

Roadmap building for a creative studio- Sauce

Customer, market and trend research | Service Design | Strategy Design

Company Sauce Studios, Jodhpur

Duration 3 months (Mar'25 - April'25)

My Role Design researcher and Strategist

Background

Sauce Studios is a Jodhpur-based content creation studio founded by Tanisha and Mani. After gaining global exposure and working with renowned brands like Mokobara and Indigo, they returned to their hometown with a vision: to raise the creative bar for regional content and foster a thriving community of local creatives. Their mission is rooted in making high-quality, strategic content accessible to emerging and established brands in smaller cities.

Problem Statement

In Jodhpur, there is a noticeable lack of awareness around the value of content studios and strategic content production. Many local brands still rely heavily on traditional marketing channels and underutilize digital platforms. As Sauce Studios began operations, the founders were intentional about addressing this gap from the outset—positioning themselves not just as service providers but as strategic partners in digital growth.

Goal

This project aimed to uncover friction points in the content creation journey of local brand owners, design services around those unmet needs, and develop a strategic one-year roadmap to guide Sauce Studios in delivering consistent value while scaling systematically.

Design Brief

How might we design a service model tailored to the needs of emerging brands, while also creating a one-year strategic roadmap that enables sustainable and intentional growth for Sauce Studios?

Process

1. Immersion (Qualitative research)

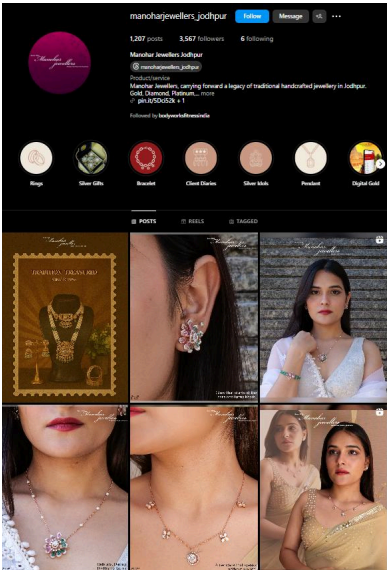
- Customer research
- Online survey
- Interview- case study
- Insight generation

2. Analysis

- Customer Journey
- Pain points listing
- Opportunity brainstorming

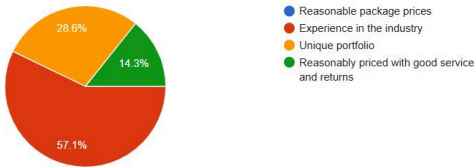
3. Create

- Service blueprint map
- Business model canvas
- Strategic roadmap for 2025-2026



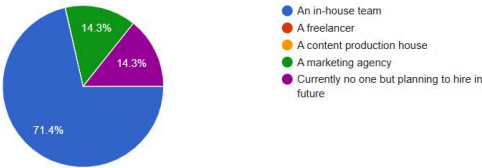
What is the most important factor for you to consider before hiring an agency/freelancer for content creation?

77 responses



Currently, who creates social media content for your brand?

74 responses



“Fomo(restaurant) has an in-house content team and face the issue of lack of unique content ideas.”

Ergen Plastic Industries mentioned “the most important factor for hiring the content creator was being reasonably priced with good service and returns and no struggled with strategic content production”

Shaha Finlease a finance and banking company from Mumbai, spends around 50k on content production, through an in-house team. They also face the same issue of lack of unique content plus high cost of production.

1. Immersion

The research phase began by circulating a Google survey within relevant business community WhatsApp groups and the client’s personal network. This helped gather initial impressions and concerns around brand content. To deepen understanding, one-on-one phone interviews were conducted with 10 brand owners to explore their experiences, challenges, and unmet needs related to their current social media presence.

Customer journey Pain points and opportunities

Customer actions	Realising need for content studio guidance			Discovering the studio	
Sub Actions	Struggling to create unique content, taking inspiration from competitors is making the feed look same	Unable to figure out effective content strategy	Not having space to do proper shoot, running out of good options	Asking around in their network (word of mouth reference)	Looks up for agencies and production houses on social media and google
Pain points	1 Current content is not impacting sales 2 Difficulty understanding what kind of content works in their category.	3 No acquisition of new customers/ followers 4 Feeling overwhelmed by trends and changing algorithms	5 Not having space to do proper shoot at home/ store	6 Not being able to find agencies/ studios on google 7 Not finding the work unique	
Opportunities	1 Highlight Impact or clients feedback working with you on the website- "How we helped X client move from 2K to 20K followers."	2 Create a free downloadable content planning guide or "Where to begin" quiz to help them identify their content gaps	3 Increase visibility and trust eg. have alternate account for sauce club along with Sauce studios showcasing bts and fun stuff. BUT have consistent branding Add Google reviews, just dial and client testimonials to boost local search trust		

2. Analysis

Insights from the survey and interviews were synthesized into a detailed customer journey map. This helped identify friction points across key touchpoints and uncover opportunities where content creation services could deliver more value and clarity.

