Hi,

nice to meet you. We're

TAILORU

RU

From Me to We

Independent work is freedom

In a world where work is global and remote, we attract the best talents in the world under the same virtual roof. Our researchers and designers recognize that independent consulting allows access for the best clients and the best work.

Collaboration rather than control

By not following an agency model, we are leaner, faster, and can adapt at lighting speed! Our collaboration extends to the companies we work with, with virtual workshops and regular check-ins with you so that we become part of your internal team without the overhead costs.

Every difference is worth celebrating

We follow a collective model where every voice has the same weight and command the same respect. At our core, we are bonded by our shared belief that every difference is worth celebrating.

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People are our greatest assets

10 countries

Our researchers and designers come from 10 different markets,
including North America, EU, Africa, and Asia.

### Second careers: art, education, impact, hospitality, finance +

Many of us fell in love with research and design after years of experience in other fields.
We see these industry knowledge as an advantage in helping you solve your challenges.
Plus, you can bet we're doing this for love.

### Startup launchers + Educators + International experts

We have launched everything from travel and fashion to gaming startups in the US.
We even teach at multiple institutions in the US. Our process is designed for makers, by makers.

We are diverse,

and we are proud of it.

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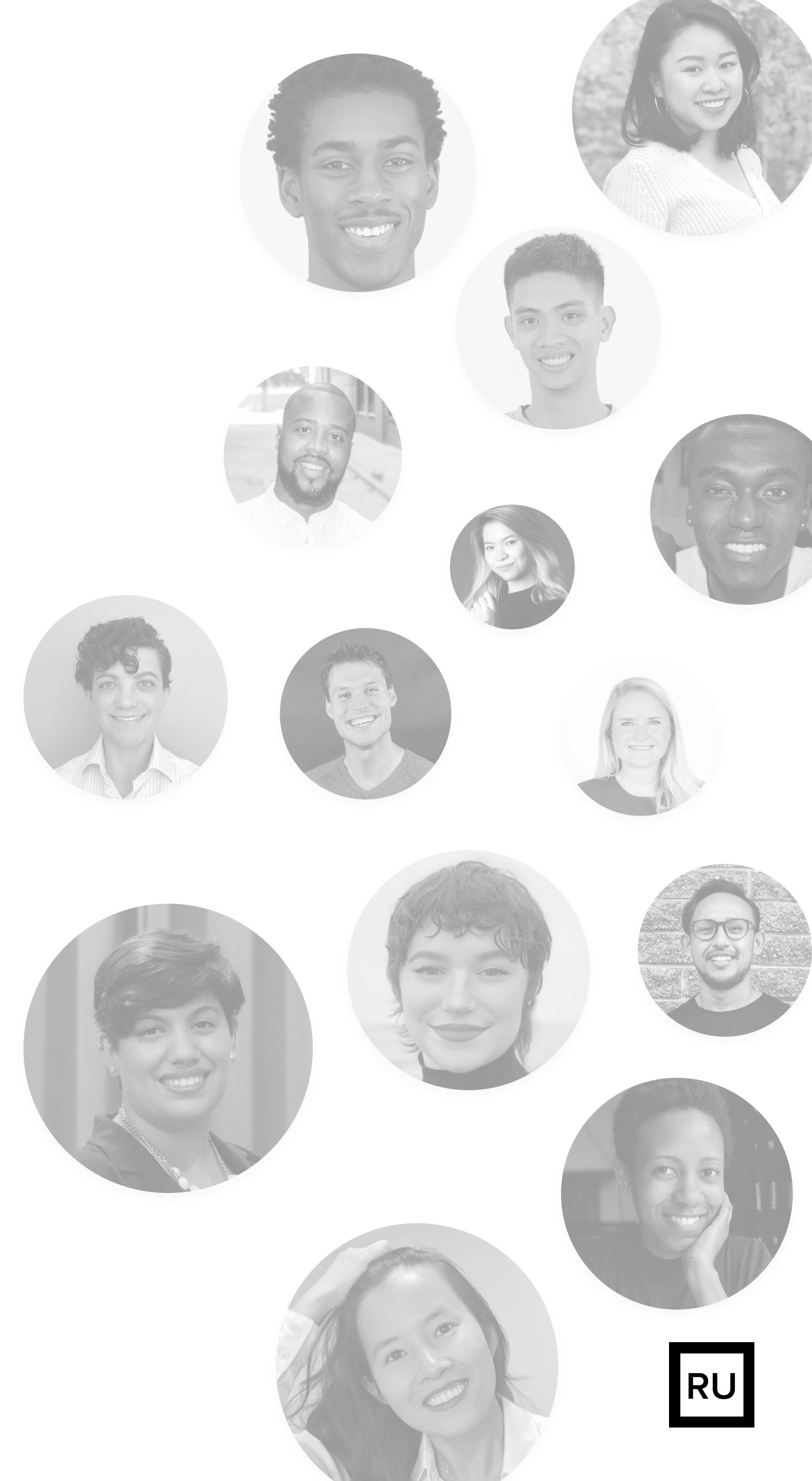
We create technology to advance equity.

