KRIMIMARU DESIGN AND MARKETING

Three Frameworks. Zero Guesswork.

The proprietary systems behind every Krimimaru engagement.

FWM DIAGNOSTIC · INTRIN SEQUENCE · ANTI-CHAOS PHILOSOPHY

THE PROBLEM

Most clients hire a designer. They should be hiring a system.

No Strategy

They want a pretty website before knowing what it needs to do.

No Workflow

The site goes live and nobody knows how to run it without calling you.

No Ownership

Chaos kicks in. Everyone grabs the wheel. Nothing gets done.

THE SYSTEM

Three frameworks. One sequence.

01

FWM Diagnostic

Entry + Qualification

Used when: Client has no clarity on site goals

02

InTrIn Sequence

Strategy + Positioning

Used when: Client chases aesthetics over function

03

Anti-Chaos Philosophy

Execution + Ownership

Used when: Team has no defined ownership

FWM Diagnostic

Entry + Qualification Framework

Used before every project begins.

FUNCTION → WORKFLOW → MAINTENANCE

What does this site need to do?

F

Function

Define what the site must DO before deciding what it should look like. No function = no direction.

W

Workflow

Map the processes that must run inside or alongside the site. Client booking, content updates, product management.

M

Maintenance

Determine who owns what after launch. Without this, the site breaks down within 90 days.

THE INTRIN SEQUENCE™

Stop designing for looks.
Start designing for decisions.

Strategy + Positioning Framework

The InTrIn mistake: Clients judge websites by how they LOOK instead of how they DECIDE. A pretty site that doesn't guide the visitor toward action is just expensive digital wallpaper.

INTRIGUE

Does the first impression make the visitor curious enough to stay? Visual hierarchy drives this.

TRUST

Does the content prove you can solve their specific problem? Social proof, case studies, clarity.

INTENTION

Does every element guide the visitor toward ONE clear next step? No confusion. No options maze.

THE ANTI-CHAOS PHILOSOPHY™

Workflow chaos isn't caused by bad clients. It's caused by undefined ownership.

Execution + Ownership Framework

YOU OWN

Design decisions, creative direction, technical build, launch.

CLIENT OWNS

Brand voice, final approvals, content supply, ongoing updates.

SYSTEM OWNS

Automations, scheduled tasks, booking flows, recurring ops.

THE SEQUENCE

Every engagement follows the same order.

01

FWM Diagnostic

Before signing anything, we diagnose function, workflow, and maintenance needs. This qualifies the project.

02

InTrIn Sequence

With clarity established, we build a site that intriques, builds trust, and drives intention — not just looks good.

03

Anti-Chaos Philosophy

Before launch, ownership is defined. You, the client, and the system each know exactly what they run.

Ready to work with a system that actually works?

Every Krimimaru engagement starts with the FWM Diagnostic — no exceptions. We don't build what we haven't qualified.

herbert@krimimaru.com

KRIMIMARU

Branding. Marketing. Systems.

FWM · INTRIN · ANTI-CHAOS