Our Team
Our Clients

- HBO
- Wizz
- liligo.com
- T
- KBC
- bookline
- DIGIC PICTURES
- automizy
- LogMeIn
- gestalten
- SPORT 360
- TRIGO
- Möller Ventures
- TALENTEDECK
- UNIKRN
- ArcSecond
Methodology

Discovery
- Interview
- Field research
- Kick-off
- Competitor analysis

Prototype
- User journey
- Wireframes
- User tests
- Fast iterations

Design
- UI design
- Branding
- Design system
Kick-off

**Why?**
- Meet in person and get to know each other
- Get a deep understanding of the business goals and the industry
- Brainstorm together
- Define how we will work together

**What will we deliver?**
- We will travel to your site
- We will prepare and run the workshop
- We will have fun together

**What do we expect from you?**
- Spend one or two whole days with the workshop
- During these days focus just on the workshop
- Be active, ideate with us and tell us as much as you can
Discovery

Why?
- To truly understand our customers
- Uncover the users pains and needs

What will we deliver?
- Interviews, field study (or other project-specific discovery method)
- Many useful customer insights in our reports and presentation
- Together we will discuss how to change your product based on the new insights

What do we expect from you?
- Define the target group for us
- Let us meet with your existing customers
Personas & User journey

Why?

- Define the typified users we will design for
- See the big picture and define the steps the users will go through
- We can design better experience if we think in processes, instead of screens

What will we deliver?

- Personas with their motivations and context
- User journeys with diagrams or lists

What do we expect from you?

- Help us ideate about your personas and their journeys
- Check the steps of our flows and look for missing functions
Prototyping & Testing

Why?

- To create flawless functionality of the product
- To reveal usability issues and iterate prototypes by testing with potential end-users
- Try out radically different ideas within a short period of time

What will we deliver?

- Sketches on paper, low-fidelity digital wireframes and high-fidelity digital wireframes
- Create and refine information architecture, navigation, main user flows and visual hierarchy

What do we expect from you?

- Feedback and ideas about the details
- Help us choose the best direction
**Look & Feel**

**Why?**
- Create the aesthetic part of the design
- Make experiments of different design options

**What will we deliver?**
- Create the aesthetic part of the design
- The style and the atmosphere the product radiates aligned with the branding

**What do we expect from you?**
- Participate on the style discovery workshop
- Choose between different moodboards
Design System

Why?

- Design the screens and interactions in detail

What will we deliver?

- Every screen and state is designed
- Source files in Sketch
- Design materials in Zeplin for the developers
- Fonts, icons and other assets
- Style guide, UI kit or Design System
- Documentation, if needed

What do we expect from you?

- Feedback and ideas about the details
- Focus on the details, recognize the beautiful small things
Measurement

Why?

- To prioritize contents, segment users, analyze processes
- To boost conversion
- To measure returning visitors (retention)

What will we deliver?

- We set up KPI-s and metrics
- Analytics tools:
  - Page loading with aggregate statistics
  - Monitoring individual users
  - Cursor following, heat maps

What do we expect from you?

- Give us access to user behaviour related analytics
- Participate on the workshop
Product Strategy Workshop

Why?

- Figure out how can the product grow in the future
- Create new business ideas for you

What will we deliver?

- An overview of the current state of the product and the market
- New feature and product ideas

What do we expect from you?

- Participate on the workshop
- Brainstorm with us
UX Team

Designer and researcher: these two skill sets perfectly complete each other.

You can hire design teams with different sizes for a flat monthly rate.
We work in week-long design sprints. We start the sprint with a design meeting with you on Monday or Tuesday. During the week we work we work on the design and usually at the end of the week we do our user tests. We present the new designs together with the user feedback on next week’s design meeting.
Packages

- **BASIC**
  - 1 designer
  - +
  - research

- **FAST**
  - 2 designers
  - +
  - research

- **SUPERFAST**
  - 3 designers
  - +
  - research
Thank you for your time