Find clarity in uncertainty

Are you unsure if design changes deliver any real value or create the outcomes you desire?

The inconvenient truth about building digital products, is that at least half the ideas are just not going to engage and excite your customers.

So, where do you grow from here?

We can be more informed and reduced the risk of wasted efforts by continuously speaking to our customers and finding ideas that are more likely to succeed.

We of course want to make sure our ideas are valuable, usable and feasible. More importantly, though they need to align with the positive behaviour we are striving for in our product, by cascading outcomes, to an array of opportunities.
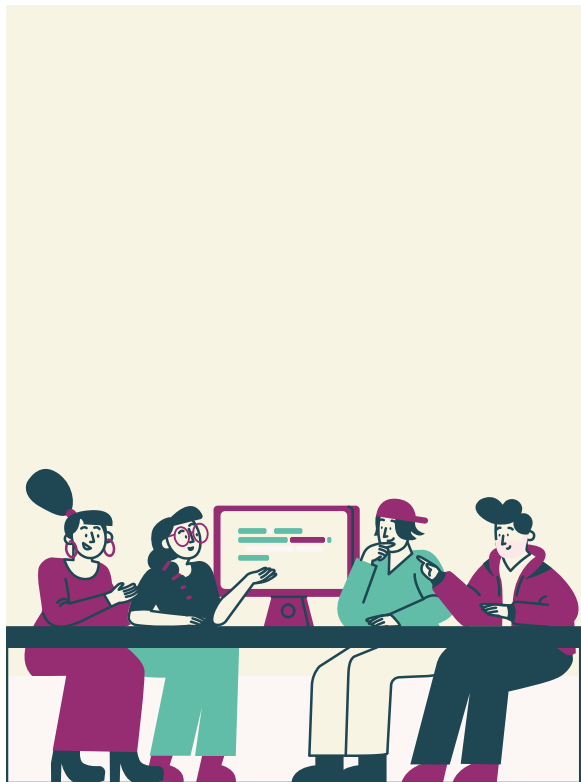
I want to help you craft amazing digital products.

I've spent over a decade designing websites (and can certainly do that for you), I take pride in creating great experiences.

That help to make people feel delighted, surprise, love and connect with the products we make.

Creating meaning is powerful and I take the responsibility seriously.

While the experiences themselves vary, the central theme is always: **connecting humans around ideas.**

There are many reasons for an idea to not work out. The most common is that the customers aren't as excited about this idea as we are. When we build small, iterative pieces of the outcome we really on learning whether our assumptions are well-founded—and ultimately whether our customers are passionate about our ideas.

How customers get to you.

Who are the customers who stick around and bring others with them? Where do they come from… what is the biggest risk for them to stop coming?

We can learn earlier and understand the effectiveness of decisions by measuring influences that affect behaviour to predict business performance.

Do you want people to participate in what you're building and be excited when you invite them in?

I help us make informed decisions not based on our ego, but the needs, desires, and motivations of your customers — which ultimately puts the customers at the heart.

Then I rapidly prototype, research-based decisions, measure their economic impact on the business, roll them out to all customers, and measure their long-term influence on your business.

Ready to find clarity

Let's find what motivates your customers! If you're ready to make meaningful design experiences, I'm here to help.

Design for clarity when everything is uncertain

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