

CASE STUDY

KUFUNGA FOUNDATION

START WITH THINKING

A brand system, copywriting, user experience design and three web applications for a thought-driven development organisation and its diagnostic instruments.

1

BRAND SYSTEM

13

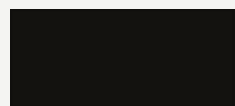
WEBSITE PAGES

3

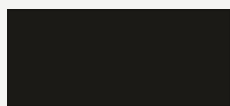
WEB APPLICATIONS



INK, BRASS AND THE LAMP



Ink
#13120F



Char
#1B1A16



Gold
#C9962F



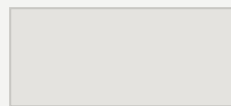
Brass
#E8B04B



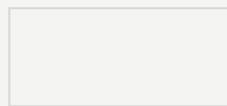
Bronze
#6E4410



Grey
#8A8C8E



Line
#E4E3DF



Off-white
#F4F4F2

AA

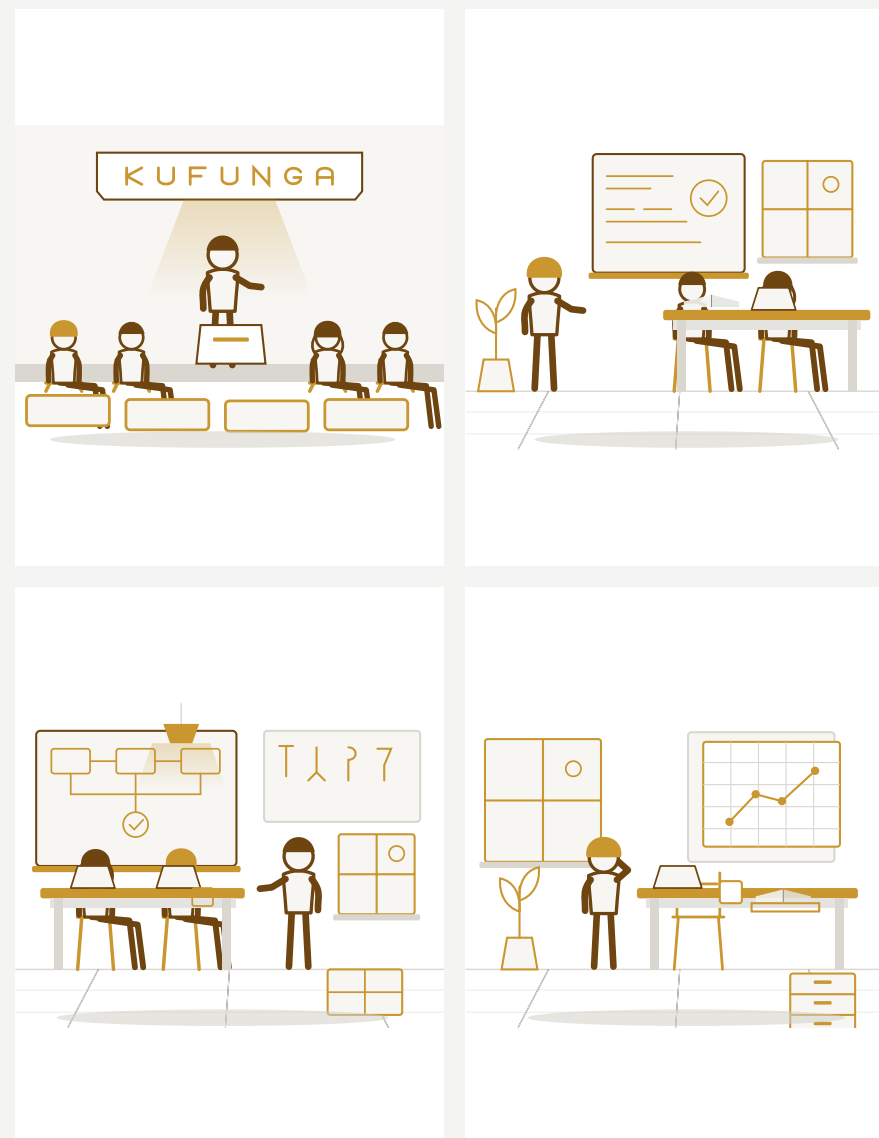
Montserrat

Headlines and instrument names in heavy capitals, lit in brass on ink.

