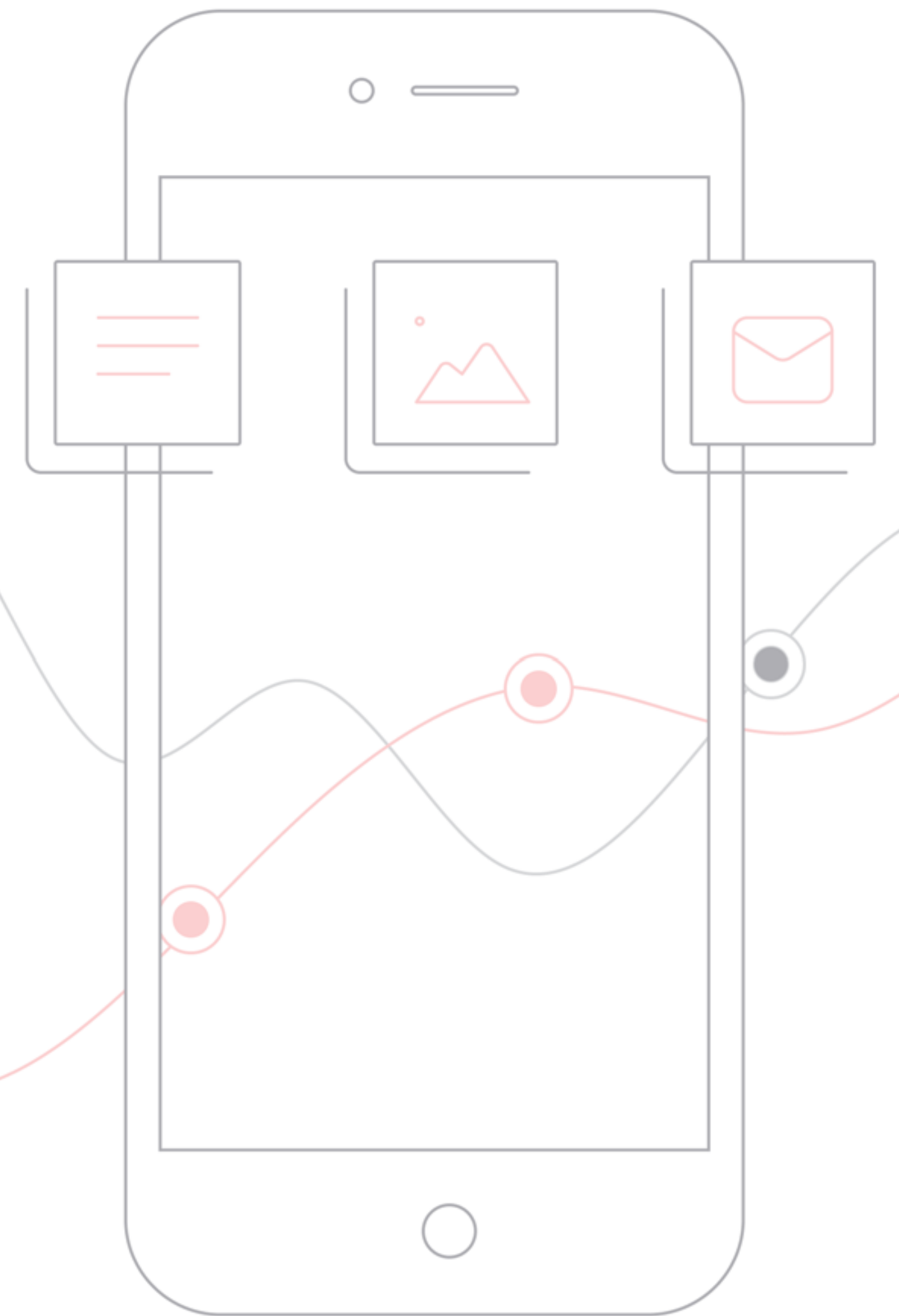


Building innovative digital products

EXCEPTIONAL DESIGN WITH
GREAT USER EXPERIENCES

BROUGHT TO YOU BY

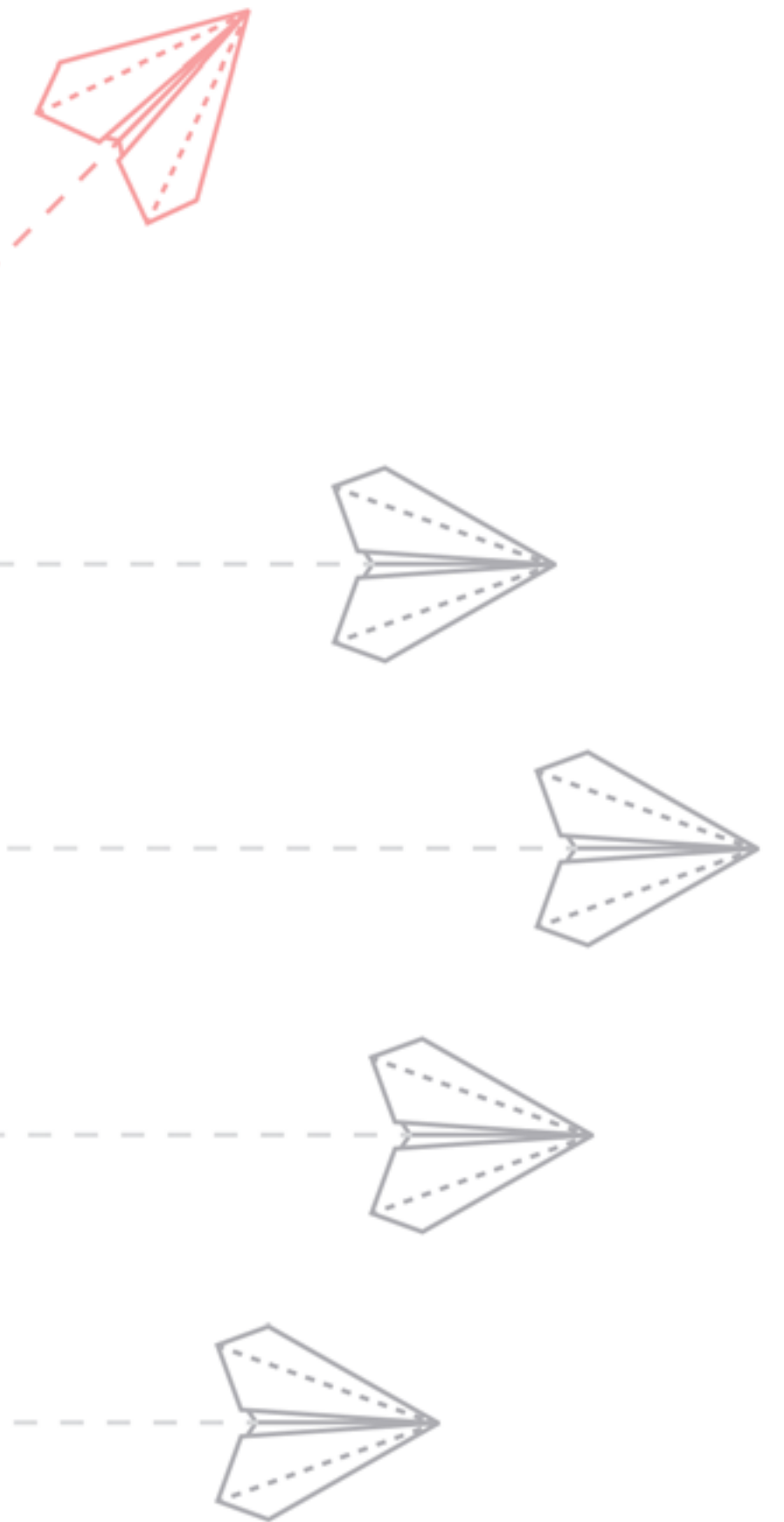




The business value of design

The design of your product isn't there just for the sake of it. Great design is the chief differentiator in the age of digital products and services. The value that it provides should shine through the product - in every moment of using it, in every detail.

To squeeze the most out of design, our team focuses on solving business problems, helps companies grow and increase revenue through seamless user experiences and better product-market fit. Our goal is to minimize the risk of bad investment by bridging the gap between products and their users.





THE BUSINESS VALUE OF DESIGN

MORE THAN **A FEELING**

Design is more about numbers than you might think. The analytical approach we have will help you increase revenue by introducing metrics centered on the user and hence make informed design decisions about your product.





research

For startups and new projects, it's crucial to concentrate on the discovery phase in this early stage of the product lifecycle. Methods that can help you achieve better product-market fit consist of in-depth interviews, concept testing, prototyping, and usability testing.

