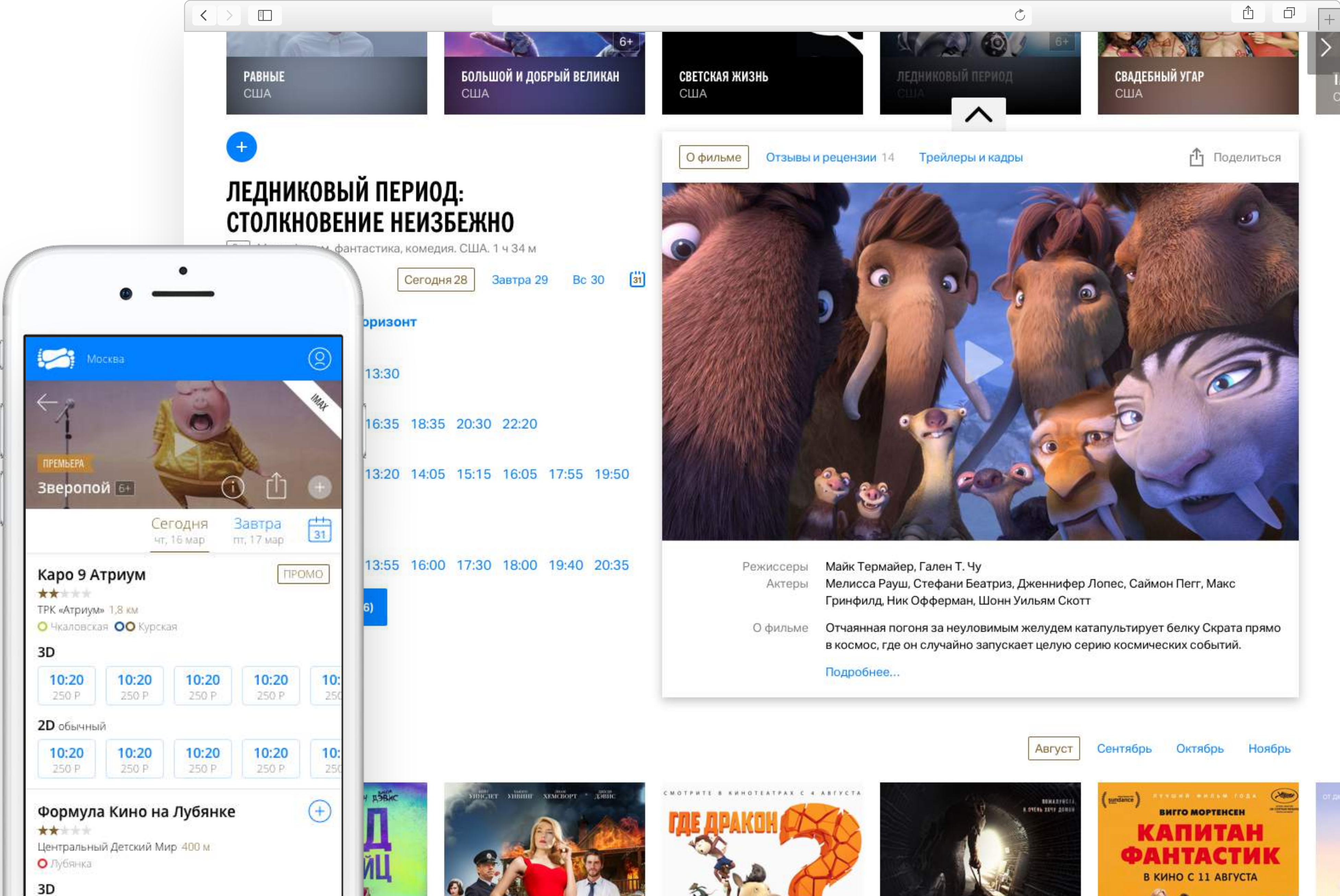
All the developed design has been approved and is now in production