Aa

Montserrat

Body copy and every question in the instruments, one family from diagnosis to report.



DIAGNOSIS PRECEDES PRESCRIPTION

The copy moves the reader upstream. It argues that problems are rarely where they show up, then lays out three instruments that each ask one question about the same person. The voice is analytical, calm and certain, and it treats the reader as someone able to look at themselves honestly.

HERO HEADLINE

START WITH THINKING

SECTION HEADLINE

**THE PROBLEM IS RARELY
WHERE IT SHOWS UP**

BODY COPY

Something upstream is producing all three, and until it is named, every correction applied downstream is a guess wearing a budget.

INTERFACE COPY

How far ahead of your thinking did you act?

REASSURANCE

The instruments are free and ask for no account.

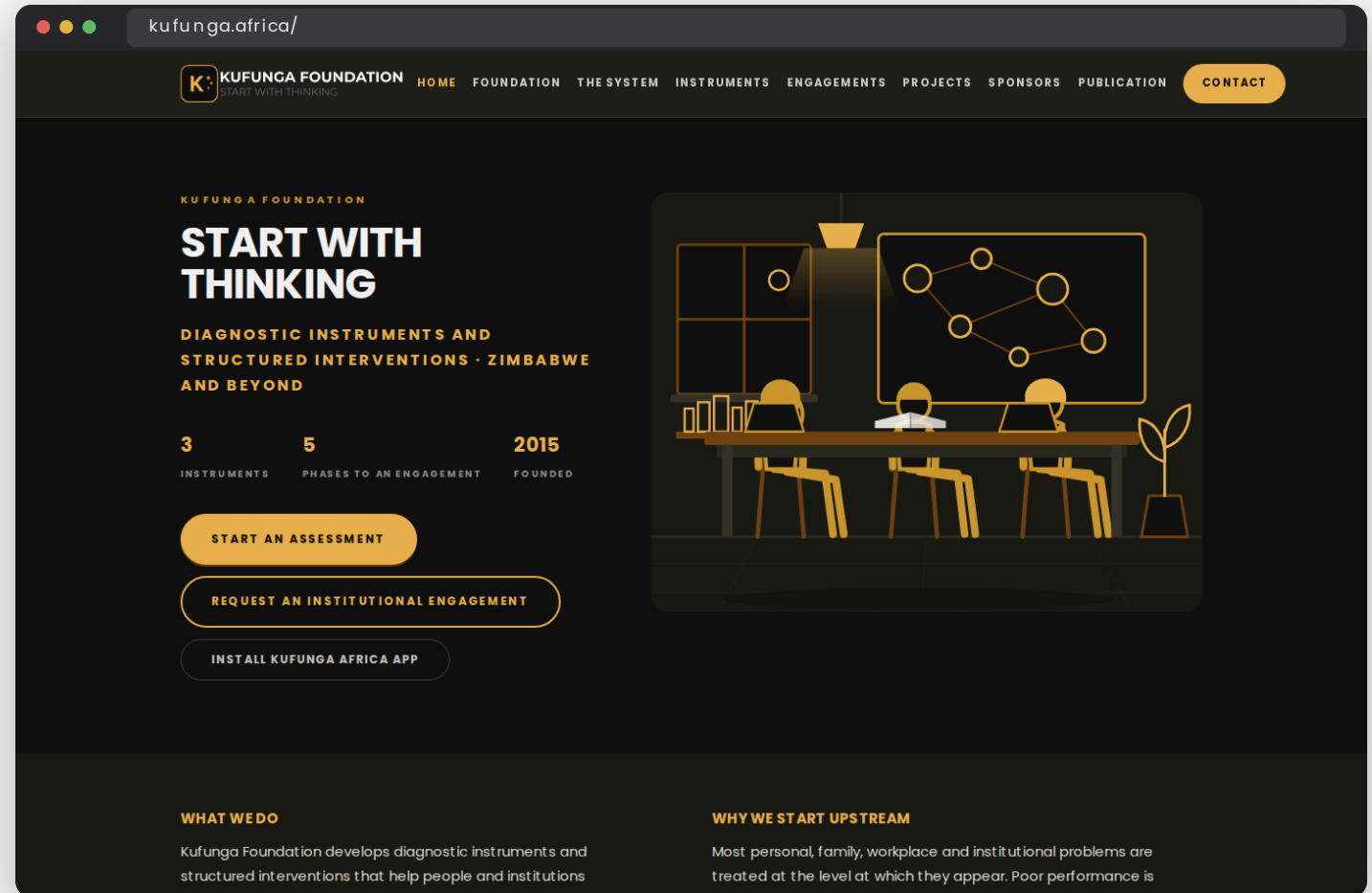
PRIMARY CALL TO ACTION

START AN ASSESSMENT

03 - USER EXPERIENCE DESIGN

TWO DOORS FROM THE FIRST SCREEN

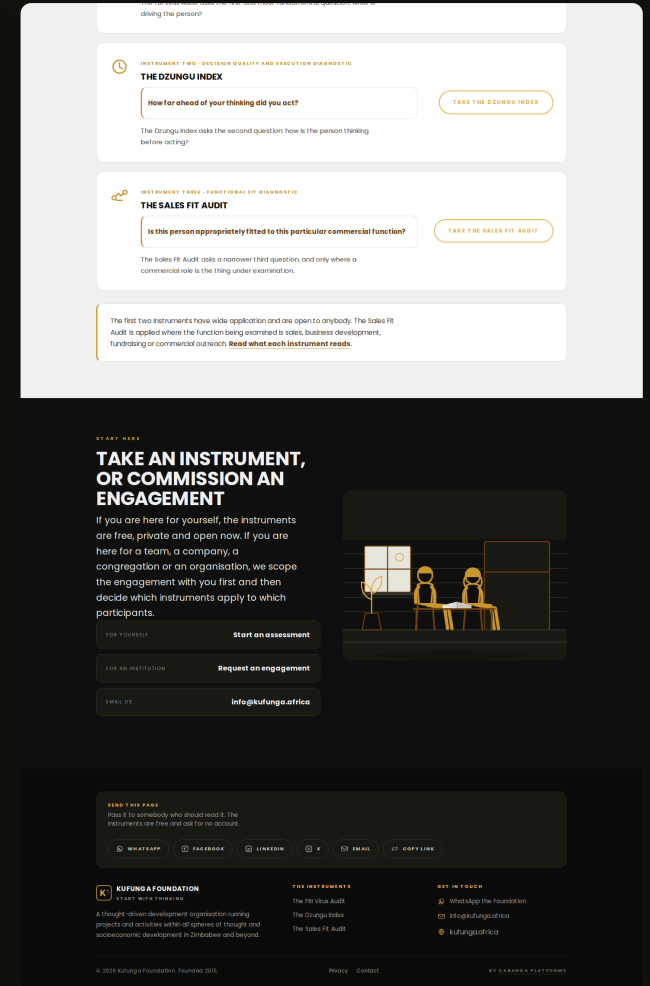
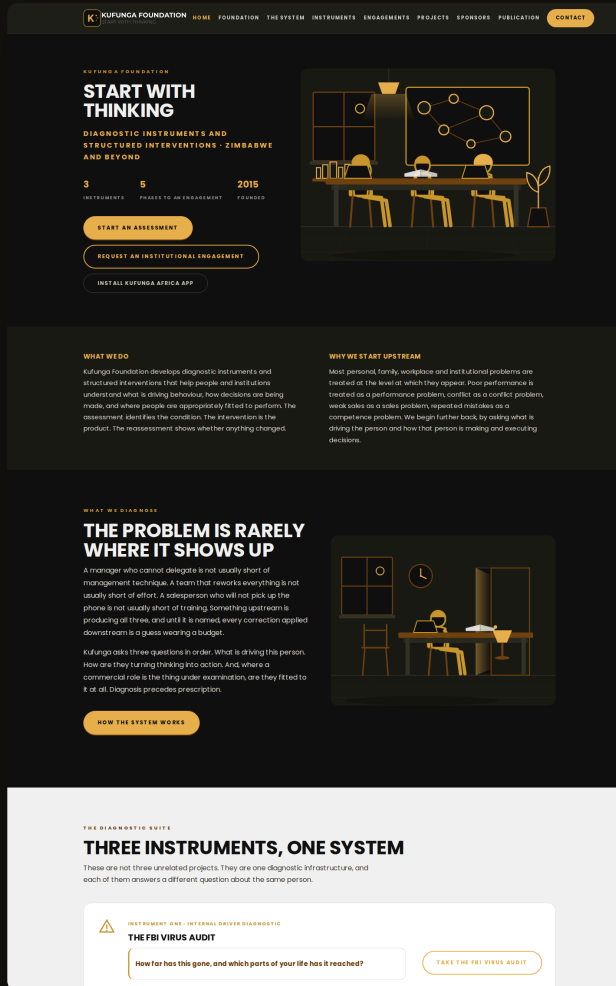
The homepage opens on ink with the lamp-lit hub scene, the foundation's line and three figures – instruments, phases to an engagement and the founding year. Two routes sit side by side: start an assessment for yourself, or request an institutional engagement.



