# POKT Website Redesign | Capturing Client Feedback

Authors: Vika x Pupcakes (Season VI)

When POKT Network was looking for a new website, they reviewed several bids and decided to go with RaidGuild, a name that stands out for its precision and expertise in the Web3 space. We had a great chat with Adrienne (or Adz) POKT's Head of Marketing. She talked highly of RaidGuild's work and offered some constructive feedback to help improve our services further. Adz shared they were positively surprised to find out RaidGuild was not only great at development but also had a strong design team. This project didn't just meet POKT's goals but also made our partnership with them even stronger.

In the beginning, Adz opened up about the foundations of their collaboration with RaidGuild. The connection was there even before POKT decided to work with us. Some of POKT team members knew RaidGuild from MetaCamp and previous interactions within the Bankless DAO community. This positive working relationship, built on mutual respect and a sense of familiarity, helped kick off a strong partnership. For instance, a team from RaidGuild is currently developing an RPC gateway atop the POKT Network. Named [PORTERS](), this project should be up and running soon.

Prior to the website redesign project, RaidGuild had already shown its skills while working on a POKT Bridge. Adz recalls, "We were very excited to work with the team again when we had a website rebuild." Beyond recognizing RaidGuild's technical skills, Adz expressed a deep appreciation for RaidGuild's culture, stating, "I really appreciate the values, the integrity, and the professionalism of all of the team." This alignment of cultural values benefited the professional relationship greatly and motivated the team to go above and beyond for the client.

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" I really appreciate the values, the integrity, and the professionalism of all of the team. It feels like a team that we can build a relationship with, and the relationship is evolving "

RAID GUILD

Hence, the collaboration developed beyond a mere transactional relationship. It was about crafting a vision together. Adz emphasized how important the collaborative effort was during the brand discovery phase, a key element in defining the direction of the redesign. RaidGuild really aimed to understand what POKT needed, making sure everything they did matched POKT's goals and values. The comprehensive questionnaire provided by RaidGuild for this phase was particularly impactful, where some of the questions were "really thought-provoking", in the words of Adz. It didn't just get the POKT community involved in the branding process but also helped sort out any issues after the redesign was done. This approach let the POKT team see who had a hand in shaping the new brand identity.



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" Some of the questions I found were really thought-provoking [...] I really appreciated that you took the time to really think about our brand, our history, our perception, our needs, our wants, our community. "

RAID GUILD

With RaidGuild's help, POKT now feels a renewed sense of pride in its online presence. "I joined POKT, and I was very embarrassed by our website. And I'm not

embarrassed about it anymore," shared Adz, revealing the transformative power of the redesign. In addition to improving the look and functionality of the website, this project also gave POKT a boost in confidence and satisfaction with its digital identity.
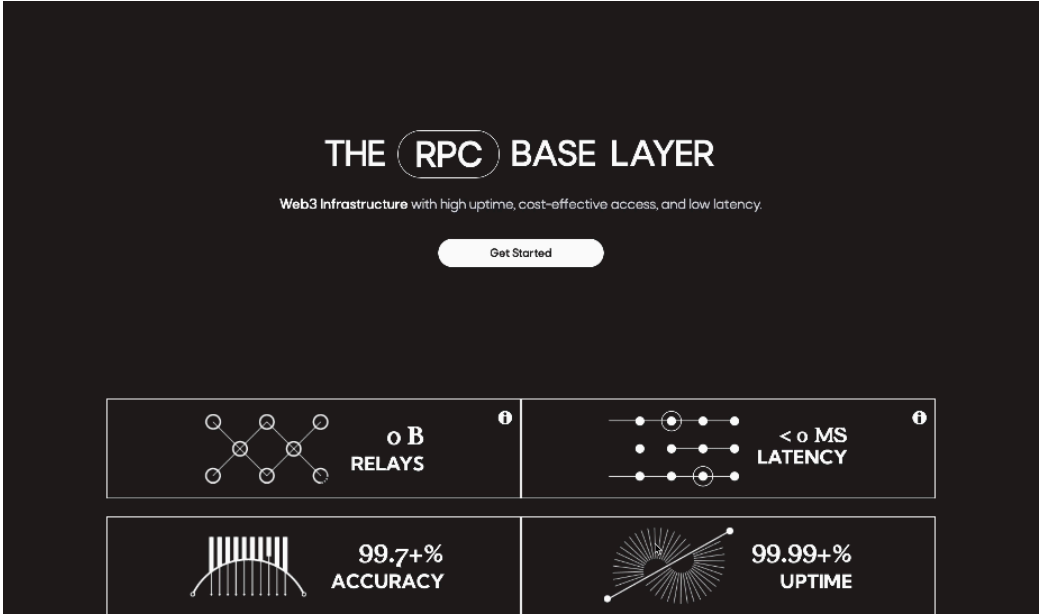


The collaboration between POKT and RaidGuild has matured into an enduring engagement, with POKT putting Sero, a member of RaidGuild and the Front-end Developer for this project, on retainer to ensure ongoing maintenance of the website. Adz's endorsement of Sero highlights the personal and professional progress resulting from this collaboration: "He's fantastic. Amazing growth mindset."

The project's success and the positive feedback from POKT reaffirms RaidGuild's commitment to delivering top-notch work. Adz's readiness to suggest RaidGuild to others, together with the continued collaborations coming from POKT, demonstrates how the project has deepened the partnership. Each step has strengthened our relationship, highlighting RaidGuild's skill in working alongside their clients, not just for them. If you're interested in seeing the team's work and understanding their approach, we recommend reading the previous article.

