

CONSULTX- CASE STUDY CHALLENGE

INDIAN INSTITUTE OF TECHNOLOGY, INDORE

TEAM CASE STUDY

NATIONAL INSTITUTE OF TECHNOLOGY, RAIPUR

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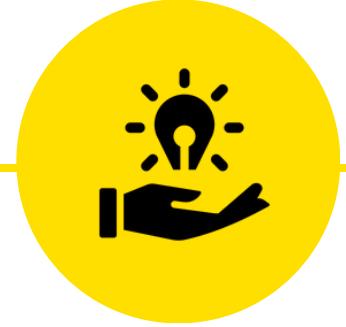
DIVYANSH SHARMA

Problem Breakdown

Problem Statement

How can **Skilled Sapiens Studios** establish itself as a **top-tier UI/UX** design agency in the highly competitive **U.S. market** while ensuring client **acquisition**, revenue **growth**, and long-term **scalability**?

SWOT Analysis



1

Target Analysis

Factor	Status	Goal (Q1)
Brand Awareness	5%	40%
Client Acquisition	Low	50+ clients
Revenue from UI/UX	0%	30%

2

Revenue

- Offer structured pricing models for startups & enterprises
- Secure retainer-based projects instead of one-time gigs.



3

Customers

- Convert one-time clients into long-term partners
- Provide exceptional service, timely delivery, and ongoing support.



Strengths

- trained designers
- In-house experts
- Leverages industry expertise

Market Penetration



Customer Acquisition



Client Retention



Leverage LinkedIn & Content Marketing



Weaknesses

- 5% market recognition
- Requires structured SEO & marketing

Referrals & Partnership Programs



Opportunities

- SaaS startups and enterprises
- Webflow automation

Offer Subscription & Retainer Plans



Threats

- Established U.S. agencies
- Low-cost freelancers

Build Social Proof & Client base



Target Audience

Customer Persona



John

- Goal:**
- Wants an intuitive UI/UX design for better user experience.
 - Seeks long-term collaboration with a design partner.
 - Needs quick turnaround & reliable service.



Jessica

- Age: 35-50 years
- Job Role: Co-Founder / Head of Creative at a Digital Agency
- Industry: Marketing, Branding, Creative Services
- Location: U.S., Canada, UK



Jeremy

- Age: 50-65 years
- Job Role: Founder of a big Retail Brand
- Industry: E-commerce, DTC (Direct-to-Consumer), Fashion & Lifestyle
- Location: U.S.(Silicon Valley, New York, Austin)

Customer Segment

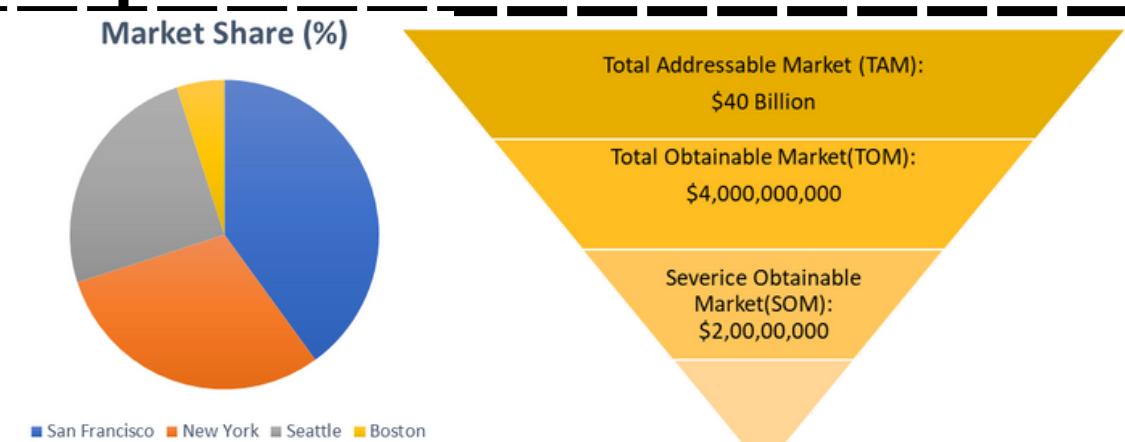
The Trailblazers

U.S. Market Analysis:

- **Market Size:** \$50+ billion, rapidly growing with digital transformation.
- **Key Industries:** SaaS, Tech Startups, E-commerce, Digital Agencies, Healthcare.
- **Competition:** High, with agencies, freelancers, and offshore firms competing.
- **Customer Needs:** Fast, high-quality, and cost-effective UI/UX solutions.
- **Preferred Platforms:** Upwork, Fiverr, Dribbble, Behance, LinkedIn.
- **Challenges:** Price sensitivity and need for strong branding & differentiation.

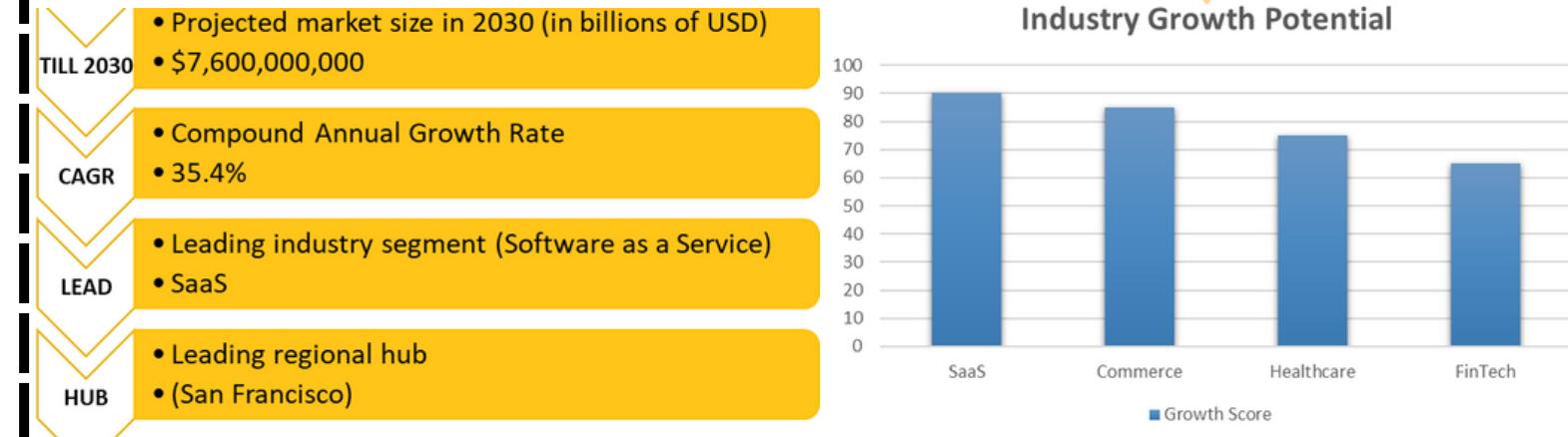
The Thrivers

Market Size



Market Analysis

The Titans



Competitor Analysis

Other UI/UX Design Firms in US

Infinum (New York City)



- Strengths:**
- 20+ years in UI/UX design
 - Strong user-centered approach
 - Proven track record

- Weaknesses:**
- Scaling challenges for smaller clients

Ramotion (San Francisco)