For an established product with a strong user base we prefer to focus on a mix of qualitative methods and quantitative (A/B testing, funnel analysis, surveys, card sorting)

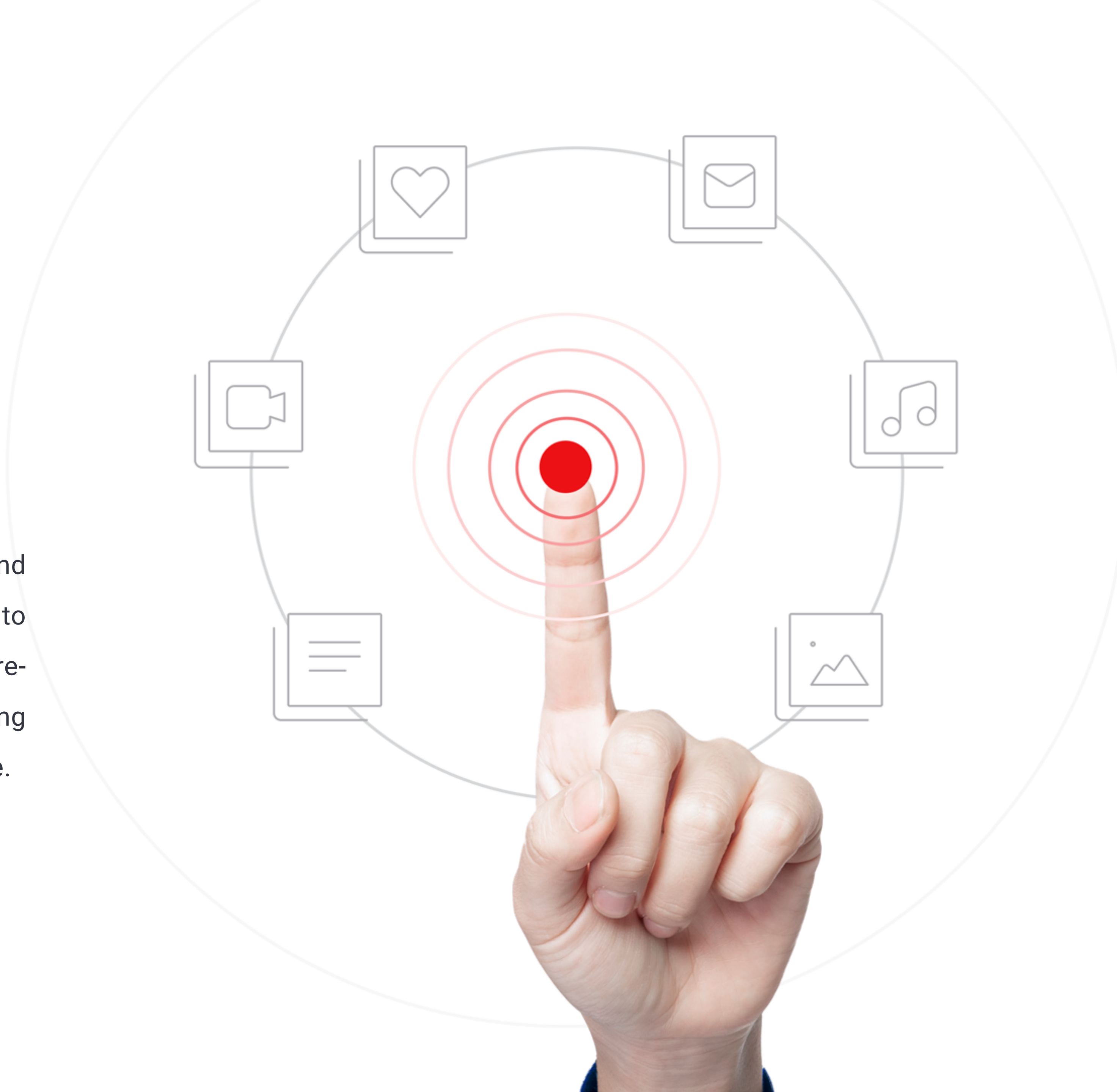
No matter at which stage your product is, the research-based design can help you shift your focus to things that are really important for your users and limit your costs of development.



