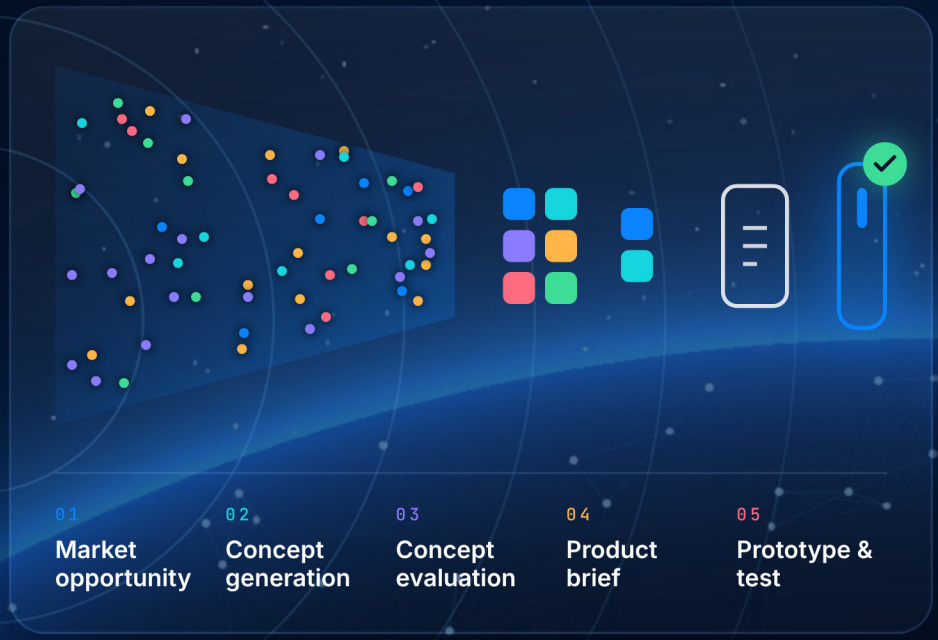
PRODUCT DESIGN, RESEARCH FIRST

Design Foundry

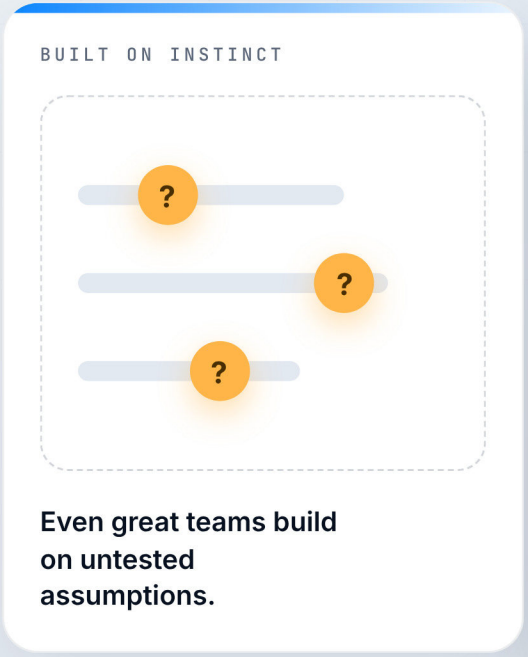
From market opportunity to validated prototype.

For teams who know what they want to build, and want research to prove it's the right thing.



