

Hi,  
nice to meet you. We're

**TAILORU**

# 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 lightning 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.

# 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 +**

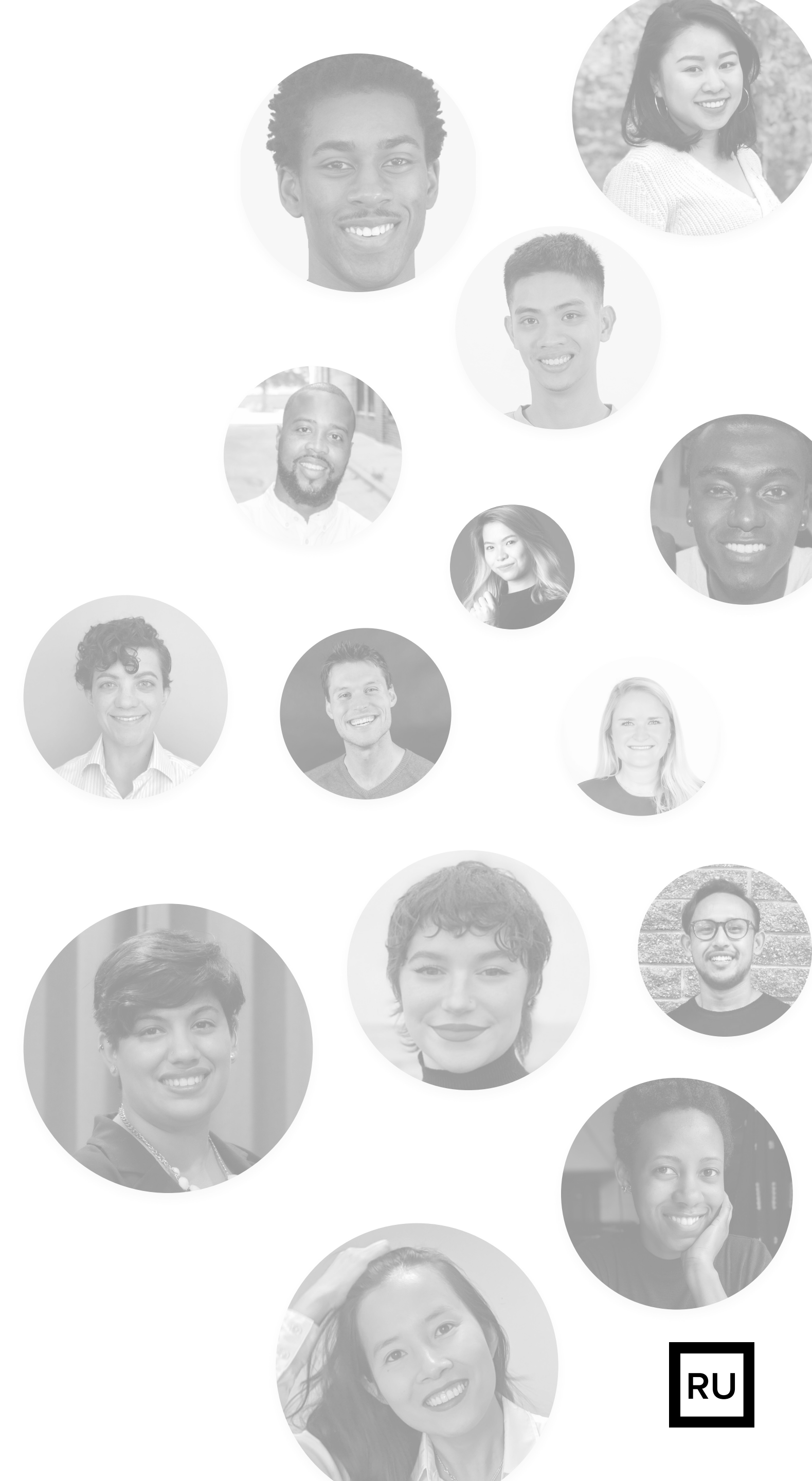
Many of us fell in love with research and design after years of experience in other fields. We see these industry knowledge as an advantage in helping you solve your challenges. Plus, you can bet we're doing this for love.