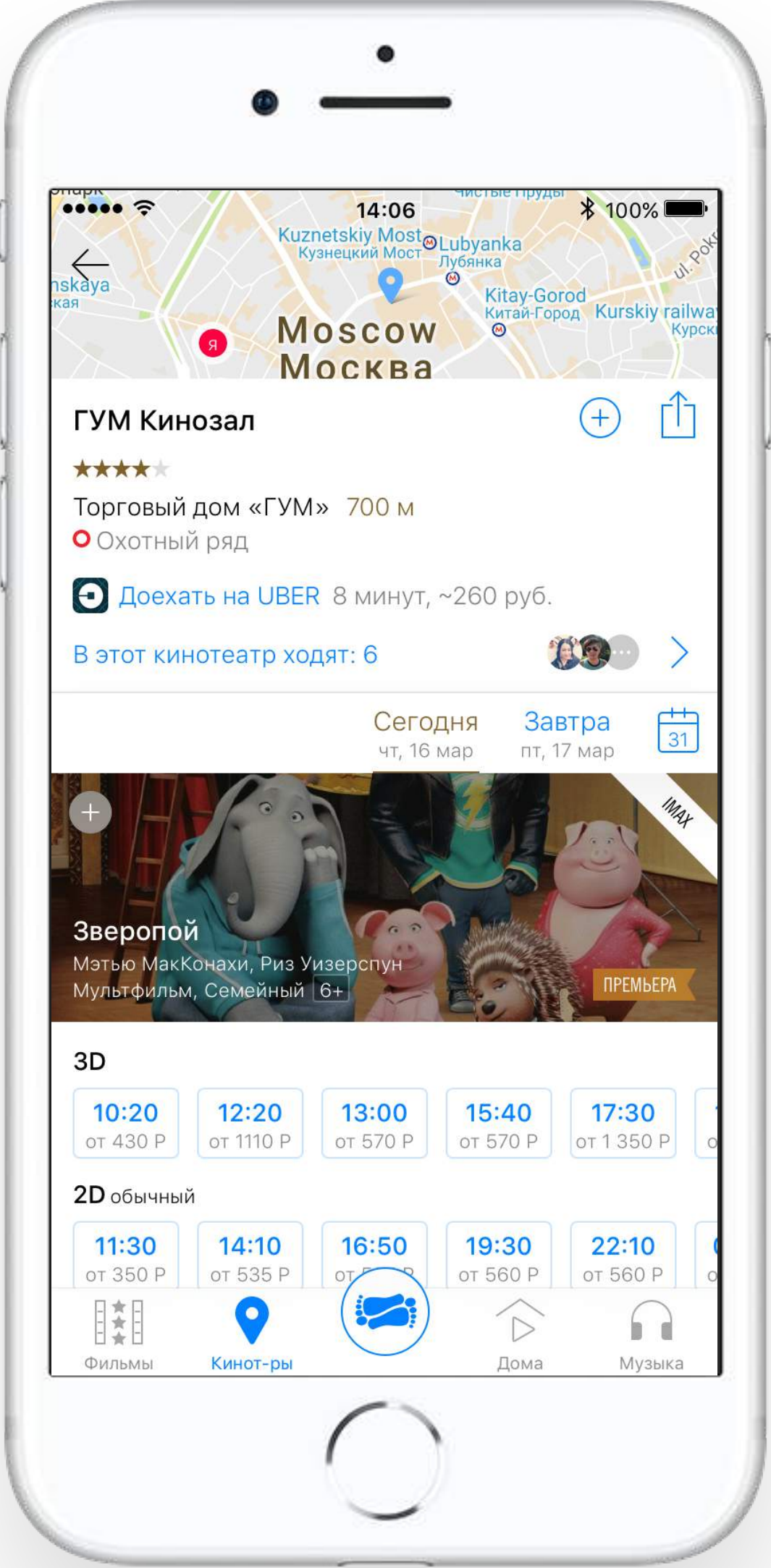
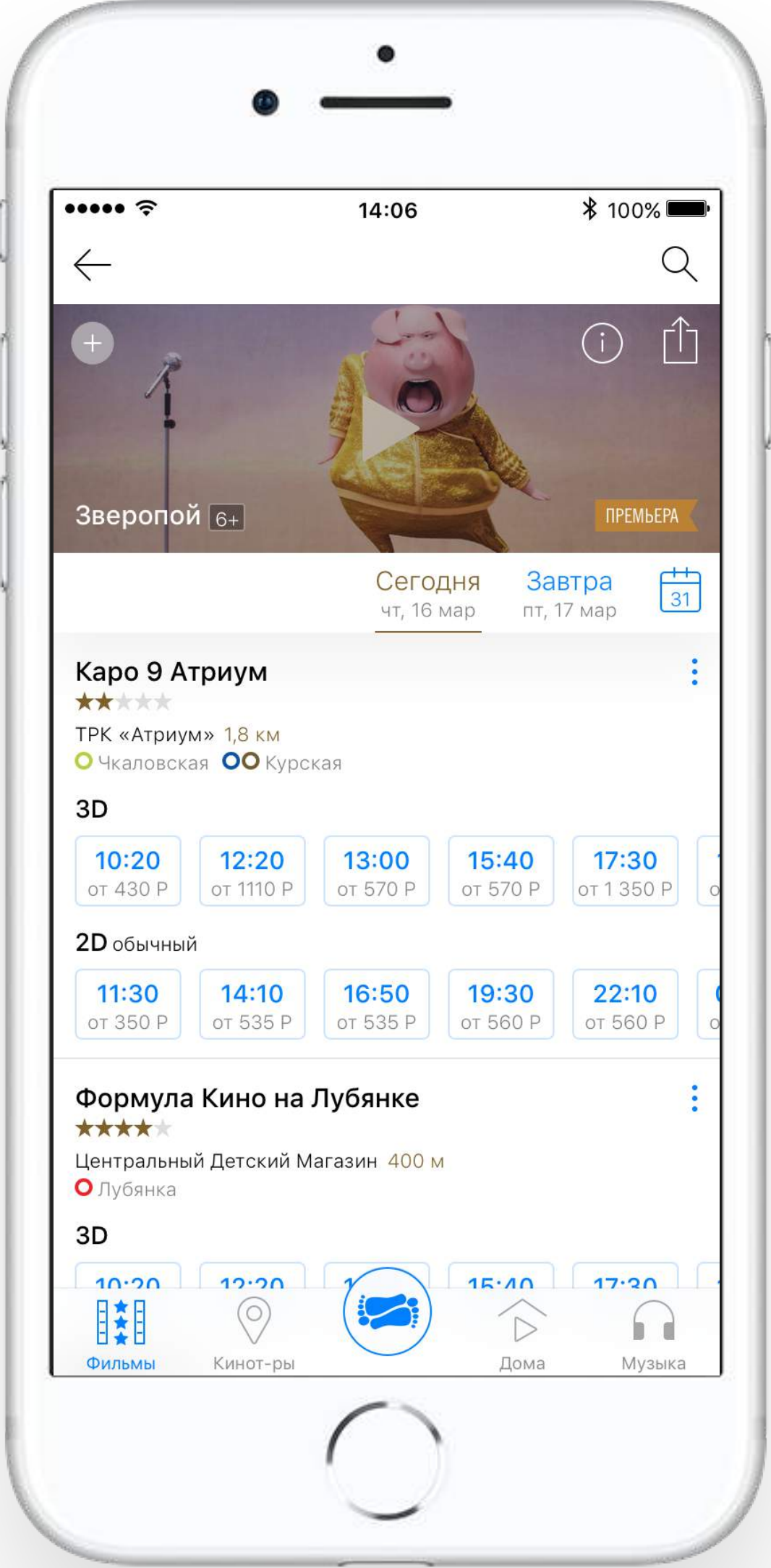
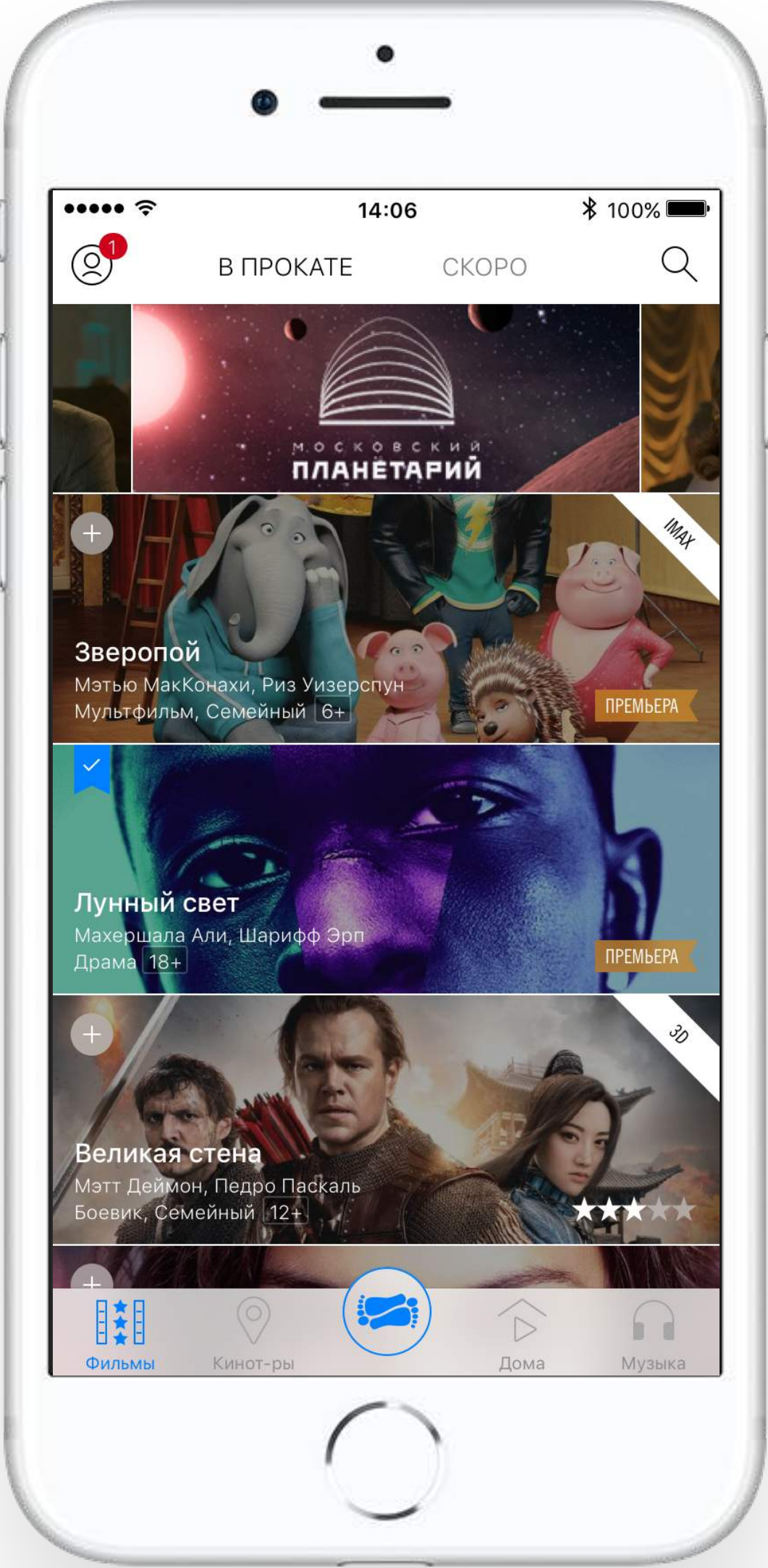
Adaptive web design



