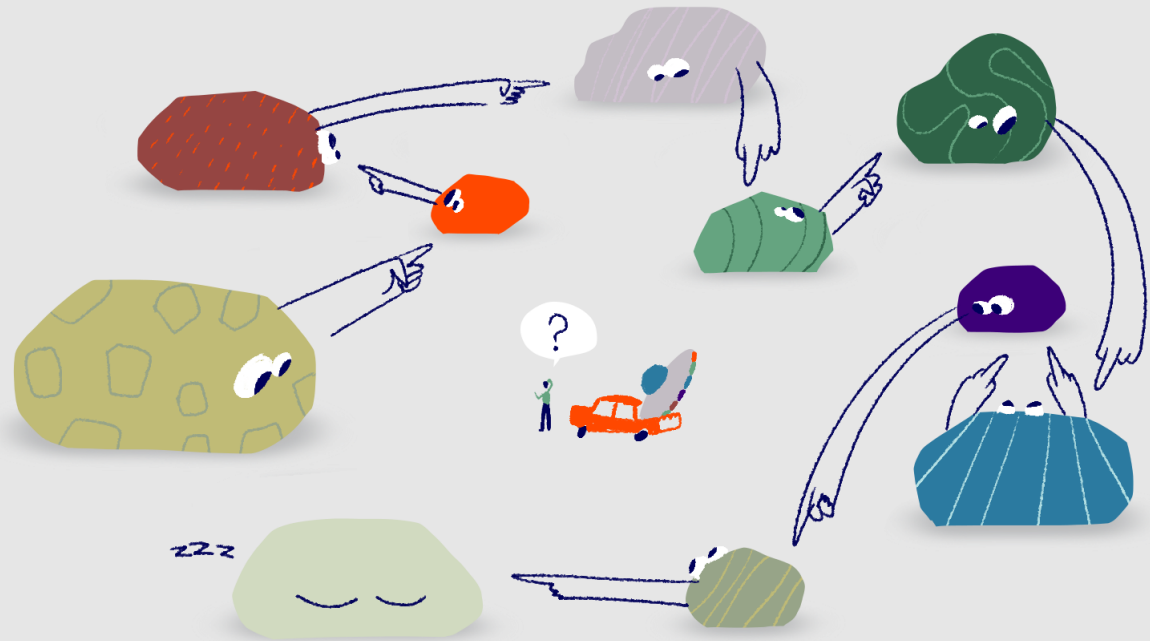


Our first idea was to imagine government services as big and slow boulders, that would, in case of peculiar circumstances, send our hero running from one boulder to another.

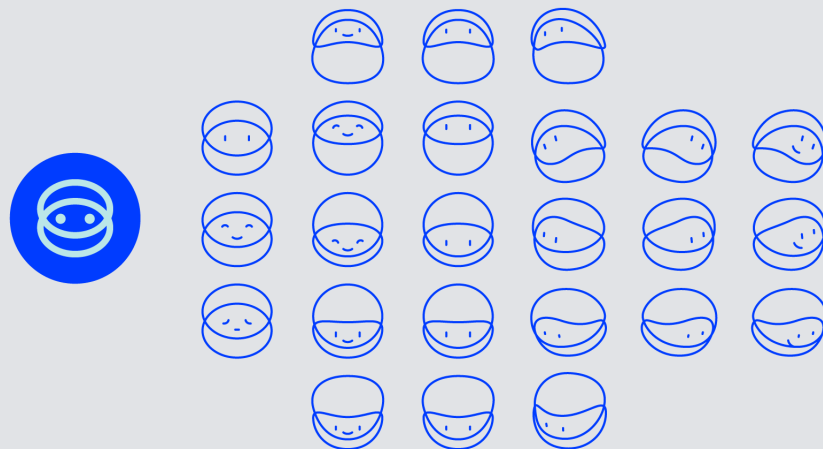
We pictured a situation, where a citizen was to get into a traffic accident with a UFO. Where do you report? Does the insurance cover it? No license plate on the UFO, what should I do?

A bureaucratic nightmare that Bürokratt, an AI-based virtual assistant will sort out in no time.

This idea was scrapped and the script re-written to incorporate more realistic situations where Bürokratt can come to the rescue.



First character idea



Final character



Bürokratt character design is based on a logo created by the design studio. Color palette is derived from Estonian brand guidelines but applied with a twist. A mix of deep shadows and vibrant fills with strokes for accent.



