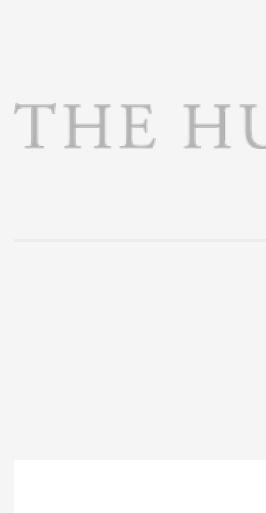


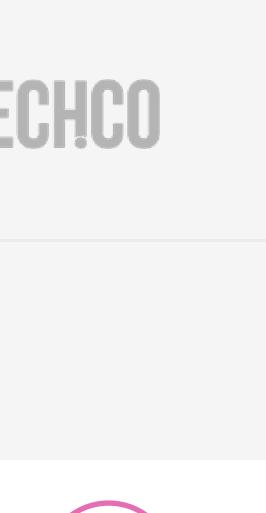
# Parley Pro

Parley Pro is a secure, web-based platform for cross-party contract negotiation.

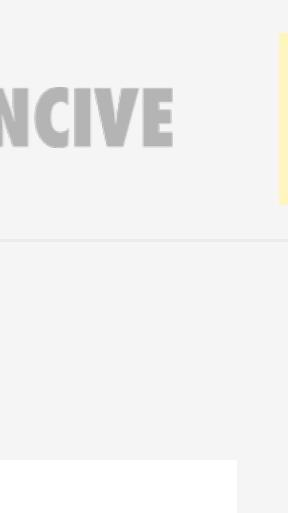
## ABOUT THE PROJECT



Born and bred in  
Silicon Valley



Raised **\$1,000,000**  
in startup capital



Innovative idea  
and implementation

THE HUFFINGTON POST

TECHCO

engadget

INFLUENCIVE

Press about Parley Pro.  
Links available at [parleypro.com](#)

## ABOUT OUR WORK

1

One year of hard,  
productive work

Daily meetings, planning,  
responding to business needs,  
making UX decisions, and  
analyzing feedback from  
customers.

2

Resolved many  
UX puzzles

The idea was not new, but our  
approach was innovative. We  
spent a lot of time on analysis,  
checking assumptions with  
prototypes, and A/B tests.

3

Organized the  
design department

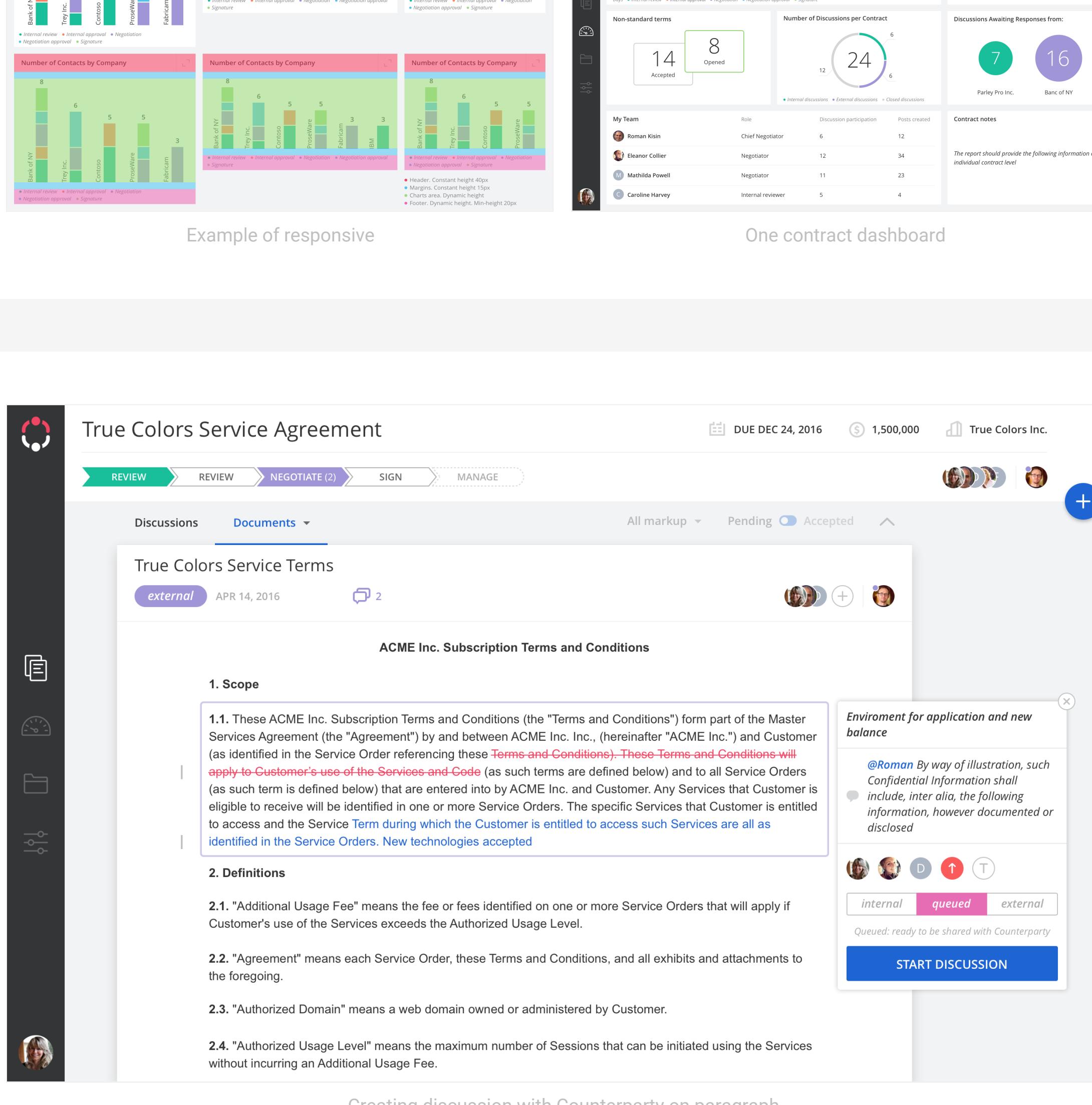
We promoted cooperation  
between designers and  
developers, and defined  
versioning flow, file structure, UI  
kits, and the definition of done.