Adaptive web design



Mobile app



Afisha-Mir

Online media

Online media for self-guided travellers, using the insight of locals to provide the most interesting travel information. A part of Rambler — one of the biggest Russian online media company.



Afisha-Mir

Online media

Client's need

Add a new type of content and optimise the placement of advertising blocks. Provide the result faster and better than the in-house team.

Our approach

We created an interface allowing the editors to create the long reads without needing any help from a designer.

To optimise the delivery timing, we were working directly in the office of our client

Our development

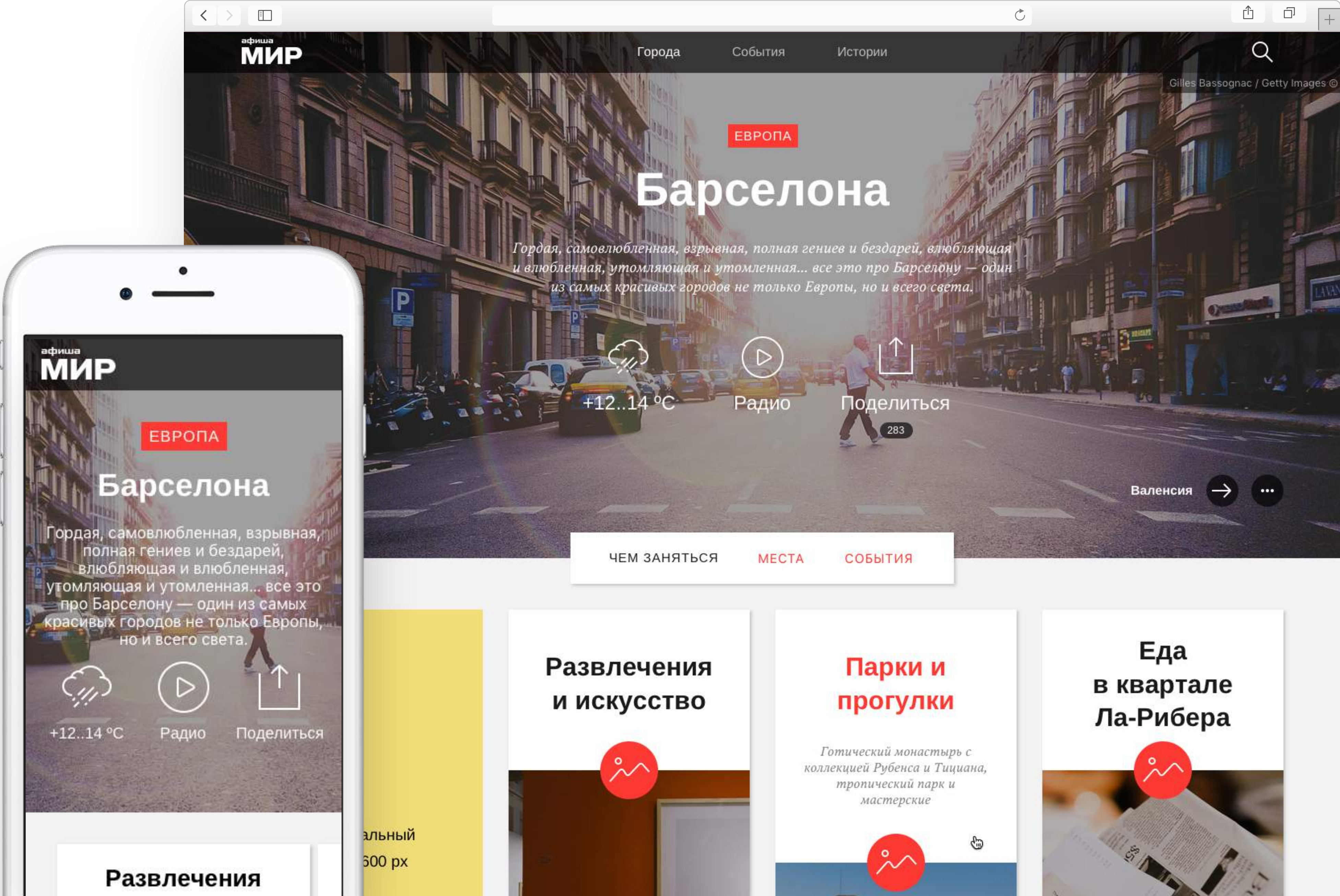
- Adaptive website design
- Internal tool for editors