In a world where technology is exponentially accelerating, it's our unique opportunity (and moral obligation) to invest in **equity-first companies.**
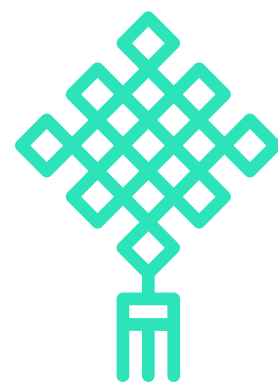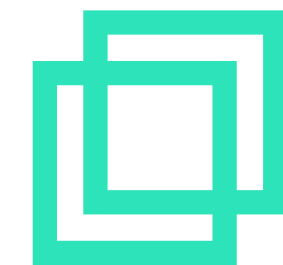
Art + Craft

Investing in human's ability to imagine and craft by hands, with special focus on revitalizing traditional crafts and the promotion of different art forms
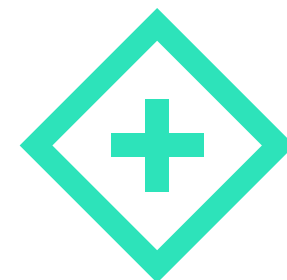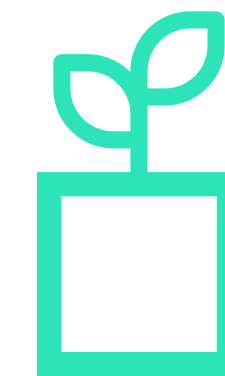
Health + Access

Advancing access to healthcare, mental health, financial equity, and femme care by empowering patients with actionable insights

Education + Diversity

Nurturing different abilities for a more inclusive, accessible, and equitable society

Regenerative + Sustainability

Investing in missions to accelerate towards a stable world for future generations

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We specialize in research-driven design, tailored to U

