Digital Transformation
Product Design

CREATING AN EXPERIENCE USERS WILL LOVE

ISADORA
AGENCY

What we do.

Our product design capabilities **unlock your business potential**.
We create competitive advantages through human-centric research,
thoughtful innovation, and rapid iteration.

1. UX RESEARCH &
STRATEGY

Human-centric research methods
build empathy with your audiences,
opening up opportunities to
connect on a deeper level to meet
business goals.

2. PRODUCT
INNOVATION

Equal parts creativity and business
thinking, we infuse possibility with
real data analysis and UX best
practices to drive every design
decision.

3. MEASUREMENT

We test and learn to validate
assumptions, make data-driven
decision, and maximize ROI. Build
faster and smarter with short cycles
of design and release.

ISADORA
AGENCY

1. UX Research & Strategy

Our product design practice can help your organization re-launch an existing service or build an industry defining digital product from scratch. First, we'll help **uncover the opportunities, define the gaps, and establish objectives and key results (OKRs).** Then, we'll shape the product strategy.

DISCOVER

- Competitor Analysis
- Market Research
- Stakeholder Interviews
- Discovery Workshop

- Analytics Review
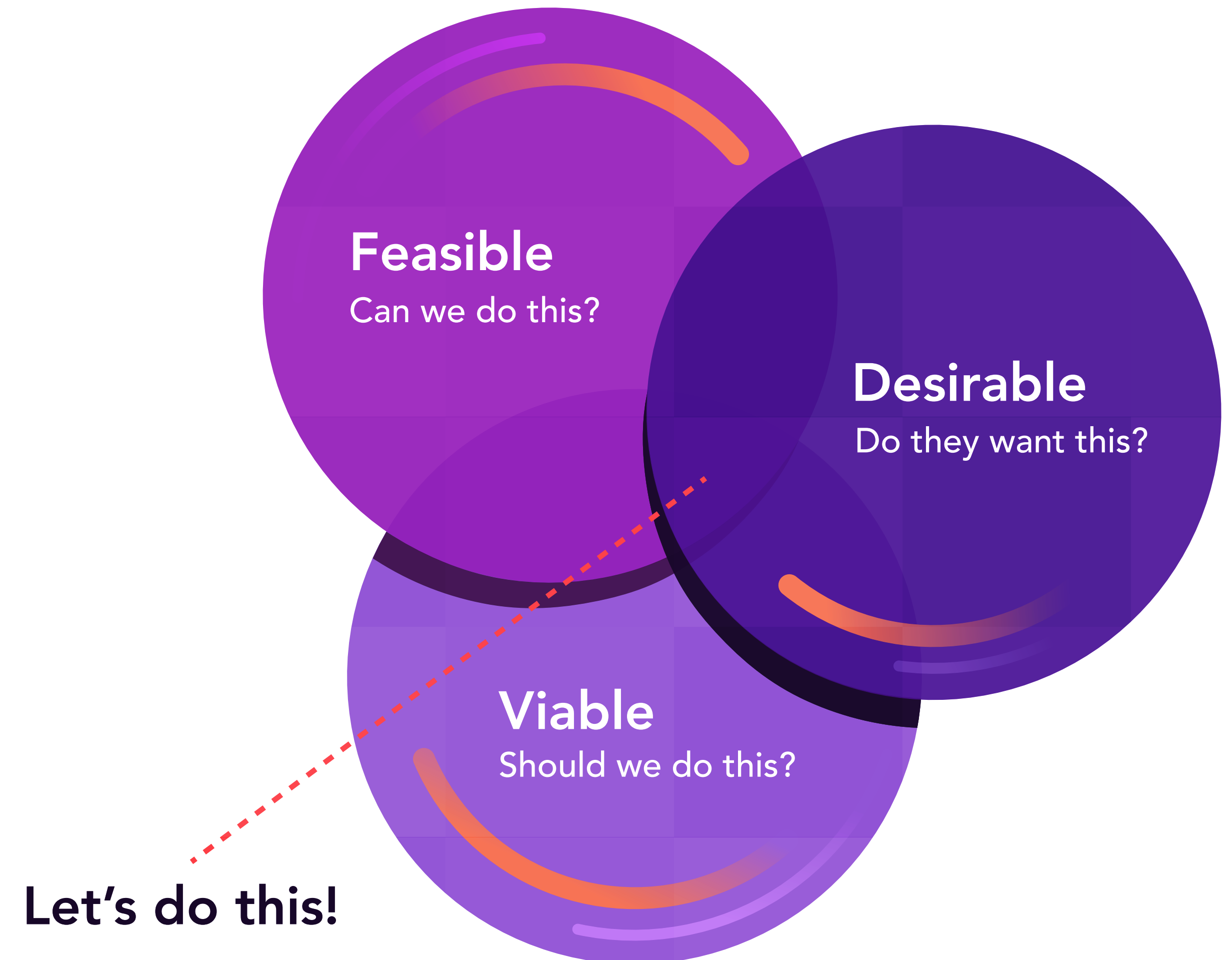- Audience Survey
- User Interview
- Benchmark Study

DEFINE

- Site Map
- Information Architecture
- Objectives and Key Results

- User Journey
- User Personas

ISADORA
AGENCY

Shared Vision

We'll work together to establish a shared vision for your digital product. A vision that is grounded in the reality of your business trajectory. Are you scaling up? Refreshing your services? Or redefining your brand experience.

We can help you decide what to build and support you to a successful product launch and beyond.

Feasible
Can we do this?

Desirable
Do they want this?

Viable
Should we do this?

Let's do this!

2.

Product Innovation

Making is at the core of our innovation process. **Design-thinking leads to design-doing.** Creative ideation helps us evaluate multiple solution to discrete user problems; while building a robust design system helps our partners address business needs at scale.

USER EXPERIENCE DESIGN

- Sketches
- Wireframes
- Feature Ideation
- User Scenarios
- User Flows
- Prototyping

VISUAL DESIGN

- Art Direction
- User interface design
- Design system development
- Interaction Design
- Motion Design

- Typographic System
- Iconography
- Illustration
- 3rd party customization
- 3D design

ISADORA
AGENCY

Feature Ideation & Product Definition

We believe that the key to great product design lies in striking a balance between creativity, UX best practices, and technical ability. We start with low fidelity sketches and progress methodically towards detailed design—evaluating and refining concepts, ensuring they align with the project's scope and purpose. Determining the right feature set, weighing factors such as user value, technical complexity, and market trends.

