5 Tips to choose UX Design Studio for Your Product

Choosing a UI [UX design studio](#) to transform your business is one of the most challenging decisions to make. Owing to the fact that design plays a significant role in business development, for any digital product be it a website or mobile application. With the fast-evolving trends, we desire to be engaged with a design studio that stays on top of these changes. Most CTOs, product managers, and stakeholders look for design firms that have an experienced design team; a team can understand the brand needs and deliver a user-centric & intuitive design.

In this article, we will be able to resolve doubts about opting for the right design firm for your next project/product. We have jotted the top 5 pointers, which you need to look for in any design firm before engaging with them.

1. **Portfolio- where creativity lies**

A portfolio gives us an idea about the values & perspectives of the firm, while also providing a glimpse at previous work and thought processes of the team. A portfolio provides an overview of past experiences. It helps make the right decision for your company/project. Through the portfolio, you will be able to find out answers to the questions.

-Is the design user-centric? And how is it ensured that the users' perspectives are transformed into the design?

-Is the design responsive & consistent with all devices/browsers?

-Check out the brand thoughts, and are those thoughts implemented right by the designers?

-Is the design aesthetically appealing, keeping functionality at its best?

-What value has the design added to the business?

These questions can help in making choices based on the portfolio of the firm.

2. Industry Knowledge: To Build User-Friendly Face of your Company

The very success of a project hinges on the ability of the designer to understand the business and the user. Thus, Experience and knowledge matter.

If a company has worked with various industries, then it will be able to design in a versatile manner. Do they have knowledge of development processes, existing industry challenges, and the scope of new improvement and opportunities to build a user-friendly website? It is believed that a design studio with a wide variety of industry experience is more likely to create a unique website that will reach a bigger and more diverse audience. You can check out the design company website, their blog section, case studies, and social media posts to understand their expertise for the same.

3. Focus on the process

The process followed by a firm showcases the kind of value it would provide to a business. For instance, an evidence-based approach in the designing process can benefit you.

So, you should look for a design company that offers the right process to keep the product user-centric. Search for the company that can find a suitable design solution and also optimizes the best design for your business. The designer should be familiar with parallax scrolling, flat design, responsive design, and dozens of other styles and design elements.

4. Pick the right trend

The use of the latest tools and processes would give you the best in-trend design. So, always choose a company that has a plethora of methods for research and design to pick from, such as defining personas, journey maps, A/B testing, Usability test, service blueprinting, etc. In terms of design, you can look for a designing agency that uses Figma, Adobe Photoshop, and Adobe After effects, etc. know the latest UI/UX trends 2021.

5. Quality & Timely Design Delivery

Quality defines what the firm stands for and is the most important factor in selection. Quality design will clearly communicate with your audience what you do, why you do it, and who you do it for. It is important to invest in the design that can bring visibility to your brand. The right design for your brand would also increase your return on investment.

Before finalizing the design company for your next project, timelines should be discussed. Late and delayed deliveries may make your business suffer. So, always discuss the timeline for every project. A design can make or break the first impression of your prospects, therefore, hiring a design company is a crucial part of any brand's success. The best design company will help you build a perfect bridge between you and your targeted audience.

THANK YOU