

DesignMap

Untangling complexity since 2006.

DesignMap is a product strategy and experience design consultancy. We help teams make sense of complexity and turn vision into impact—especially in B2B and B2B2C spaces. Our work moves organizations to act, inspiring and energizing teams around what’s next.

How we help

We like to meet clients where they are. Our tailored services focus on purpose, product, and people (with discovery and research underpinning everything we do!).

Purpose

Strategic Vision

Take a step back from incremental demands to make better decisions, realize new value, and align teams.

- Visiontypes (North Star)
- Discovery & Research
- Design Diligence

Product

Product-Service Design

Make more informed and insightful decisions that create intuitive experiences and unified platforms—all centered around the people who use them.

- UX Design
- UI Design
- Service Design
- Product-to-Platform Transformation
- Design Diagnostics
- Design Systems
- Journey Mapping
- Prototyping

People

Skills Development & Workshops

Break down silos, up-skill your team, or complement your staff to foster a growth-minded culture that harnesses the full potential of your people.

- Fractional Design Leadership
- Staff Augmentation
- Workshops / Facilitation
- Designer Training Master Classes
- Hiring Support
- Thought Partnerships

Book a meeting with DesignMap



Head over to www.designmap.com/services for more details on our services.

Engagements Spotlight

We love to dig in, to understand complicated things and illuminate them—especially through models, maps and prototypes. Below is a spotlight on some of our flexible engagements that can be rightsized to meet your needs. Every project is supported by a Design Lead and Engagement Lead, with more Designers and Researchers added based on the project scope.

Strategy & Vision Consulting

Visiontypes (North Star)

🕒 2 to 3 months

A prototype of the future, visiontypes are centered on new ideas and the goals an organization wishes to achieve. They make concrete your team’s greatest ambitions.

- User & Stakeholder Interviews
- Research Readouts
- Ideation Workshops
- Scenario Development
- Visual / Concept Design
- Prototypes / Visiontypes

Product-Service Design

Product Design

🕒 6 weeks to 6 months+

Companies that excel at design grow revenues at nearly twice the rate of their peers (McKinsey Research). We can help you become one of those companies through strategic, user-centered UI and UX Design, as well as Visual Product and Service Design.

- Concept Design / Validation
- Design Systems
- Prototyping & Wireframes
- Visual Design Direction / Exploration
- User & Work Flows

Skills Development, Workshops, & Org Design

Fractional Design Teams

🕒 8 weeks to 6 months+

Gain an interim design leader or team of designers to work alongside your team, mentor staff, or serve as thought partners to advance day-to-day work through senior UI/UX design support, weekly design reviews, and 1:1s.

- Mentorship
- Design Reviews
- Research
- UI Design
- UX Design
- Hiring Support

BYOW: Ask about "building your own workshop"

Our bespoke workshops can span an afternoon, day, or week(s). We can work with your designers to upskill on topics like *Effective Communication with Stakeholders* or *Creating Models for Alignment*. We can also lead cross-functional workshops with everyone from the C-Suite to Product Management, and Engineering on topics like *Designing Better Decisions* or *Product Prioritization*.