Creativity

T

UX Best Practices

Technical Ability

ISADORA
AGENCY
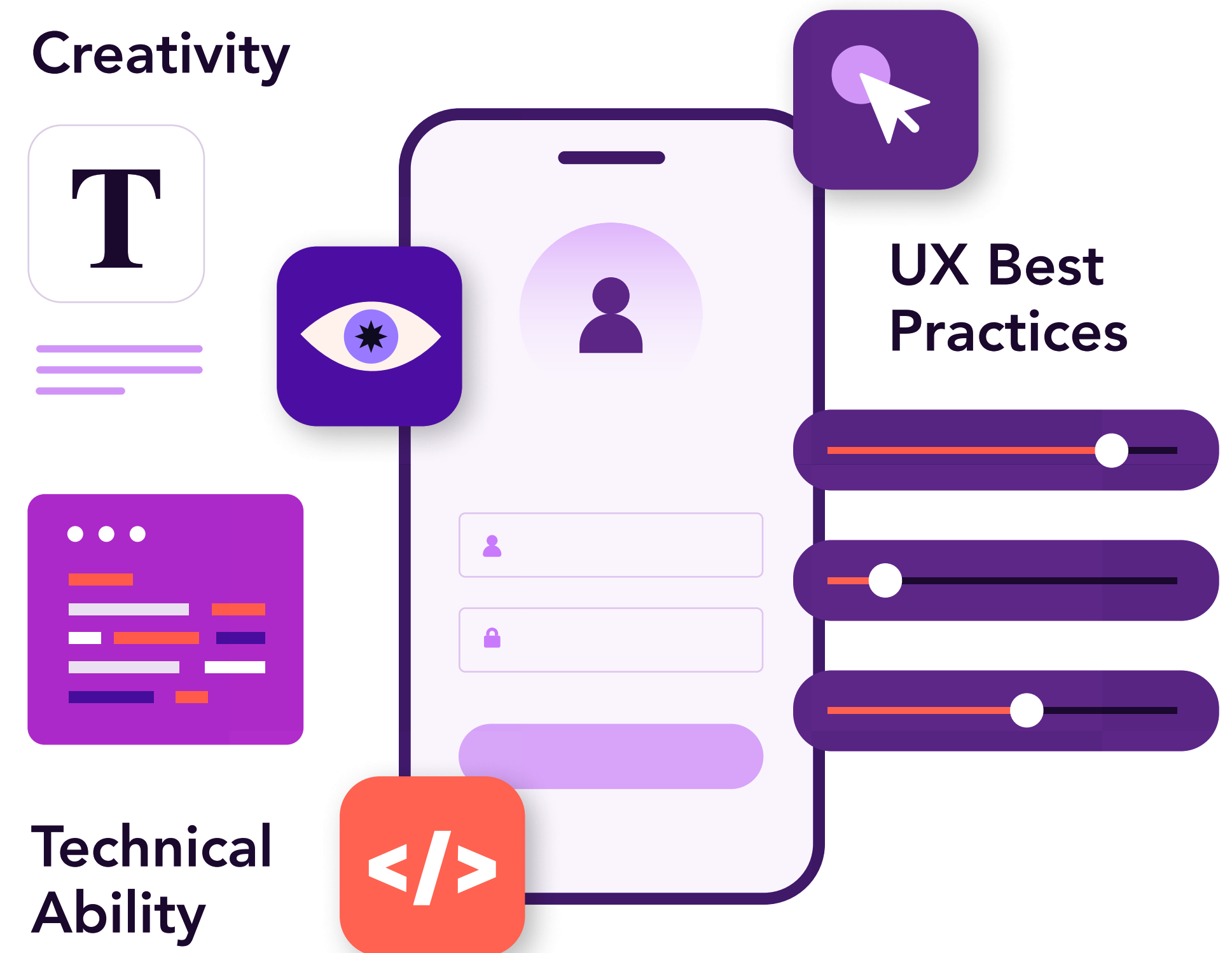
Design Systems & Product Coherence

A robust design system is a living entity that evolves over time based on user feedback, technological advancements, and changing design trends. **We'll empower your businesses to achieve coherence across customer interactions, while uniting teams around business objectives.**
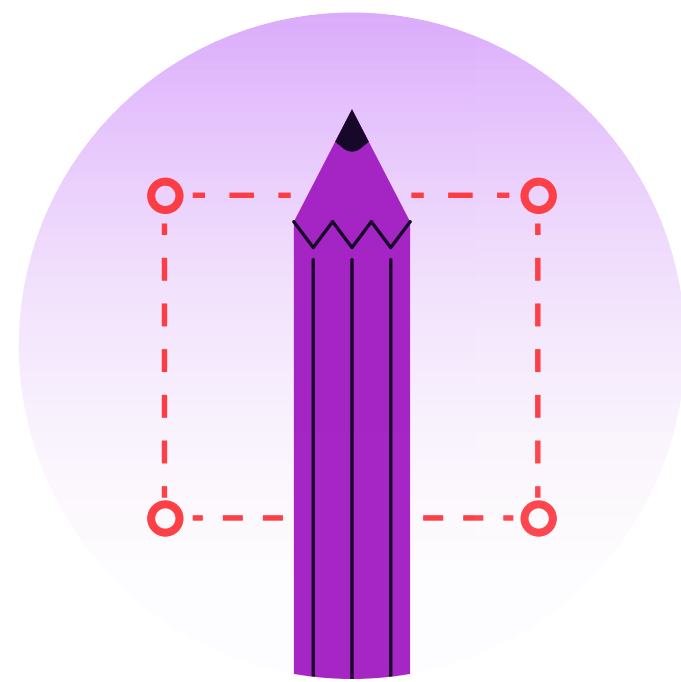
Principles and Guidelines
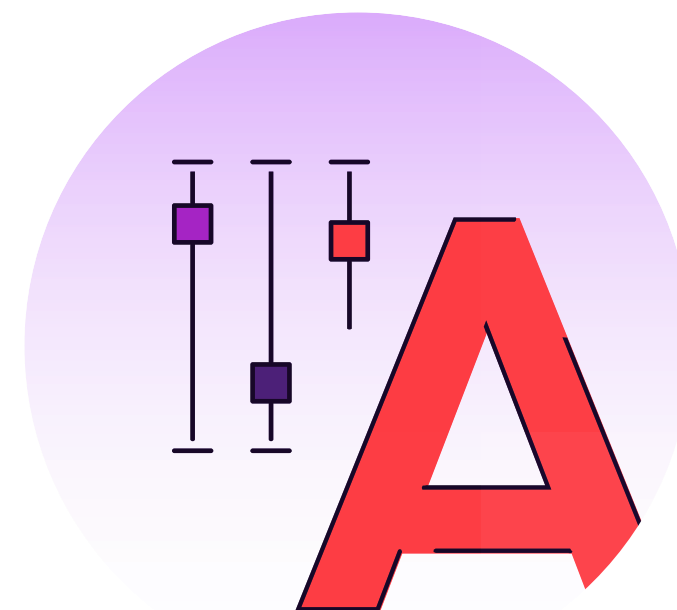
Components and UI Elements

Collaboration and Governance

**Training and Onboarding**

ISADORA
AGENCY

3.

Measurement

We observe human behavior and employ human psychology to achieve industry defining digital products. **We test with real users and measure against business objectives to evaluate design and UX.** Honest user feedback complemented by data analytics will insure your digital product is exceeding expectations.