User Research

Workshop Facilitation

Competitive Analysis

Auditing

Ideation & Prototype
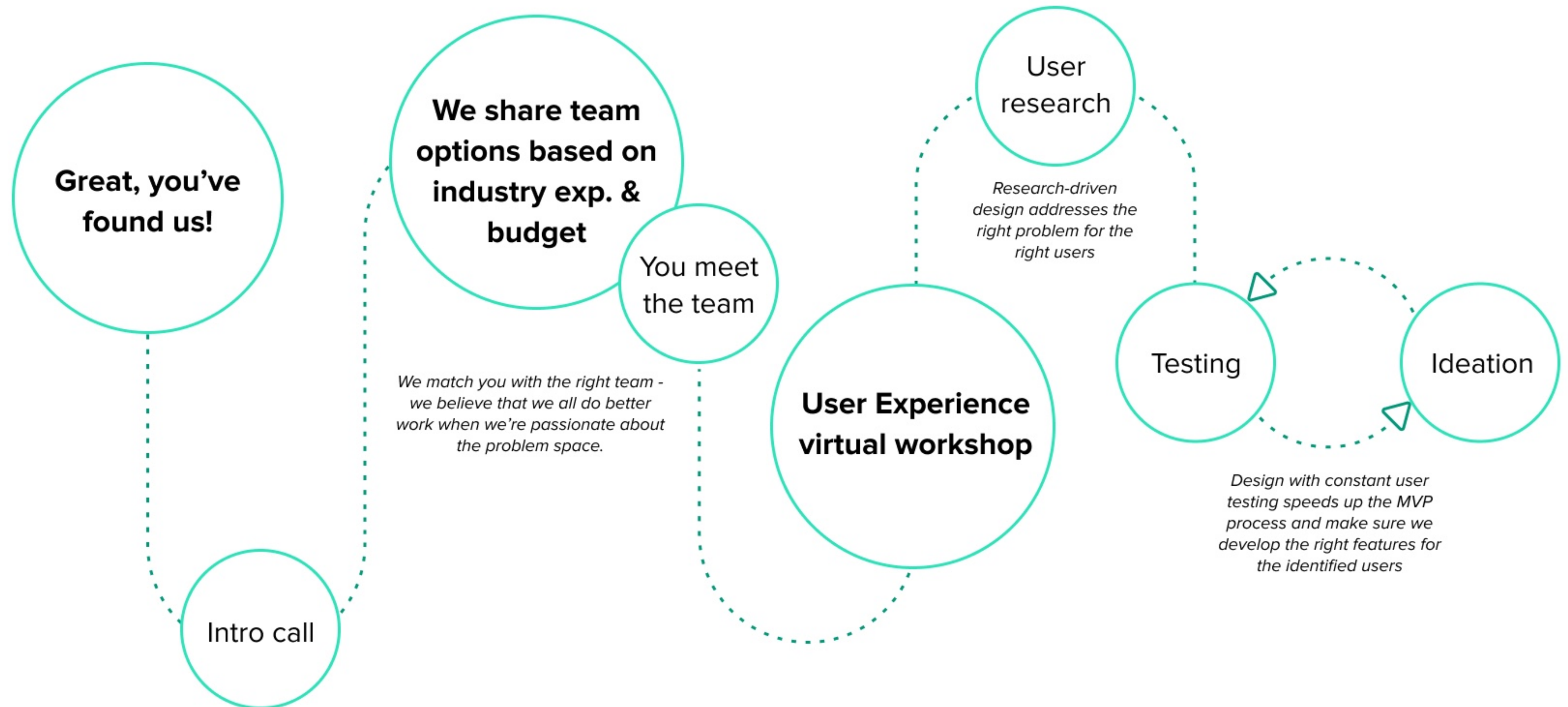
Information Architecture

Wireframing

Design

User Testing

Site Analytics

UX ROI

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We run fast with you & your users

But, how does it work? Below is an example of how a startup client starts with us.

Great, you've found us!

We share team options based on industry exp. & budget

You meet the team

User research

Research-driven design addresses the right problem for the right users

Testing

Ideation

We match you with the right team - we believe that we all do better work when we're passionate about the problem space.

User Experience virtual workshop

Design with constant user testing speeds up the MVP process and make sure we develop the right features for the identified users

Intro call

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A few companies we have worked with

40% of our companies work with us on a per project-basis

60% of our companies stay with us on a retainer

Built on trust

> I have high expectations in general for myself, my own work and my team but you exceeded that easily. I've worked for high-quality agencies and corporations and I think you / your work quality / your process is just as good if not better. It was REALLY nice not to have to micromanage AND still get great results.

BEQUESTATE

> We've worked with (and interviewed) a lot of User Experience designers, and they are by far in the top 0.1% of all UX folks out there.