Results

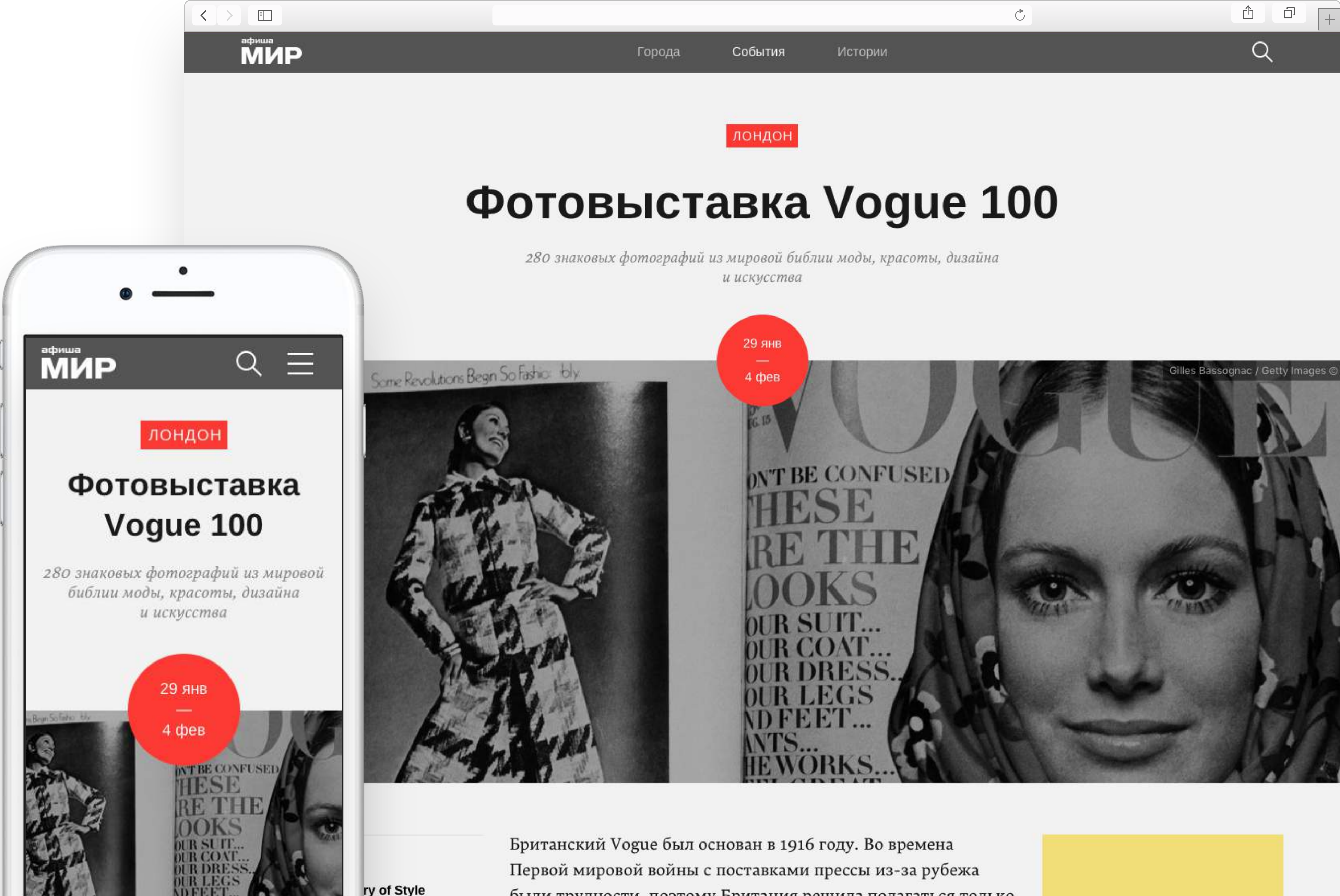
The developed design and toolbox have been approved and are now in production