03 - USER EXPERIENCE DESIGN

UPSTREAM, THEN THE INSTRUMENTS

The journey follows the method. What the foundation does, why it starts upstream, what it diagnoses, then the three instruments as one system, then the fork between taking an instrument and commissioning an engagement. The architecture carries thirteen pages - the foundation, the system, the instruments, engagements, projects, sponsors and the publication - with each instrument on its own address.



THREE INSTRUMENTS, ONE SYSTEM

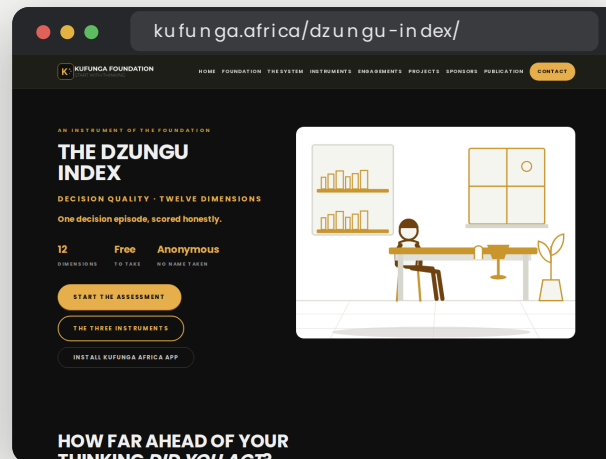
These are live applications, not articles. A person answers honestly, the instrument scores the result, and they receive it in plain language with a report they can keep – free, private and with no account.



THE FBI VIRUS AUDIT

FEAR · BITTERNESS · INSECURITY

Shows how far fear, bitterness and insecurity have gone in a person's conduct, and which parts of life they reach.



THE DZUNGU INDEX

DECISION QUALITY · TWELVE DIMENSIONS

Scores one decision on twelve dimensions to measure how far the action ran ahead of the thinking.



THE SALES FIT AUDIT

THIRTY QUESTIONS · ABOUT EIGHT MINUTES

Reads whether a person is fitted to a commercial role, where sales is the function under examination.

START WITH THINKING

A brand system, copywriting, user experience design and three web applications, built for Kufunga Foundation and live on the web.

KUFUNGA.AFRICA