

# **BRIO**

Guiding with Insight

## About our founder



**Noa Bichovsky**, founder of Brio, is a leader in UX/UI and Product Design. With degrees in Industrial and Interaction Design from Middlesex University, she has worked at top firms like Pentagram and Designit.

In 2008, she established Brio, introducing a unique product design process that fosters collaboration and continuous validation. Noa also lectures at institutions like Shenkar, TLV and Elisava, Barcelona. Mentors through programs such as Microsoft's AI for Good. Her innovative support model helps startups access high-quality design services while managing costs, making Brio a key player in the startup ecosystem.

Noa's vision and dedication drive Brio's growth in the global design community.

## **Human-Centered Innovation: Our Approach to Design and Strategy**

Our company combines deep expertise in **user experience design** with a **human sciences** approach to **business strategy**. We believe that understanding people is the key to creating impactful solutions and driving organizational change.

# Our Philosophy



## **Research-Driven Insights**

We conduct rigorous research to uncover meaningful insights about human behavior, needs, and motivations. This forms the foundation of our work in both design and strategy.

## **Bridging Design & Business**

We seamlessly integrate user-centered design principles with strategic business thinking, ensuring that our solutions are both desirable for users and viable for organizations.

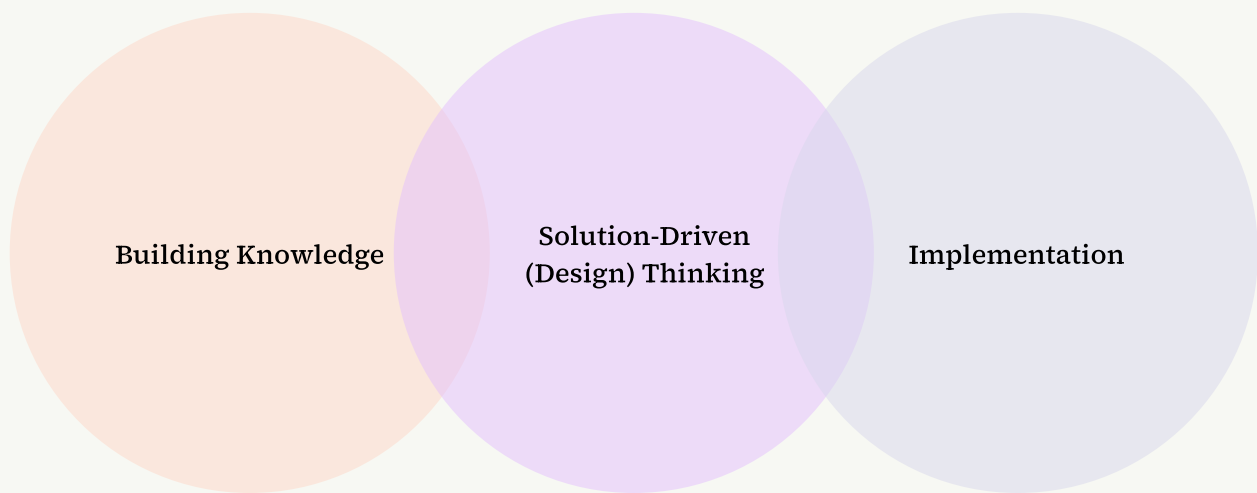
## **Practical Innovation**

Our primary focus is on consistently delivering practical, actionable recommendations that drive real-world results. We eschew trendy buzzwords in favor of clear, evidence-based approaches.

## **Interdisciplinary Collaboration**

We bring together experts from diverse fields including design, anthropology, psychology, and business strategy to tackle complex challenges holistically.