- Strengths:**
- Branding and UX/UI specialists
 - Clients: Adobe, Salesforce

- Weaknesses:**
- Limited capacity due to selectivity

Huge (Brooklyn, NY)



- Strengths:**
- Large team with extensive resources
 - Comprehensive digital solutions

- Weaknesses:**
- High hourly rates

Zazz.io (USA-wide)



- Strengths:**
- Comprehensive UI/UX services
 - Research & wireframing focus

- Weaknesses:**
- Not specified in original data

Designit (Multiple Locations)



- Strengths:**
- Global presence
 - Diverse industry expertise

- Weaknesses:**
- Consistency challenges across locations

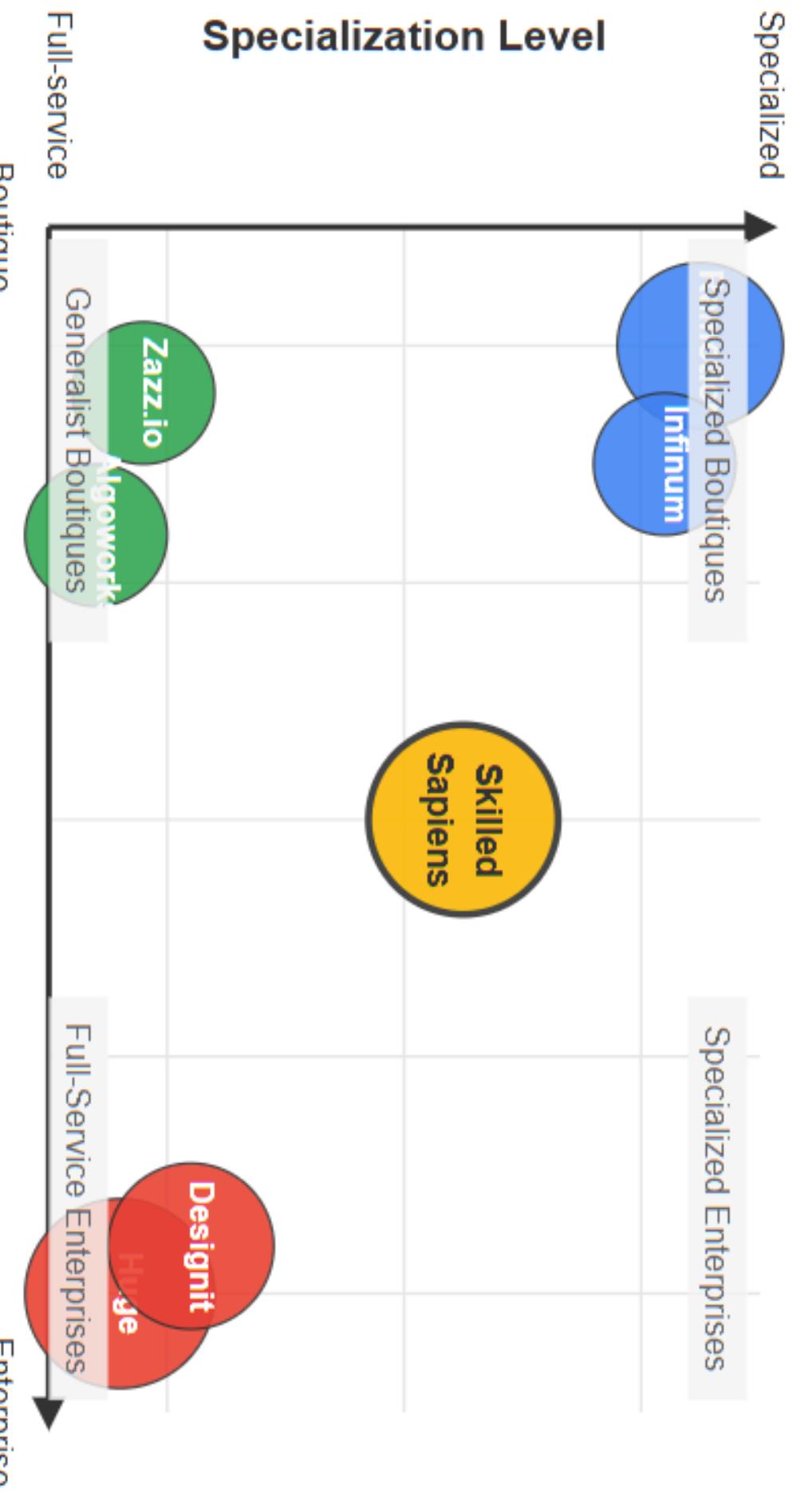
Algoworks



- Strengths:**
- UI/UX + Salesforce integration
 - Service versatility

- Weaknesses:**
- Possible lack of deep specialization

Specialization Level



Business Model Canvas

Value Preposition

- 
1. Unique Design Quality
 2. Mentored Skilled Freelancers
 3. Premium UI/UX Services
 4. Personalized Client Experience
 5. Scalable & Flexible Solutions
 6. Cost-Effective Pricing Models
 7. End-to-End Design Consulting
 8. Fast & Reliable Delivery
 9. Strong Market Differentiation

Key Resources

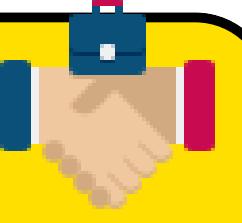
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1. Skilled & Mentored Freelancers
 2. UI/UX Design Experts
 3. Design & Collaboration Tools
 4. Strong Brand & Portfolio

Key Activities



1. Client Acquisition & Outreach
2. Freelancer Mentorship & Training
3. Project Management & Delivery
4. Market Research

Key Partners

- 
1. Freelance Designers & Developers
 2. UI/UX Design Platforms
 3. Digital Marketing Agencies
 4. SaaS & Tech Companies

Channels



1. Website & Portfolio Platforms
2. Dribbble & Behance
3. Fiverr & Upwork
4. LinkedIn & Social Media
5. Email Marketing & Outreach
6. SEO & Content Marketing

Customer Relationship

- 
1. Client Onboarding
 2. Customer Retention
 3. Personalized Support
 4. Loyalty Programs
 5. Feedback & Reviews
 6. Community Engagement
 7. CRM Systems
 8. Proactive Communication
 9. Customer Satisfaction Metrics

Cost Structure



1. Operational Expenses
2. Freelancer Compensation
3. Marketing & Advertising.
4. Technology & Infrastructure
5. Platform Maintenance.
6. Legal & Compliance regulations.
7. Scalability Investment.
8. Mentorship & Training
9. Customer Acquisition

Revenue



1. Service Fees.
2. Subscription Model.
3. Commission-Based Earnings.
4. Mentorship Programs.
5. Client Retainers.
6. UI/UX Consulting.
7. Advertising & Partnerships.
8. Referral Commissions.
9. Scalability Revenue.