UX EVALUATION

- Usability Testing
- User Surveys
- User Interviews
- Task Analysis
- Heuristic Evaluation

- A/B Testing
- Clickstream Analysis
- Heatmaps and Eye-Tracking
- Accessibility Evaluation
- Error Analysis

- Performance Testing
- User Analytics
- Customer Support Feedback
- User Feedback Loops
- Persona Validation

ISADORA
AGENCY

Test & Learn

Agile practices are integral with our customer-centric approach to digital product design. In a dynamic landscape, where user preferences and market trends constantly evolve, embracing agility becomes imperative. **We can swiftly prototype, launch, and test new features, allowing for rapid experimentation based on customer insights.**

Understand

Test

Innovate
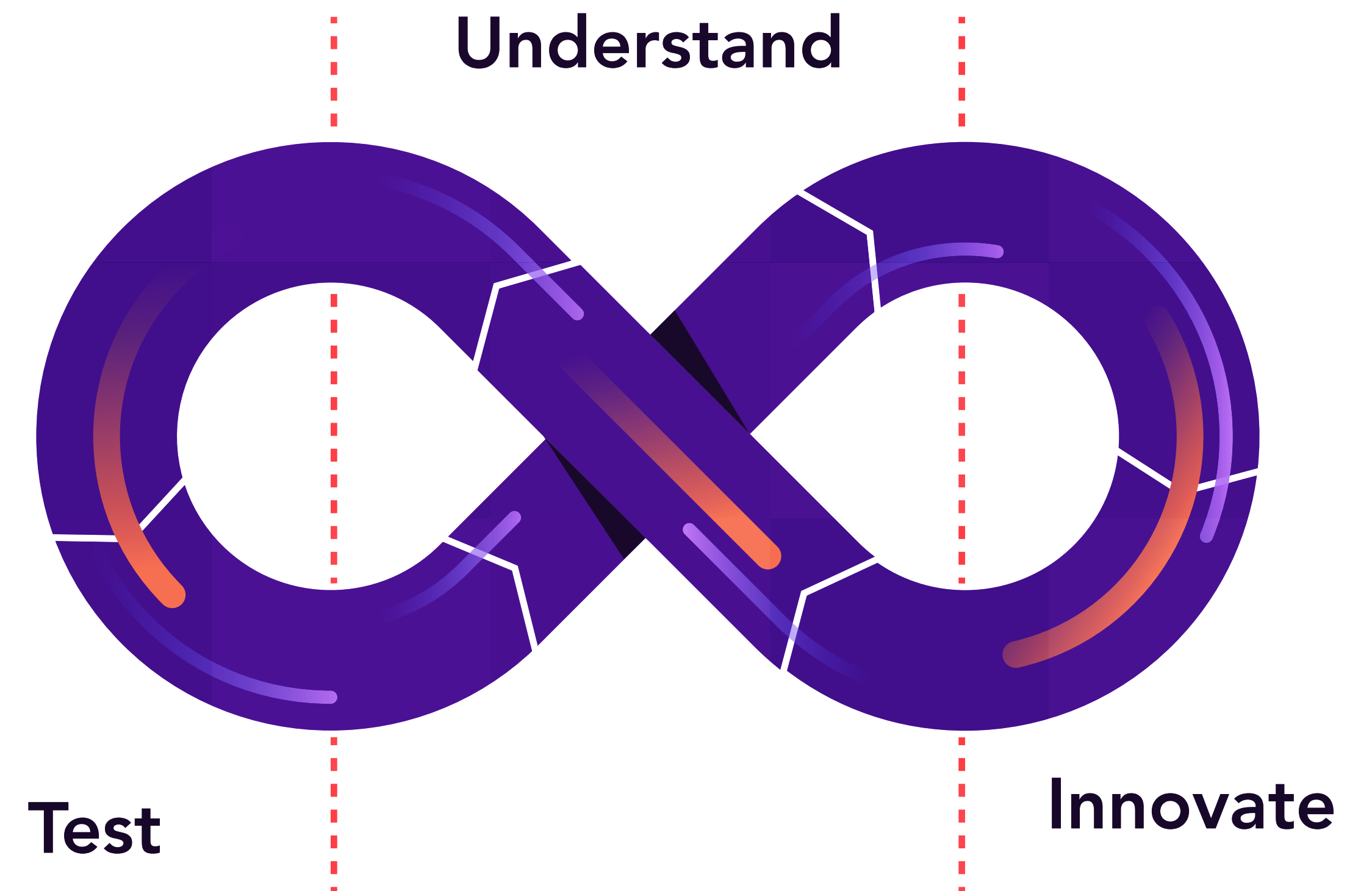
PRODUCT DESIGN

Featured Partners

ISADORA
AGENCY

Brookfield Residential

Brookfield Residential is the leading North American new home builder with over 116 communities currently available and 65 years of expertise. Their award-winning master-planned developments combine premiere homes with commercial properties, resulting in communities that are built to add value and enrich homeowners' quality of life. BR needed an effortless experience to help buyers find their dream homes. Together, we established a new vision—to create an unparalleled online home buying experience that would drive sales and elevate Brookfield's brand equity.