# How?

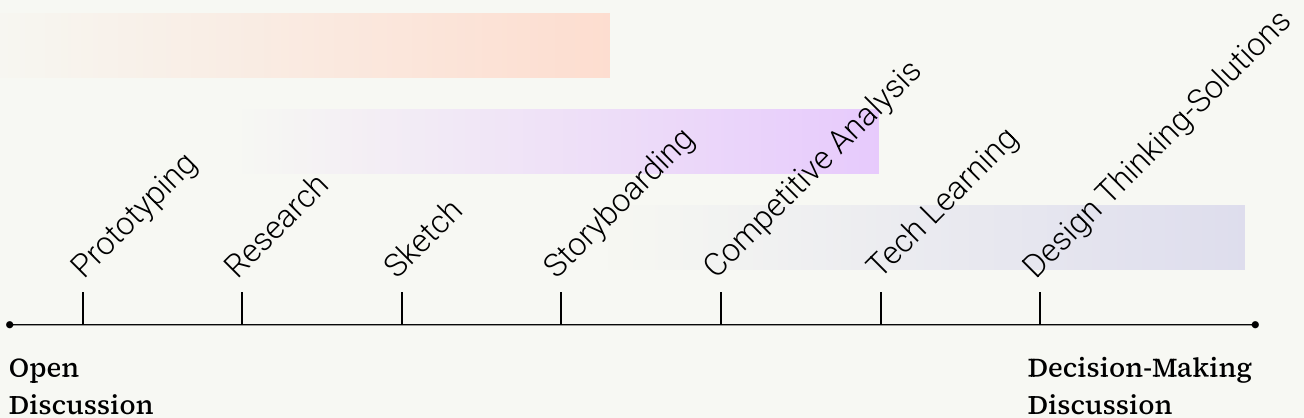


## Unified Learn-Design-Do Approach

Seamless Collaboration: Our Everyday Unified Approach

A Unified Learn-Design-Do Approach embraces the synergy of simultaneous ideation, design, and implementation within a small, agile teams. This non-linear process, where learning, designing, and doing occur in parallel, fosters creativity, efficiency, and optimal user-experience outcomes by allowing for real-time adjustments and continuous refinement throughout the development cycle.

# What?



## The Lab Approach

Each week is structured to optimize project progress, facilitating informed decision-making by week's end.

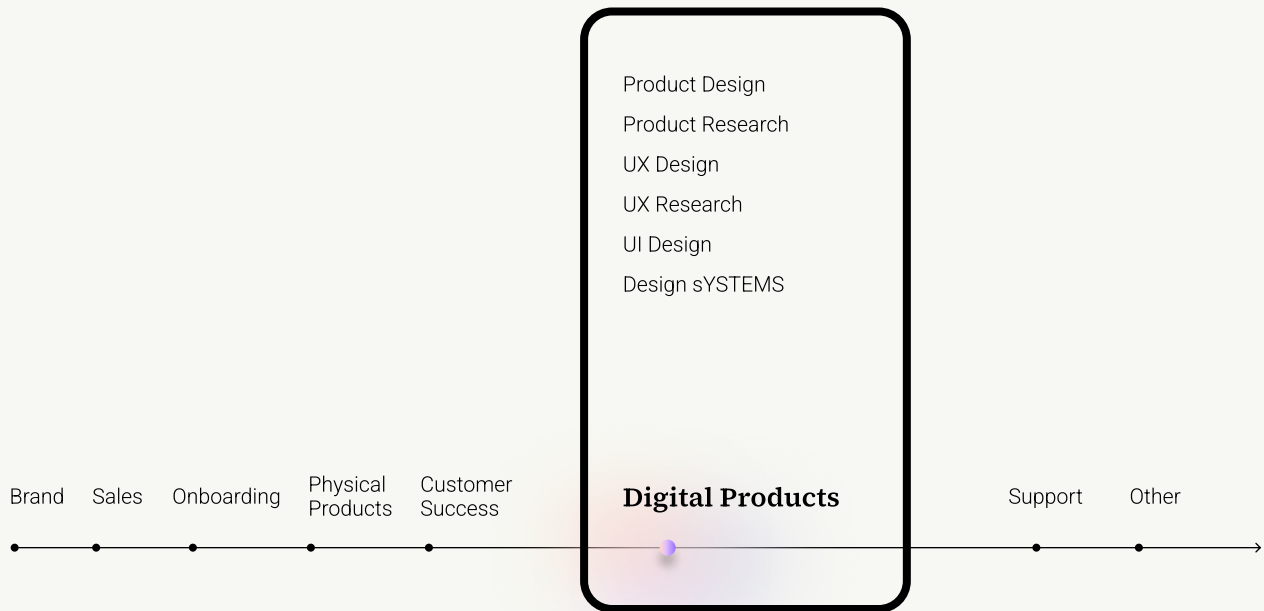
This approach ensures that insights gained are strategically applied in the subsequent week, creating a continuous cycle of improvement and advancement.

## A Playground for Creative Solutions

A week begins with an opening discussion, where we assess our current stage and plan our activities accordingly. Depending on the phase—such as research, sketch, user testing and more.

Throughout the week, we remain flexible to adapt to new insights, with regular check-ins to monitor progress and a end-of-the-week wrap-up to review achievements and set goals for the next week.