Customer journey Pain points and opportunities																											
Customer actions		Realising need for content studio guidance				Discovering the studio				Initial Enquiry				Consultation				Onboarding and project kickoff				Production		Post production		Final delivery	Re-engagement and referral
Sub Actions		Struggling to create unique content, taking inspiration from competitors is making the feed look same	Unable to figure out effective content strategy	Not having space to do proper shoot, running out of good options	Asking around in their network (word of mouth reference)	Looks up for agencies and production houses on social media and google	Checks a few latest reels, number of views on them, followers.	Compares it with other agencies/ creative studios	Call, via contact number passed by references	Asking about expectations/ requirements over call/ Asking to fill a google form/ inquiry form	Inviting for an in-person discussion either at Sauce studios or client's office	First meeting- in person/ online	Discovery discussion- shares brand vision, expectations, pain points etc.	Viewing case studies from the past	Asks about timeline, pricing, deliverables	Evaluates Sauce based on how collaborative or strategic the response is	Signs agreement and makes initial payment	Sauce team ideation	Review script/ storyboard/ concepts shared and provide approval	Providing necessary products/ assets for the shoot	Might show up at the shoot	Track project status via calls/whatsapp	Review content and provide feedback	Approves final content	Final payment	Returns for a new campaign	
									Contacting via Social media and website															Outcome shared via a drive link	Refers Sauce to other based if satisfied		
																									Requests monthly retainer or long term partnership		
Pain points		1 Current content is not impacting sales	3 No acquisition of new customers/ followers	5 Not having space to do proper shoot at home/ store	6 Not being able to find agencies/ studios on google		9 Not being able to locate (Sauce in a residential area)	10 Skeptical about whether the studio is suited to their industry (F&B, fashion, D2C, etc.)	11 Feeling lost or unsure of what to ask when reaching out	12 Delay in response = loss of momentum = loss of interest		13 Clients might not understand jargon or creative lingo, miscommunication	14 Clients not being able to communicate their requirement	15 Not having a powerful/ impactful pitch	17 No conversion	18 Constant calls to get an update on how far has the work come along	19 Clients unsure what to bring/expect if attending the shoot.	20 Delays due to missing props/products	21 Subjective feedback like "this doesn't feel like us" without clear rationale	22 Endless revisions if not controlled	24 Clients forget to download files; links expire						
		2 Difficulty understanding what kind of content works in their category.	4 Feeling overwhelmed by trends and changing algorithms		7 Not finding the work unique									16 Clients compare costs without understanding deliverables- Quote feels transactional, not aspirational					23 They decide not to pay, if they didn't like the work	25 Don't remember what's included in the package months later							
Opportunities		1 Highlight Impact or clients feedback working with you on the website- "How we helped X client move from 2K to 20K followers."	2 Create a free downloadable content planning guide or "Where to begin" quiz to help them identify their content gaps			3 Increase visibility and trust eg. have alternate account for sauce club along with Sauce studios showcasing bts and fun stuff. BUT have consistent branding Add Google reviews, just dial and client testimonials to boost local search trust	4 Have a picture of the main door on website	5 Have map location on the website	6 Create industry-specific mini portfolios ("Sauce for fashion brands", "Sauce for cafes").	7 Add a "Start your project" CTA with a user-friendly form on the website.	8 eg. Have automated mail/message replies- WhatsApp Business auto-reply with basic info + link to form	9 Provide a short FAQ or Onboarding PDF that outlines the process, timelines, and what to expect	10 Have another template, to mention meeting minutes, and client requirements and get a double confirmation eg. Consultation Summary PDF after every in-person meeting	11 Remind them again n again how you're different from others- Use designed quotation (with ROI from previous works)	12 Can use project management tools like asana to give clients an constant update regarding the progress	13 Share a pre-shoot checklist. Send a 1-day-before reminder with shoot timing, parking info	14 Double check the feedback after sending it to them in writing post the meeting	15 Have two formal feedback rounds, defined upfront in the contract	16 Send a final wrap-up email with: Summary of deliverables, link to content folder, link expiry date, Testimonial request	17 Offer a referral incentive ("Bring a friend, get ₹1,000 off your next shoot")	18 Add clients to a quarterly newsletter with tips, trends, and exclusive offers.						