[Click here  to read the full interview]

# Interview with Adz from POKT | Capturing Client Feedback

**edits have been made for clarity and readability**

Interview was conducted by Vika x Pupcakes (Season VI)

**Q: Did you hear about RaidGuild before the Team placed the bid for this project, and what did you think about RaidGuild?**

Adz: It was actually slightly before my time, I think. So I think they were originally invited by some of the other members of the Foundation who knew them from MetaCamp. I think Dermot and Ben knew some of the RaidGuild guys, maybe from MetaCamp. And Zak, who joined our team, had gone through a RaidGuild cohort. So that was their connection. I actually knew about RaidGuild because I used to work in Bankless DAO, I was part of a couple of different organizations within Bankless, but one of them was Bankless Consulting, and one of my close friends within the DAO was a big fan of yours, and told me about RaidGuild years ago. At the time, we were trying to think about onboarding journeys, and we were looking for inspiration, and looked at how you guys did it as one of those case studies.

**Q: So that was a RaidGuild apprentice, somebody who went through the cohort but didn't become a guild member or was it an actual guild member?**

Adz: Honestly, I don't know whether he went on to become a guild member. I think he might have done it. I think he's still active. He's probably in Discord. I think he's Doctorrobinson.

**Q: Do you have any feedback or can you share how the completed project has impacted your business?**

Adz: There's a few things RaidGuild has worked on with us. The first piece of work they did was on a POKT Bridge. It was predominantly a technical piece of work, with a little bit of design. We were very excited to work with the team again when we had a website rebuild, which happened pretty much almost immediately afterward. We keep coming back to you guys for work, which I think is probably the strongest endorsement.

I'm planning to set Sero up on a retainer within Pocket Network to help us maintain our website. We hope that we continue working closely with you either as project

needs arise or, you know, you guys were ecosystem partners in an event we ran in Denver. There's a team from RaidGuild that is gonna create a gateway on POKT Network, Porters. So there are lots of different ways that we're gonna continue the relationship, but it started with a largely technical piece of work on a wrapped POKT bridge.

**Q: It sounds like your needs and expectations were met, given that you're thinking of continuing to work with us. What aspects of working with the RaidGuild team did you find most satisfying?**

Adz: Oh, good question. From a personal standpoint, this may not be easily translatable. I think for me, it is the strength of the culture. I really appreciate the values, the integrity, and the professionalism of all of the team. It feels like a team that we can build a relationship with, and the relationship is evolving. I think it's because of that strong fit, which is obviously hard to replicate.

Let me think more specifically. I did appreciate it very much, I wasn't aware of your strength on the design side. I've always thought of you very much as a dev-shop, and I've been very pleasantly surprised by that. My one hesitation when we were looking at the bids for the website was that I had no doubt you could nail the technical aspects but I just hadn't seen as much of you or thought of you as much from a design standpoint. We had Bennisan and Bingo working on the project. I think I'm really happy actually with where the design landed. I still feel like it's too restrictive from a color standpoint. So there is more work I would like to do on that, I don't feel like we've fully nailed it at this point. But we moved, I mean the website was embarrassing when we came to you guys. I joined POKT, and I was very embarrassed by our website. And I'm not embarrassed about it anymore, which is really nice. I think the functionality within it is really good. We're probably going to add more content and enrich it further. And we'll look to come back to you guys for that.

The other thing I would say to you guys, I did a fair amount of work with Sero. Sero was involved in the website rebuild. He's the one we're going to put in the retainer to maintain the website. He also did another user research project with me. I just want to give a shout-out. He's fantastic. Amazing growth mindset. Again, I don't think that that kind of project was something that you guys had done a lot of or that he had done a lot of, and he was just so receptive to feedback. He went over and above to get us to a place where we were happy with the output. I think it was a really tough brief. If you do kind of taps on the back or endorsements or anything, then he definitely deserves one in my book.

**Q: The interview we're conducting now will be posted on our social media channels (Twitter & Warpcast) and as a blog post. Would you be interested in retweeting our content on your social media?**

Adz: Very happy for you guys to create content. Very happy to quote, retweet or do whatever we can on our side to support it. If you're interested, I think there's a narrative theme that I find very interesting, particularly that questionnaire you sent us in the discovery phase. I'm a brand strategist by background and I found that questionnaire really interesting. We actually had some very strongly dissenting voices within our community once we pushed our brand update. And it was really nice to be able to go back to the output from that. I thought it was a really powerful tool for soliciting involvement and input from people. Some of the questions I found were really thought-provoking. It's actually really nice being on the receiving end of some of those things. It's quite nice to see how they work when you're in the receiving seat. But I thought it was really well put together. I really appreciated that you took the time to really think about our brand, our history, our perception, our needs, our wants, and our community.

It was a tool that enabled us to involve the community at that input phase, which was really, really powerful. And then also, when I got to output, it gave me something I could go back to when we had dissenting voices, because nobody ever agrees on design. You're never going to get a consensus. In fact, if you did, you probably landed somewhere really terrible. And it was really nice to be able to go back to that. Actually, the people who were most in disagreement hadn't even bothered to fill out the form. So it was really nice to be able to go back and say, well, look, guys, you had your chance to input. I chased you, I asked you, and you didn't give your opinion then. Unfortunately, there's nothing we can do about it now other than monitor, look at the data, see what's performing and optimize from there.

**Final remarks**

Adz: If you were asking me the classic net promoter score question, I would have no hesitation in recommending RaidGuild to anyone. And we love the work that you did. We think that you've got extremely talented, high-integrity contributors. We have and we will continue to work with you guys and come to you when we have stuff that needs doing. We're generally super positive.

# Twitter Thread: POKT Website Redesign | Raiding Team

1/ ⚔️ What's it like being part of a Raid (client project) at RaidGuild?

We sat down with our RaidGuild members @Sasquatch and @Sero for an inside look at how a raiding team usually handles a project.

From bid to build, find out more

🧵



2/ Finding work is also... hard work. We call it "Hunting".

Most project requests come from existing relationships and RaidGuild's network.

Even with a prior professional relationship with @POKTnetwork, a detailed proposal had to be submitted and approved to get this project.

3/ Meet the team behind the POKT Website Redesign!

@SasquatchTru guided the project with strategic insight, while @ben_adriaenssen, @Chia_Tea, & Bingo steered the visual direction.