THE BUSINESS VALUE OF DESIGN

MORE THAN SHINY DELIVERABLES

While crafting beautiful interfaces is important (and we're really good at it!), the goal of great design is to achieve business goals like increasing conversion, reducing bounce rates, or creating seamless onboarding flow. You choose your focus and we bring it into life.





business goals

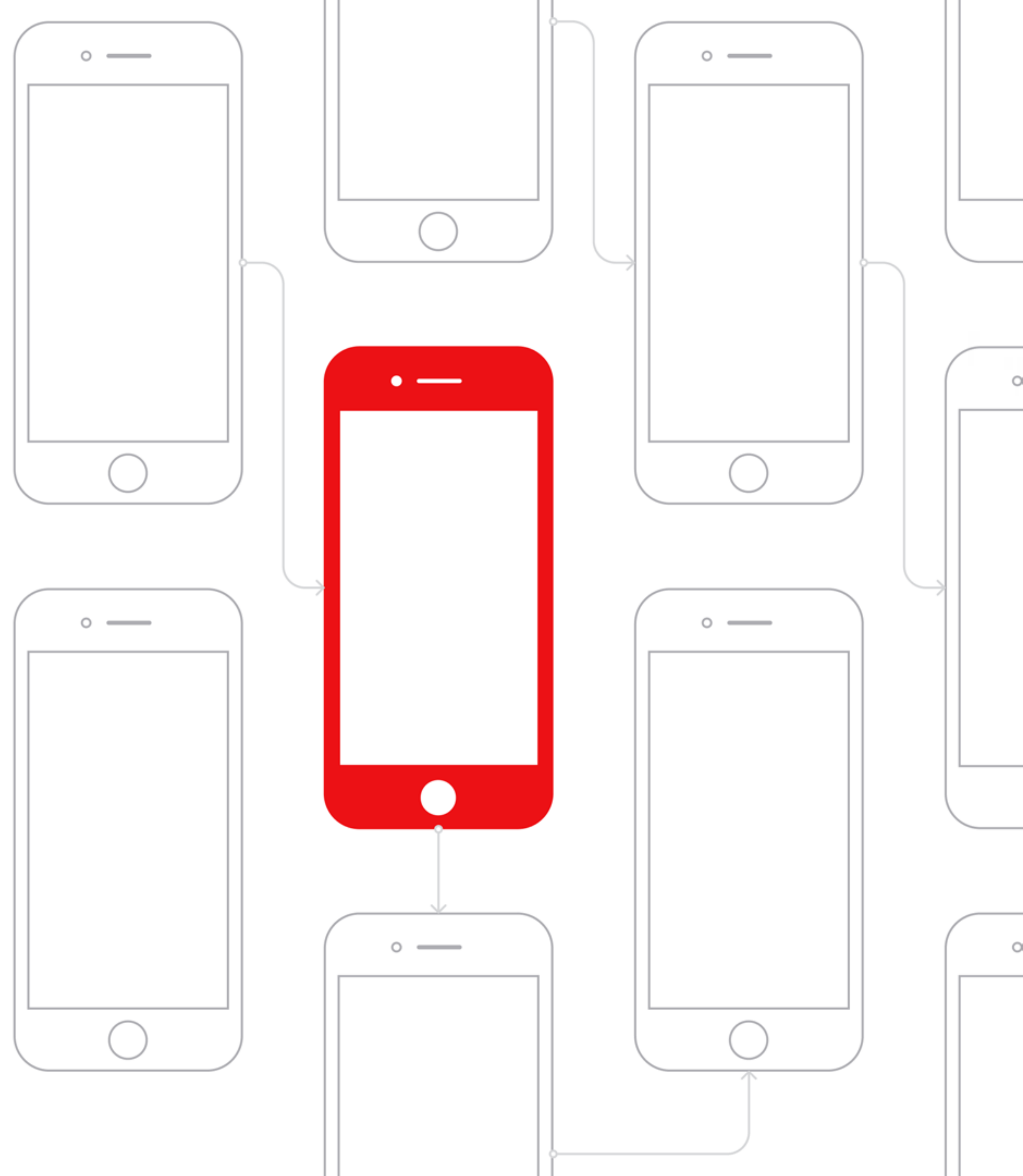
Great product design is delivering solutions to specific business problems. For us, it is about outcomes and benefits more than the pixels on the screen. Results are based on metrics such as conversion, retention, and bounce rate or on aesthetic qualities like professional, friendly, quirky, energetic, or colorful.