Service Blueprint

Customer actions	Realising need for content studio guidance			Discovering the studio	
Sub Actions	Struggling to create unique content, taking inspiration from competitors is making the feed look same	Unable to figure out effective content strategy	Not having space to do proper shoot, running out of good options	Asking around in their network (word of mouth reference)	Looks up for agencies and production houses on social media and google
Frontend actors	Clients, followers	Peers, mentors, co-founders	Clients social media handler		
Frontend Tools	Sauce's Instagram posts, reels	social media ads/posts	Client content on social media- reels, posts, highlights followers		
Backend actors	Market research team			Sauce's social media manager	
Backend Tools	Trend insights from reports			Portfolio site	
Supporting processes	Pre-scheduled posts(Via Hootsuite)	Trend decks internally reviewed to inform what's posted publicly	Competitive and updated portfolio design	Analytics track Google Analytics Meta Insights	

3. Create

The customer journey was expanded into a comprehensive service blueprint, mapping both frontstage customer actions and backstage operations. This allowed us to evaluate internal workflow efficiency and its role in shaping the client experience—from initial enquiry to final delivery

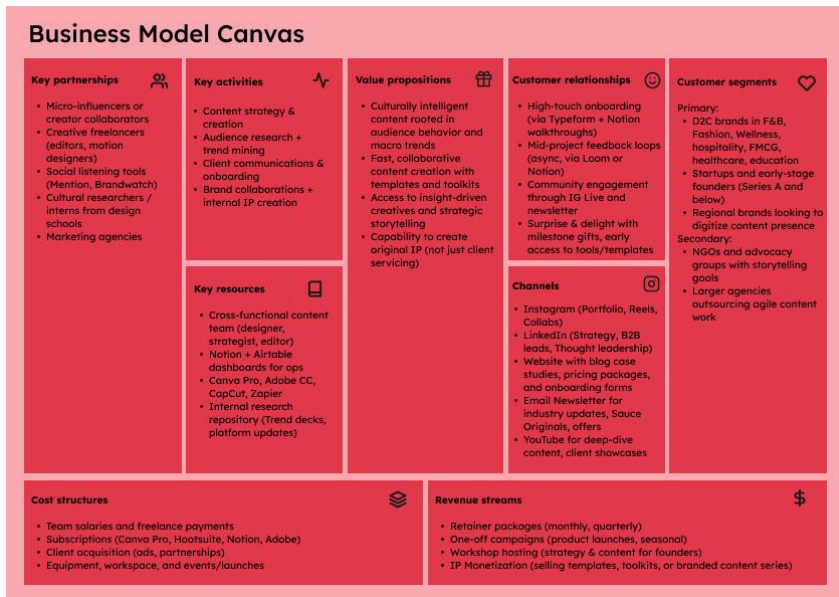
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Frontend actors	Clients, followers	Peers, mentors, co-founders	Clients social media handler			Family, friends, influencers current and previous clients	Client relation manager, HR- whoever replies to the inquiries					Creative director, Production manager		Client stakeholders		Creative director, Production manager, client team			Entire Sauce team, client		Finance manager, CD, PM		CD, PM	Client			
Frontend Tools	Sauce's Instagram posts, reels	social media ads/posts	Client content on social media- reels, posts, highlights followers			Pitch deck, case studies	Sauce studio active website, email, accessible phone number					Online tools required for quick pitch deck	Quick market research methodology	Calendar for keeping track of events	Template form for filling in requirements	Collaborative ideation tools- Figma/ Miro	Quotation template			Production equipment, props, lighting	Template for writing down feedback	Project database			Automated emails		
Backend actors	Market research team			Sauce's social media manager			Sauce Studio team members and their customer relationship		Client relation manager			Photographers and videographers taking backup of work		Strategist to do background research		Creative director, Strategist	Founder, CEO, managers			Logistics, Client delegate	Post production team		Database expert				
Backend Tools	Trend insights from reports			Portfolio site			Loyalty incentives					Drive / hard drive for back up- have a specific nomenclature for naming files	Database of clients- year of work, deliverables etc.	Sauce- brand style guidelines for templates	Google meet/ zoom	Figma/ miro live brainstorming	Hardy inspiration tools- Pinterest (moodboard), social media	Cloud drive for asset collection		Inventory	Creative suite- adobe etc. Cloud storage		Excel sheet, Airtable				
Supporting processes	Pre-scheduled posts(Via Hootsuite)	Trend decks internally reviewed to inform what's posted publicly	Competitive and updated portfolio design	Analytics track Google Analytics and Meta Insights	Linked via Analytics and Meta Insights	Website auto-logs visit and triggers Sauce Club sign up	Typeform submission auto-routed via Zapier to Notion CRM & Slack	Pre-filled client profile created in Airtable	Email acknowledgment sent automatically with capability deck	Meeting notes stored + assigned to team					Task board/ production checklist		Shared drive access	Pre-built templates auto-duplicated for project folder	Content designed using Canva/Adobe	Task assignment and tracking, due date	Internal revisions discussion	Feedback form link sharing	Monthly email checkins				