@seroxeth transformed their vision into code, and Degenroach fine-tuned the SEO.

4/ Who is POKT?

A comprehensive questionnaire on the current brand identity and POKT's aspirations were the foundation for the design direction.

This enabled the involvement of the POKT community at the input phase.

Here are some snippets:
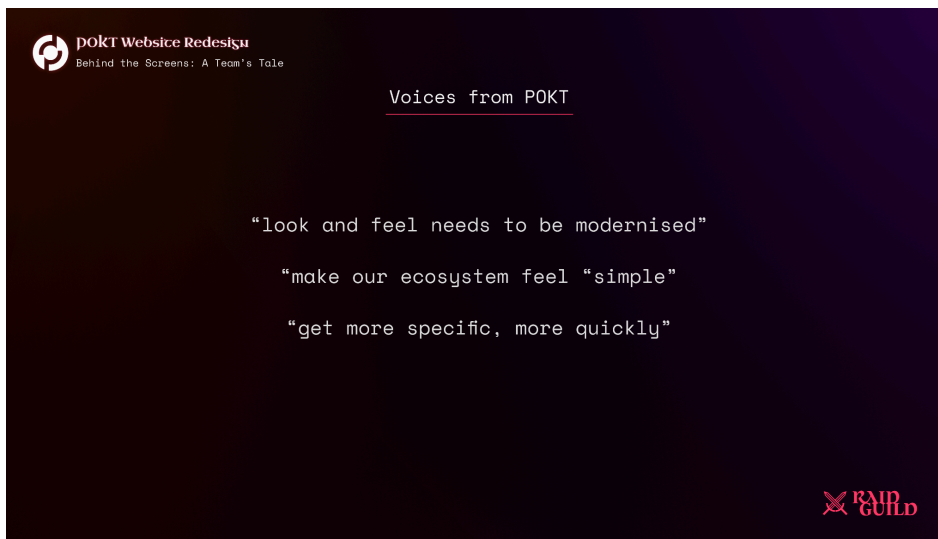


5/ State-of-the-Art.

In collaboration with POKT, the team analyzed the state of the old design and provided inspiration and images from competitor websites.
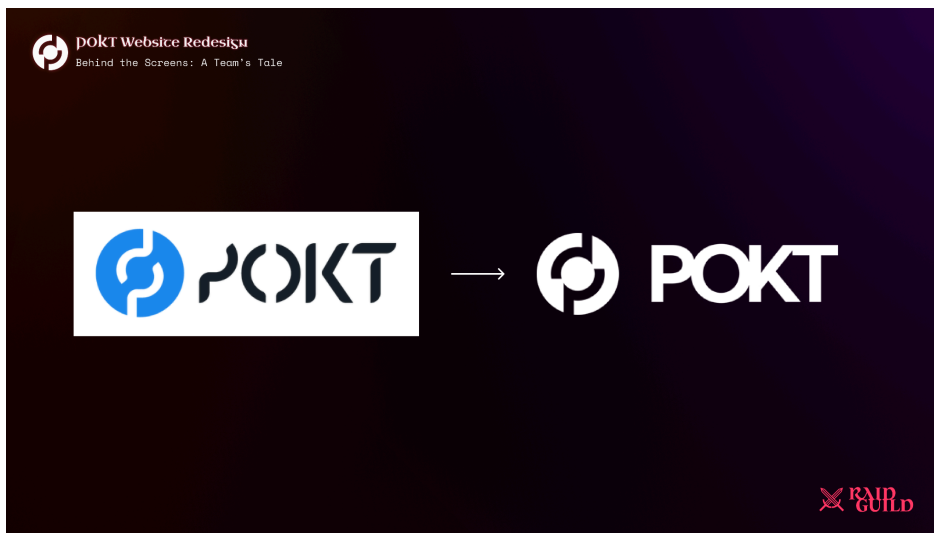
Our designers offered POKT three distinct branding directions to choose the look that felt most true to their vision.
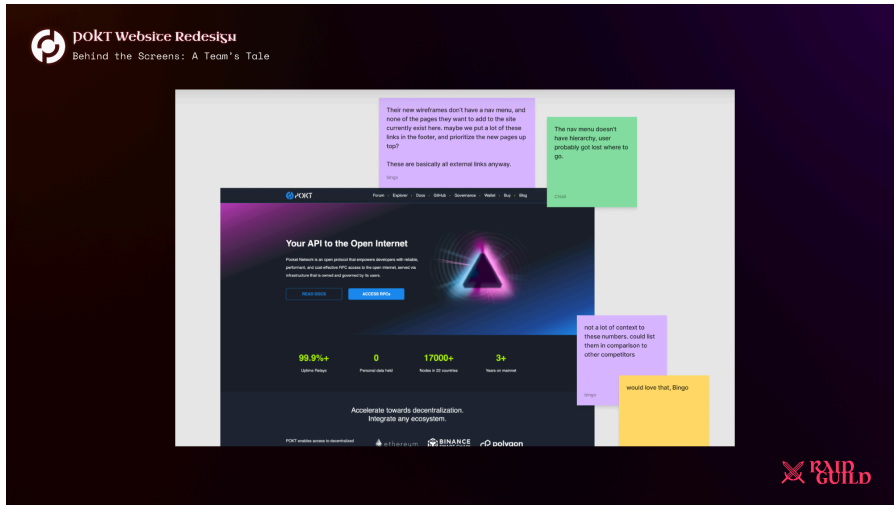
6/ The POKT Website Redesign wasn't just about creating a new webpage.
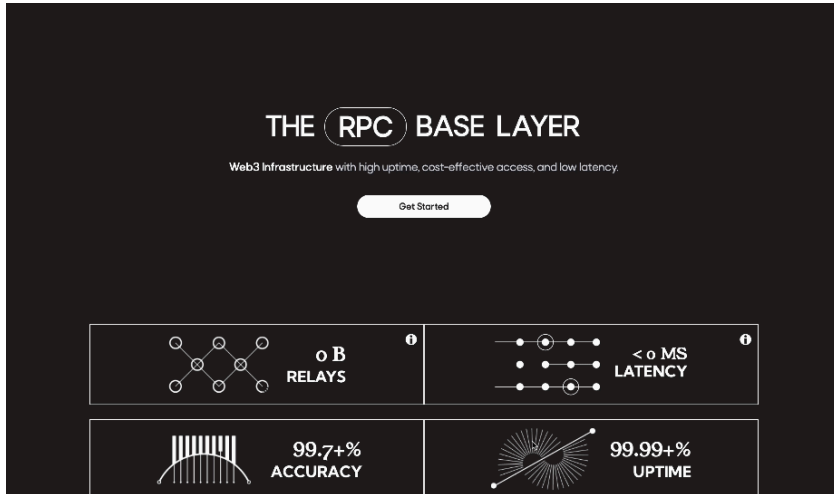
It extended to refreshing their entire branding!