## **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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RU

# 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**.

## **Craft + Art**

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**

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

## **Diversity**

Leveling the landscape of different abilities for a more inclusive, accessible, and equitable society

## **Regeneration/Sustainability**

Investing in helping people with a mission to accerelate towards a stable world for future generations

We specialize in  
research-driven design,  
tailored to U

User Research

Workshop Facilitation

Competitive Analysis

Auditing

Ideation & Prototype

Information Architecture

Wireframing

Design

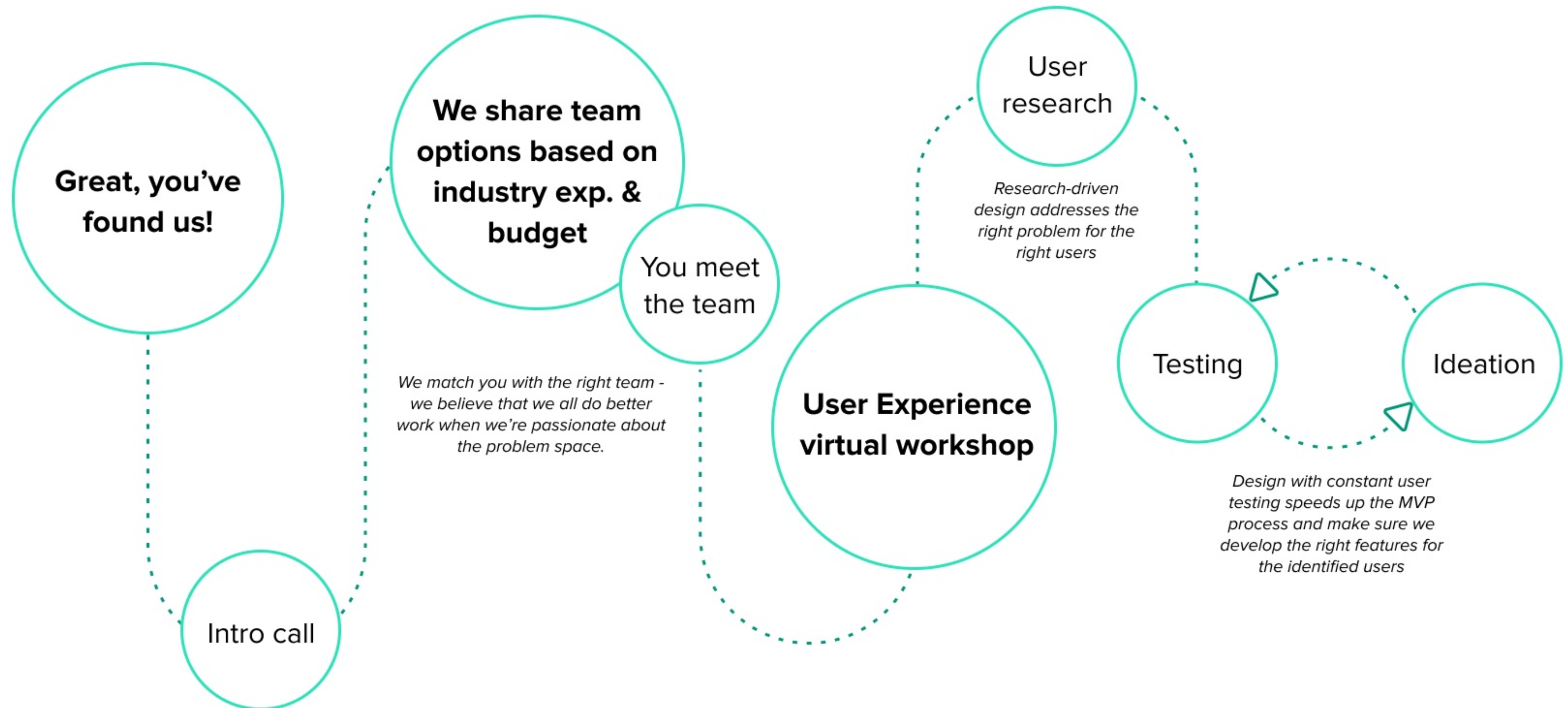
User Testing

Site Analytics

UX ROI

# We run fast with you & your users

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



# 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

**TAILOAR**



*timeless*  
London



**BEQUESTATE**

**Collekt.**



# 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.



“

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.