PROJECT HIGHLIGHTS

- 2D/3D Interactive Map
- Interactive Home Visualizer
- Tailored Search Results
- Robust Property Pages
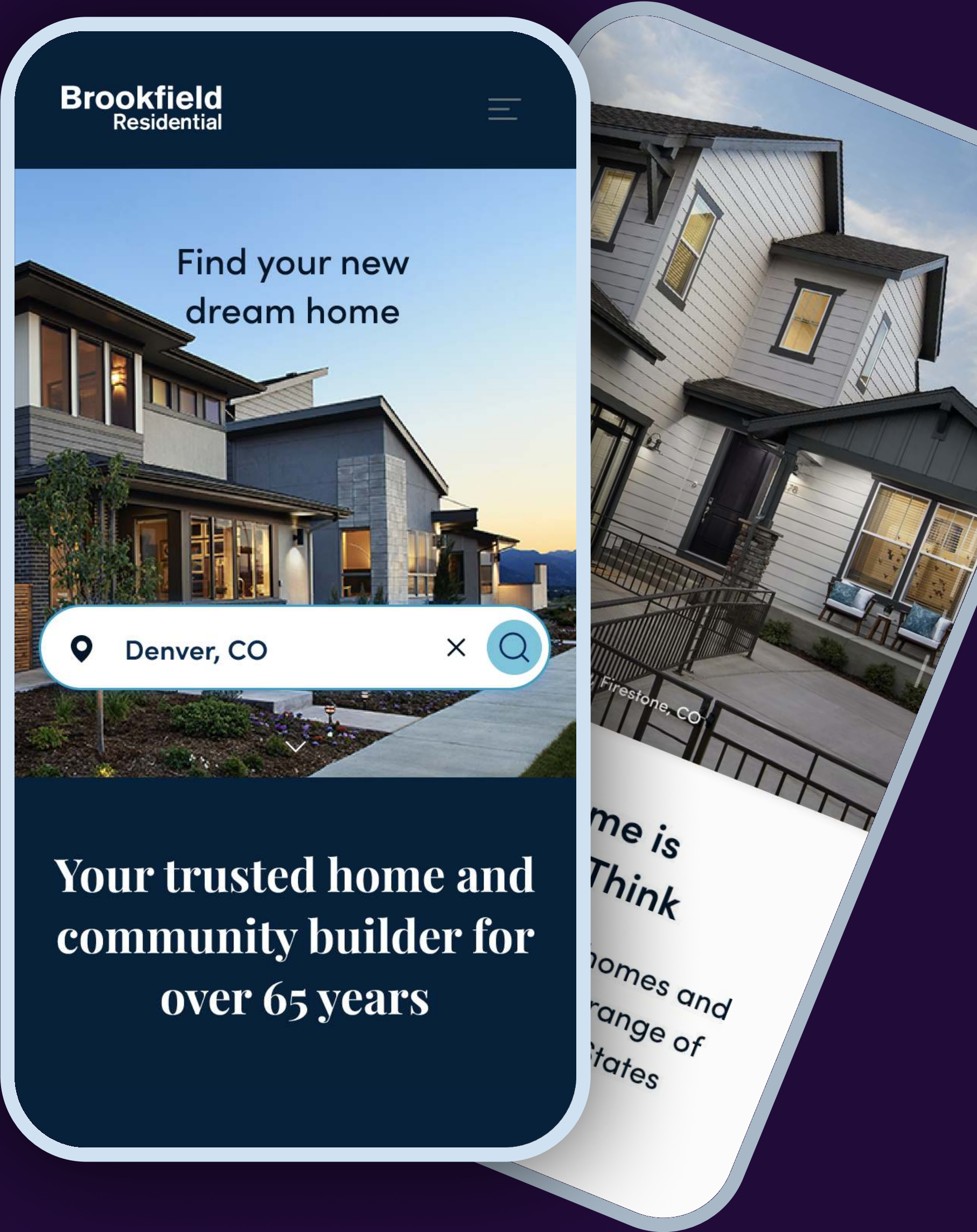
Brookfield Residential

Tailored Search Results

By implementing an intuitive search feature with auto-suggestions, users can effortlessly refine their home search with just a few keystrokes. We incorporated dynamic filtering options, allowing homebuyers to easily narrow down their choices based on essential decision making criteria, ensuring a tailored and efficient browsing experience.

- Predictive search suggestions

- Search by location in USA and Canada

- Search by community

- Search by home and plans

Find your new dream home

Find Your Home

Brookfield Residential

Find your new dream home

Find Your Home
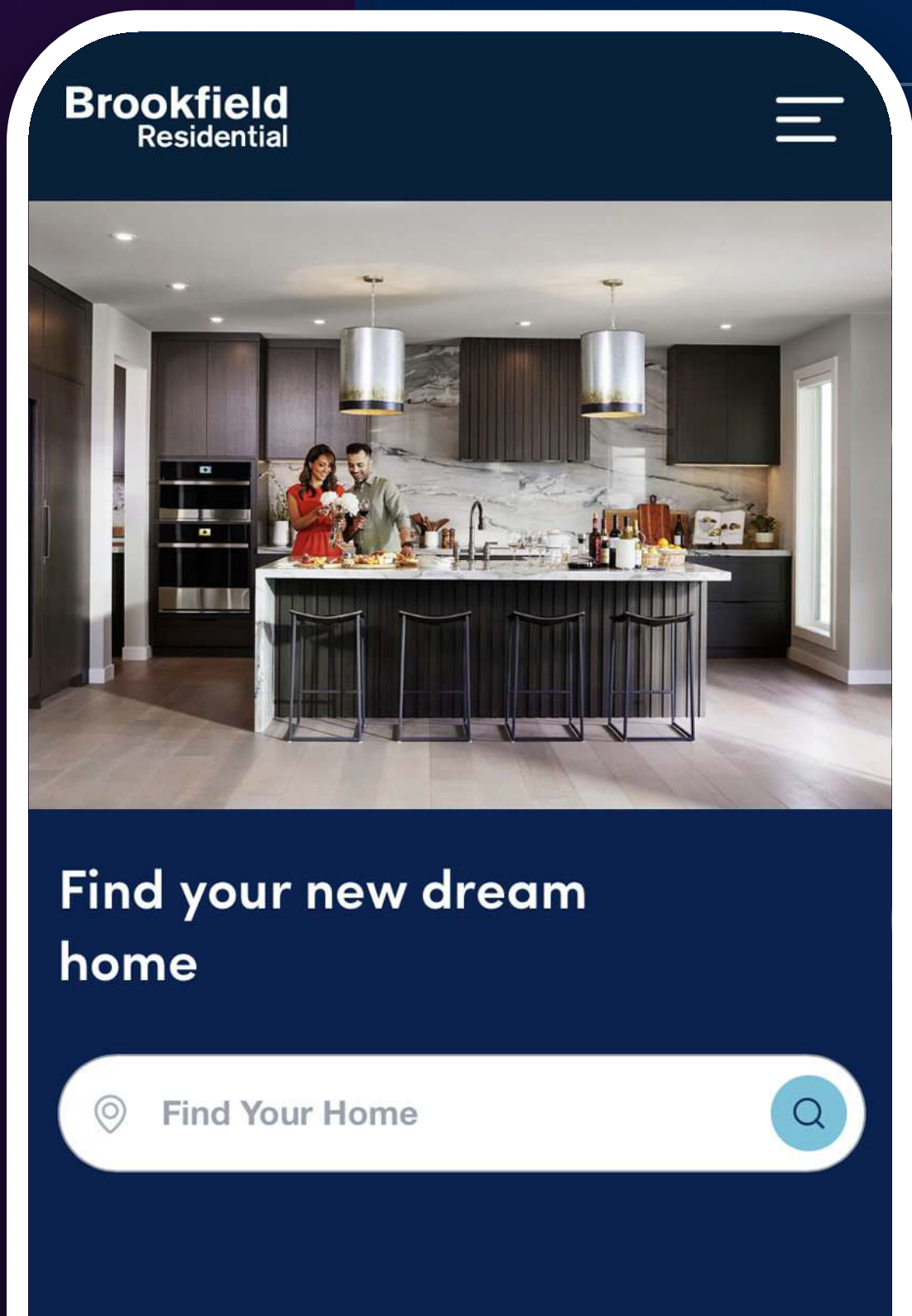
kfield Residential Builds

izona   California   Colorado   Delaware

aryland   North Carolina   South Carolina   Texas

rginia

berta   Ontario

Brookfield Residential

2D/3D Interactive Map

We designed a map experience that allows users to identify specific regions where Brookfield Residential builds while learning about the unique features and amenities that each community offers. The map not only shows home availability, but also points-of-interest in the surrounding area. A scaleable card design allows users to easily find valuable information essential to the home buying journey.

