



# Product Design

## Design Philosophy

Designers at Focused Labs are experience-driven, business savvy and technology-minded. We define and measure the value of design against business goals. We bring clients along on the design journey in words they understand. We act as consultative partners.

## We are conductors

Solving a problem is moving from point A - where you have little to considerable understanding of the problem, its implications, and desired outcomes once solved - to point B - where you have a clear vision of the solution, trade-offs, and possible future iterations.

## We are generalists

User experience is not defined by one or two channels of interaction, it's a culmination of all of the touchpoints a user has with the product and company. The designer concerned about the various variables of experience is primed to excel.