Here's the fresh new logo to match the evolved identity.



7/ Here's the final look.

To make POKT's interface cleaner, the team refined the color scheme, focusing on graphite and white with subtle blue highlights.

The goal was a crisp, clear site where all the important information is present without being overwhelming.

8/ Here's the website before.

"I will just cringe inside whenever I see it. But that's OK. It's a good reminder of how far we've come." – Adz
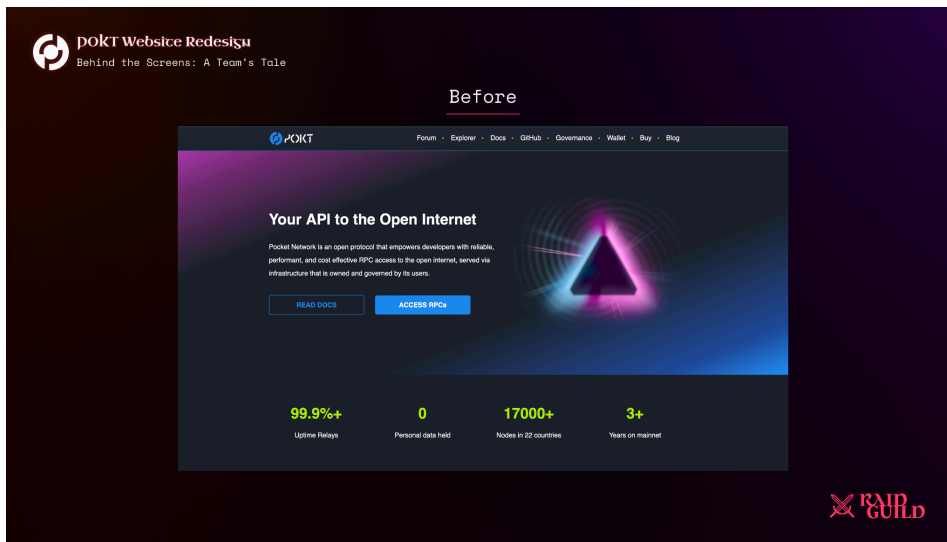


9/ Here's the website after.

"I'm not embarrassed about it anymore, which is really nice. I think the functionality within it is really good.

We're probably going to add more content and enrich it further. And we'll look to come back to you guys for that." - Adz
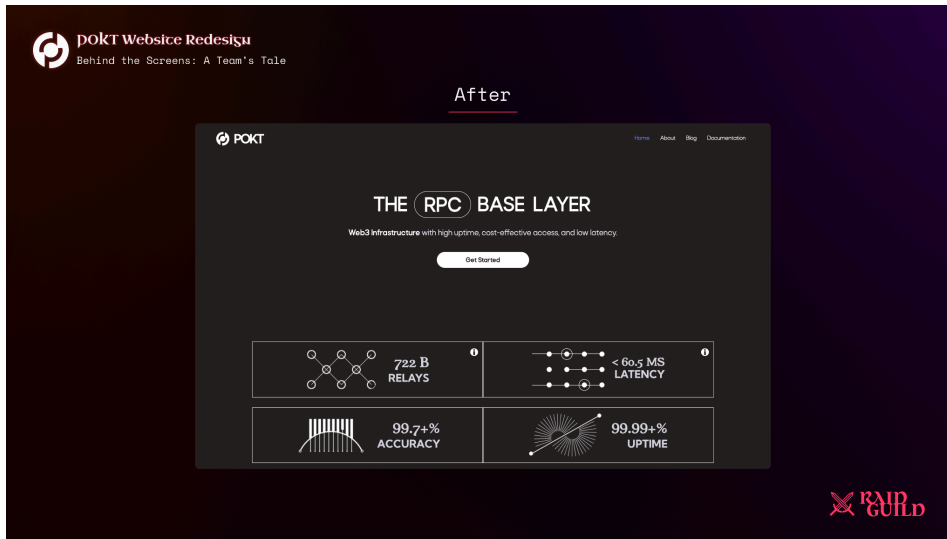
## 10/ **Development work and SEO.**

The website was hooked up by Sero in Webflow.

Degenroach also improved SEO of the content on the website.

The website is now live and ranking highly in search engines.
https://www.pokt.network/ 👉

12/ @SasquatchTru sums it up:

"I am also just very proud of the team and how everyone worked together."

We believe the strength of our outcomes starts with the strength of our team.

13/ Follow this link to read the full story:

https://paragraph.xyz/@vicos/behind-the-screens-an-inside-look-at-raiding

14/ What can we do for your project?

Fill out the inquiry form to work with us. ⚔️

https://www.raidguild.org/hire/1



cc/ crafted by @vicosvv and pupcakes

## Twitter Thread: POKT Website Redesign | Adz from POKT

**1/ ⚔️ What's it like being a client of RaidGuild?**

We recently had a chat with @adrienne_adz from @POKTnetwork about their new website created by RaidGuild.

Find out more 👇

## 2/ **Happy customers are returning customers.**

Our first joint project was the POKT Bridge, and it was a positive experience for both sides.