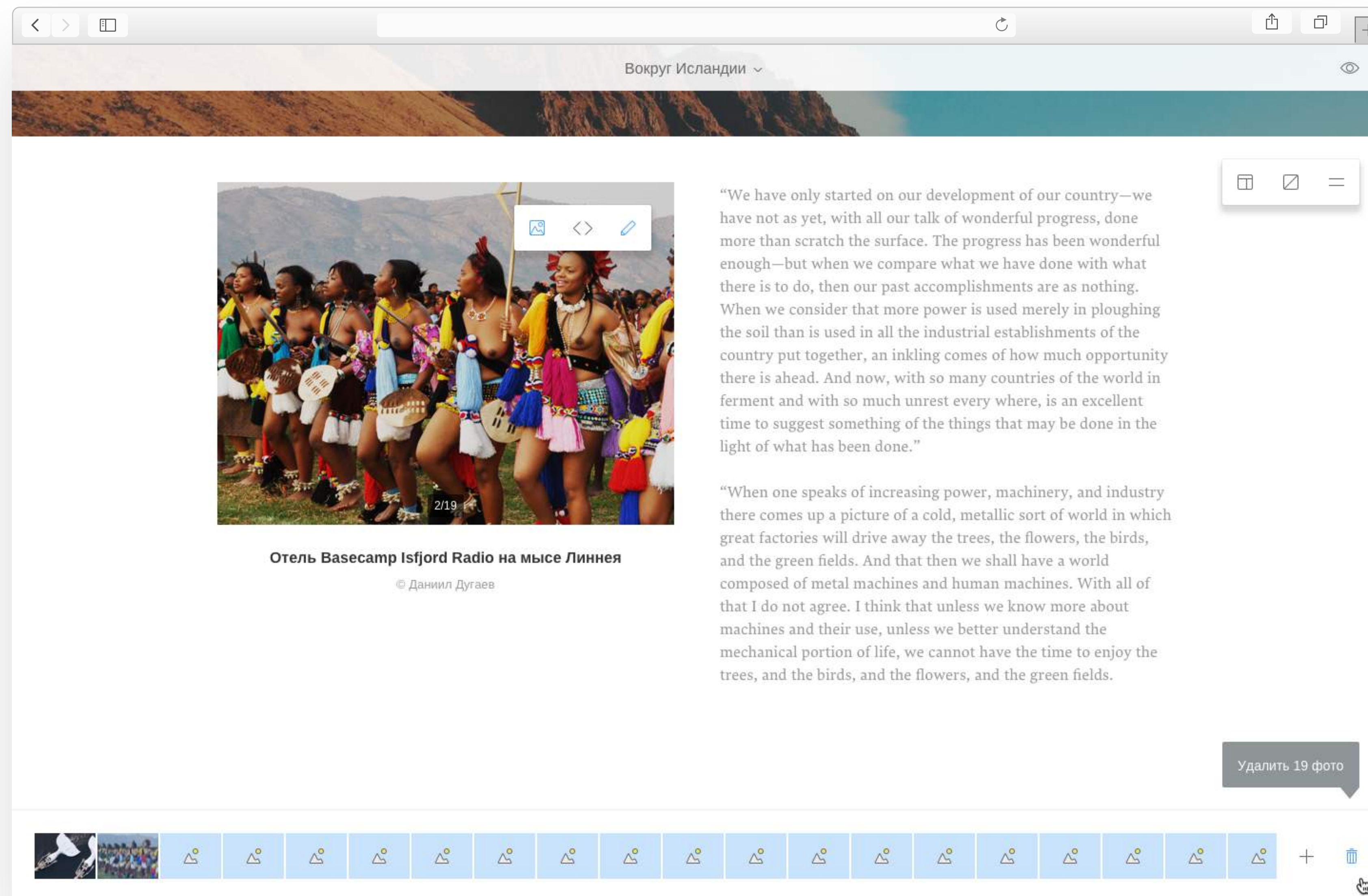
Adaptive web design



Adaptive web design



Internal tool for editors



C24

Online banking

Design of web interface and mobile apps for online banking service.



C24

Online banking

Client's need

Create a unique design for innovative financial service

Our approach

Created a brand new intuitive mechanism of linking credit cards to accounts. Conceived the workflow of operations based on the history of previous payments.

Our development

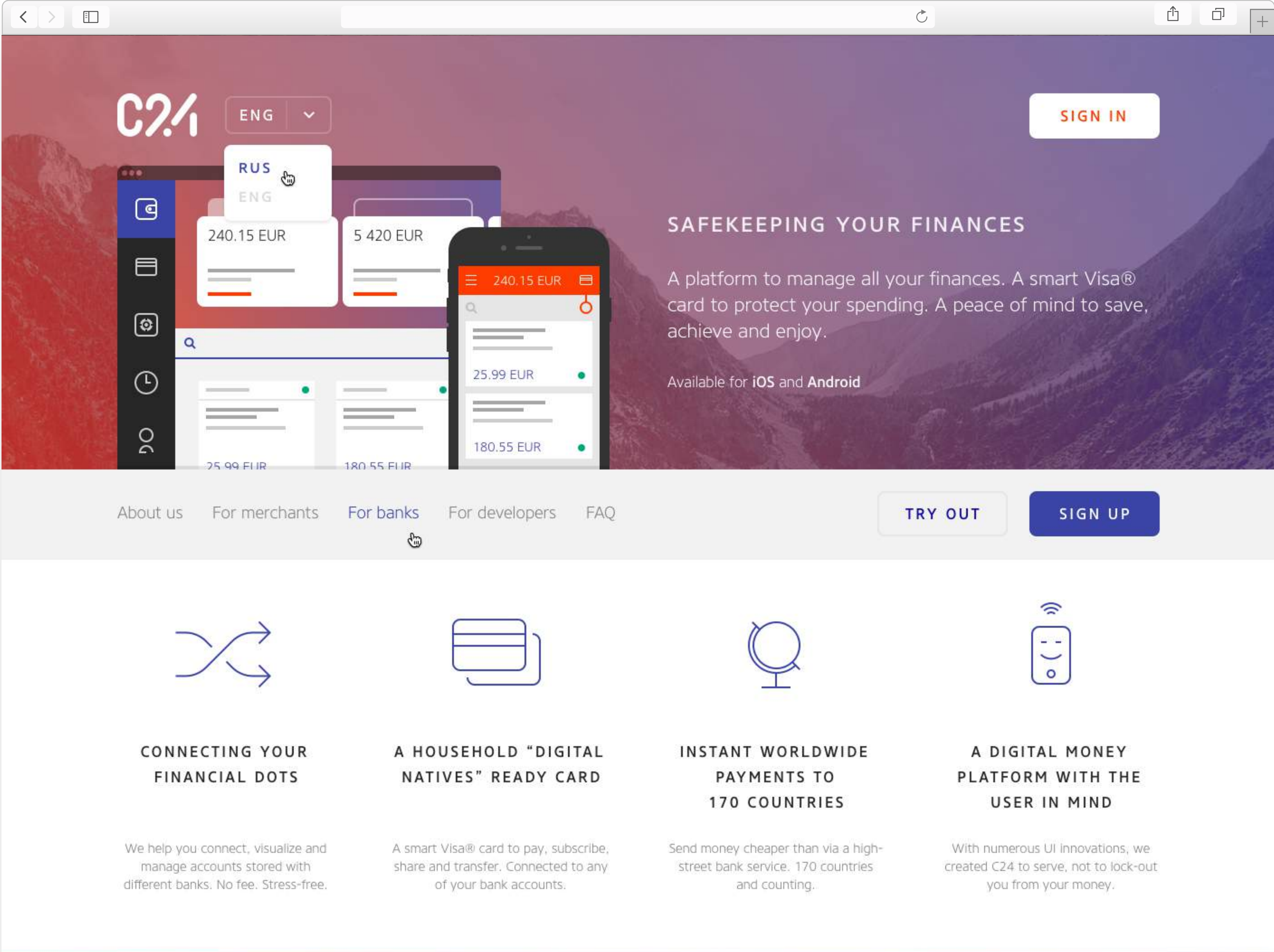
- Complete UX strategy
- Web design
- Mobile app design