”





# Transparent pricing

We scope projects with our team and our client on a transparent pricing model. More at [tailoru.studio/pricing](https://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.

# 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](https://tailoru.studio/case-studies)**

For pricing, please visit **[tailoru.studio/pricing](https://tailoru.studio/pricing)**

For new business inquiries, please contact **Thu Do at [tailorucollective@gmail.com](mailto:tailorucollective@gmail.com)**

# Case studies

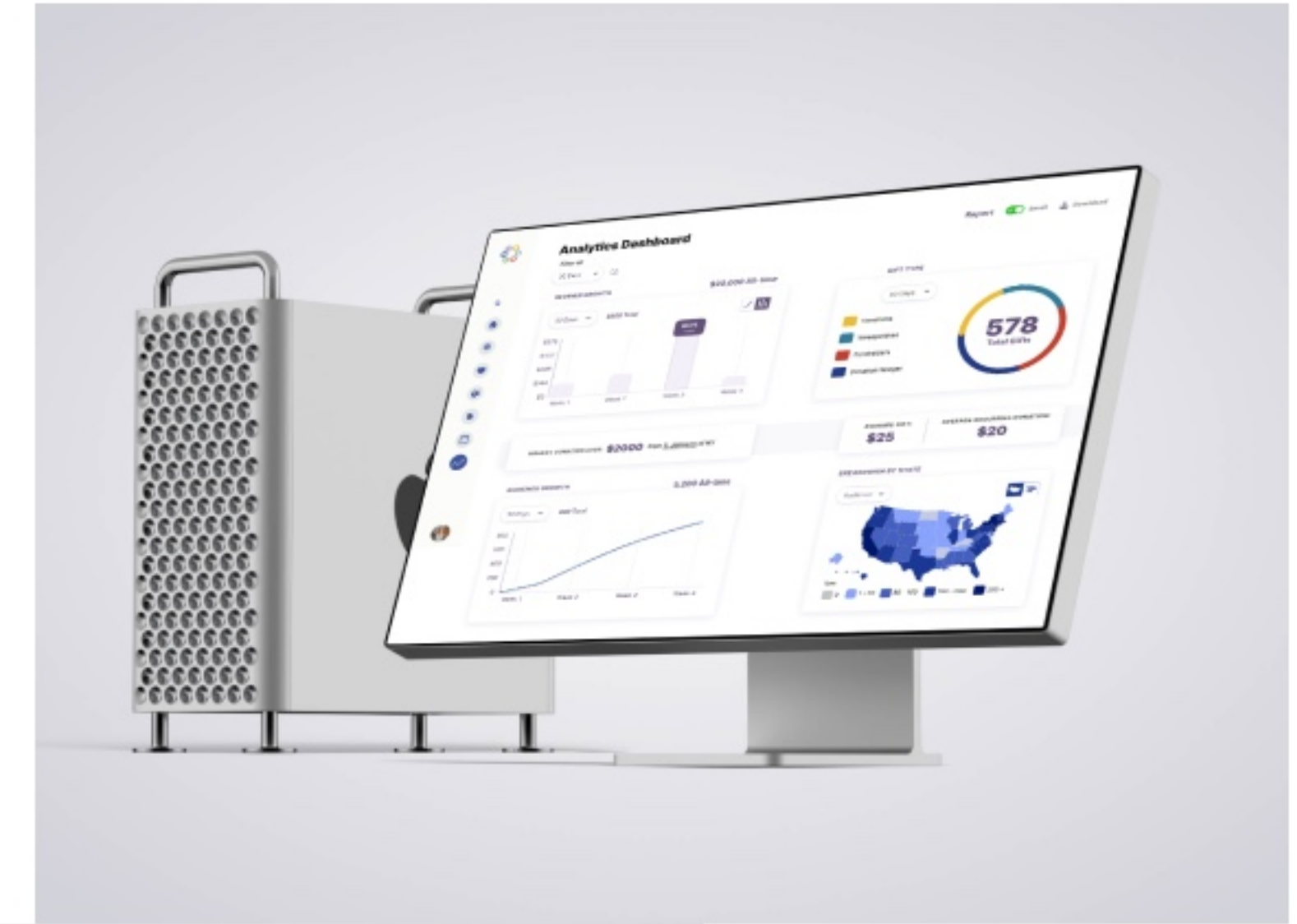
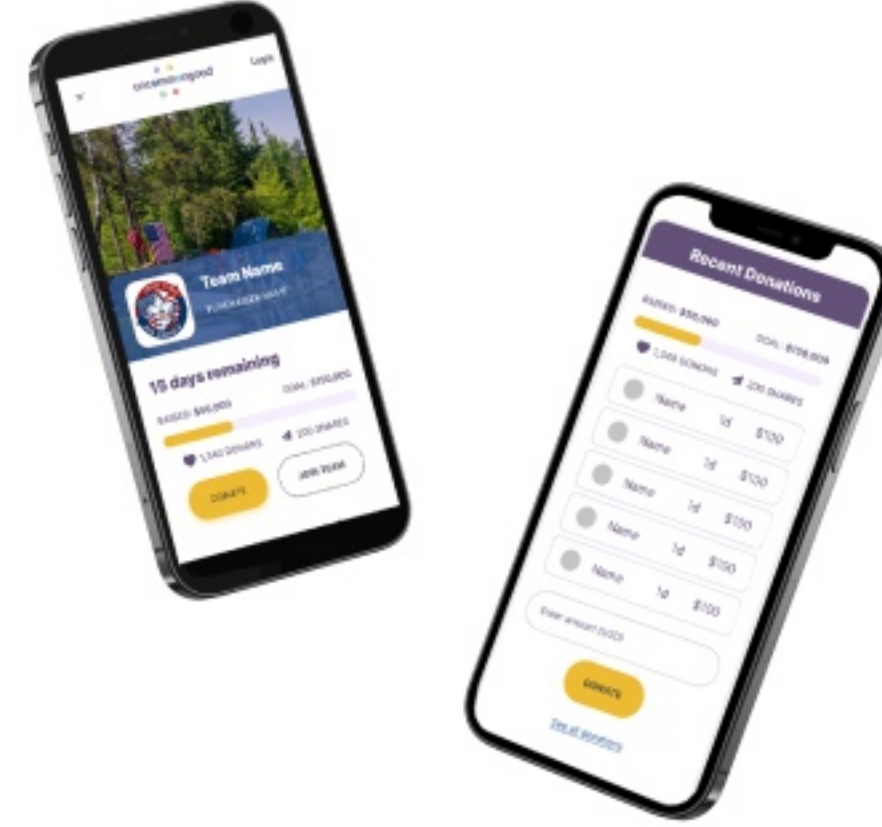
# UncommonGood

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 UncommonGood 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 resources 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.

**ARTSY**

Feature: Search and discover art

User: Artist, Art buyer, Art collector, Gallery owner, Art observer

Description:

- Artsy users are provided effective tools to search and discover art.
- The search bar is easy to see up top with suggestion to search by artist, gallery, theme, style, etc
- On the left side there are different search fields for users to conveniently filter out and look for the art piece they want: by medium, price, size, classification, ways to buy, time period.