- Preview details of home selection that users find valuable

- Explore tour-available and move-in ready properties

- Distinguish completed homes from development plans

13
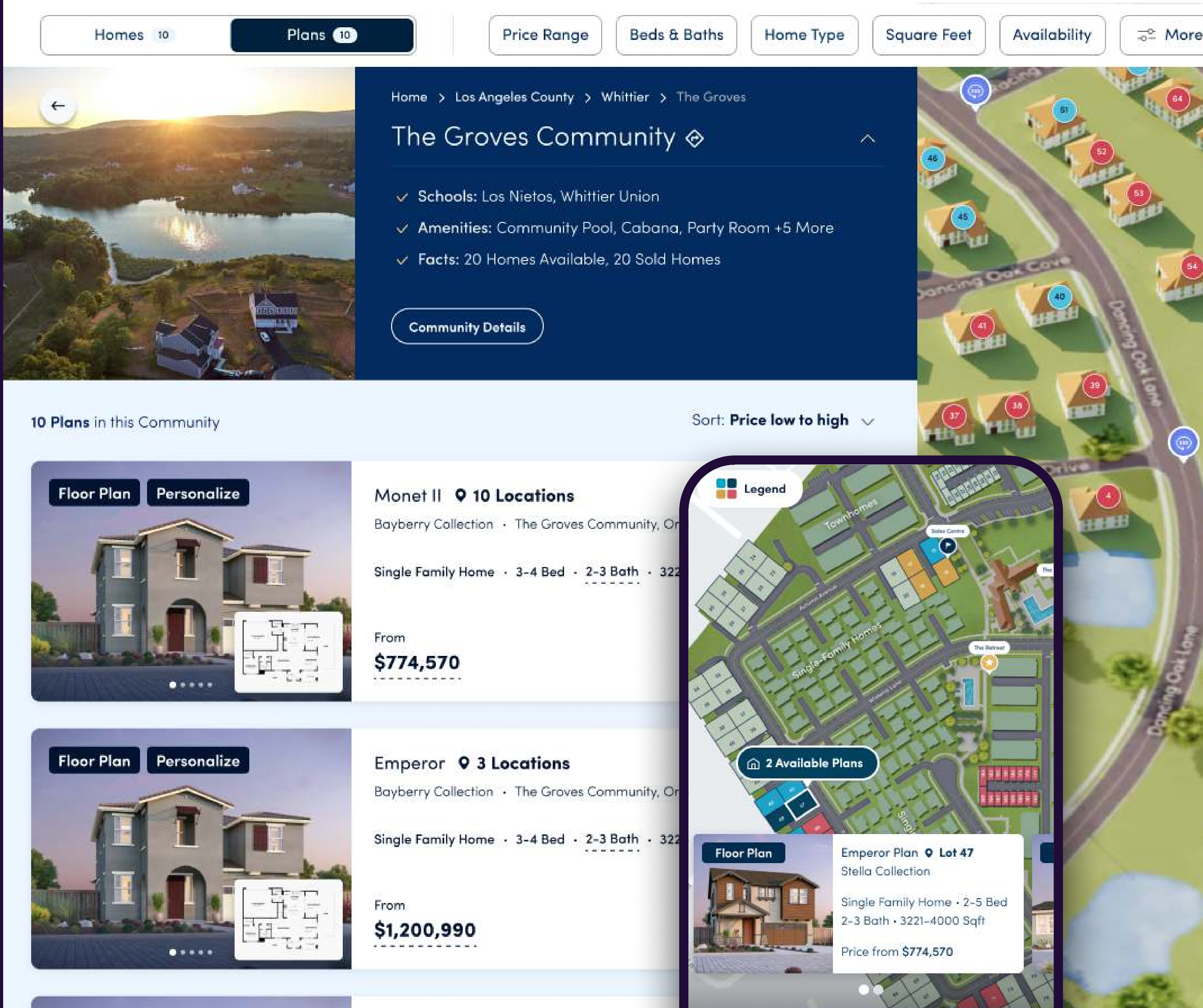
Brookfield Residential

Robust Plan Details

Our immersive Plan Detail page was meticulously designed to provide users with a comprehensive view of each home selection. The page features a clean and intuitive layout, ensuring easy navigation and a seamless home buying experience. We incorporated interactive visualizers alongside transparent build, lot and community details, while offering personalized options. Every content and design intention empowers visitors to make informed decisions during their home buying journey.