Financial Analysis

Pricing & Monetization Model

	BASIC (For Startups)	OPTIMAL (For MSMEs)	PREMIUM (For Enterprises)
CHOOSE SERVICES			
UI/UX Consultation	✓ Free	✓ Free	✓ Free
Website UI Design (5 pages)	✓ Free	✓ Free	✓ Free
Mobile App UI Design (5 screens)	✓ Free	✓ Free	✓ Free
Landing Page Design	✓ Free	✓ Free	✓ Free
Wireframing & Prototyping	\$99	✓ Free	✓ Free
User Research & Persona Creation	\$49	✓ Free	✓ Free
Usability Testing & Audit	\$129	✓ Free	✓ Free
Dashboard UI Design	\$129	\$349	✓ Free
Ecommerce UI Design (5 pages)	\$199	\$499	✓ Free
SaaS Product UX Design	\$249	\$699	\$1,999
Enterprise Software UX Redesign	\$349	\$999	\$2,499
Design System & Style Guide	\$99	\$299	\$799
TOTAL	\$1,299	\$2,499	\$4,999

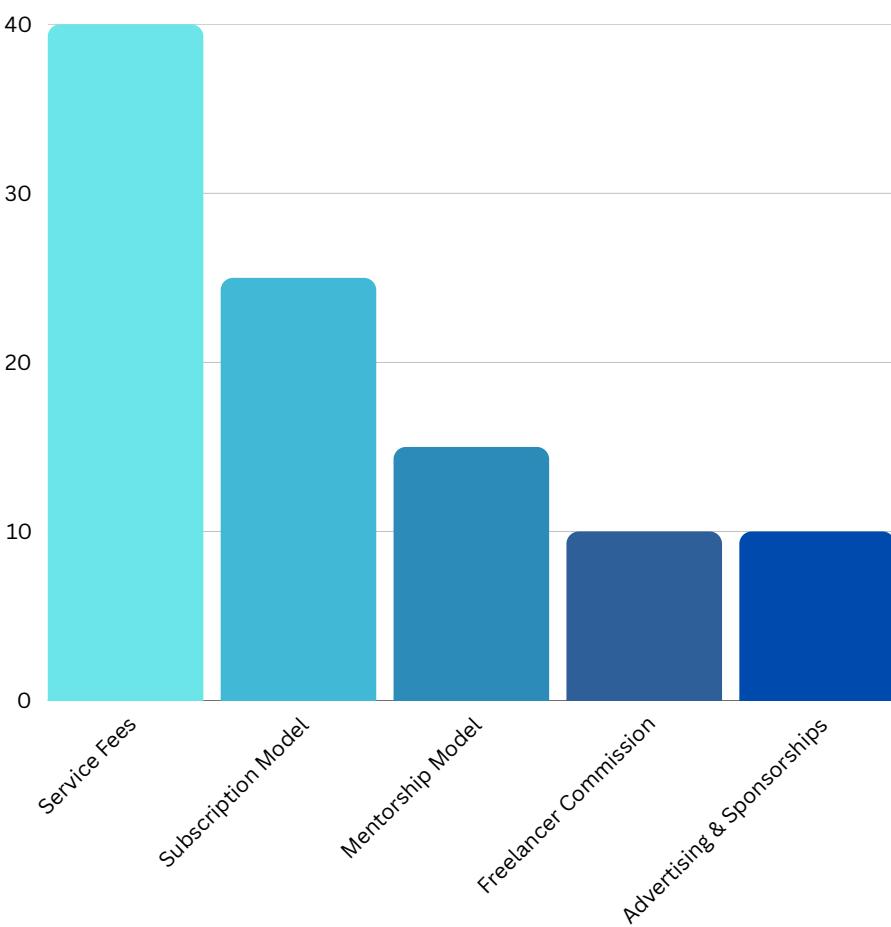
Marketing & Branding Budget (3 Lakhs)

Category	Activity	Budget (₹)	Budget (\$)
Digital Advertising (40%)	Google Ads (PPC)	₹60,000	\$720
	Social Media Ads (FB, Insta, LinkedIn)	₹40,000	\$480
	YouTube Ads	₹20,000	\$240
Content Marketing (20%)	Blog Writing & SEO Optimization	₹25,000	\$300
	Video Content Creation	₹20,000	\$240
	Email Marketing Campaigns	₹15,000	\$180
Lead Generation (15%)	Lead Magnets (Ebooks, Free Templates)	₹15,000	\$180
	Landing Pages + A/B Testing	₹20,000	\$240
	LinkedIn Outreach & Cold Emails	₹10,000	\$120
Customer Acquisition (15%)	Referral Program (Discounts/Incentives)	₹25,000	\$300
	Influencer Collaboration	₹15,000	\$180
Offline & Events (10%)	Networking Events & Meetups	₹30,000	\$360
	Print Ads (Magazines, Brochures)	₹10,000	\$120
Total	Overall Marketing Budget	₹3,00,000	\$3,600

Revenue & Profitability Model

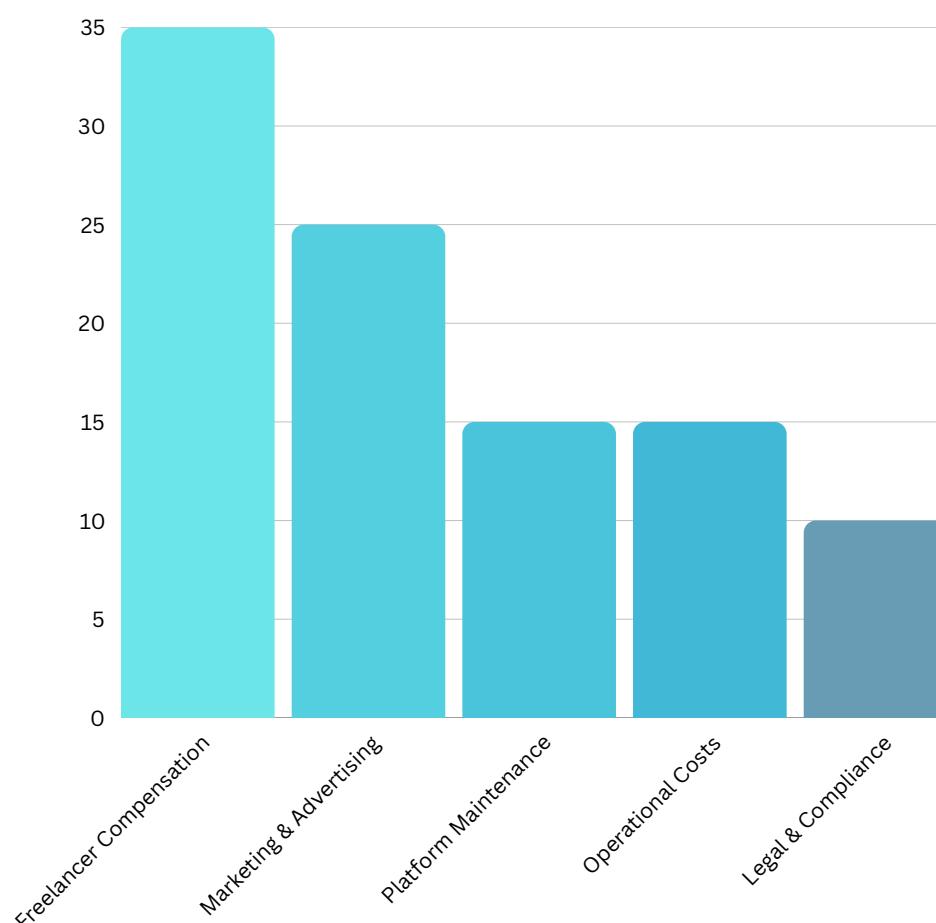
Revenue Streams

- 1 Service Fees** – Payments from clients for UI/UX projects.
- 2 Subscription Model** – Recurring income from retainer-based clients.
- 3 Mentorship Programs** – Paid training sessions for aspiring designers.
- 4 Commission-Based Earnings** – A cut from freelancer payments.
- 5 Advertising & Sponsorships** – Brand partnerships and promotions.