Adz mentioned: "We were very excited to work with the team again when we had a website rebuild".

3/ What is the key to our successful collaboration with POKT Network?

An alignment in values and culture, complemented by Adz in the interview.

4/ **Your identity is one of a kind, so your branding should be as well!**

Adz appreciated the detailed questionnaire the team shared with them to capture a variety of voices from the POKT community.
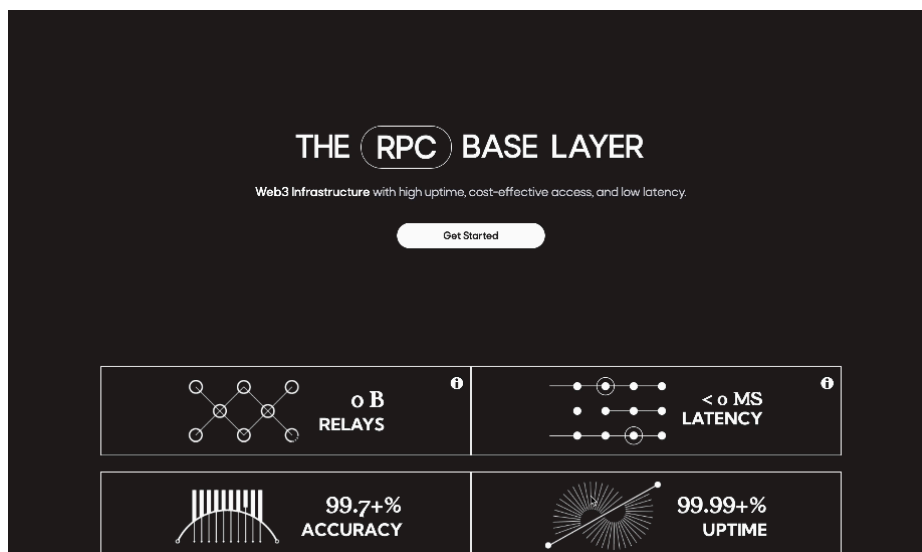
It allowed them to explore their current brand identity and future goals.
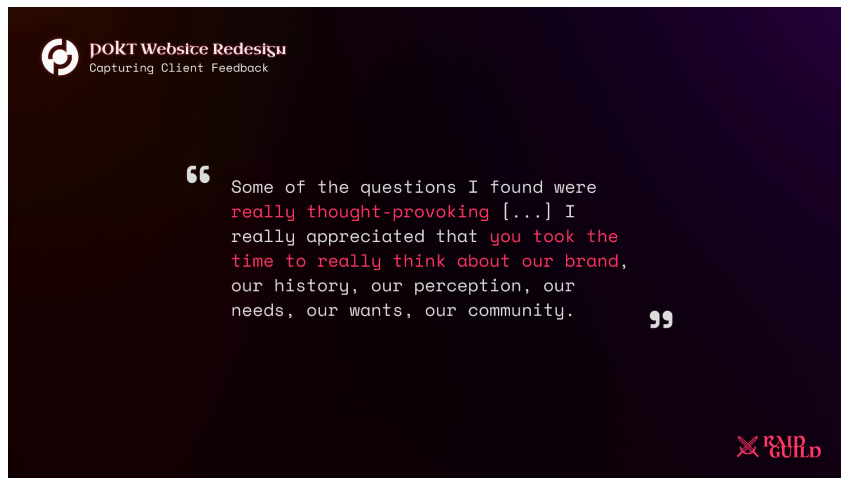


5/ **Get results.**

The POKT Team went from a generic website to something that speaks to them and their history.

They got a website that is modern and functional, including SEO optimizations.

**6/ We are proud of our many talented and professional mercenaries!**

Special props and a personal endorsement from Adz goes to @seroxeth, who was the front-end developer on this project.

He is now working on a retainer for POKT to maintain this website.



7/ **We value feedback and growth.**

Every project RaidGuild takes on is an opportunity for new connections and improvements.

The door is always open for feedback and follow up projects.

POKT Website Redesign
Capturing Client Feedback

" If you were asking me the classic net promoter score question, I would have no hesitation to recommend RaidGuild to anyone. And we love the work that you did. "

RAID GUILD

## 9/ **Curious about the POKT redesign?**

Follow this link to read the full story.

https://paragraph.xyz/@vicos/capturing-client-feedback-on-a-raid

## 10/ **What can we do for your project?**

Fill out the inquiry form if you have a project in mind that needs some love and attention to detail. ⚔️

https://www.raidguild.org/hire/1



Got an idea in mind?
Hire us to bring it to life!

RAID GUILD

## POKT Website Redesign | Insights from the Raiding Team

Authors: Vika x Pupcakes (Season VI)

### An Inside Look at Raiding

There are a lot of DAOs out there trying to make a difference in the Web3 space, yet few are active year after year. RaidGuild DAO has been active for several years now, successfully completing work for clients like Gitcoin, SuperFluid, DAOHaus, and Hypercerts. RaidGuild offers a wide range of services, including full-stack development, design, marketing, and Web3-related consultations such as tokenomics and DAO consulting. For those who might not be familiar with RaidGuild's vocabulary, a *Raid* is an external project with a client, like a freelance gig, on which a team consisting of DAO members works together. So, *raiding* means working on a client's project.

Most of the things happening within RaidGuild, including the actual work, are discussed in channels unavailable to non-members. Some of the Guilds' best kept secrets are the expertise and professionalism of its members. We have interviewed RaidGuild members Sasquatch and Sero on their latest adventure on a website redesign Raid for the POKT Network. We've received permission from both sides to

share the process of this project. This article offers you, the reader, a rare inside look from the perspective of the team working on this Raid. Stay tuned for the upcoming article, which focuses on the feedback the team received from the client and how the process looked from their perspective.