Results

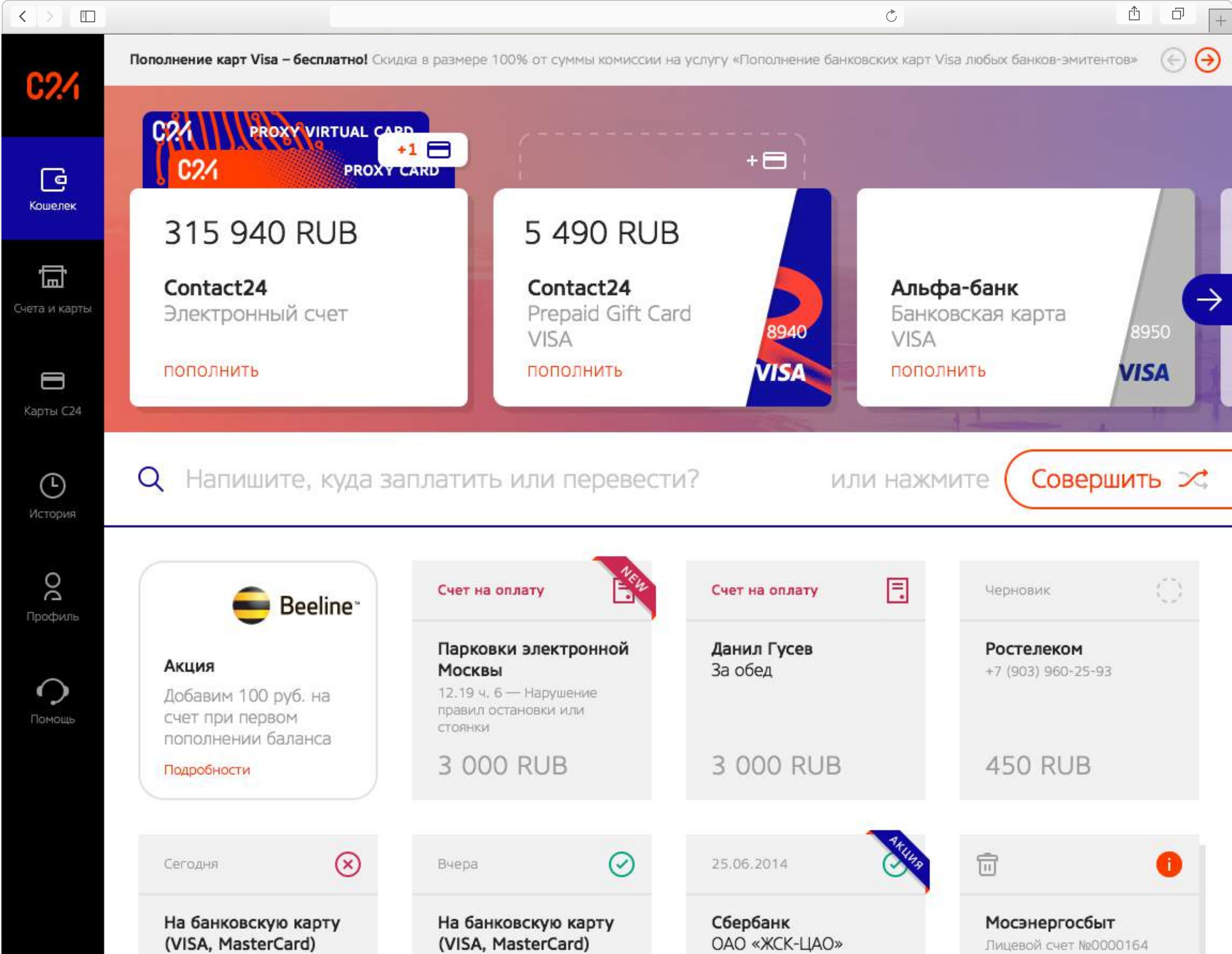
Several solutions invented by us became best practices and were subsequently copied by competition.



