fuego ux

Transforming digital experiences with insight-driven design

Who we've worked with

fuego ux

What our clients say about us

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They were excellent communicators and very easy to work with. Everyone is flexible, yet asks challenging questions and always strived to create an intuitive and simple UX for our customers. Fuego UX continually brought new options to the table, suggested areas we can improve and drove customer research.

–Head of Design

Fuego UX is extremely organized, professional and easy to work with. We appreciated the minimalist approach and design process. They deliver on time and are always proactively reaching out to ensure the project stays on schedule.

–CEO at Software Consultancy

It was a pleasure working with them. Fuego UX has passionate individuals who work really hard and ultimately want to give you the best design possible.

–Director of Product Design

I was blown away by Fuego UX's professionalism and expertise in their craft.They went above and beyond my expectations. The process was very easy and didn't feel like a big laborious project.

–Startup Founder

Challenges we help clients solve

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Current design team lacks relevant expertise and skill set

Low speed of design is slowing down product innovation

Lack of insight into the needs and desires of users and customers

No internal research or design team, lack of capacity

High cost (both time and money) of building in-house teams

Low quality and inconsistent design, no strategy, systems, or roadmap

Improve your UX Maturity

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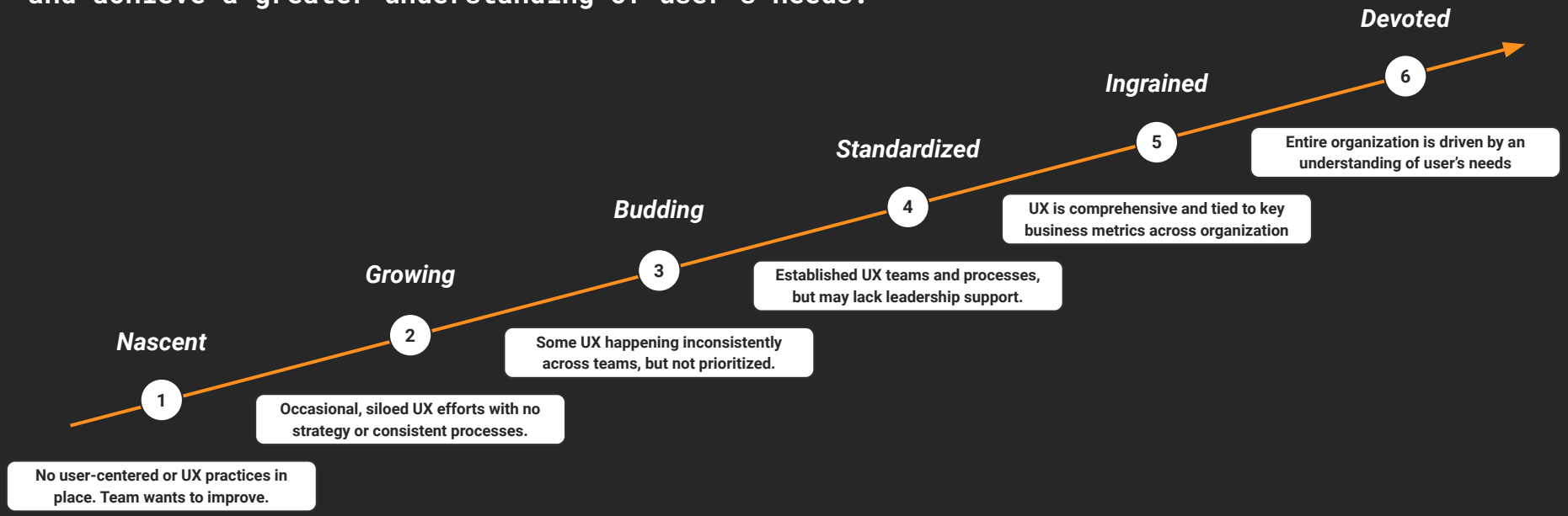
We help your team and organization climb the UX maturity steps and achieve a greater understanding of user's needs.