**Preparation**

This project was part of an ongoing relationship POKT has with RaidGuild. POKT Network has been in the industry for quite some time now. Throughout the years, their brand identity, community and values evolved from what it had been in the beginning. It was about time to get a fresh look, corresponding to this changed feeling. POKT was looking for someone to rethink their branding, in particular, they wanted to get their website redesigned. For this reason, they opened a call for proposals where teams could place bids to compete with others for an opportunity to get selected for the job.

Sasquatch gathered together a team including those who had worked with POKT before. This team eventually ended up including:
- Sasquatch as an account manager and project manager.
- Sero as a front-end developer building the site.
- Bennisan, Bingo, and Chiali as designers.
- Degenroach as a SEO specialist.

Together, the team compiled a bid based on the things wanted by the client. There were some back and forth calls to make sure everyone was on the same page. Luckily for our Raiders, POKT was quite confident in their skills due to previous collaborations and picked RaidGuild to work on this project.

**Design Work**

The first part of the project was a design sprint. There were 3 designers participating in this phase of the project, which was crucial for developing a branding identity that would fit the client's needs. The discovery phase, naturally, included comprehensive discussions on the existing and envisioned identity and goals of POKT. The team, in collaboration with POKT, drew inspiration from other websites and analyzed what was lacking in the original design.
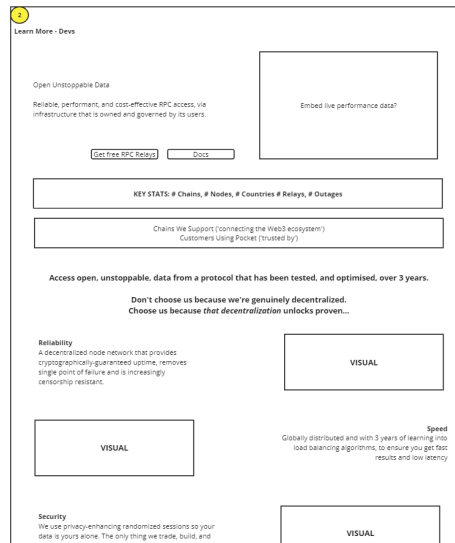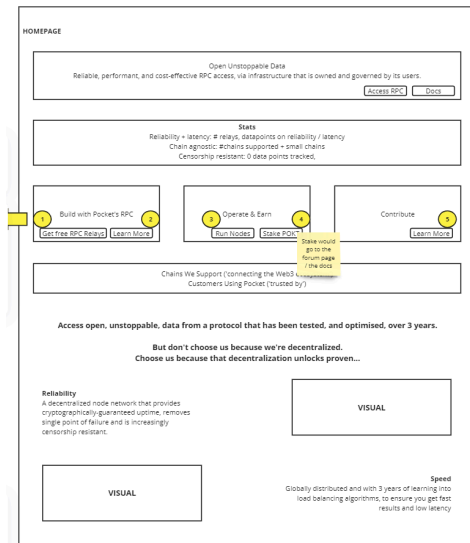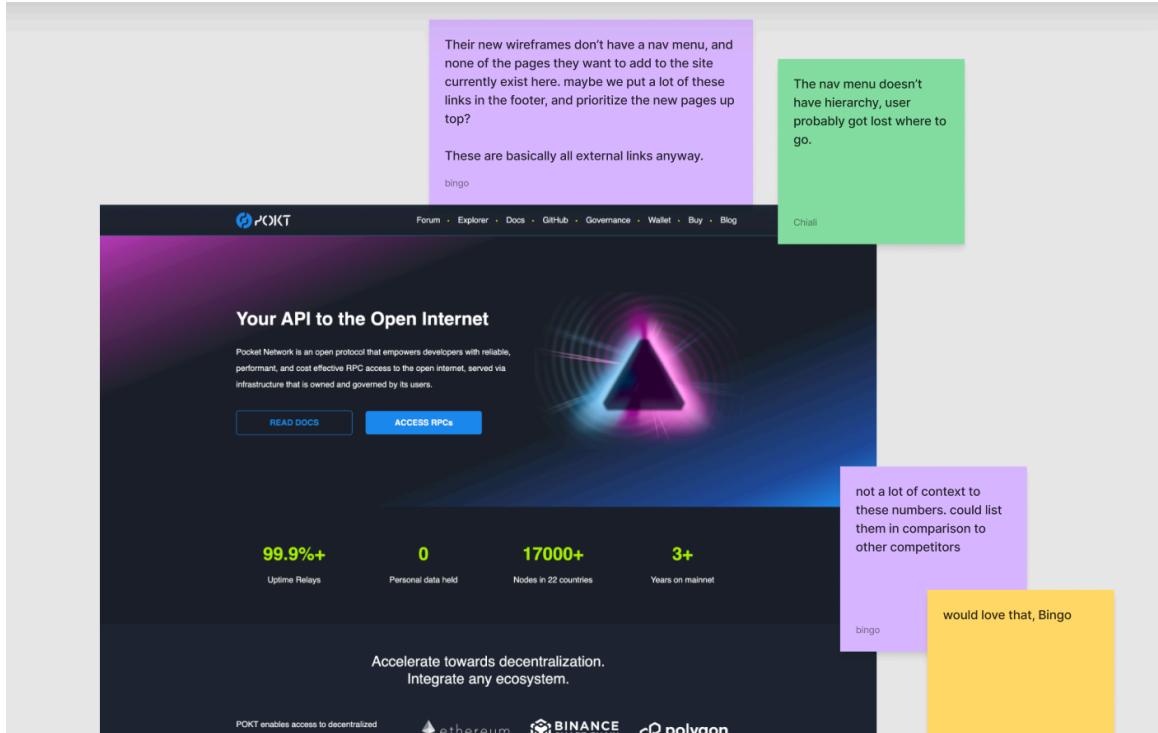
The designers crafted three different branding directions for the client to choose from that feels closest to their vision. This was then further improved and developed based on the comments and suggestions from the client.