4

Designed  
1000+ mockups

We had to make many complex  
components, examine element  
states in detail, prepare  
responsive versions, and create  
clean, attractive UI.

## EXAMPLES OF OUR DESIGN WORK

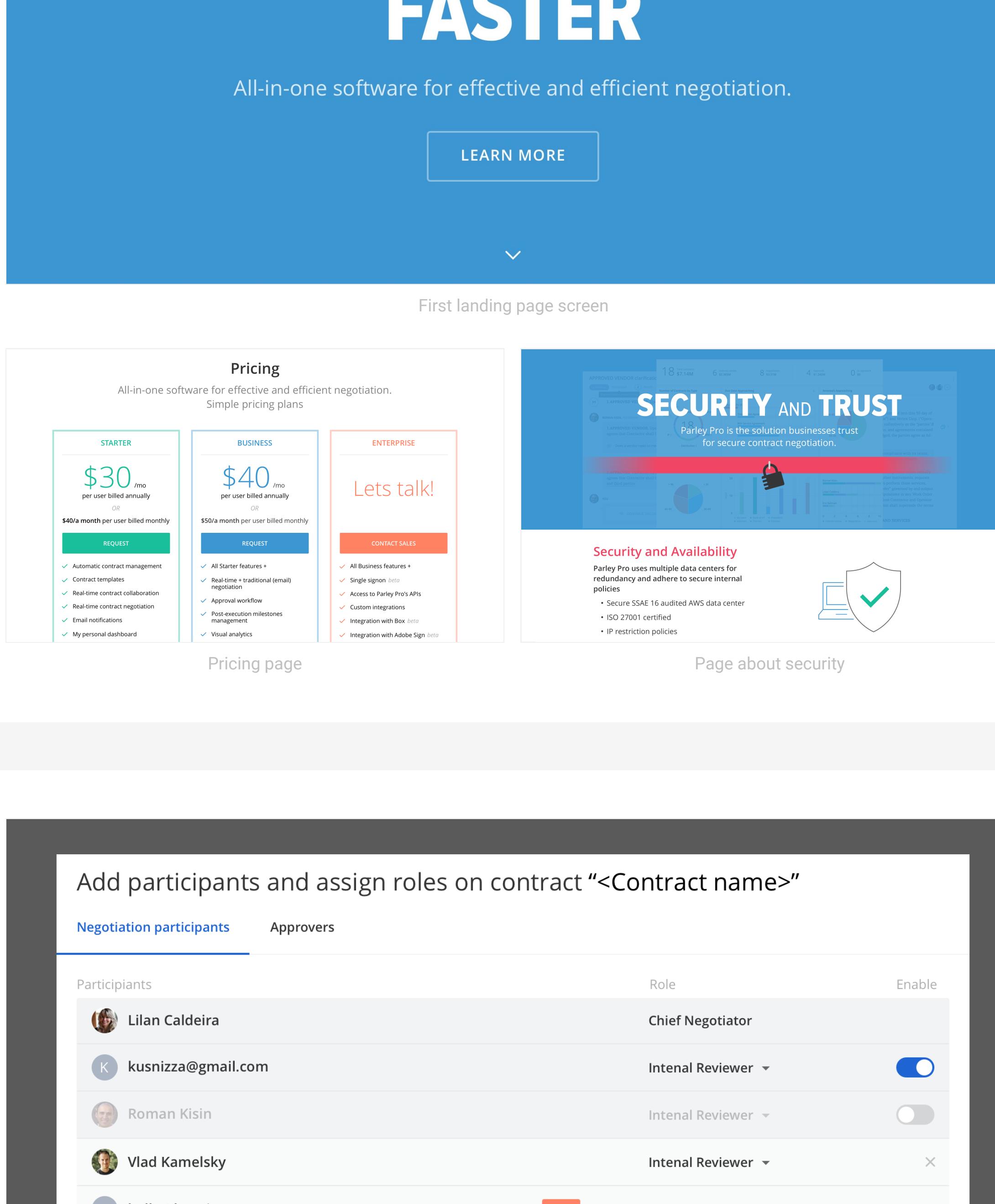
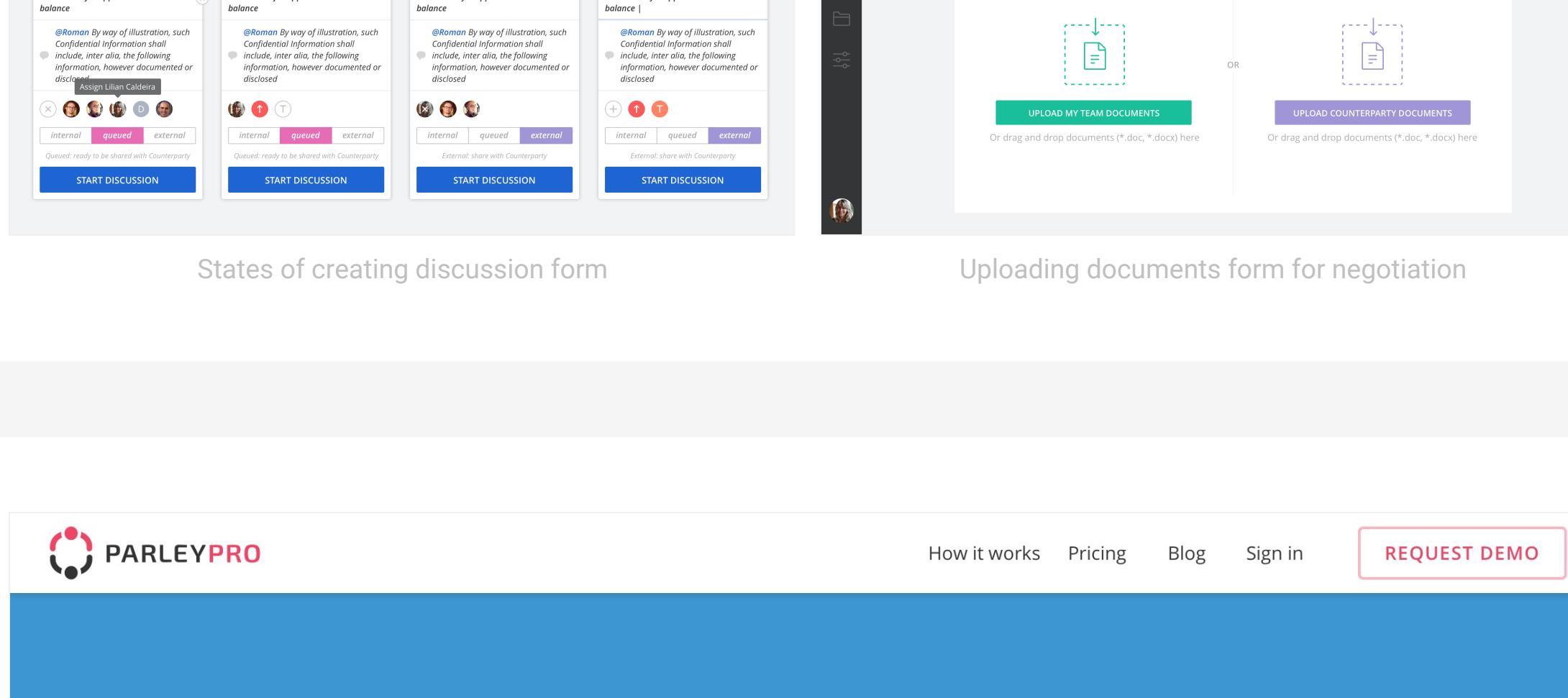


## Dashboard

Use Parley Pro's interactive dashboards to manage your negotiations and track contract milestones, including renewals.