- Detailed plans, facts, and features

- Extensive personalization options

- Virtual tours and community exploration
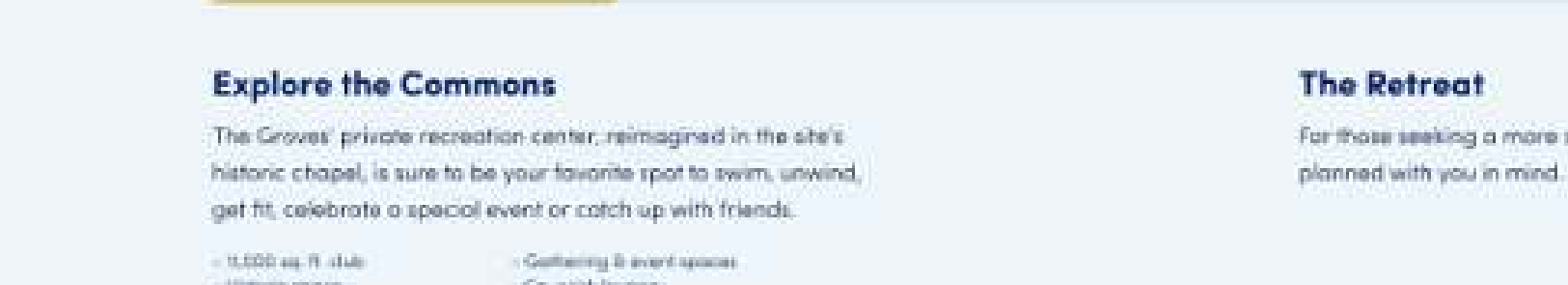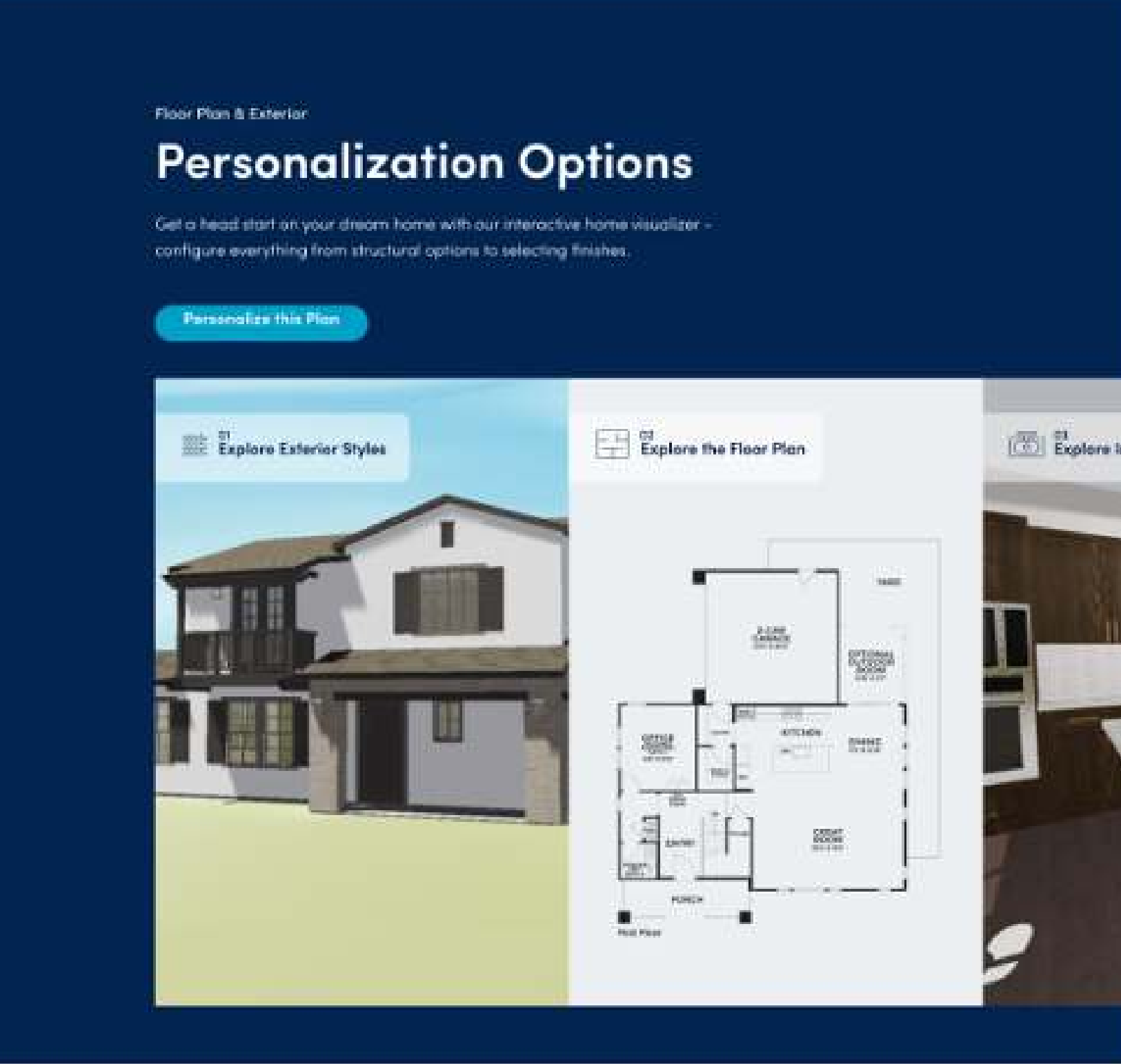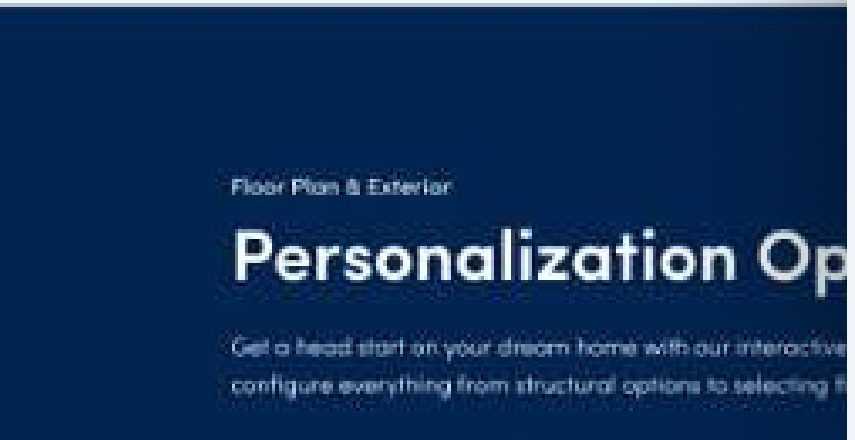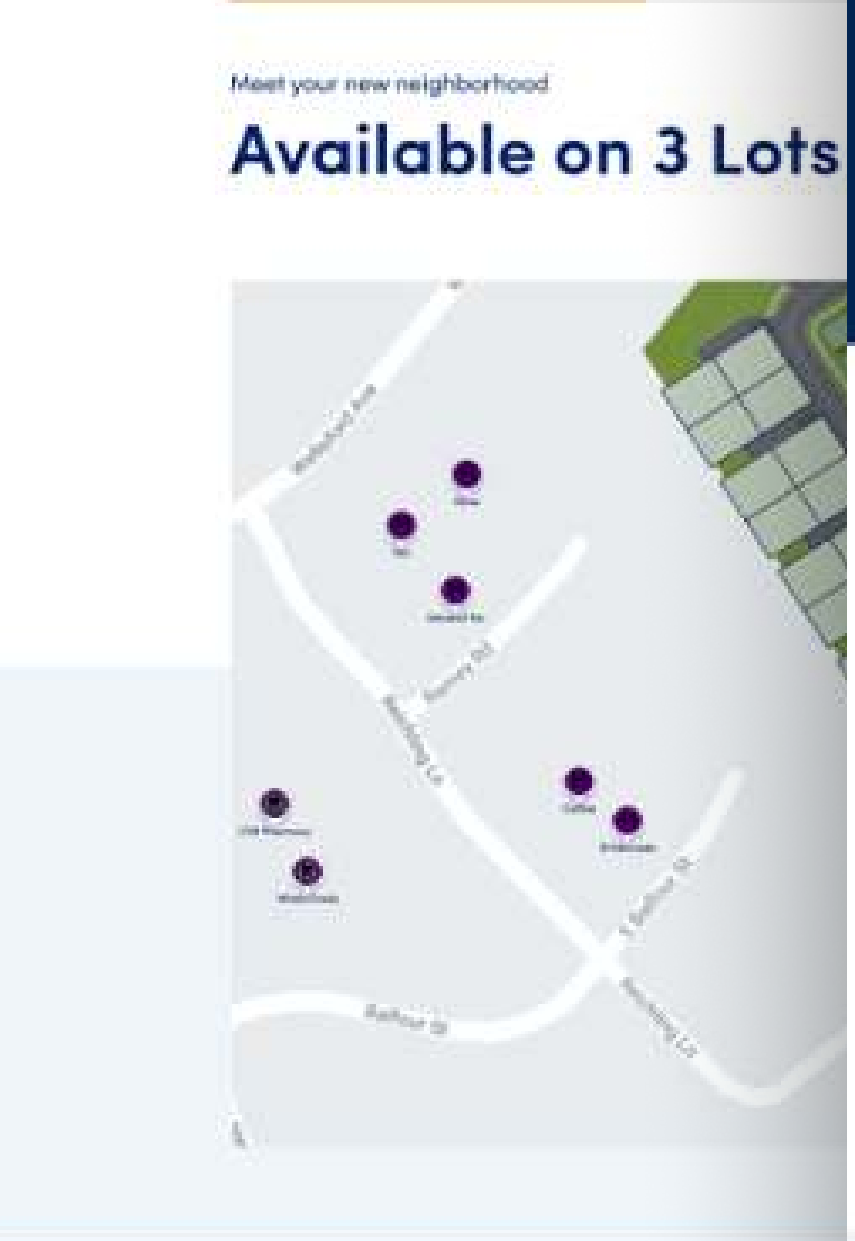
Brookfield Residential

Home Visualizer

This interactive platform streamlines the home selection process and empowers homebuyers to see the full potential of their new space. It fosters a sense of collaboration between builders and buyers leading to increased sales.