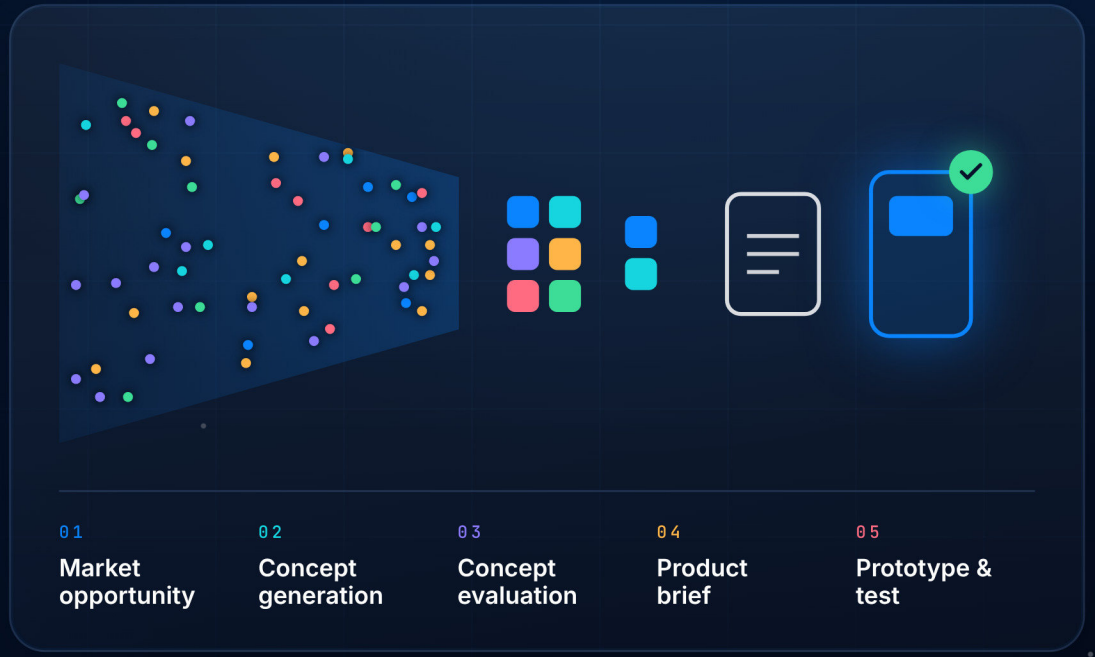
THE PROBLEM

Research reveals what instinct misses.



WHAT WE DO

Dozens of ideas down to one validated product.



— STAGES 01–02 · DISCOVER & IDEATE

Map the market. Then generate dozens of directions.

01 MARKET OPPORTUNITY

Find the whitespace.

Category analysis, consumer needs, competitor mapping and whitespace exploration.

02 CONCEPT GENERATION

Not just the obvious ideas.

Design thinking, co-creation, cross-category inspiration and structured ideation.

— STAGES 03–05 · EVALUATE & PROTOTYPE

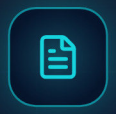
Weak ideas get filtered out before they cost you.



03 CONCEPT EVALUATION

The strongest move forward.

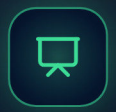
Needs, strategic fit, feasibility and viability.



04 DIGITAL PRODUCT BRIEF

No ambiguity about what's built.

Business case, users, features, value proposition.



05 RAPID PROTOTYPING & TESTING

Resolved before it's expensive.

Clickable prototypes tested with real users and A/B comparison.

UI/UX & BRAND EXPERIENCE

A product can work and still fail to build trust.

UI/UX research

Can users find what they need and finish tasks without friction?

- Task completion
- Behavioral signals
- Session replay

Brand experience (BX)

Does it feel credible, reinforce the brand, and bring people back?

- Trust signals
- Emotional tone
- Comprehension

Great UX makes it work. Great BX makes it trusted.

WHAT YOU GET

A roadmap built on strategy, design and brand experience.

- The real market opportunity
- Evaluated, prioritized concepts
- A product brief that aligns teams
- Tested prototypes
- UI, UX and BX findings
- The right brand impression

THE WEBLAB SUITE

Better digital decisions.
From strategy to experience.

Start with a focused question, or connect the full journey with ASAP.is. Every offering below runs standalone, or as part of a full ASAP engagement.

01 THE CONNECTED INTELLIGENCE SYSTEM

ASAP.is

Strategy, diagnosis, prototypes and consumer validation in one connected engagement.

02 MEASURE YOUR DIGITAL BRAND EQUITY

Site Equity Score

Score how well your site persuades, engages and builds relationships with its audiences.

03 FIND THE STRATEGIC OPPORTUNITY

5C Strategy

Map company, customers, competitors, collaborators and context before design.

04 DIAGNOSE THE EXPERIENCE

Web BQ

Evaluate Information, Interactivity and Image to understand what works and what to fix.

05 TURN INSIGHT INTO DESIGN

Design Foundry

Translate research into product briefs, design directions and testable prototypes.

06 UNDERSTAND CHOICE ACROSS CHANNELS

Omnivizn

Study how people choose across ecommerce, retail and the wider omnichannel journey.

weblab™

START WITH THE EVIDENCE

Make your next digital move count.

Bring a website, an app or a digital challenge. We'll help you understand the experience and decide what to do next.

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