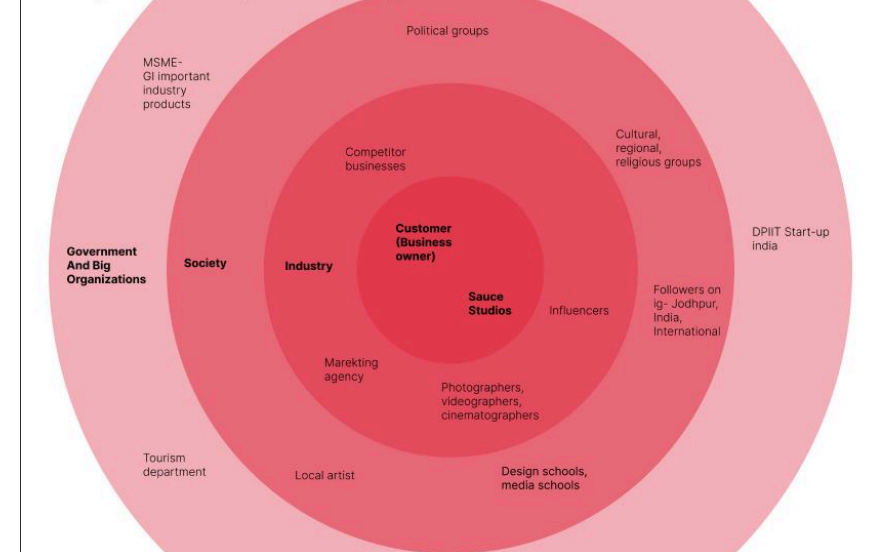
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3. Create

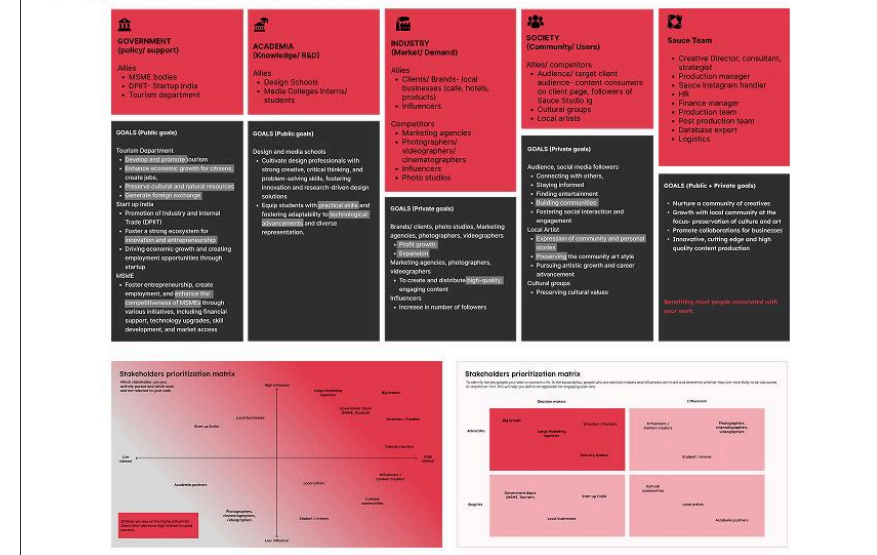
Insights from the research directly informed the development of a Business Model Canvas, designed to clearly communicate Sauce Studios' core value proposition, customer segments, channels, and revenue logic. Alongside this, an Industry Impact Map and Key Stakeholder Prioritization Matrix were built to support future expansion and partnerships.



2. Key industries-impact map and prioritization



2. Key industries-impact map and prioritization



3. Create

All findings were synthesized into a one-year strategic roadmap, outlining actionable solutions across quarterly phases. This roadmap balances immediate operational improvements with long-term growth moves. The project is currently in progress, with execution of Quarter 1 strategies actively underway.