- Customize floor plans, elevation, and exterior style

- Choose kitchen materials and finishes

- Walkthrough interactive experience

Results

> **>120,000**

home visualizer interactions since launch
for 1,332 contact/tour form completions

500%

increase in average time on site with home
visualizer as the entry point

" **This site is very intuitive.** I was able to find the search parameters
easily and access the available homes in a few clicks."

User Testing Participant

Musician's Royalties Portal

A giant in the music industry collecting and accounting for billions of dollars of royalties for top artists and your favorite oldies. They needed a partner to design an industry-leading experience for a global market that provided valuable and comprehensive insights. Our teams desired to set a benchmark in the music industry for advanced financial reporting technology and seamless user experience design. The goal: forge deep and lasting connections with our client's artists and business representatives.

PROJECT HIGHLIGHTS

- Performance Dashboard
- Personalization
- Progressive Disclosure
- Data Visualization

Finance for 100% Creative People

Musician's Royalities Portal

Welcome back

Sign Up

Trouble logging in?

Musician's Royalties Portal

Performance Dashboard

Starting at a comprehensive dashboard, artist and financial professionals in the music industry using Musician's Royalties Portal experience something new—timely big picture performance at a glance. Designed to scale for users with different needs, the portal works for everyone receiving music royalties. From a one-man show with one published track to managers representing multiple artists around the world, an expertly designed dashboard leads to better decision making.

- Snapshots of earning and streams

- Easy statement downloads in one view

- Reliable information design and understandable data visualization

Musician's Royalties Portal

Personalization

Isadora Agency held continuous in-depth discussions with artists and their representatives. We outlined unique needs based on role or business goals. The result is a design a system that allows each user to confidently reach the information that's most important to them.

- Filter by every available data point to answer specific questions

- Save and label custom filters to quickly get back to the views you want

- Customize data exports to save time and do business more efficiently

19

Statements

Filters   Newest First ▼

31 Jan 2023

Latest

Artist Name

Semi-annual Statement for Jul – Dec 2022

Period End Date   ✓ PAID · (31 JAN 2023)

Payee   Lippy Rhyms (0000003943)

Royalty Earnings $821,972.22

Ending Balance $716,764.73

Latest

Artist Name

[Period] Statement · [MM – MM YYYY]

Period End Date   ✓ PAID · (31 JAN 2023)

Semi-annual Statemen

Latest   31 Dec 2022

Lippy Rhyms ⓘ

Supporting Files   Download

1M

750K

500K

250K

0

Total Credits   Total Debits

Closing Balance

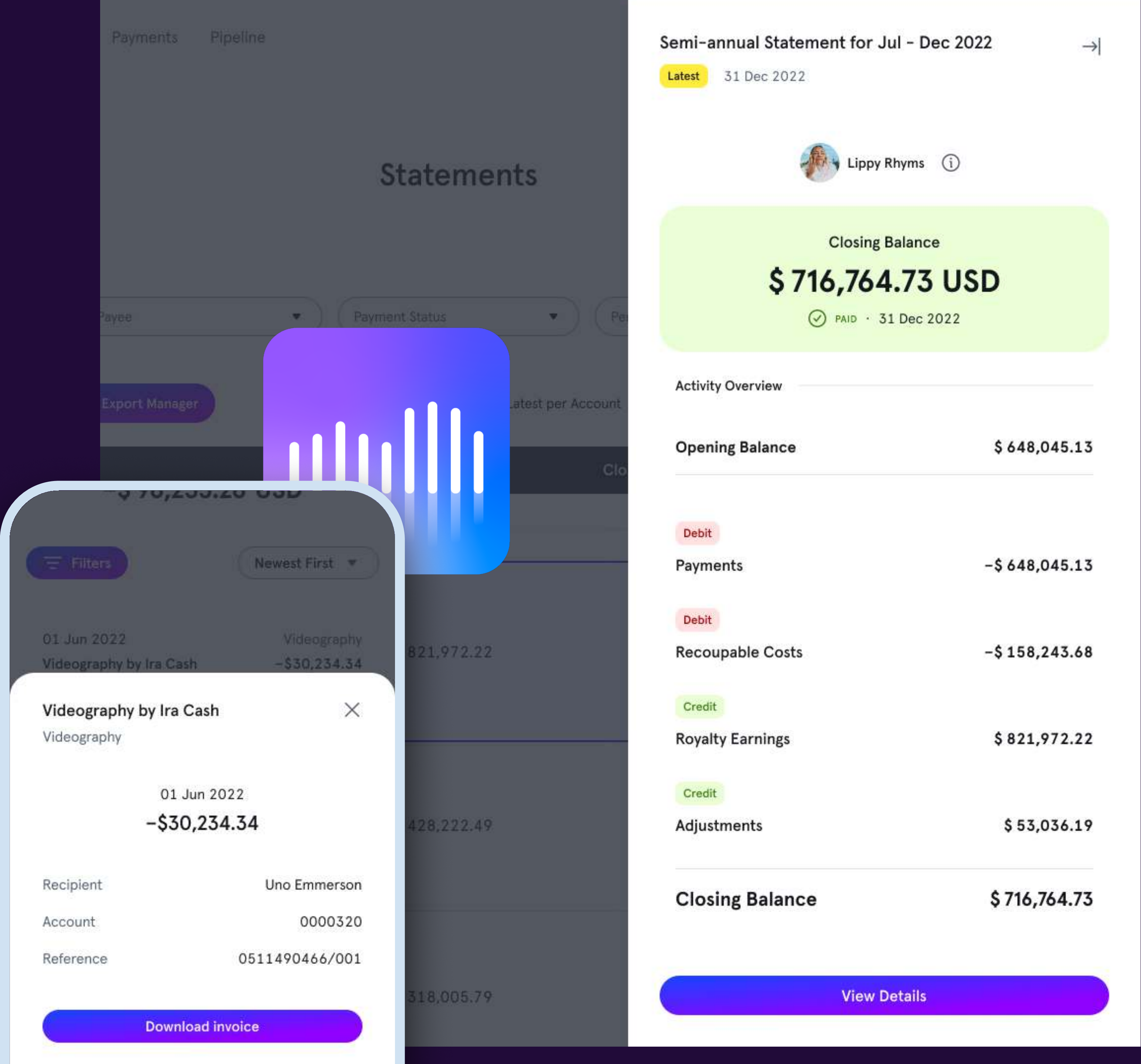**$ 716,764.73 USD**

⊘ PAID · 31 Dec 2022

Musician's Royalties Portal

Progressive Disclosure

Our client needed their artists feel that there was transparency in the label/artist partnership. We needed to provide a path to find every detail without overwhelming them with information they couldn't understand.