Knitrino

> TAILORU helps us to go from nothing to a working concept in a matter of weeks. That's hard to find in the startup land. It's borderline magical.

kuristo

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Transparent pricing

We scope projects with our team and our client on a transparent pricing model. More at **tailoru.studio/pricing**

Team member hours	×	Individual Rate	+	30% Collective	=	Project Budget
Customized team based on project needs with actual estimated number of hours to complete the task		Competitive rate which goes directly to our researcher / designers		Cover shared tools and subscriptions to enable team agile collaboration, including state-of-the-art design tools, workshops facilitation, conferencing, billing, etc.		

example

30 hours of a Designer	×	$60	+	30% Collective	=	$2,340

In additional, we offer ad-hoc, fractional UX/UI and product design time of up to 10 hours per week at a minimal subscription cost of $1,000. We hope to offer this flexible commitment option to a diverse pool of high quality talents to companies so that startups, accelerators, and companies can engage with us only when you need us the most.

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Contact us

Our clients are our partner-in-crime from the first engagement in collecting business goals and requirements through research, workshop, ideation, and design. We are investing our time and talents in your business because we believe you have a chance of success (and you'll do good along the way!)
We'll treat you equally as partners and hope you'll do the same for us.

For case studies, please visit **tailoru.studio/case-studies**
For pricing, please visit **tailoru.studio/pricing**

For new business inquiries, please contact **Thu Do at tailorucollective@gmail.com**

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Case studies

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UncommonGood

UncommonGood is an affordable non-profit software that blends project management, marketing, and fundraising in one modern, easy-to-use platform. The audience includes both donors as well as organization admins who traditionally have a low barrier to technology.

TAILORU is a partner with UncommonGood from the start in research-driven design. We're proud to partner with the UncommongGood founding team to research, design, test, and launch the UncommonGood SaaS across platforms, which results in B2B clients onboarding and 1M+ and counting in funding.

Work done in collaboration with JuiceCG on development.