THE BUSINESS VALUE OF DESIGN

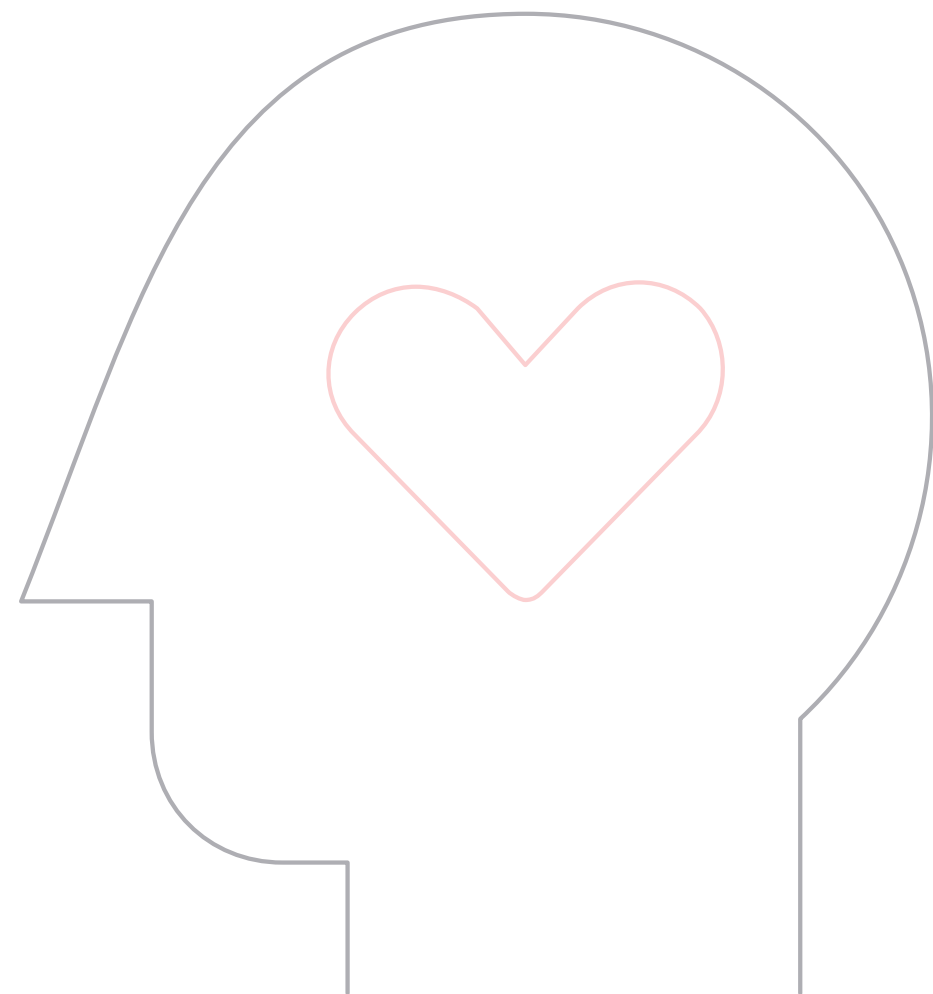
NOT YET **ANOTHER** **PRODUCT**

In a highly competitive market what drives people to your product is a great experience across all touchpoints where users interact with your brand. It starts with mapping out the entire customer journey, solving pain points, and creating potential moments of delight.





experience



Creating exceptional experience in your product for sure will help you stand out from the crowd, but what's more important it might also be the best business decision you will make during your entire product life-cycle. According to various research:

- On average, **every \$1 invested in design brings \$100 in return** ¹
- **First impressions are 94% design-related** ²
- **73% of all people point to customer experience as an important factor** in their purchasing decisions ³

¹ <https://www.forrester.com>

² <https://dl.acm.org>

³ <https://www.pwc.com>



THE BUSINESS VALUE OF DESIGN

MORE THAN A PHASE

Great products are a combination of design and engineering working together. By treating design as a continuum rather than a phase, you minimize the risk of failed investments like developing features irrelevant to your users. Allowing iteration between designers and developers improves the quality of the product. As a result, you reduce costs, meet deadlines and increase profitability.





continuum

One of the most crucial roles of a designer in the development process is to communicate the *why* of the product: why we are developing this, what problem we are trying to solve, what user needs we try to fulfill. It teaches the team to constantly keep focus on the business goals of the product, not only the technical intricacies of the software.