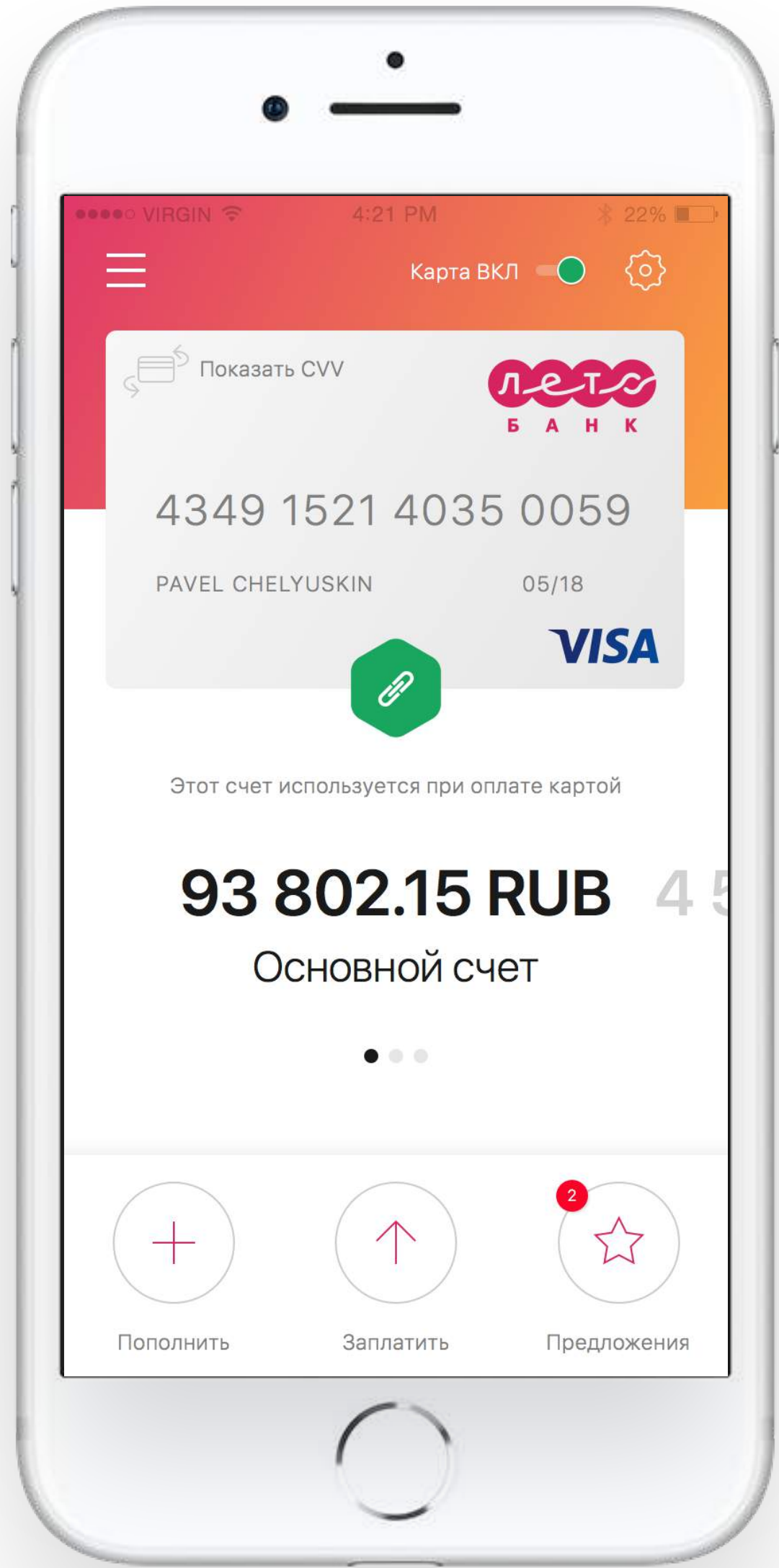
Adaptive web design



Adaptive web design



Mobile app



Autospot

E-commerce

User experience design for an online service providing great experience in finding and buying new cars with ease and at the lowest market price.



Autospot

E-commerce

Client's need

Improve the mechanics of the search and sort functions. Increase the conversion rate.

Our approach

We developed a facet navigation across all the offers and built an intuitive mechanism of comparison of selected models.