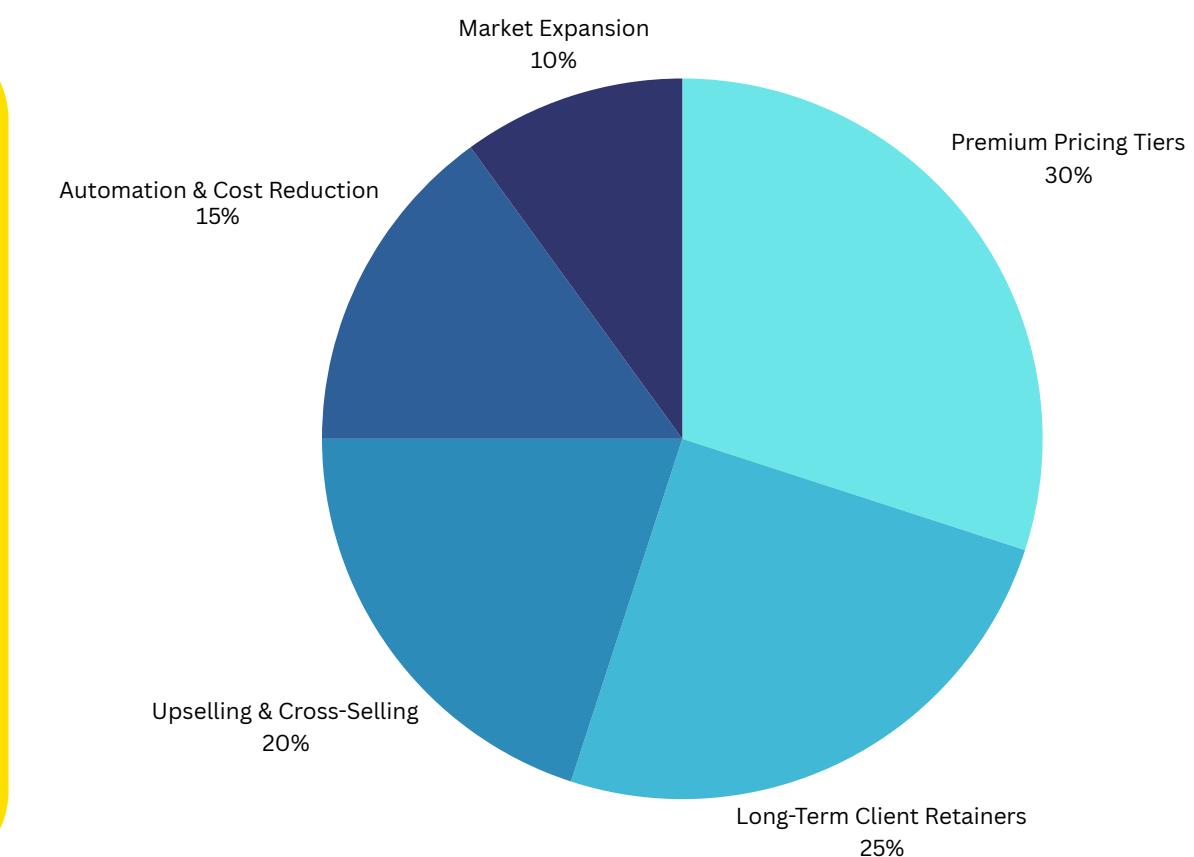
Profitability Strategy

- 1 Premium Pricing Tiers** – Offer higher-value services for more revenue.
- 2 Long-Term Retainers** – Secure clients with ongoing contracts.
- 3 Upselling & Cross-Selling** – Provide additional services like branding & consulting.
- 4 Automated Workflows** – Reduce manual costs and improve efficiency.
- 5 Expanding into High-Paying Markets** – Focus on U.S. startups & enterprises.



Cost Structure

- 1 Freelancer Compensation** – Payments to skilled designers.
- 2 Marketing & Advertising** – Paid promotions, SEO, and brand awareness.
- 3 Platform Maintenance** – Website, tools, and hosting costs.
- 4 Operational Costs** – Software, project management tools, and office expenses.
- 5 Legal & Compliance** – Contracts, taxes, and regulations.



Market Penetration & GTM Strategy

Market Penetration Strategy



Go-To Market (GTM) Strategy



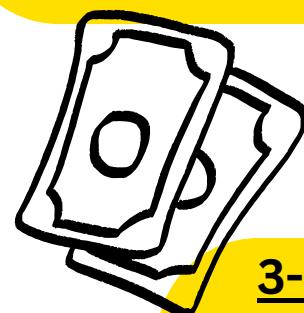
Market Penetration	Product Development	Market Development	Diversification	What?	Who?	How?	Where?
<ul style="list-style-type: none">Targeted Industry Focus<ul style="list-style-type: none">- Expanding into SaaS, Tech Startups, E-commerce, and Digital Agencies.Platform Optimization - Strengthening presence on Upwork, Fiverr, Dribbble, LinkedIn, and Behance.	<ul style="list-style-type: none">Service Expansion - Creating industry-specific UI/UX packages with usability testing and accessibility features.Technology Integration - Using AI-driven design tools and automation to enhance efficiency and quality.	<ul style="list-style-type: none">Geographic Expansion - Targeting U.S. tech hubs like Silicon Valley, New York, and Austin.Client Diversification - Expanding services to startups, SaaS companies, and e-commerce brands.	<ul style="list-style-type: none">Service Expansion - Introducing new UI/UX solutions like accessibility design and AI-driven interfaces.Market Expansion - Targeting new industries such as healthcare, fintech, and edtech.	<ul style="list-style-type: none">Market Entry Strategy<ul style="list-style-type: none">- A structured plan to launch services and reach target customers.Sales & Growth Focus<ul style="list-style-type: none">- Aligns marketing, sales, and distribution for client acquisition.	<ul style="list-style-type: none">Marketing & Sales Teams - Drive customer acquisition through ads and outreach.Product & Strategy Teams - Define offerings, pricing, and brand positioning.	<ul style="list-style-type: none">Targeted Marketing & Outreach - Use LinkedIn, Upwork, and paid ads to attract clients.Strategic Positioning & Pricing - Optimize service offerings to meet market demand.	<ul style="list-style-type: none">Digital Platforms - Upwork, Fiverr, LinkedIn, and Dribbble for client acquisition.Target Markets - U.S. tech hubs like Silicon Valley, New York, and Austin.