*Based on NN/G's UX-maturity model

What we bring to the table

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- Small, nimble team—we dive in quickly and deliver results
- Flexible, focused, and collaborative working style
- Diverse industry perspective and expert solutions

- Align UX strategy to KPIs driving growth, retention, and revenue
- Generate research and insights to better understand your users
- Improve UX maturity and create more efficient processes

Iterative UX process scalable to every product

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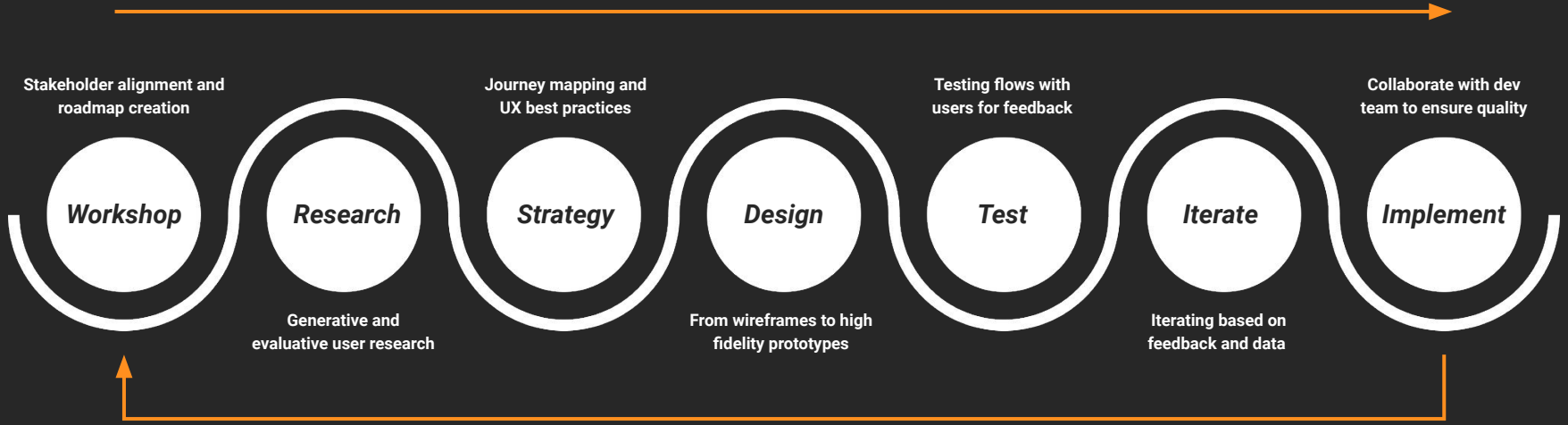

ROI, Impact, and Outcomes

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- Increase revenue
- Beat the competition with superior experiences
- Lower dev costs and investment risk through research
- Increase customer retention and satisfaction
- Reduce in-house hiring costs
- Lower support requests and time on tasks

Collaborative team model

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Your Team

Collaboration with your organization's key decision makers and cross functional stakeholders in engineering, product, design, research, marketing, and other teams

- Twice per week Standups & Reviews
- Shared communication channels & files
- Project management with task board
- Milestone meetings

Fuego Team

Flexible Fuego team consisting of a Project Lead plus 2-5 of the following:

- User Researchers
- Product Designers
- Visual Designers

Case Study - Yahoo

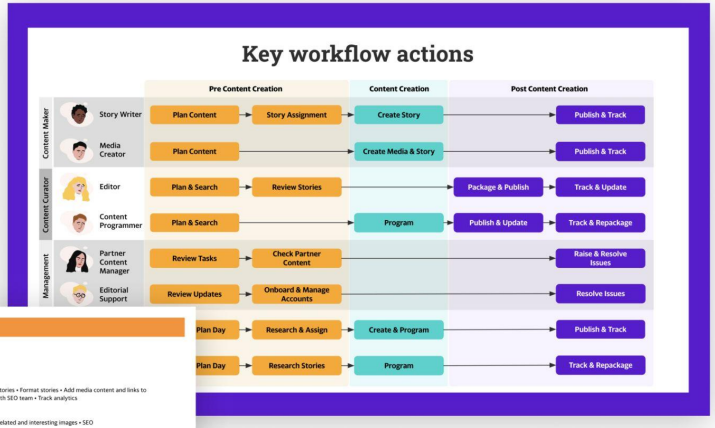
Research | 6 months | Team of 4

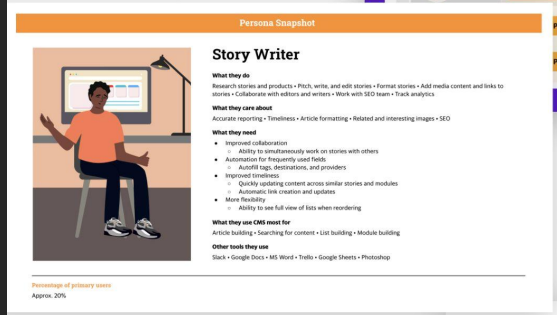
Challenges

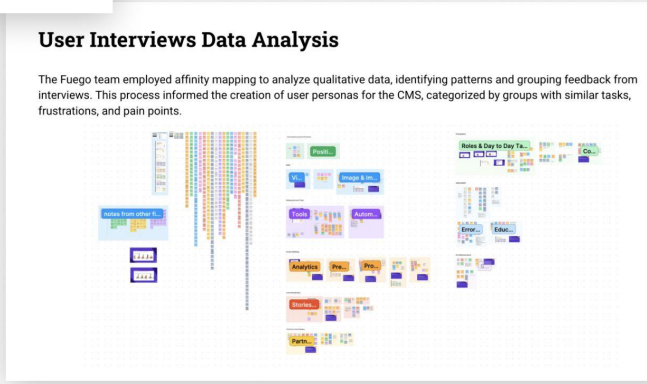
- Client lacked insight into how 1,000+ internal stakeholders utilized an in-house enterprise tool
- Needed to better understand users to inform a new product strategy and design
- Needed usability tests for new design concepts

ROI

- Conducted numerous user interviews, which helped steer direction of product evolution
- Generative research informed risks and opportunities for new product offerings
- Gathered user feedback to refine design decisions







Case Study - Beeline

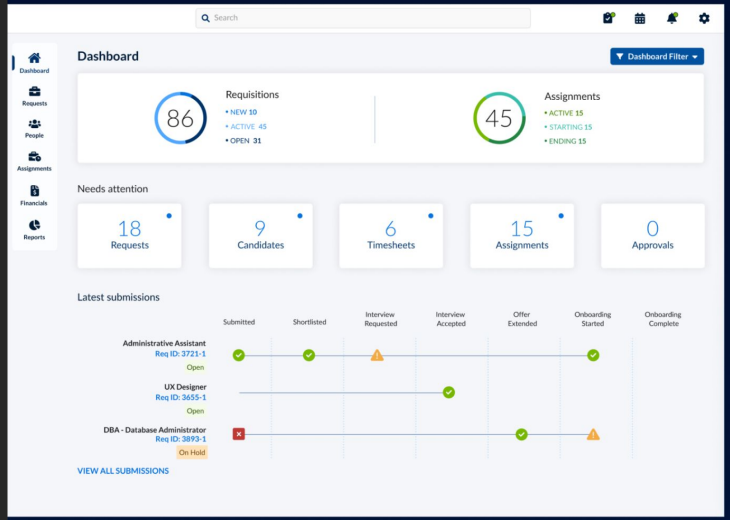
Research & Design | 1 year | Team of 3

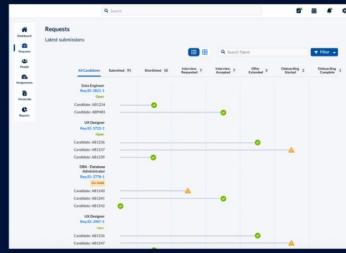
Challenges

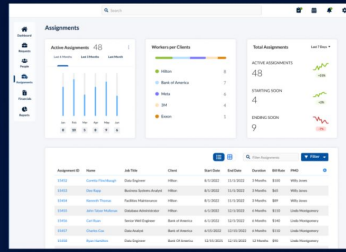
- The client's complex B2B SaaS legacy platform had thousands of users across multiple personas. They needed to better understand how people used the tool.
- Users experienced many frustrations with the current tool and had an increase in account support requests