VIEW	Grid view	Waterproof head...	Gallery	Kanban
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From Competitive ...	Artist	Art Collector	Artwork Archive	Artlogic	Inter	3	2	1
All	Art Observer	Artist	Artwork Archive	Artsy	Interview	3	3	1
All	Artist	Art Collector	Artsy	Artnet	Interview	3	3	1
Sara	Artist	Art Collector	Artwork Archive	Artlogic	Inter	3	3	2
Tom	Art Observer	Artist	Artnet	Interview	3	3	2	
All	Art Observer	Artist	Artwork Archive	Artsy	Artnet	3	3	2
All	Art Observer	Artist	Artwork Archive	Artsy	Artnet	3	3	3
Rhonda Sara	Artist	Art Collector	Artwork Archive	Artlogic	Work	3	3	1
All	Art Observer	Artist	Artsy	Artnet	Interview	3	3	2
All	Artist	Art Collector	Artwork Archive	Artlogic	Inter	3	3	2
All	Art Observer	Artist	Artsy	Artnet	Interview	3	3	3
All	Art Collector	Art Buy	Artwork Archive	Artsy	Interview	3	3	1
Karen Rhonda Sa	Art Collector	Art Buy	Interview	3	3	3	1	
Karen Sara	Artist	Art Collector	Interview	3	3	3	1	
Sara	Artist	Art Collector	Interview	3	3	3	3	
Sara	Artist	Art Collector	Interview	3	3	3	2	

Full Features List | Feature Analysis | Competitor Information

Grid view | 1 hidden field | Filter

Find a view

Create... Grid, Form, Calendar, Gallery, Kanban, Ga..., Prio, Section, Prio

+ Add record | 129 records

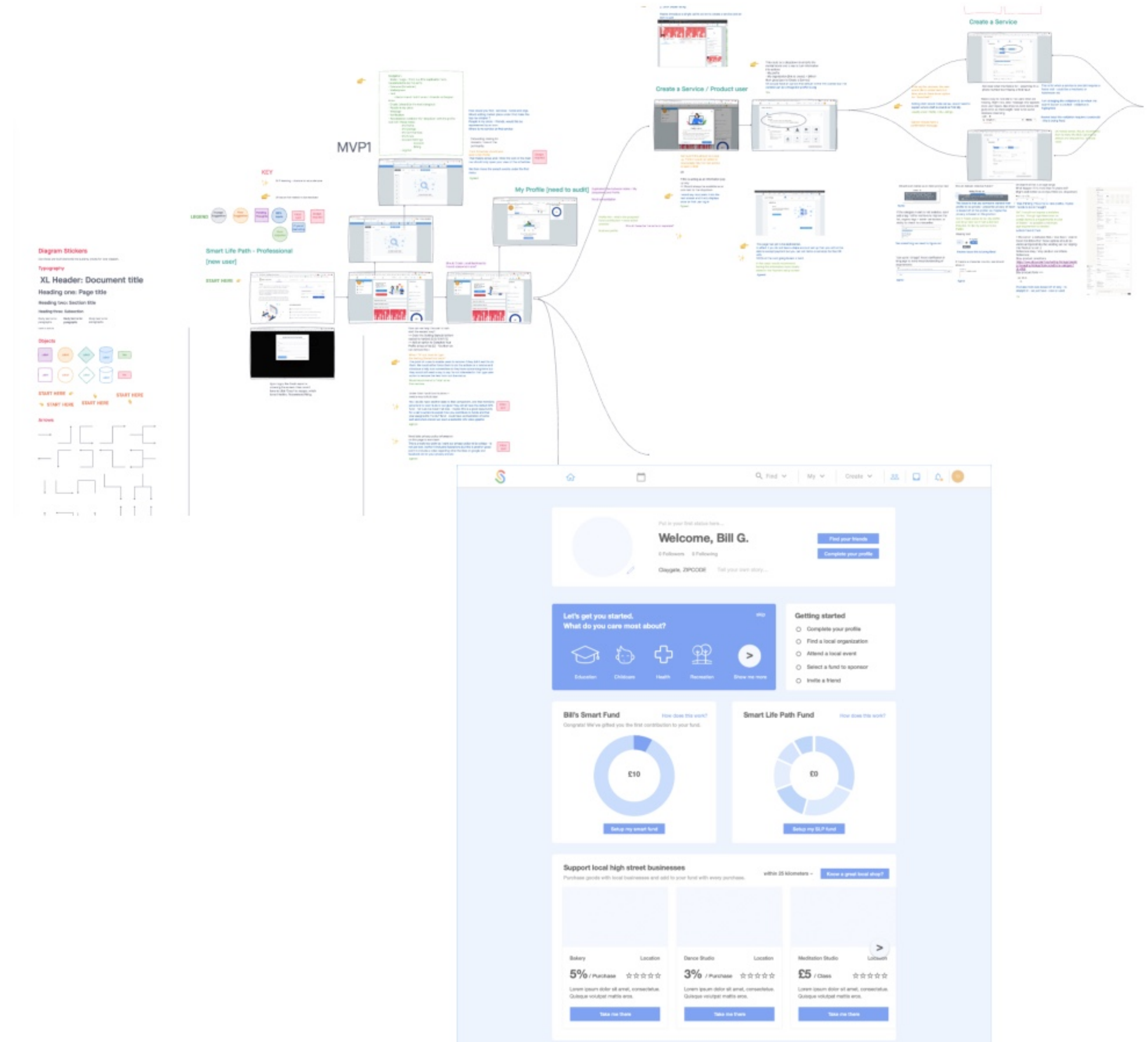
Flowchart and Bubble Chart visualizations.