The dashboards display your current status and key performance indicators for your portfolio of contracts, allowing you to make data-driven decisions and optimize your negotiation process.

Dashboard is responsive  
and designed for all resolutions



## Negotiation

Negotiate with your counterparty on the same platform and with shared documents.

Outline your negotiation points and suggested text changes through discussions.

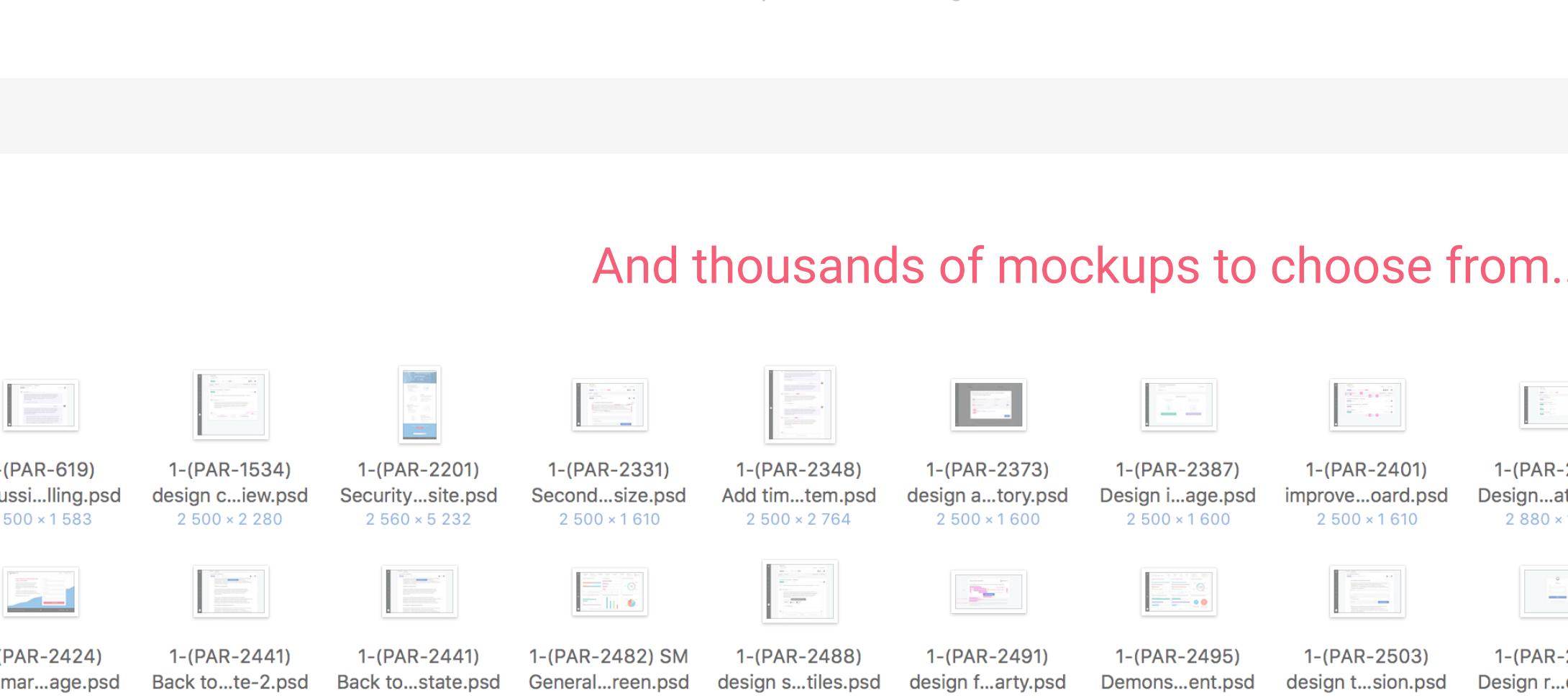
See open discussions prioritized across the entire contract, and focus people's attention on key issues.

## Landing page

We highlighted the advantages of using Parley Pro right on the landing page, and experimented with A/B tests to achieve the best possible conversion rate.

We designed, tested, and analyzed 4 different mockups for the landing page. As a result, we decreased the amount of information we placed on the landing page, made it clearer for new users, and moved pricing plans to a separate page.

Full version available  
at [parleypro.com](#)



First landing page screen



## Users assignment

A popup that lets you add or remove users, and assign roles in the contract and documents.

To solve problems of any complexity, we always consider all possible user behavior situations. This significantly reduces the amount of time spent discussing problems with developers.



Choose users for document





CONTACT US

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Read more at [PixelPoint.io](http://PixelPoint.io)