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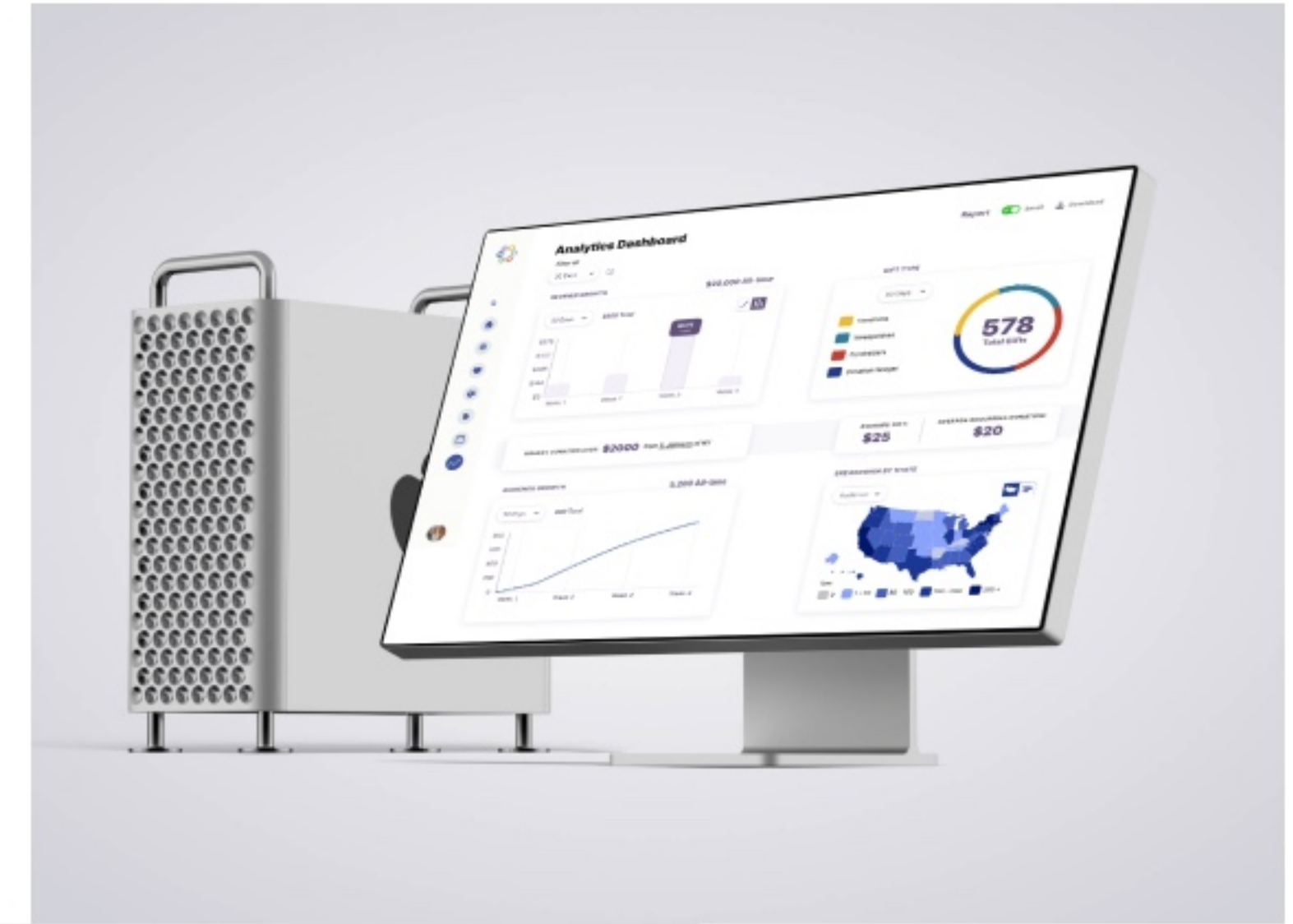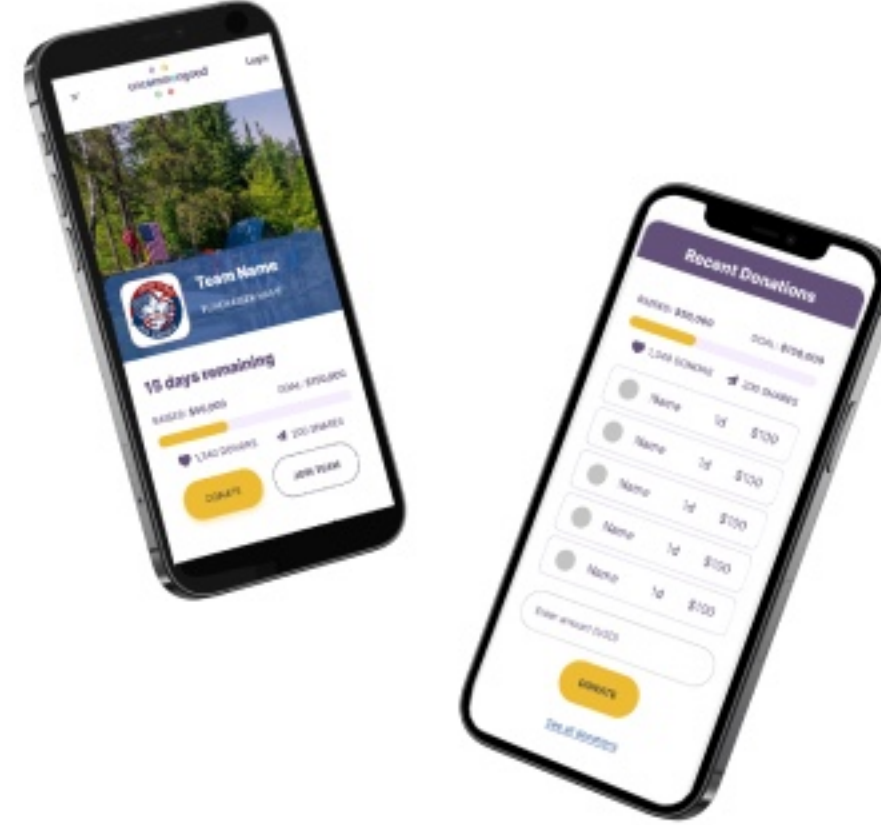
Collekt.