Growth and Scalability Roadmap

Brand Positioning

Initial Targets (Year 1)

- Brand Awareness:** Increase brand awareness in the U.S. UI/UX market to 40%.
- Client Acquisition:** Acquire 5 recurring U.S. clients.
- Revenue Contribution:** Achieve 30% of Skilled Sapiens' total revenue from UI/UX services.
- Platform Penetration:** Achieve top 5% ranking on Dribbble, Behance, Fiverr, and Upwork



3-Year Plan (Year 2-3): Expansion & Diversification

- Service Expansion:**
 - Introduce new UI/UX services (e.g., AR/VR design).
 - Develop strategic partnerships with complementary service providers.
- Expansion:**
 - Explore white-label partnerships with larger U.S. agencies.
 - Target new industries (e.g., healthcare, finance).
- Team Growth:**
 - Increase team size by 50% annually.
 - Invest in continuous training and development.
- Technology Integration:**
 - Adopt AI-driven tools for UI/UX automation.
 - Enhance project management with advanced software.
- Financial Projections:**
 - Increase revenue by 20% YoY.
 - Maintain a gross margin of at least 30%.



5-Year Plan (Year 4-5): Leadership & Innovation

- Market Leadership:**
 - Establish Skilled Sapiens Studios as a leading UI/UX design firm in the U.S.
 - Achieve recognition through industry awards and publications.
- Innovation:**
 - Develop proprietary design tools or methodologies.
 - Expand into emerging markets (e.g., Latin America, Europe).
- Strategic Partnerships:**
 - Form alliances with tech giants for exclusive design projects.
 - Collaborate with universities for research and talent acquisition.
- Global Presence:**
 - Open offices in key U.S. cities (e.g., New York, San Francisco).
 - Establish a strong online presence through webinars and thought leadership content.
- Financial Goals:**
 - Achieve \$10 million in annual revenue.
 - Maintain profitability while investing in growth initiatives.



Key Performance Matrix

Profile Growth

Monthly Profile Views

- Target: 1,000+
- Timeline: Months 1-3



Profile Engagement Rate

- Target: 25%

Project Success

Total Projects Secured

- Target: 50+
- Timeline: Within Year 1



Average Project Value

- Target: \$5,000+

Client Retention

Retention Rate

- Target: >70%
- Timeline: Ongoing



Repeat Client Rate

- Target: >40%

Proposal Performance

Conversion Rate

- Target: >30%
- Timeline: Months (1-6)



Response Rate

- Target: >50%

Skilled Sapiens Studios

Premium UI/UX Design Services

Service

- High-quality design
- Strategic solutions
- Business growth
- Enhanced user experience

Design Philosophy:

- User-Centered Approach
- Iterative Design Process
- Collaborative Partnership
- Innovation & Trends

Target Audience

- Startups
- Mid-sized companies
- Enterprises
- U.S. market focus

Key Differentiation

- Mentorship-driven
- Consulting approach
- Focus on scalability
- High-growth opportunities

Differentiating Strategy

Quality-Based Positioning

- Focus:** Emphasizing superior quality and expertise.

Demonstrated through:

- Case studies
 - Client testimonials
- Expertise in:** User-centered design
Innovative solutions

Convenience-Based Positioning

- Focus:** Offering streamlined processes and flexible services.

Streamlined processes with:

- Efficient project management tools
- Timely delivery guarantees

Flexible service offerings:

- Multiple service tiers
- Customized client solutions

Social Media Positioning:

- Focus:** Leveraging social media for professional networking and portfolio showcasing.

Professional network engagement:

- LinkedIn for industry expertise
- Instagram for visual storytelling
- Portfolio showcasing:** Dribbble for design work
Behance for case studies

Innovation-Based Positioning

- Focus:** Integrating emerging technologies and creating cutting-edge solutions.

Integration of emerging technologies:

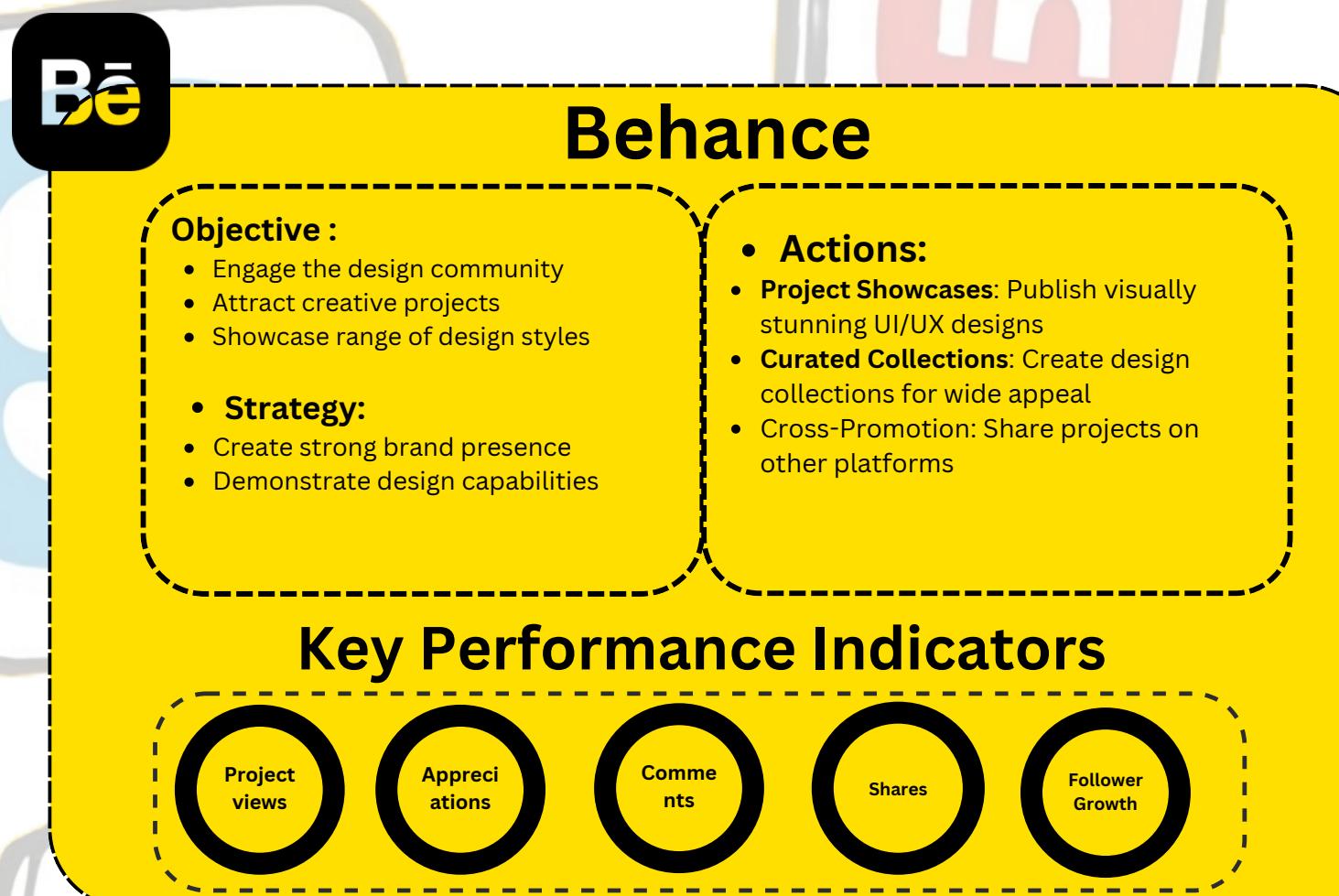
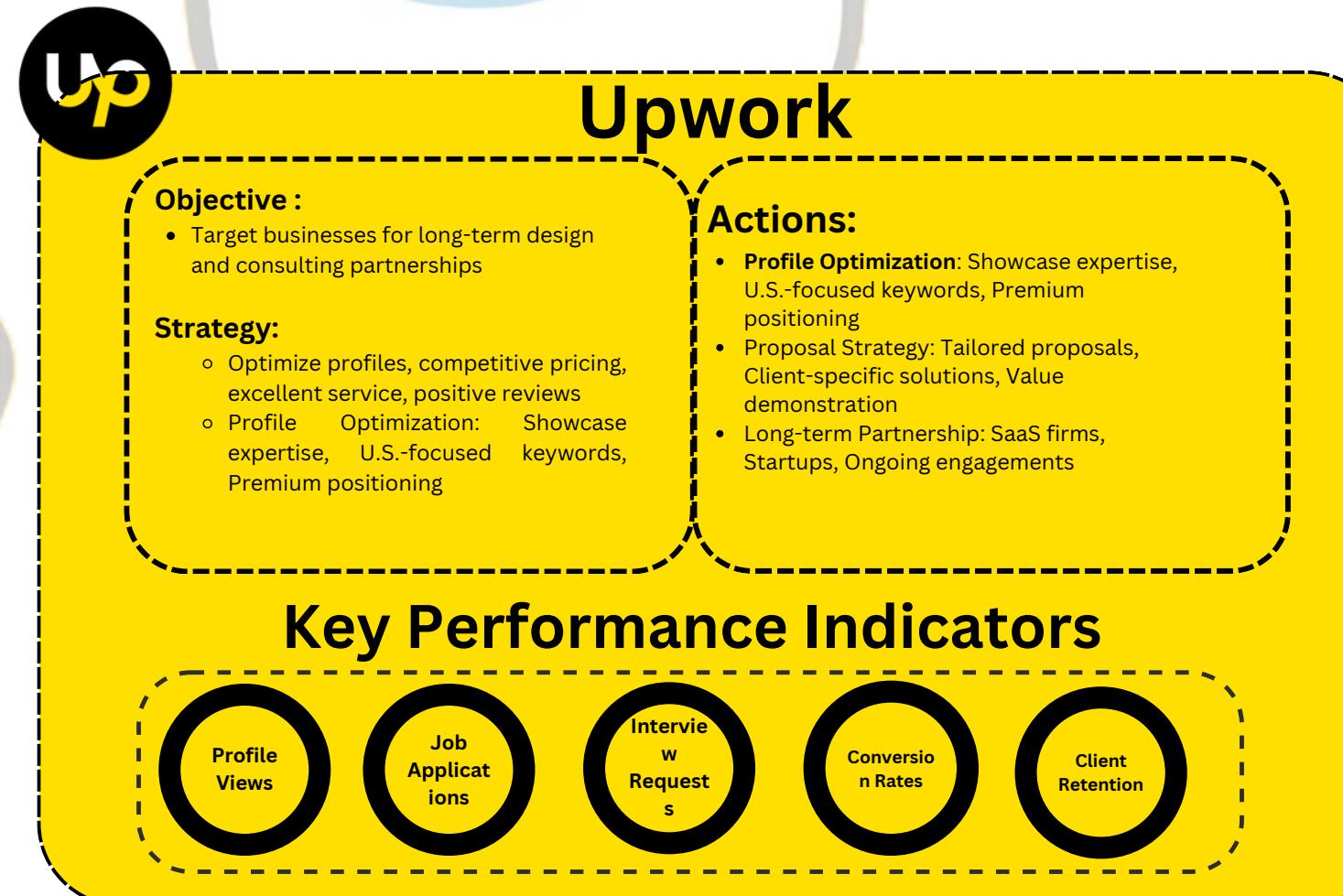
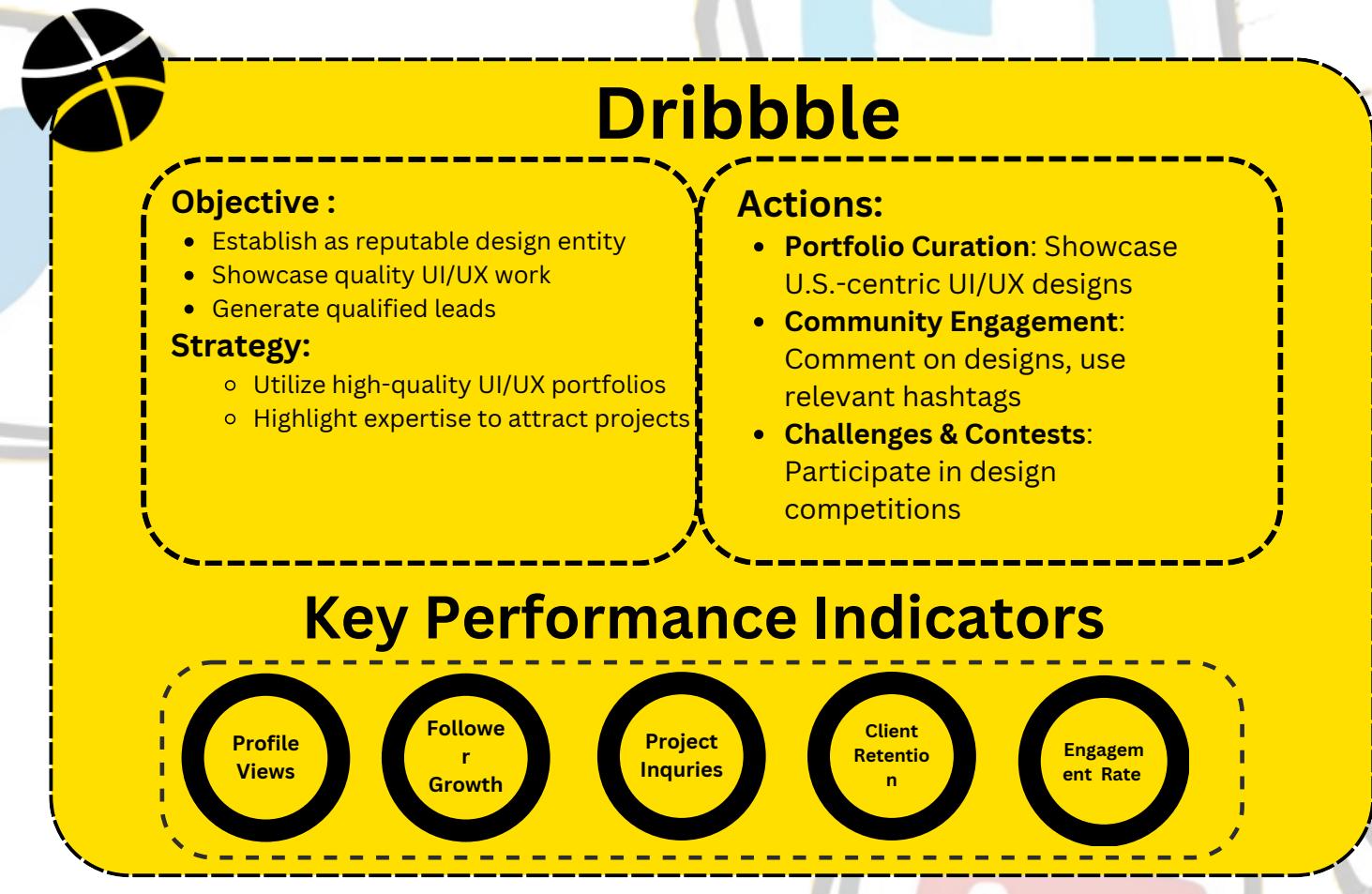
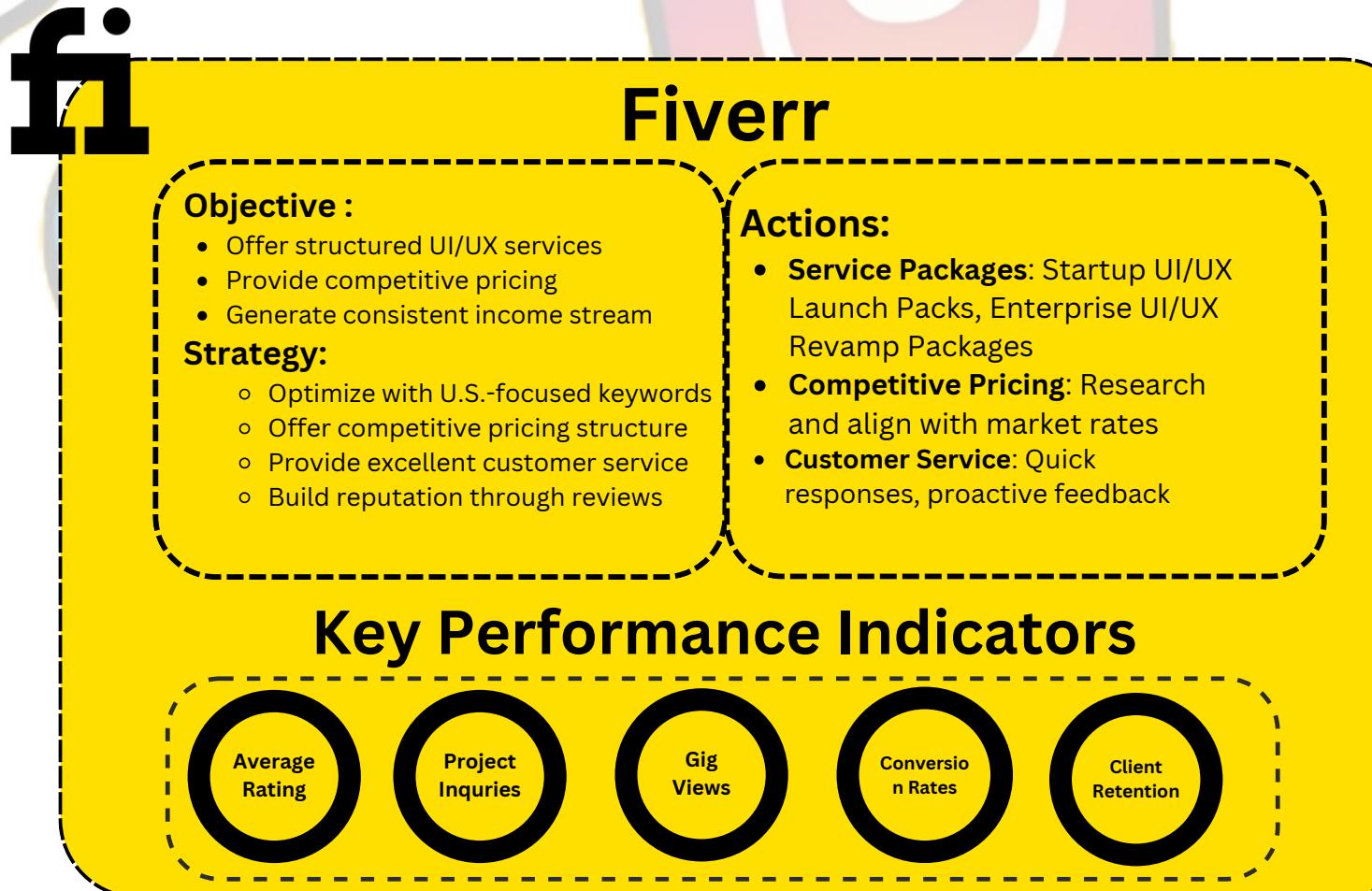
- AR/VR capabilities
- AI-driven design tools