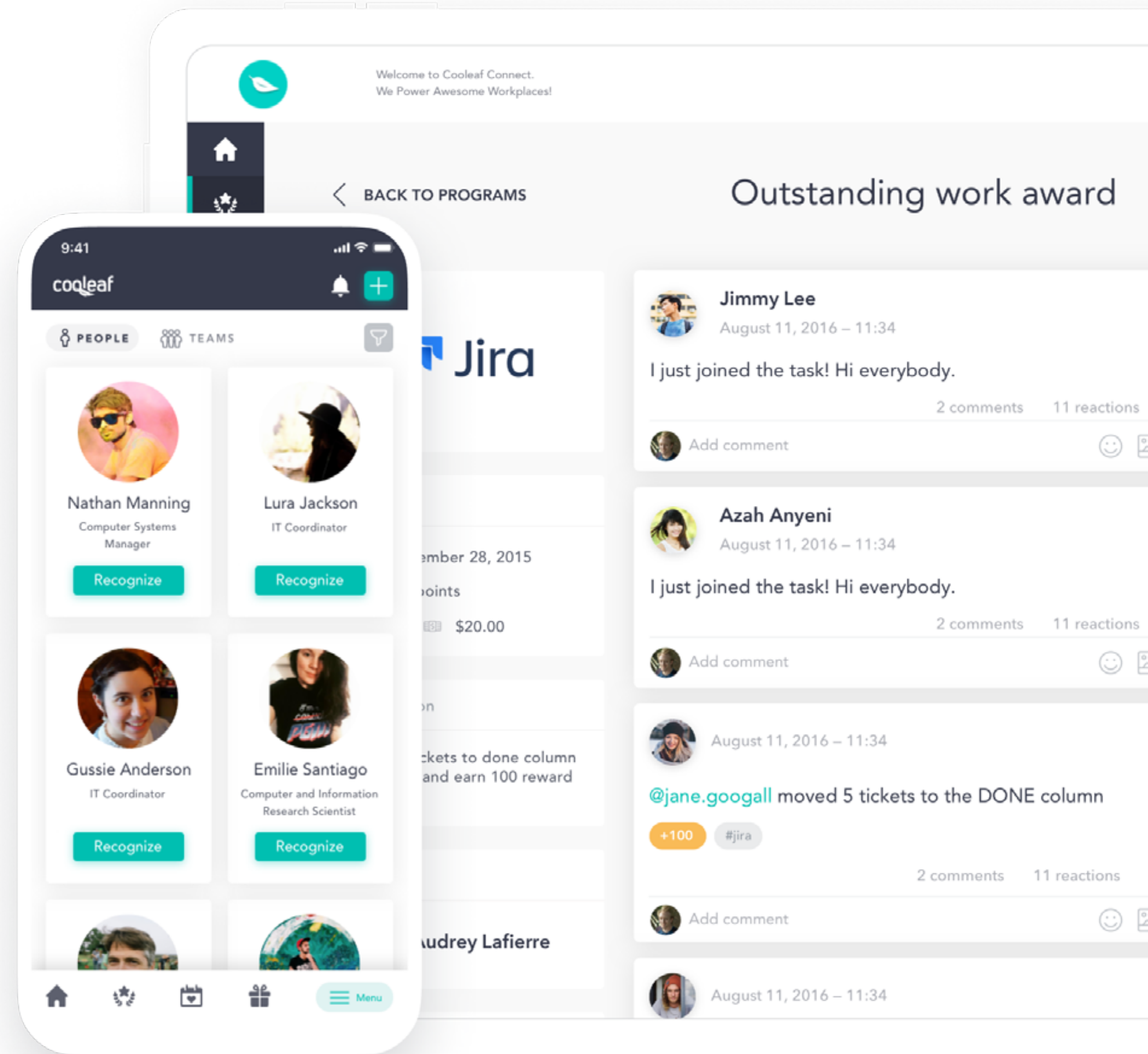


CASE STUDY



A WEB & MOBILE APP FOR THE HR INDUSTRY

With leading employer engagement platform Cooleaf, we've established a long-term relationship in which we're not only technical partners but also design and product insights providers. To do that, we decided to integrate Cooleaf into our own company which created more possibilities for testing new features and concepts.