ROI

- Through user research and persona journey mapping, we delivered strategies and clickable web application prototypes
- The new platform designs offered improved usability, streamlined workflows, and a more personalized experience for two key customer personas.







beeline®

Case Study - EVCS

Mobile Design | 4 months | Team of 3

Challenges

- Client needed to redesign a mobile app for 10,000+ customers
- The legacy app lacked integrated customer subscription plan management and had a confusing and frustrating interface

ROI

- We provided a comprehensive set of designs, which enabled them to quickly build out their mobile app without the need for a large internal design team.
- The new app has seamless interfaces, intuitive subscription plan management, and improved user experiences.

EVCS

Case Study - Sunday

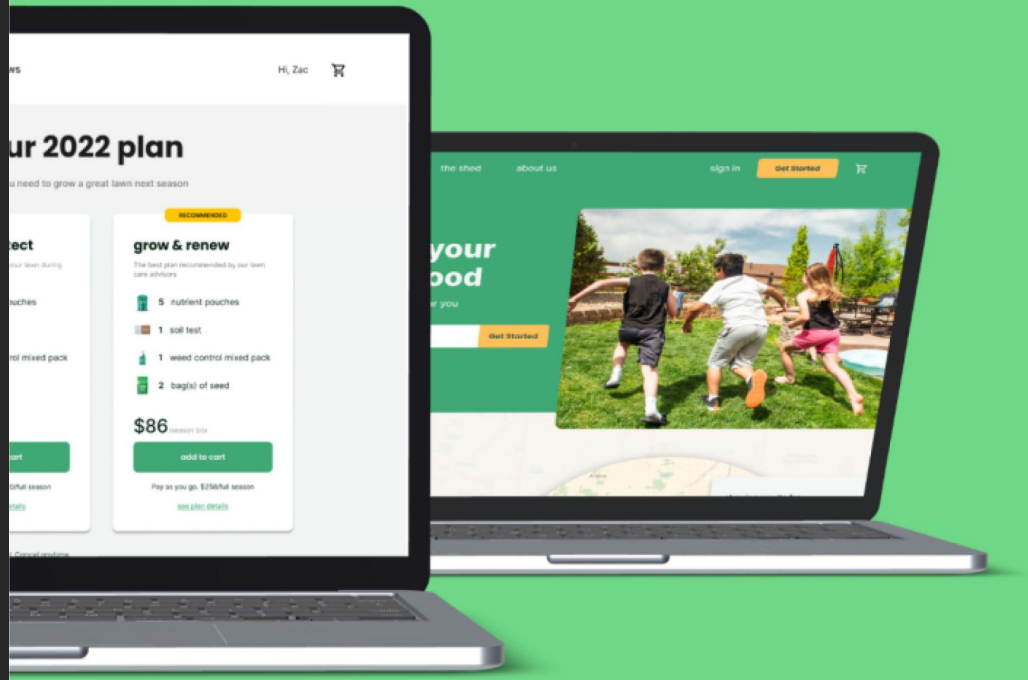
Ecommerce Design | 2 months | Team of 2

Challenges

- Client needed to design a flexible pay-as-you-go option for their ecommerce customers
- Needed to increase conversion rates and include pricing options for a new set of customers

ROI

- Simplified checkout experience, increasing customer satisfaction and reducing cart abandonment.
- Through extensive testing of design iterations we delivered a design that increased conversion rates. The flexible payment checkout designs continue to be in use to this day



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Next Steps

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Ready to begin? Let's review your product roadmap and scope the first project.

Learn more at fuegoux.com

Visit us in Boulder, Colorado

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