One of the things that POKT was particularly impressed by during the process, was the attention the raiding team put into the history and goals of the company. They compiled a large questionnaire for POKT to share around their community, which went into specific details about the current brand identity and the branding goals

the POKT team had in mind. While it is impossible to please everyone in a redesign, it helps to break down exactly why certain design choices were made.

For example, hearing that POKT wants to be perceived as more simple and modern, the raiders tried to convey this already with the redesigned logo.
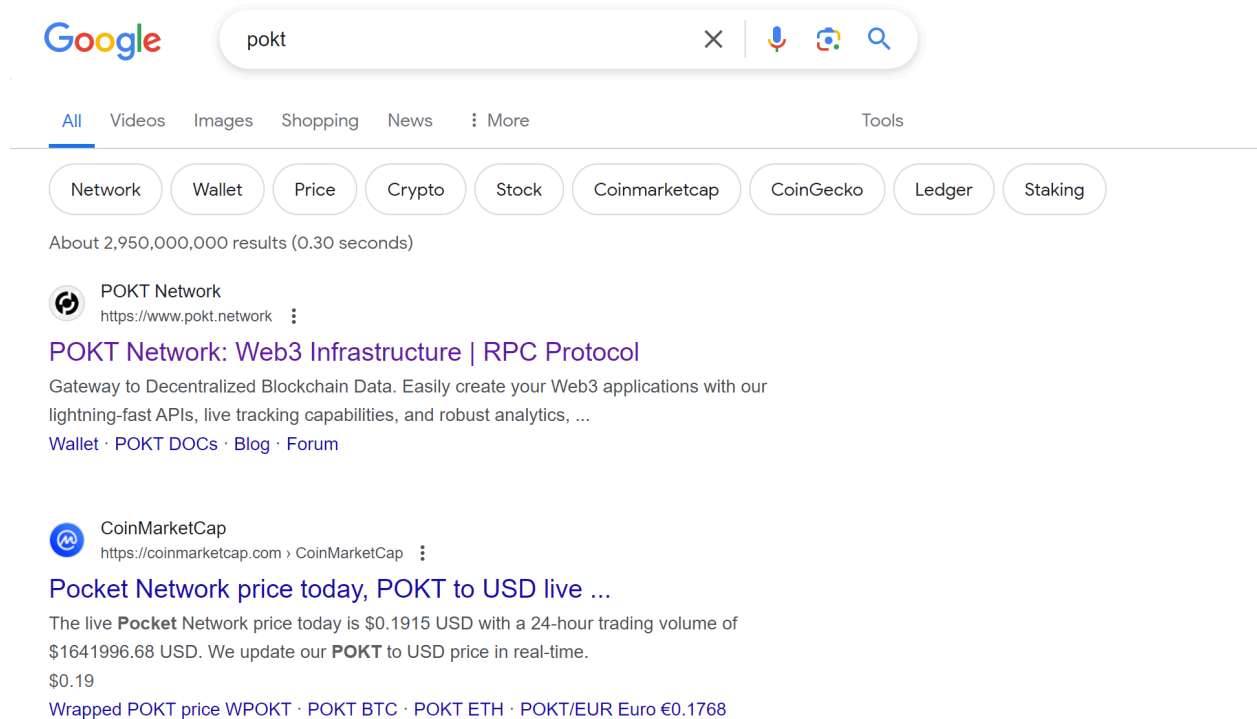


## Development

With the design finalized, development could start. The website was built by Sero with Webflow. Here is the result of our work.
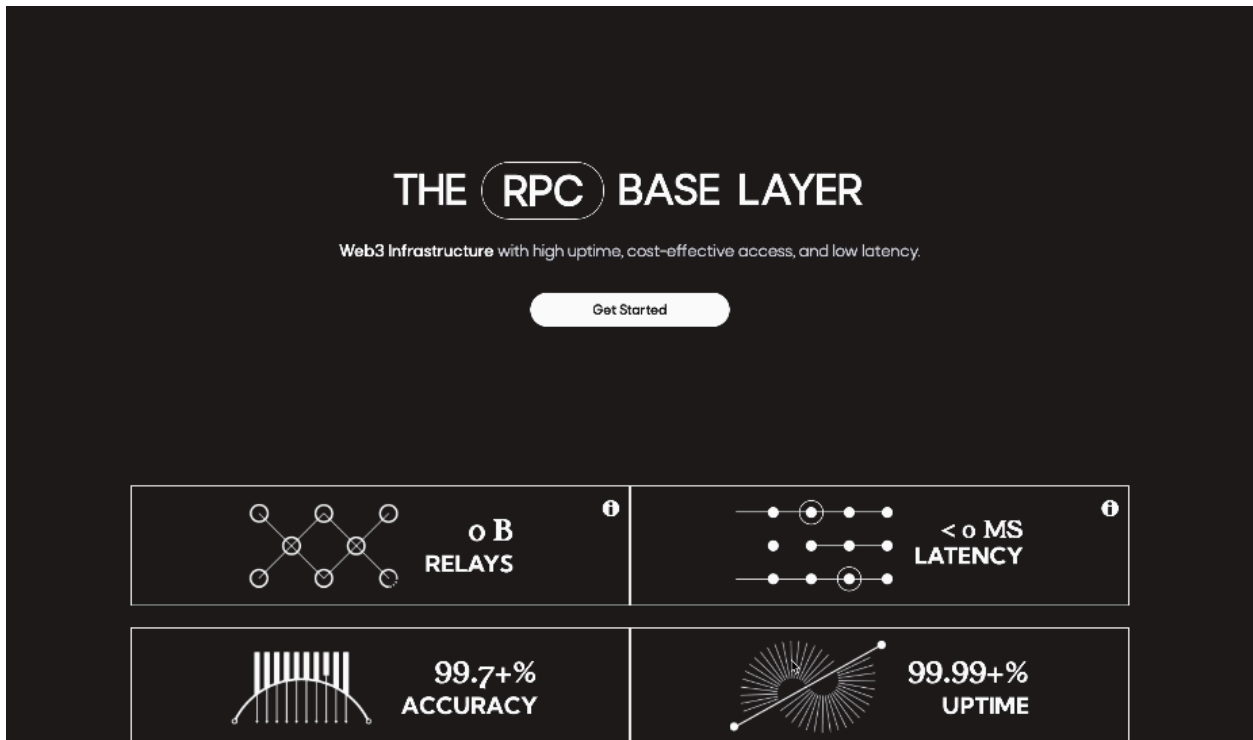
There was some work done on SEO as well. Closer to the end of the project, Degenroach worked on the SEO of the final design. Thanks to Degenroach's final touches on the project, POKT's new website is now ranked first in Google for the keyword "POKT".