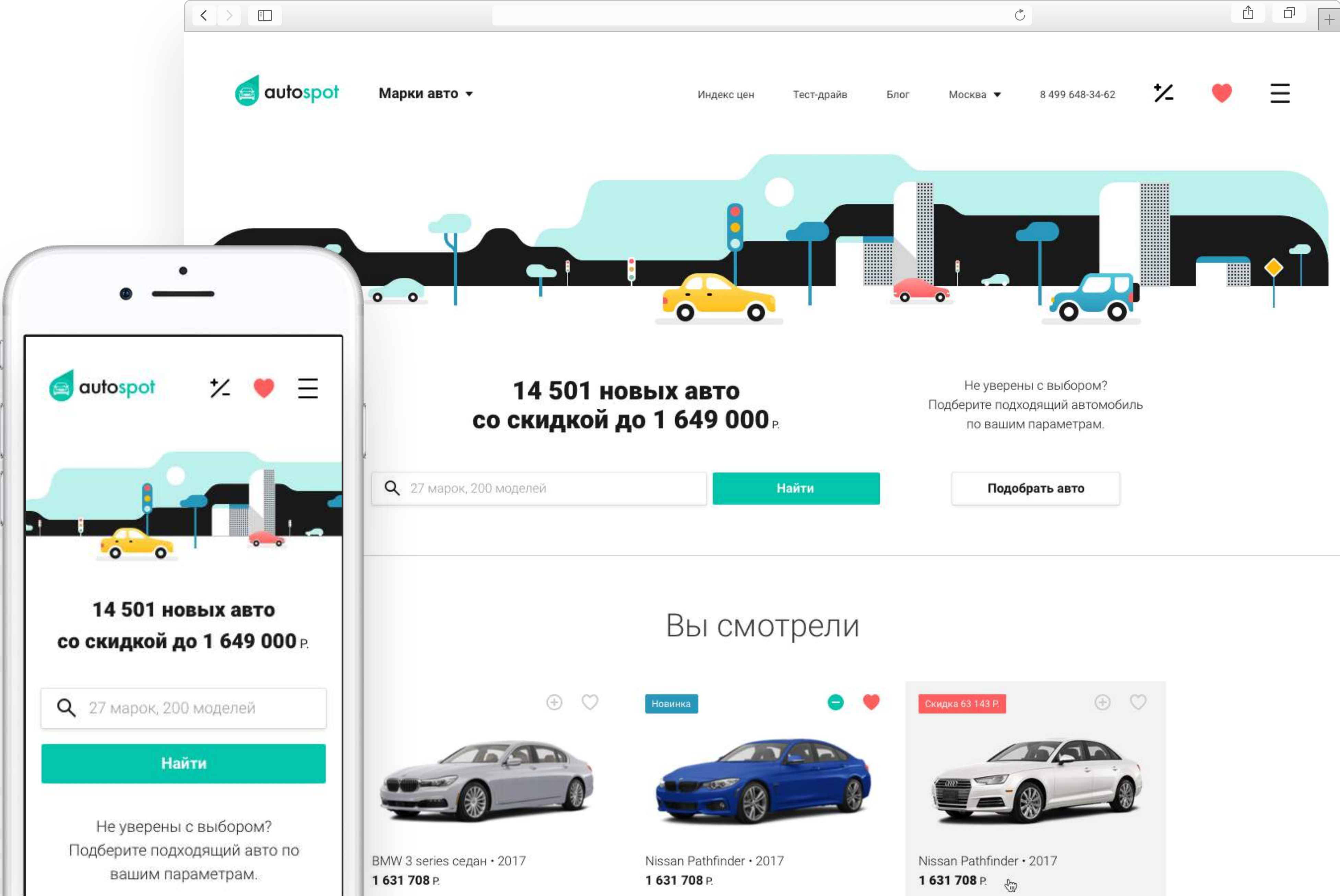
Our development

- Complete UX strategy
- Adaptive web design

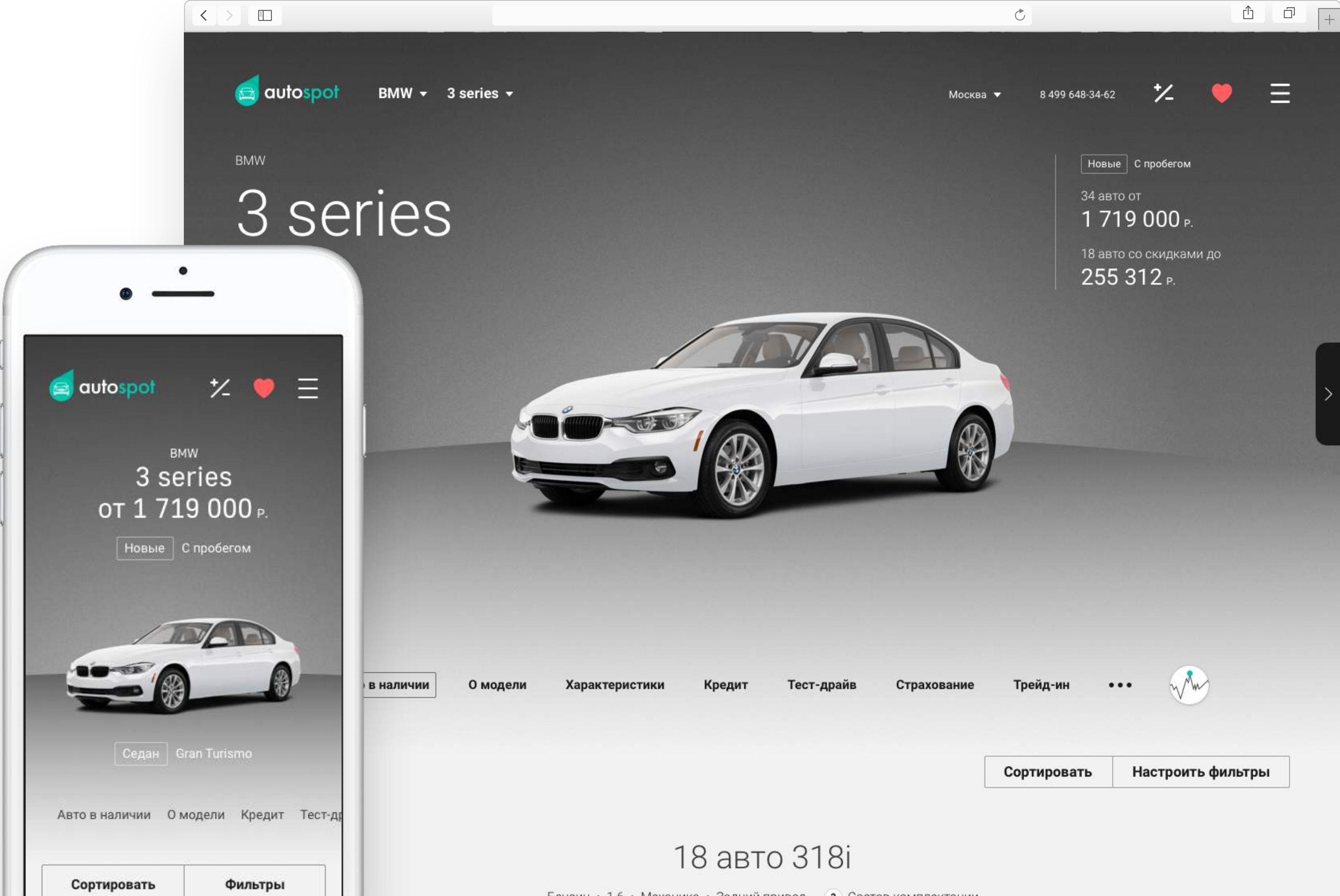
Results

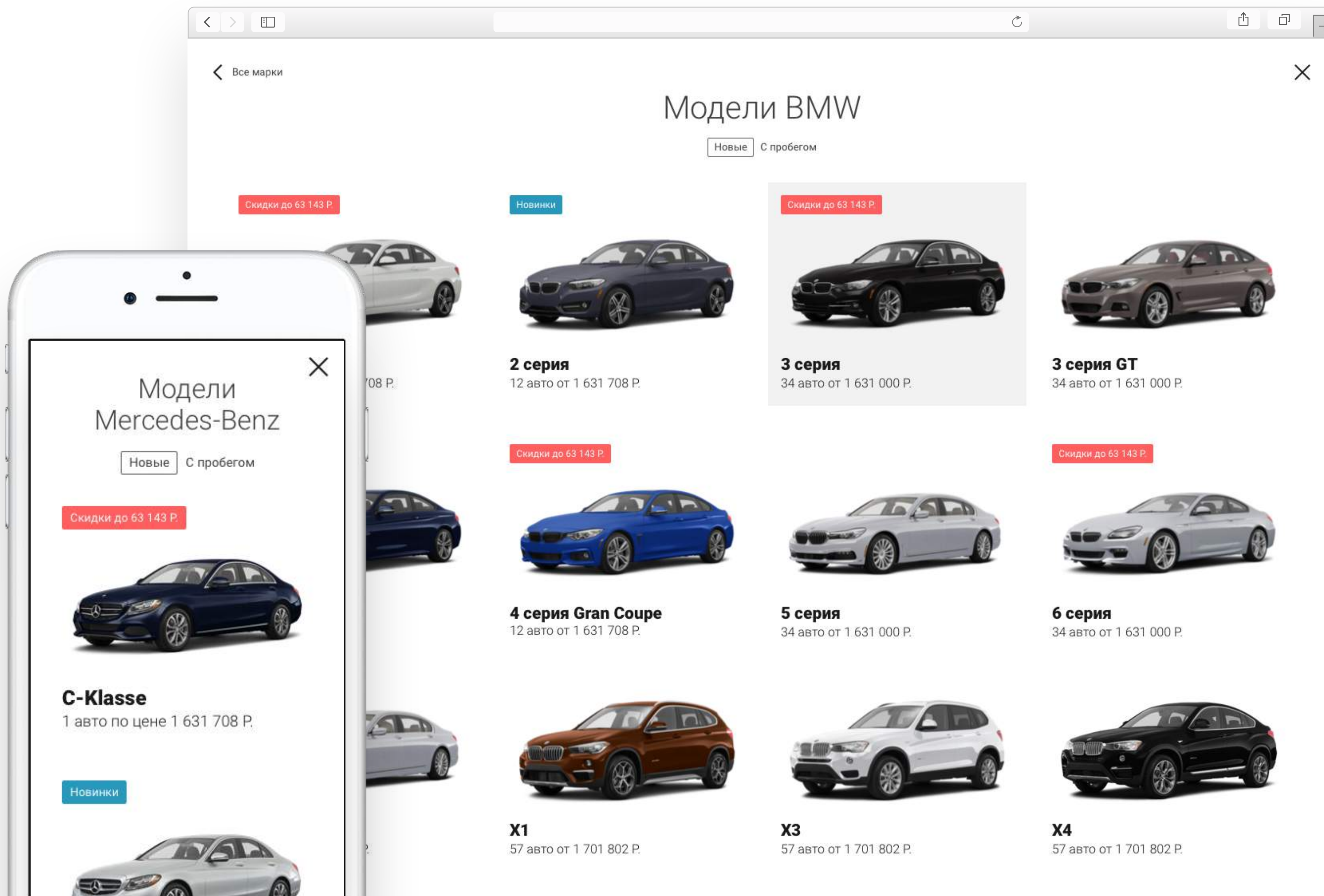
45%+ conversion growth





Adaptive web design





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42103 Wuppertal, Germany

+7 916 3603467

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115230 Moscow, Russia