In a world where ideas are easy to come by and resouces limited, it is important for product teams to focus only on the most impactful features based on business, user, and technological inputs.

Collekt. is a SaaS platform catering to Art Gallery Owners and Collectors. Our analytical-driven design process with rigorous research methodologies gives the Collekt. team the confidence to market the features to their clients before a single feature is designed or built.

Client: JuiceCG Collekt.

SLP

SLP is a health tech platform that aims to change an individual's life trajectory, one behavior at a time. Users can come to SLP to take physical, mental, and financial actions which turn into financial incentives for causes and communities they care deeply about.

We worked directly with the team to audit the entire user epxerience across platform, identify gaps within the experience using the Nielsen best-in-class UX Heuristics as well as to make clear, prioritized recommendations for improvements.

As part of the audit exercise, we also mock up the proposed architecture and experience as part of the next round of development.

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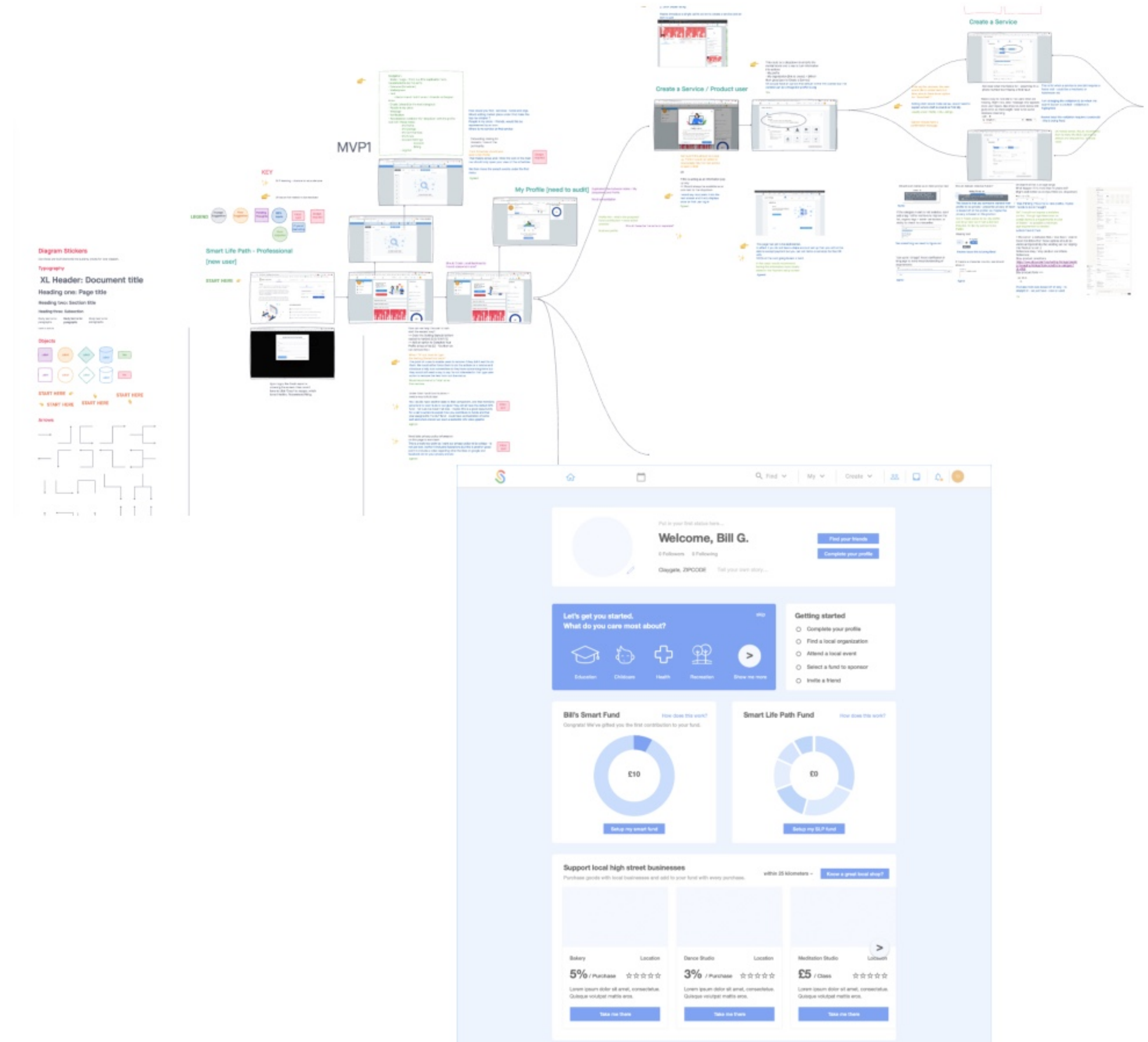
Kuristo