## Revisions and Feedback
A few rounds of reviews were needed to finalize everything. All in all, it took 2 weeks for revisions to be completed.

## Retrospective
Feedback from POKT saw this project as a huge success. In fact, Sero has been offered to maintain the website on a retainer. In terms of the things that they think could have gone better, Sasquatch mentioned a few challenges that they encountered:

"It was really nice to have those original branding variations, and I would definitely reuse that approach in a branding exercise. But when it comes to implementing the chosen design, I would definitely want to pick one person, ideally, the person who suggested that design.
[…]
Also, I think one area I could've managed better was organizing clear and regular meetings, so that we could have better visibility on what everybody's doing."

Sero mentioned the need for a more standardized review process

"When something changes in one place, it has to be updated everywhere else too. So, having a more standardized review process could really help the whole Guild boost our output and strengthen our relationships with clients."

Winning POKT Network over to work together again by placing a bid in response to their call for proposals is, according to Sasquatch, a signal that there is more work out there for RaidGuild. He thinks it is worth a shot keeping an eye out for similar opportunities and applying instead of waiting for clients to discover RaidGuild themselves and reach out with a project.

Summarizing the work on this project, Sasquatch said:

"I would say I am very proud of the result, very proud of the feedback from the client, and very proud of the teamwork that we had."

[Click here  to read the full interview]

## Interview with Sasquatch and Sero | Raiding Team
**edits have been made for clarity and readability**
Interview was conducted by Vika x Pupcakes (Season VI)

**Q: Can you walk us through how you scoped out the project, worked on it, and reviewed it? It would be really helpful to hear about the whole process and your approach.**

Sero: I think it is important to note that we got this project through a bid. POKT wanted a new website, and they asked teams to propose how they would do it and the costs. Sasquatch brought some of us together to work on our part of the bid, and then he put it all together and sent it to the client. After that, we had a few calls with the client to really understand what they wanted. We went through a design sprint, checked that with them, and then moved on to the development and SEO parts. After wrapping up, we had a review process a few weeks after everything was approved

Sasquatch: I think it is worth mentioning, and Sero did too, that this project was not something we stumbled upon by chance. We were actually suggested to apply for it. So, it was not like a random hunt out of nowhere, but it was, as far as I know, one of the first RFPs (requests for proposals) that RaidGuild actively went out and gathered. So I would really like to highlight that, especially in your work, to send a signal to the rest of the Guild, like "hey, there is a lot more work out there if we actively look for it".

**Q: Was there anything you were particularly proud of during the whole process?**

Sasquatch: I am really proud of the feedback we got from the client. We know we do good work, but seeing that we got this project based on our reputation from a previous project with them was great. I think this project itself was the biggest project that got brought to the Guild in 2023. I am also just very proud of the team and how everyone worked together. We had a bit of a unique situation with roles because we had three designers on this project. It was kind of our way of giving designers in the Guild more to do since there had not been much work for them. I would say I am very proud of the result, very proud of the feedback from the client, and very proud of the teamwork that we had.

**Q: Could you tell us more about the team involved? Who was part of it and what were their roles and responsibilities?**

Sasquatch: I act as a cleric, or account manager. That is the main role for interacting with the client, making sure the team understands the client's needs, and setting expectations, which is important, especially with this client. They are an awesome client, but also very particular. On top of that, I handled some Monk duties of doing project management, keeping our timelines on track, and securing any resources the team needs. Sero was in charge of all the front-end building for the site. Then we had Bennisan, Bingo, and Chiali on design. This was particularly useful at the start because part of the project involved rebranding POKT. They were looking to update their visual system, and having three designers allowed us to offer three distinct branding directions. This flexibility, I think, helped us get the bid in the first place, and then deliver a really high quality service to the client, because they were presented with some options they could choose from, rather than just saying "ok, this is what we think we should do''. And, just to make sure I am covering everyone, Degenroach came on to help us do SEO work, that was the rounding out of the team.

**Q: Moving on, did you guys learn anything from this project? Are there any key takeaways or lessons learned, maybe even some challenges like Moloch sightings?**

Sero: For me, the big lesson is about improving the review process. Like, figuring out the best way to handle reviews. I think it is generally important for teams, especially if there are multiple people working on the same thing. When something changes in one place, it has to be updated everywhere else too. So, having a more standardized review process could really help the whole Guild boost our output and strengthen our relationships with clients. That covers it for my biggest lesson.

Sasquatch: Nope, everything went perfect. I wouldn't change anything. Just kidding. For me, the biggest lesson is our three-designer system. It was really nice to have those original branding variations, and I would definitely reuse that approach in a branding exercise. But when it comes to implementing the chosen design, I would definitely want to pick one person, ideally, the person who suggested that design. What happened is, the client preferred Bennisan's design system, but Bingo was the head designer. I think that was mainly because Bennisan is very busy, but it caused some issues. Going forward, I would do things differently. I would encourage the person who came up with the design system and won the design bid to be the head designer. They would not necessarily need to do all the work, but would oversee the design's integrity.

Also, I think one area I could've managed better was organizing clear and regular meetings, so that we could have better visibility on what everybody's doing. We set off in different directions and we tried to work asynchronously. We used some more project management tools like Dework, which was very useful, but it did not replace the need for regular check-ins. We missed out on having those scrum-type meetings at the beginning of the week to keep everybody on the same page.