## Sample Company's User Journey:



## Digital Product: The Driving Force in User Experience

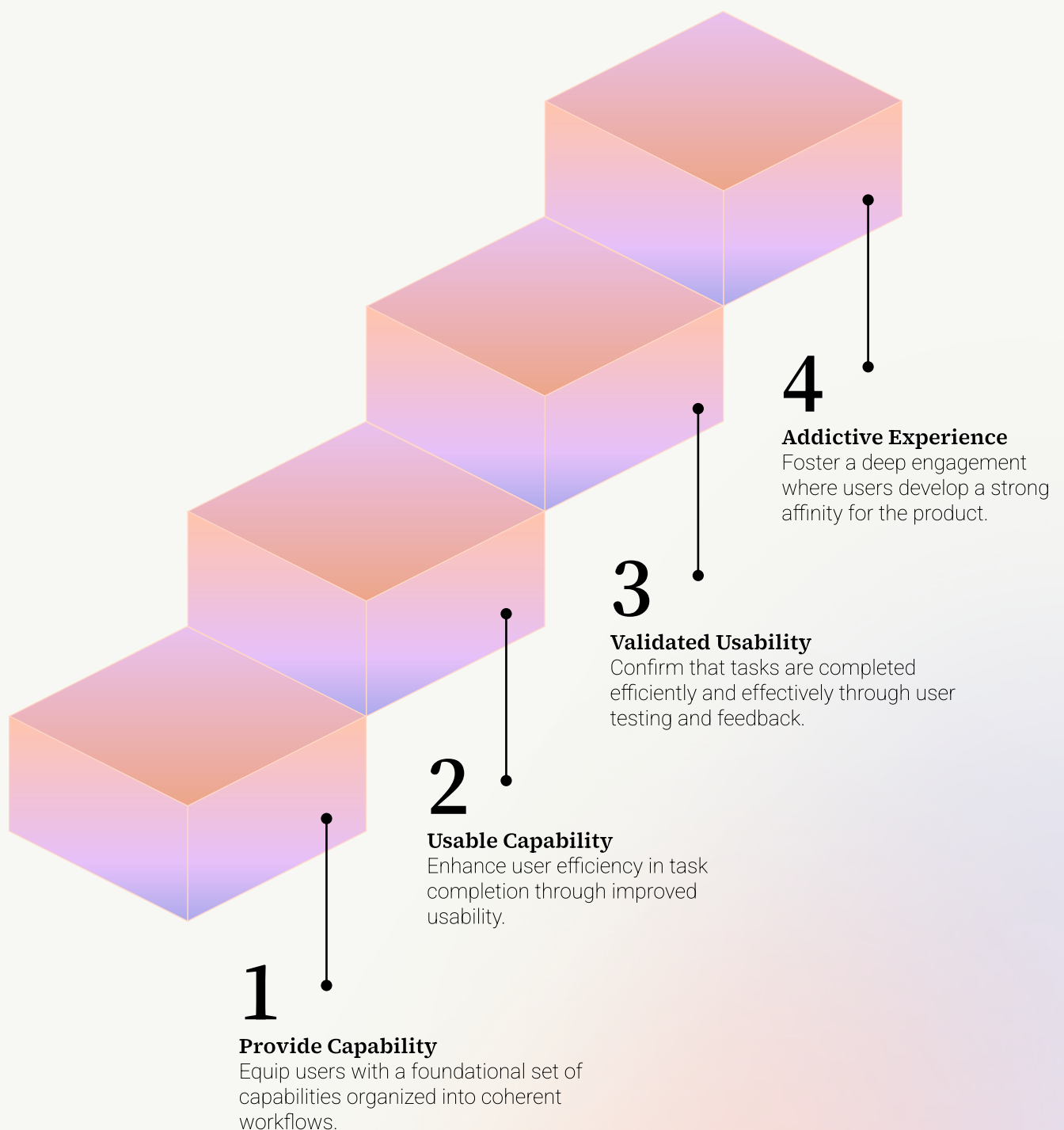
By understanding the digital product as a critical touchpoint within the user's journey, brands can focus on creating experiences that not only meet functional needs but also reinforce their core message and values, ultimately strengthening the overall user - brand relationship.

The digital product represents the convergence of the brand's messaging and its functional offerings. It's where marketing promises meet real-world utility, allowing users to interact with the brand's core value proposition in a practical, hands-on manner.