Kuristo provides personalized, analytical insights to running enthusiasts.

Kuristo team came to make analytics helpful to running enthusiasts. This audience craves incremental improvements and clear results, packaged in a personalized training plan. Our challenge was to make simplicity out of complexity while still delivering a delightful, motiving experience to our users.

We collaborated with founders/the business to plan, execute, test, iterate, and develop this analytical platform for runners using agile methodologies and within a short timeframe.
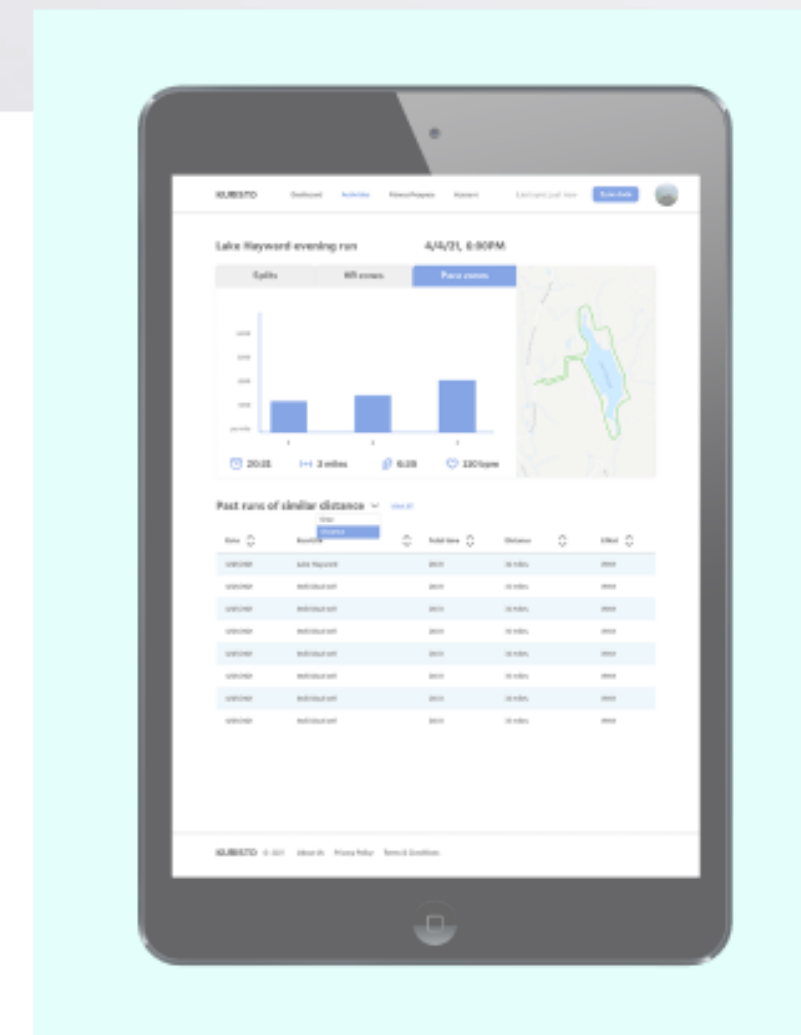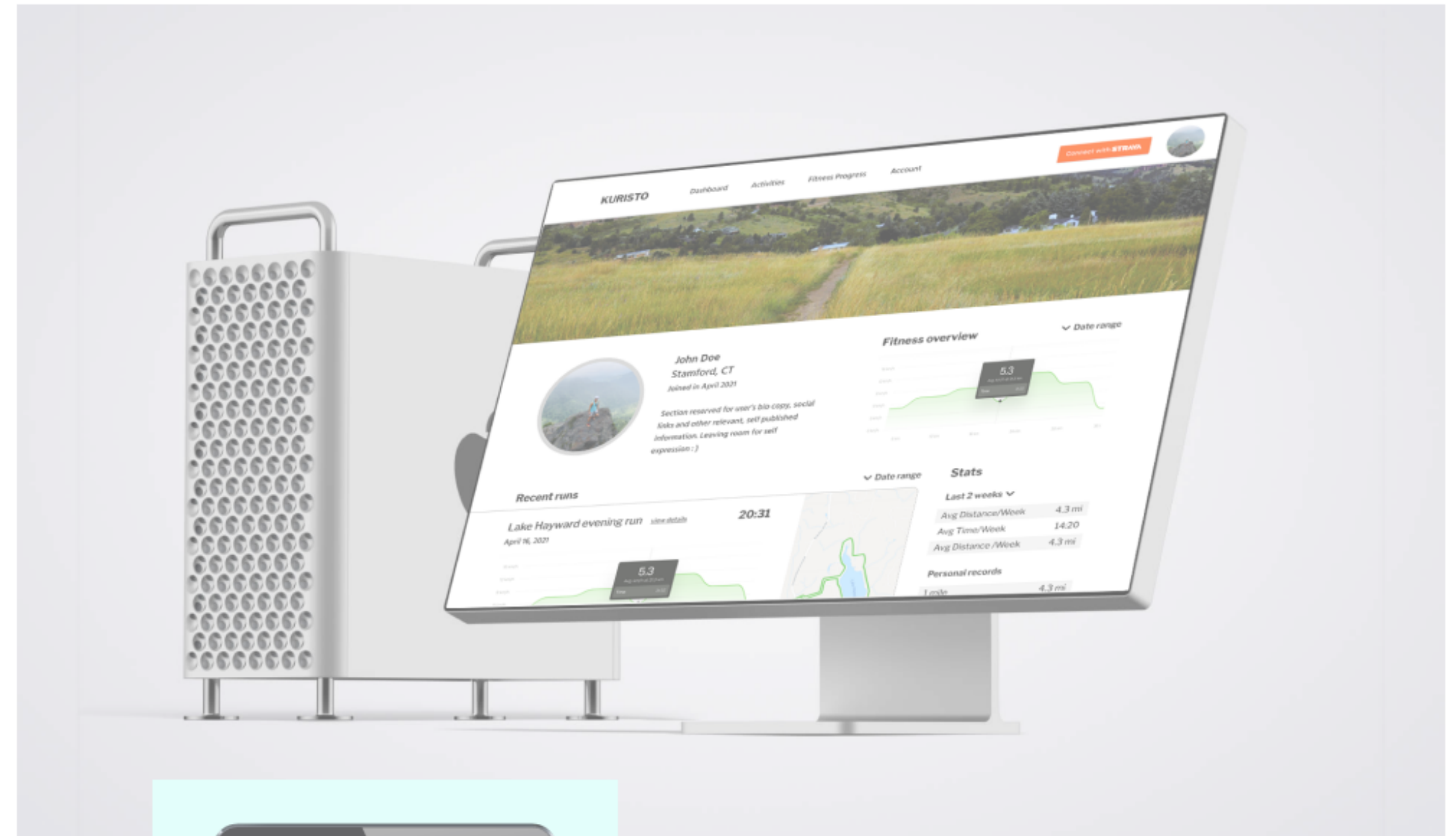
A few companies we have worked with

For more case studies, please visit **tailoru.studio/case-studies** or contact Thu Do at **tailorucollective@gmail.com**