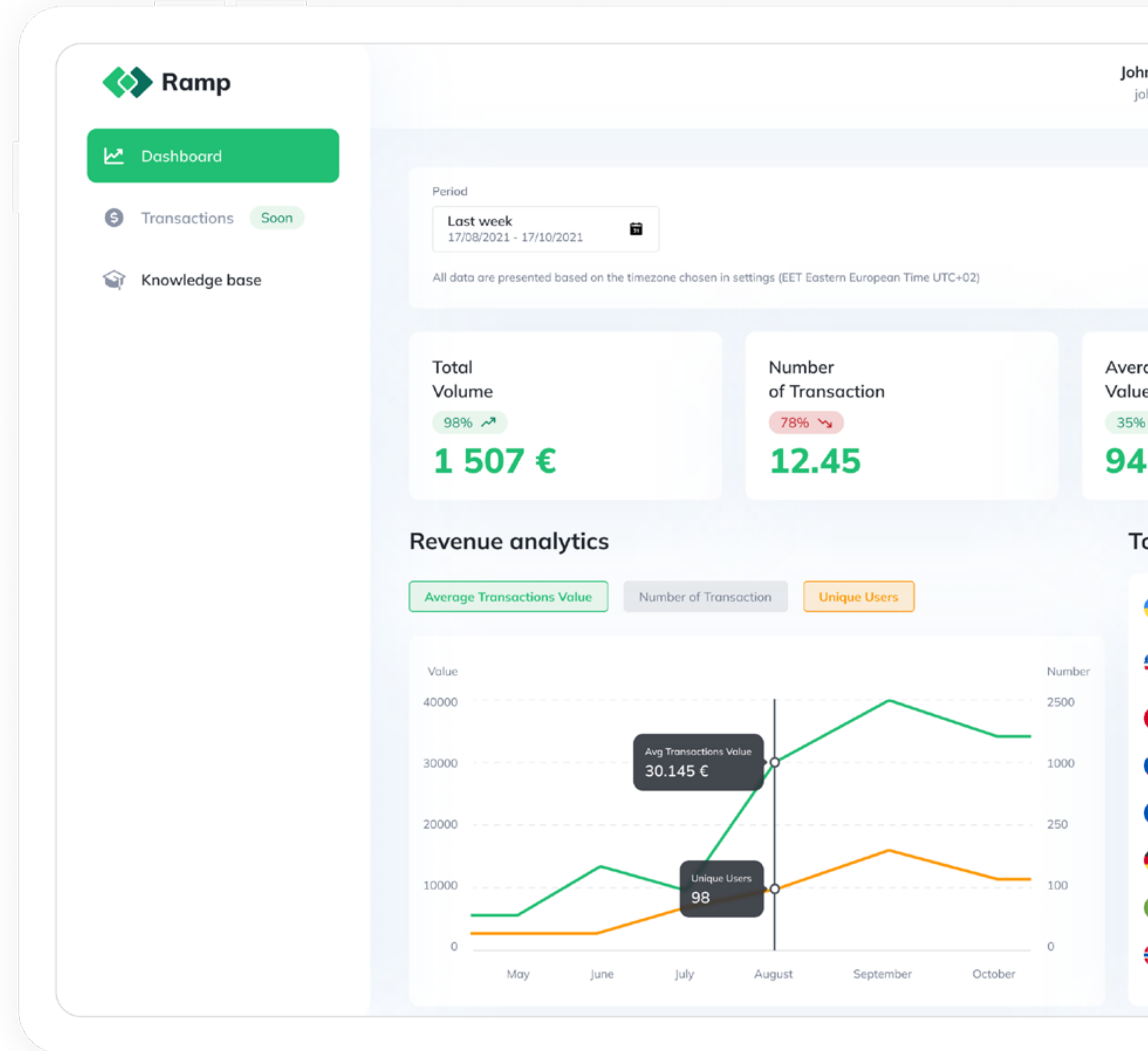
CASE STUDY



PAYMENT INFRASTRUCTURE FOR CRYPTO

For Ramp - a “PayPal for the crypto world” - we created an entire continuous discovery process that revolves around weekly research activities. It helps us validate the assumptions and set a direction for the development team.

This is a prime example of design-driven product development which minimizes the risks of developing irrelevant features for the users while constantly discovering insights that build up the backlog for the team.





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Interested?

Let's discuss how design can bring value to your business.

Contact us at: design@monterail.com

or schedule free consultation: www.calendly.com/monteraildesign