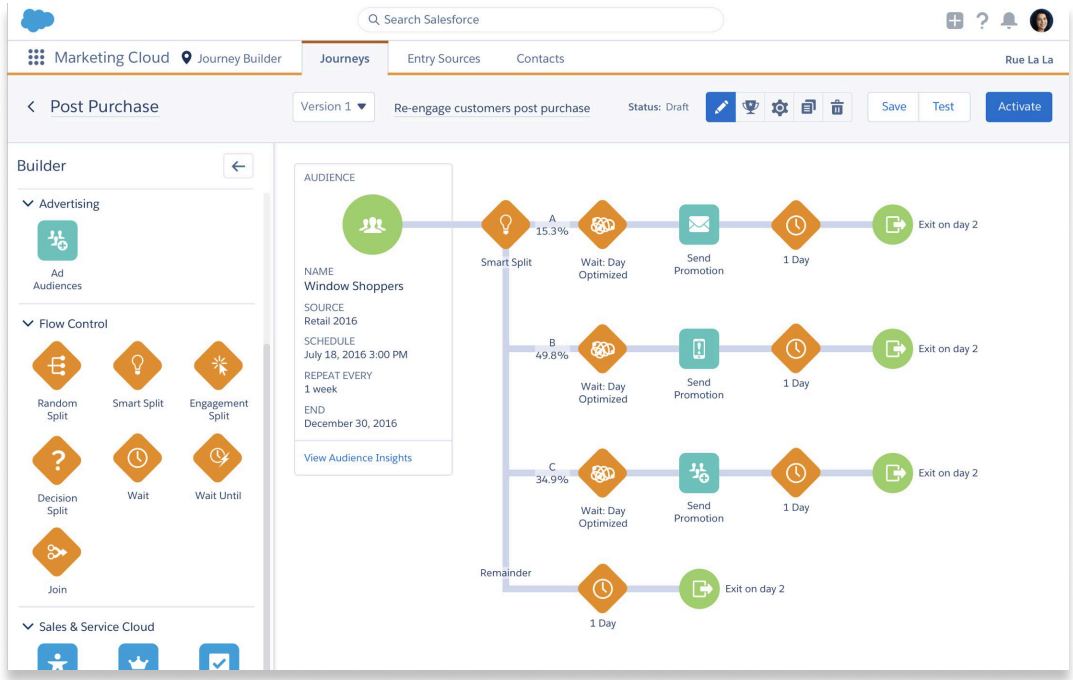
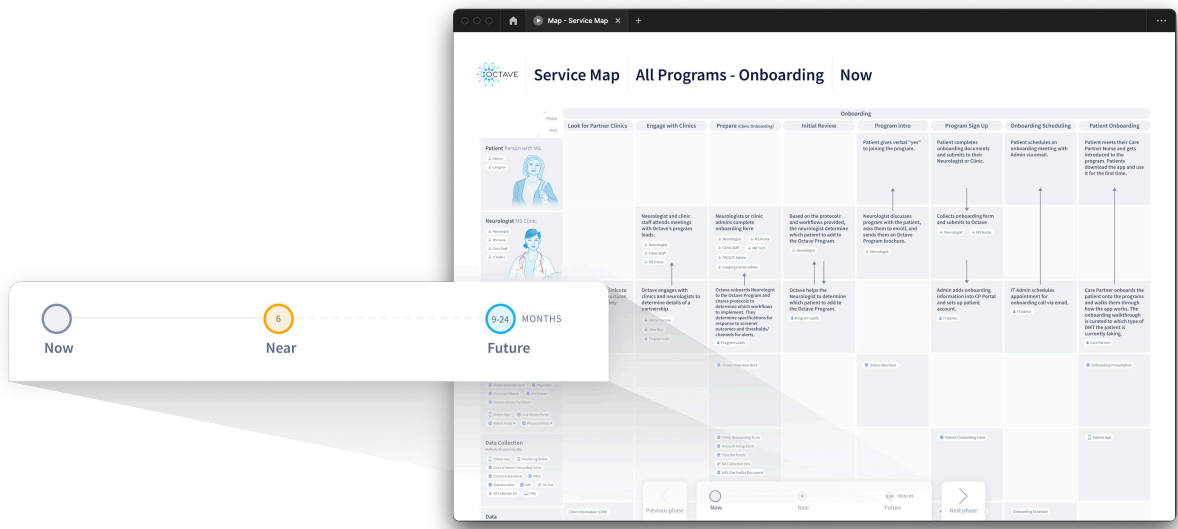
Client Closeups

DesignMap's senior team of strategists, designers, and researchers confidently explore uncharted territory in domains like technology, healthcare, finance, security, and green tech. It’s why visionary companies trust us to view strategic business challenges through a design lens.

Making Life-Saving Ambitions a Reality with Octave Bioscience

DesignMap helped the founders of Octave Bioscience, an early stage molecular diagnostics company, create a vision to help patients and doctors apply their science through software. Together, we created materials that helped secure funding, and then planned, designed, and launched the v1 product alongside their engineering team.

Since launching, the program has a 92% engagement rate of at least six months in duration from People with MS who are using Octave.