Focus on creating:

- Immersive user experiences
- Accessible design solutions

Client Acquisition Strategy

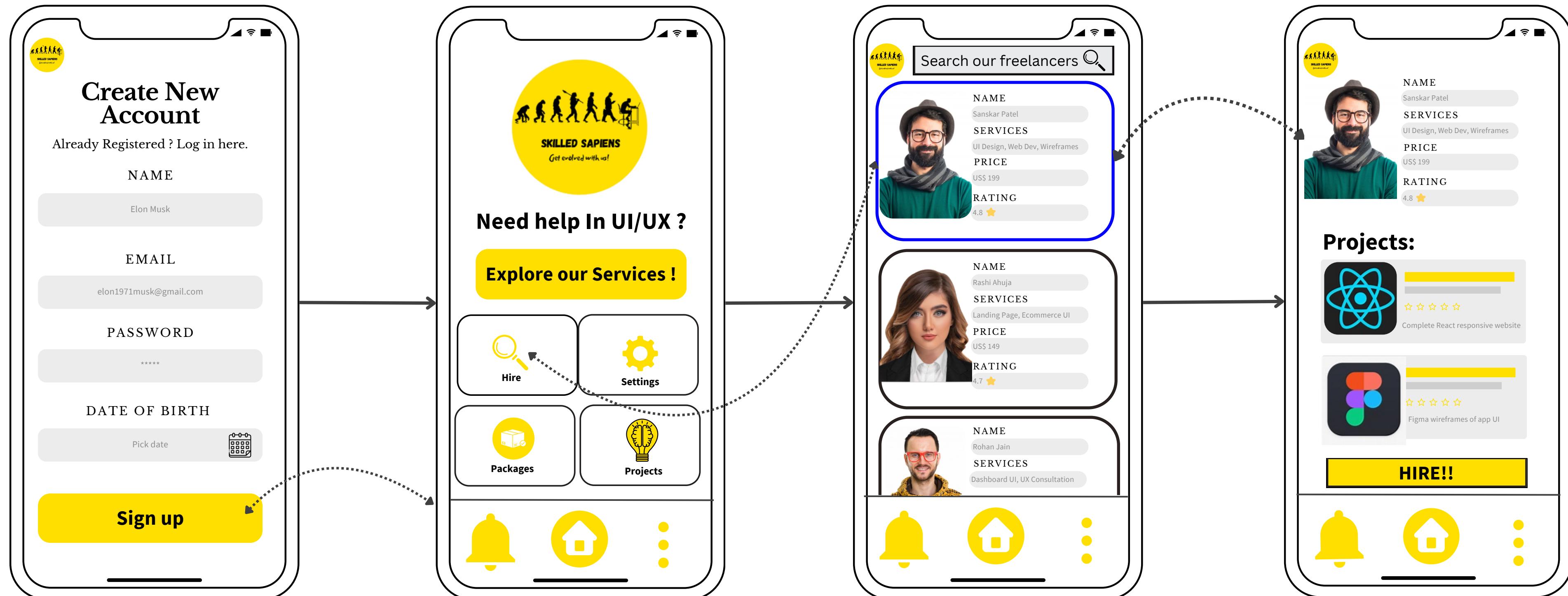
Platform Specific Tactics



Wireframing & Prototyping

These wireframes represent a mobile application for hiring freelancers, specifically in UI/UX services.