We leveraged the principle of progressive disclosure to help users find a little more information on each new screen, then drill down to find every dollar spent or earned

- Start with topline figure on the dashboard to reduce information overload

- Sequence information logically to shorten the learning curve and improve the first-time visitor experience.

Payments   Pipeline

Statements

Payee ▼   Payment Status ▼   Pe

Export Manager   Latest per Account

Filters   Newest First ▼

01 Jun 2022   Videography
Videography by Ira Cash   −$30,234.34   821,972.22

Videography by Ira Cash   ✕

Videography

01 Jun 2022
−$30,234.34

Recipient	Uno Emmerson
Account	0000320
Reference	0511490466/001

Download invoice

428,222.49

318,005.79

Semi-annual Statement for Jul – Dec 2022   →|

Latest   31 Dec 2022

Lippy Rhyms ⓘ

Closing Balance
$ 716,764.73 USD
✓ PAID · 31 Dec 2022

Activity Overview

|	
Opening Balance	$ 648,045.13
Debit Payments	−$ 648,045.13
Debit Recoupable Costs	−$ 158,243.68
Credit Royalty Earnings	$ 821,972.22
Credit Adjustments	$ 53,036.19
Closing Balance	$ 716,764.73

View Details

Musician's Royalties Portal

Data Visualization

We designed this portal to do more than just print statements; stakeholders told us they wanted to do more with their data. We designed a series of interactive data visualizations to help users explore the data behind their business.

- Spot performance spikes and promotional impacts on a timeline

- Identify hot markets and tour opportunities on a map

- Compare performance of streaming platforms on a stacked bar chart

ISADORA
AGENCY
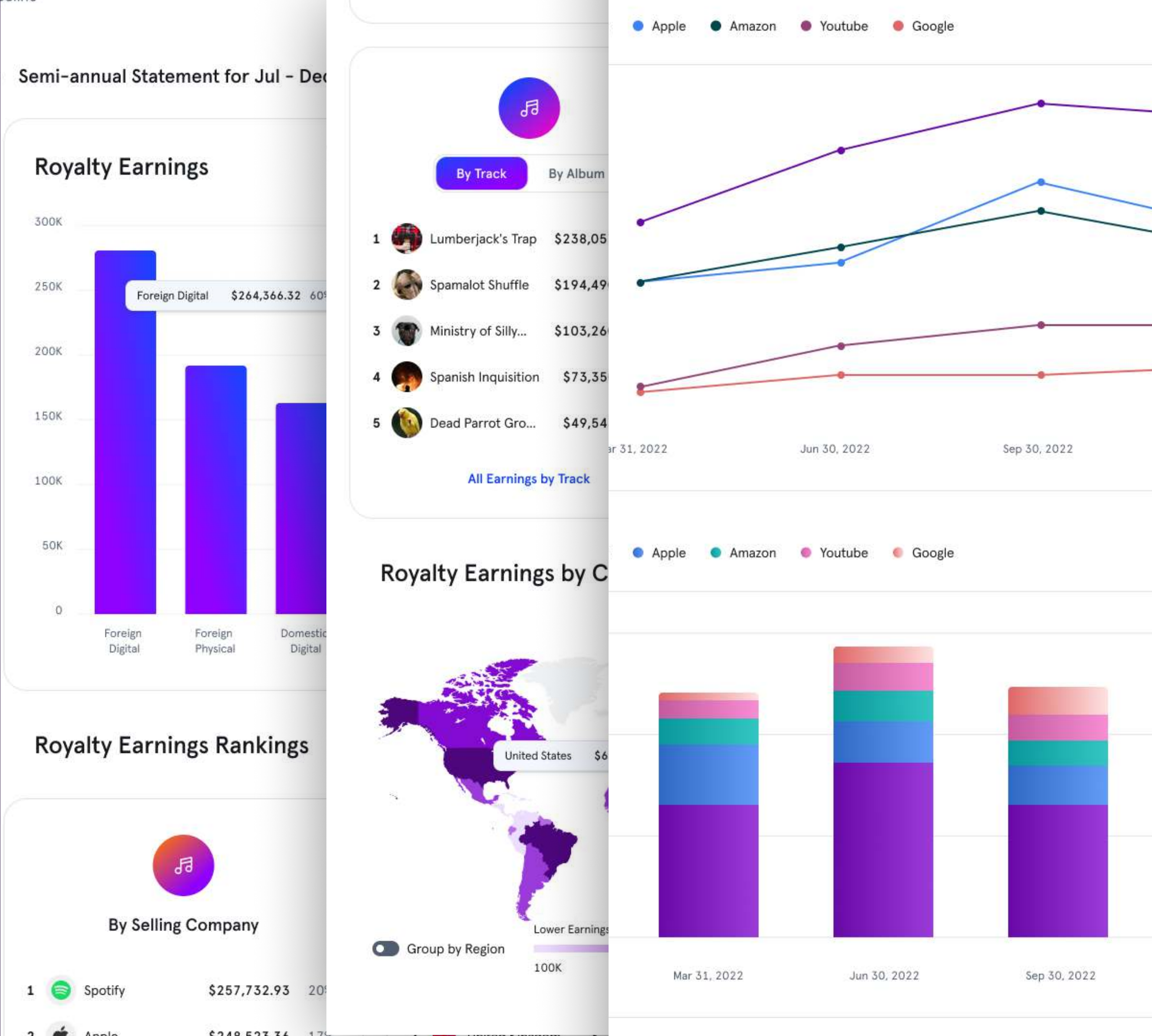
Testimonials

I really like seeing the whole picture. Everything is in one place."

User Testing Participant, Royalties Manager

"**I like how interactive everything is,** how you can save your own filters."

User Testing Participant,
Royalties Manager

"**This exceeded my expectations** of what the portal could look like… It's very clear and very clean."

User Testing Participant,
Global Client Services

"This saves so much time… **It's highly customizable.**"

User Testing Participant,
Royalties Manager

Isadora Agency designs and builds powerful digital products that create new and unparalleled customer experiences. As a partner, we enable massive business growth and elevate brands to new heights.

Let's create something great together.

ISADORA
AGENCY

Alex Mathias
Chief Operating Officer
310-321-7673
alex@isadoradigitalagency.com