Redefining Marketing Automation for the Data Age— from ExactTarget to Salesforce

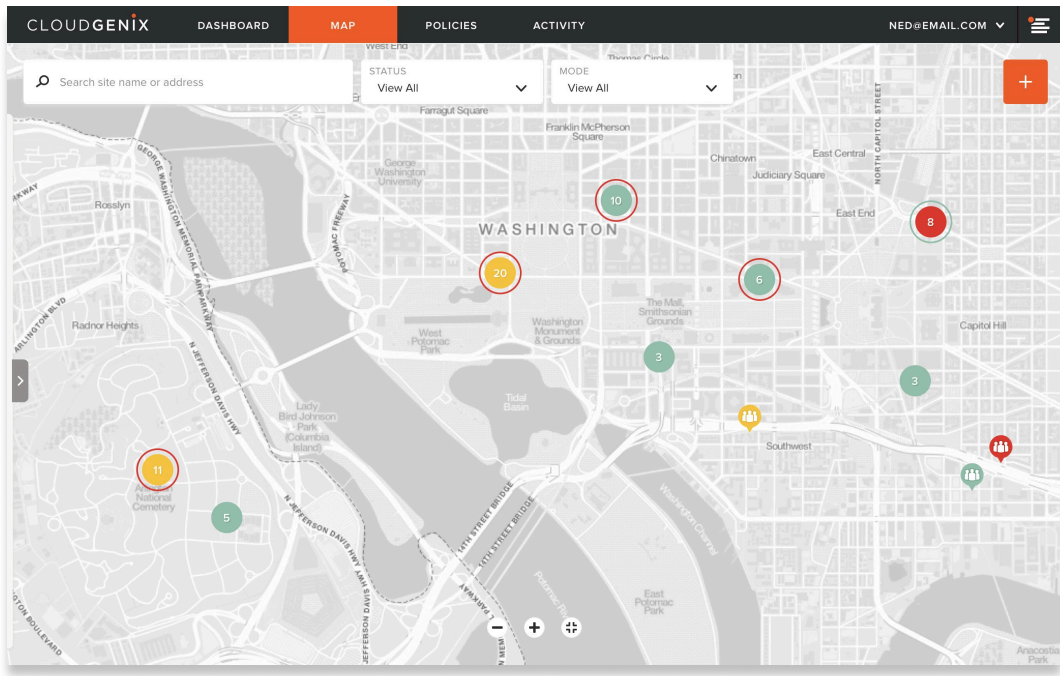
ExactTarget embarked on a multiyear journey with DesignMap to transition from a product to platform approach—all with the aim of innovating around omni-channel digital marketing. We worked alongside the ExactTarget team through an acquisition by Salesforce and helped them execute a “cloud-wide” strategy to unify all Salesforce products under a single look and feel.

Over the course of this seven-year partnership, we developed industry-leading marketing software solutions.

Changing the Way the World Builds Networks with CloudGenix

CloudGenix wanted to transform network management with SD-WAN, a complex technology that needed to deliver ease of use while retaining full administrative functionality. DesignMap designed a powerful interface that allowed maximum transparency and control for network managers.

The designed solution involved the development of an interactive map to support thousands of sites, facilitating network management on a global scale and fundamentally changing the way teams configure and monitor wide area networks—efficiently, securely and with reduced risk.



Trusted by industry leaders and category disruptors.



Design Your Future

aligned. inspired. unstoppable.



Mess to Meaning

DesignMap is immersed in enterprise. Not every firm can work in B2B and B2B2C. We bring perspective and meaning to scattered and complex spaces. And we enjoy exploring the possibilities along the way.

Down with Politics, Up with Purpose

We work with organizational influences and dynamics. Together, we can proactively and productively respond to them and establish a better way of working.

Rigorous (Not Rigid)

You and your circumstances are unique. We don't try to shoehorn you into a process because it's convenient for us. Expect us to show up with thoughtfulness and thoroughness.

[Book a meeting with DesignMap](#)



“

The quality of the user experience was so good, we kept DesignMap onboard as our core product design team for two years as we built out our full product. From day one, user experience was core to our strategy, and DesignMap made us 10x more successful than even our most optimistic projections.

—Kumar Ramachandran, CEO of CloudGenix, acquired by Palo Alto Networks

Have we provided a perspective into what’s possible?

If “yes,” then here are a few ways to continue the conversation:

Initial Conversation

Share what you’re experiencing and what you’d like to accomplish. We’ll come prepared with strategic insights, cases, and a pulse on your industry and ecosystem.

🕒 1hr Investment: ○○○○

Clarity Workshop

Co-design a custom session or workshop that provides clarity on a challenge, goal, or initiative. Come away with pragmatic next steps, consensus-building, and shared understanding.

🕒 2-8hrs Investment: ●●○○

Transformation Trial

Step into a try-it-on discovery experience with our team. We’ll work together in fresh, energy-building ways to generate early proof points and traction for bolder possibilities.

🕒 30-90 days Investment: ●●●○