# 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 experience 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.

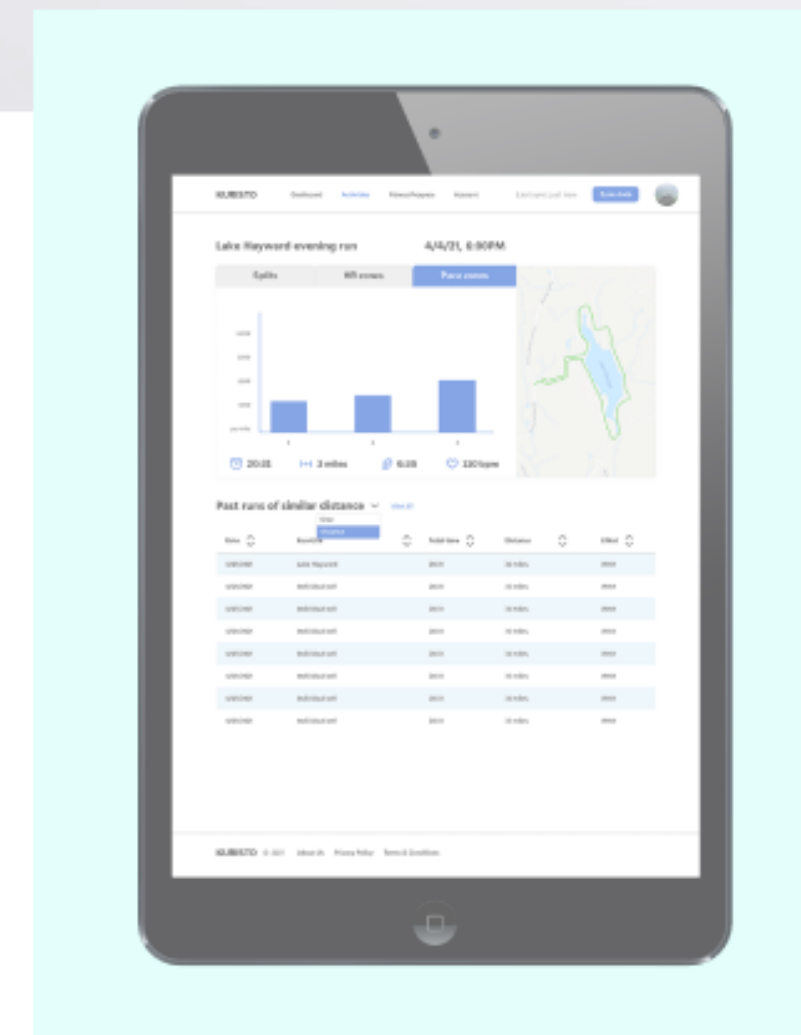
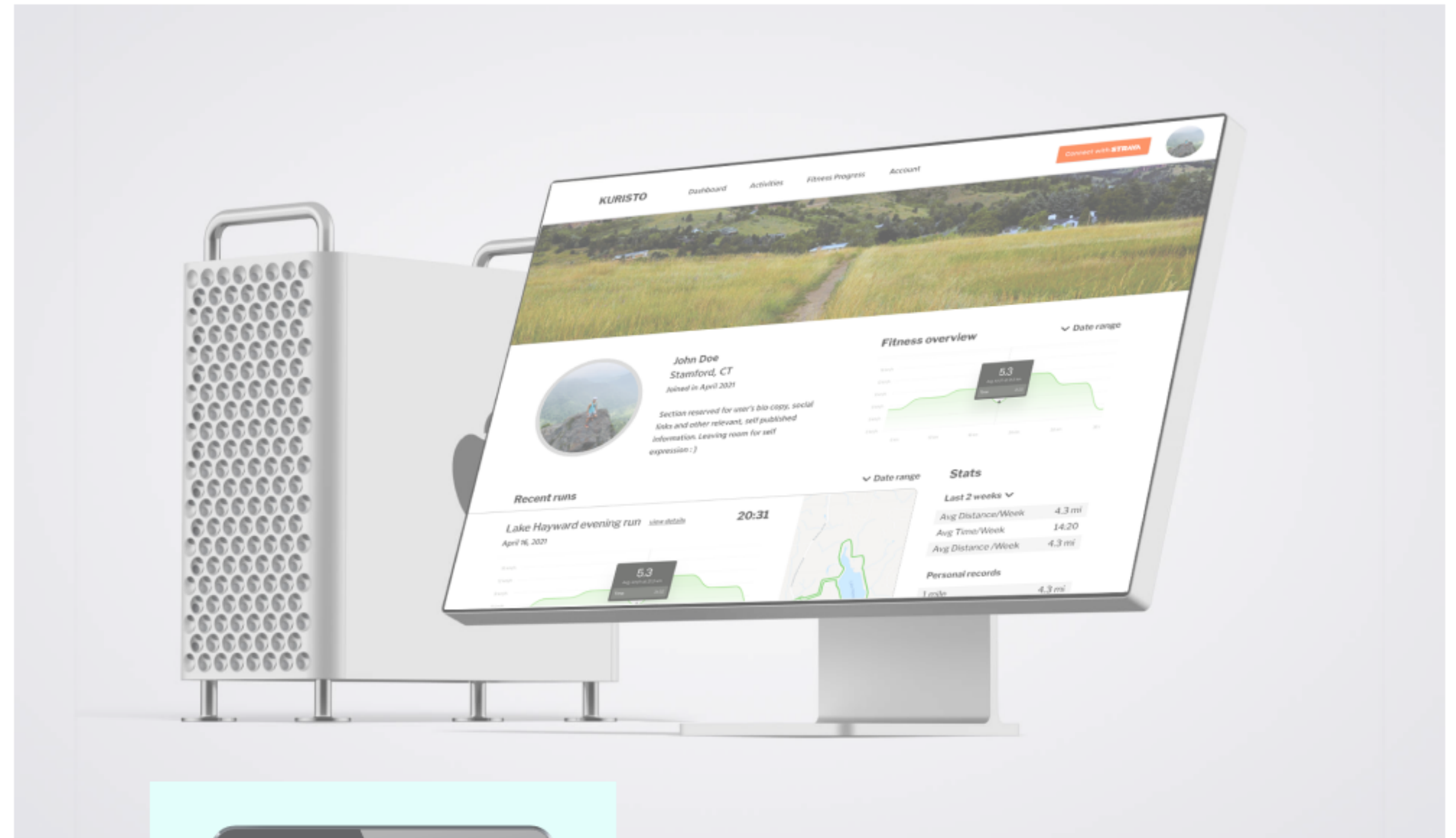


# Kuristo

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, motivating 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

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