# Stages of UX Maturity at Brio

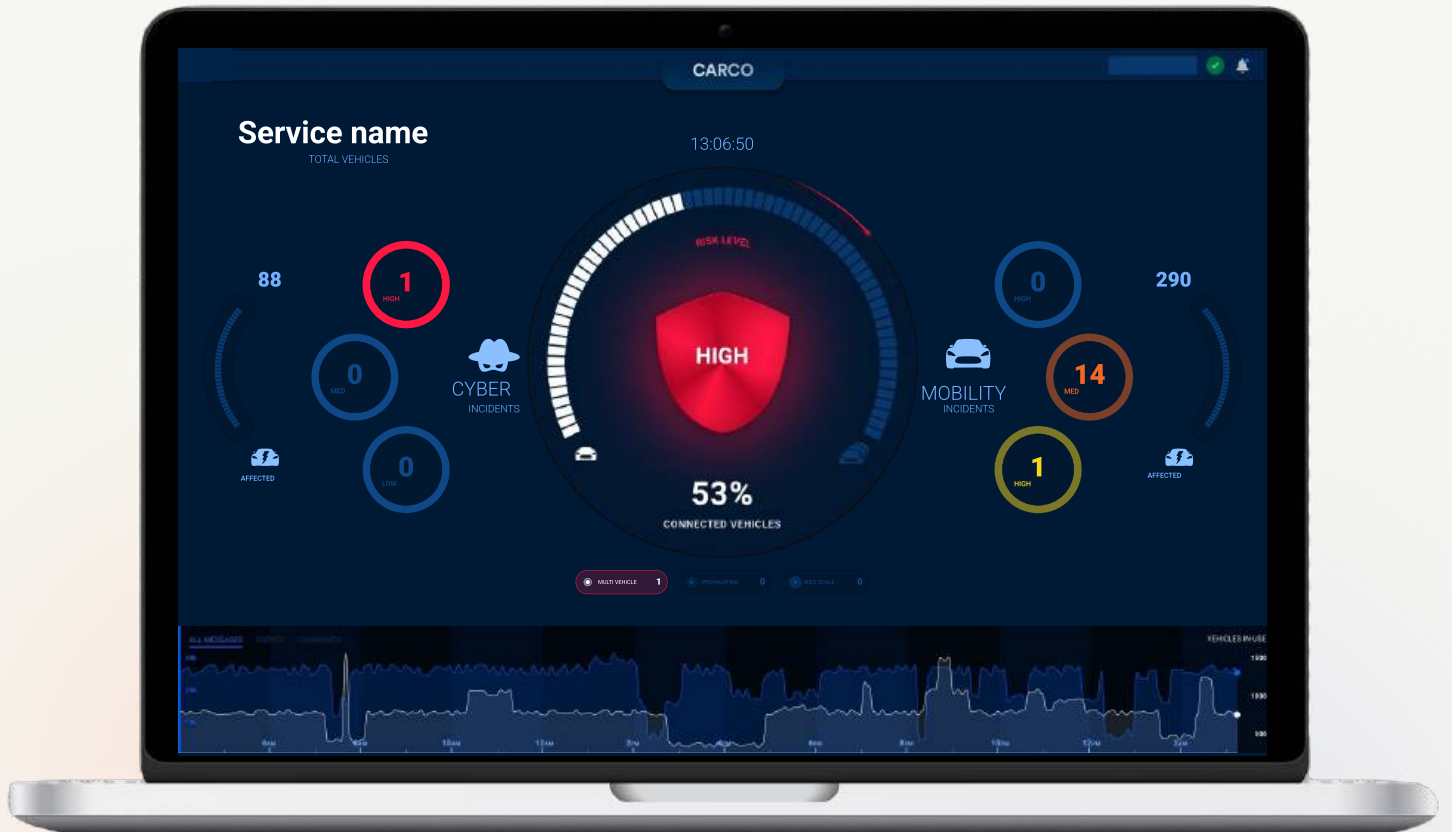
Our 4 stages user experience (UX) maturity framework serves as a diagnostic tool for evaluating an organization's proficiencies and shortcomings in UX-related areas.

This evaluation enables us to pinpoint which of the four developmental phases the organization currently inhabits. Moreover, this framework offers valuable guidance on strategies an organization can employ to enhance its UX sophistication and capabilities.





**Phytch** Monitor, Plan, Automate and manage Irrigation, Nutrition, Pest and Disease. Based on direct data from trees, fruits and irrigation system.



## Why choose us



- 25+ years of combined experience in research and design.
- A proven track record with Fortune 500 companies and innovative startups.
- Published thought leadership establishing industry best practices.
- Practical, actionable advice rooted in rigorous research.
- A unique blend of design expertise and strategic business acumen.

## **Long-Term Partnerships**

We aim to build lasting relationships with our clients, serving as trusted advisors who can help navigate evolving business landscapes and user needs.



# 18

Years

# 250+

Products

# 20+

Industries

# Industries

**26.9%**

Afritech,  
Agrifood-tech  
& Water

**22.9%**

Life Sciences  
& Health Tech

**9.8%**

Edtech

**8.7%**

Enterprise, IT  
& Data  
Infrastructure

**7.6%**

Security  
Technologies

**6.4%**

Fintech

**5.3%**

Legaltech

**4.2%**

Climate Tech

**3.1%**

Data Analysis &  
Decision Support

**2.0%**

Industrial  
Technologies

**1.5%**

Social Networkks

**0.9%**

Retail  
& Marketing

**0.6%**

Advertising Tech

**0.1%**

Content  
& Media



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