- **Sign-Up Screen** – Users create an account by entering their name, email, password, and date of birth. A "Sign Up" button facilitates registration.
- **Home Screen** – The dashboard provides access to services, including packages and project management, with a call-to-action button for exploring offerings.
- **Freelancer Search** – Users can browse freelancers, view profiles, and check their skills, ratings, and projects.
- **Freelancer Profile & Hiring** – After selecting a freelancer, users can view their projects and proceed with hiring.



Appendix

Data & Insights

Market Analysis

Forrester. (2024). *The State of UX in 2024*.
<https://www.forrester.com/blog/s/the-state-of-ux-in-2024/>

Statista. (2024). *UI/UX Design Services in the U.S.*
<https://www.statista.com/statistics/1224489/ux-design-services-market-size-in-the-us/>

Competitor Analysis

Huge: <https://www.hugeinc.com/>

Zazz.io: <https://www.zazz.io/>

Infinum: <https://infinum.com/>

Designit: <https://www.designit.com/>

Algoworks: <https://www.algeworks.com/>

Ramotion: <https://ramotion.com/>

Company Overview

Handles

Website:
<https://skilledsapiens.com/>

LinkedIn:
<https://www.linkedin.com/company/skilled-sapiens/?originalSubdomain=in>

Instagram:
<https://www.instagram.com/skilledsapiens/?hl=en>

Courses

Placement Mentorship:

- MBA Student
- Working Professional
- Go Abroad

Leadership Programs :

- Finance
- Consulting
- Marketing and sales.
- Human Resource.

Cohorts:

- Guesstimates & Case Study
- Mock GD-PI Mentorship
- HR Round Preparation

Glossary

- DTC: Direct-to-Consumer** - A business model where companies sell products directly to customers without intermediaries.
- SEO: Search Engine Optimization** - Optimizing a website to rank higher in search engine results.
- CAC: Customer Acquisition Cost** - The cost associated with acquiring a new customer.
- CRM: Customer Relationship Management** - A system for managing a company's interactions with current and potential customers.

Tech Stack

Design Tools

- Figma** – A cloud-based design tool for real-time collaboration, ideal for UI/UX design, wireframing, and prototyping.
- Flaticon** – A resource for high-quality icons and vector graphics, enhancing UI design elements.
- Sketch** – A vector-based design tool used for UI/UX design, popular among macOS users.
- Canva** – A simplified design platform used for quick mockups, social media graphics, and presentation designs.

Project Flow

- Microsoft Excel** - Track project schedules, tasks, and progress offline using customizable spreadsheets and templates.
- Adobe Suite** - Create and edit high-quality UI/UX assets and documentation offline using Adobe's suite of tools like InDesign, Illustrator, and Photoshop.
- Graphic Design Tools** - Design vector graphics, logos, and illustrations offline with tools like CorelDRAW and GIMP.

Consumer Behaviour

Impact of UI/UX

- 88% of online consumers say they won't return to a website after a bad user experience. (Source: Amazon Web Services (AWS) study)
- 39% of users will stop engaging if images take too long to load or a website isn't visually appealing. (Source: Adobe UX Research)
- 67% of mobile users say they are more likely to buy from a site that is mobile-friendly and intuitive. (Source: Google UX Report)
- 70% of SaaS startups fail because of poor UX & onboarding experience. (Source: UserOnboard Research)

UI/UX Matters

- A well-optimized SaaS product UX can increase user retention by 25-200%. (Source: Nielsen Norman Group)
- For every dollar invested in UX, companies can expect a return of \$100, equating to an impressive ROI of 9,900%.
- Improving UX design to increase customer retention by just 5% can translate to a 25% rise in profit.
- Streamlined design reduces user errors and shortens task completion times by 40%, enhancing productivity and satisfaction.

Frameworks Applied

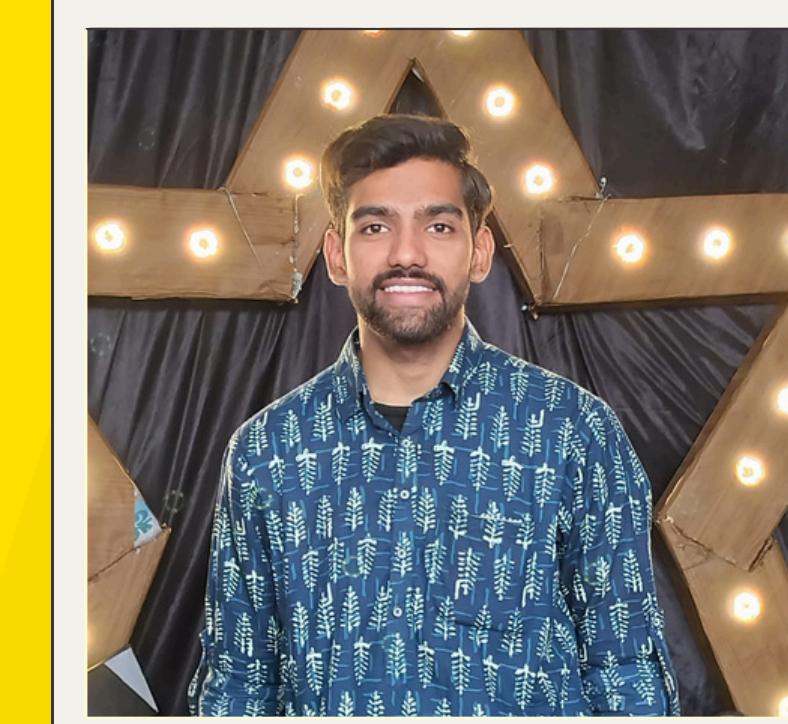
- Nielsen's 10 Usability Heuristics**
- Jakob Nielsen's F-Shaped Reading Pattern Analysis** : Users scan pages in an "F" pattern, meaning important info should be in the top left
- User-Centered Design (UCD) Framework**: Focuses on iterative design with continuous user involvement to ensure usability and functionality.
- Hick's Law in UI/UX** : Simpler UI improves engagement: More choices = longer decision time.
- Miller's Law in UX Design** : Users can hold only 7±2 pieces of info in short-term memory, so simplify UI elements.)
- Zeigarnik Effect** : Users remember incomplete tasks better → Leverage progress bars & onboarding tutorials.)
- MoSCoW Prioritization Framework (Feature Prioritization)**: Helps categorize features into Must-Have, Should-Have, Could-Have, Won't-Have
- User-Centered Design (UCD) Framework**: Focuses on iterative design with continuous user involvement to ensure usability and functionality.
- Fogg Behavior Model (FBM)**: A psychological model explaining how user behavior is influenced by Motivation ,Ability and External cues
<https://behaviormodel.org/>
- Business Model Canvas (BMC)**: A strategic tool to map out key business aspects visually.
- Empathy Map (User Research & Personas)**: A qualitative framework that maps user needs, pain points, and behaviors

THANK YOU!



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