



SOLUTION CATALOG • 2026

The Full Suite of Experience Solutions

Twenty-two solutions across strategy, research, design, AI, and governance — the complete practice of a customer experience design agency built for the AI era.

22

SOLUTIONS

05

PRACTICE AREAS

88

NAMED DELIVERABLES

01	Experience Strategy & Leadership	3 solutions
02	Research, Insight & Evaluation	4 solutions
03	Experience & Product Design	9 solutions
04	AI in the Customer Path	3 solutions
05	Innovation, Governance & Design Operations	3 solutions

ORIENTATION

Not a menu. One practice, read from five directions.

Every solution here is a real engagement with a scope, a duration, and named deliverables. Most clients start with one and add the next when the first one earns it. The order below is how the work usually compounds — not a sequence you are obliged to buy.

HOW EACH PAGE IS BUILT

01 The work

What we actually do, in the order we do it. If it is not on this list, it is not in the scope.

02 What you get

Four named artifacts per solution. Real documents your teams keep, not a readout deck.

03 Shape

Duration, commercial model, cadence, and who has to be in the room for it to work.

04 Use it when & proves out as

The conditions that make it the right call, and the tests we accept being measured against.

05 Fits with

What it depends on upstream and what it unlocks downstream, so nothing is bought out of order.

TWO CONVENTIONS

Durations describe typical scopes and are confirmed at scoping. Any outcomes referenced in our materials are illustrative composites of recurring engagement patterns, never a named client's results.

WHAT THIS SUITE ADDS

Nine established solutions

Strategy, readiness, fractional leadership, journey reinvention, agentic service design, contact center modernization, conversation intelligence, the innovation lab, and governance — the practice as it stands.

Thirteen design solutions added

Research, usability testing, UI/UX audit, information architecture and wireframing, product design, interactive prototyping, digital redesign, design systems, content design, accessibility, generative UI, service orchestration, and design operations — the craft layer a full-suite experience design agency is expected to hold.

THE RULE UNDERNEATH ALL OF IT

Nothing gets designed on opinion, nothing gets built without being tested, and nothing gets launched without a gate agreed in advance. Every solution in this catalog is written to be measured.

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Twenty-two solutions

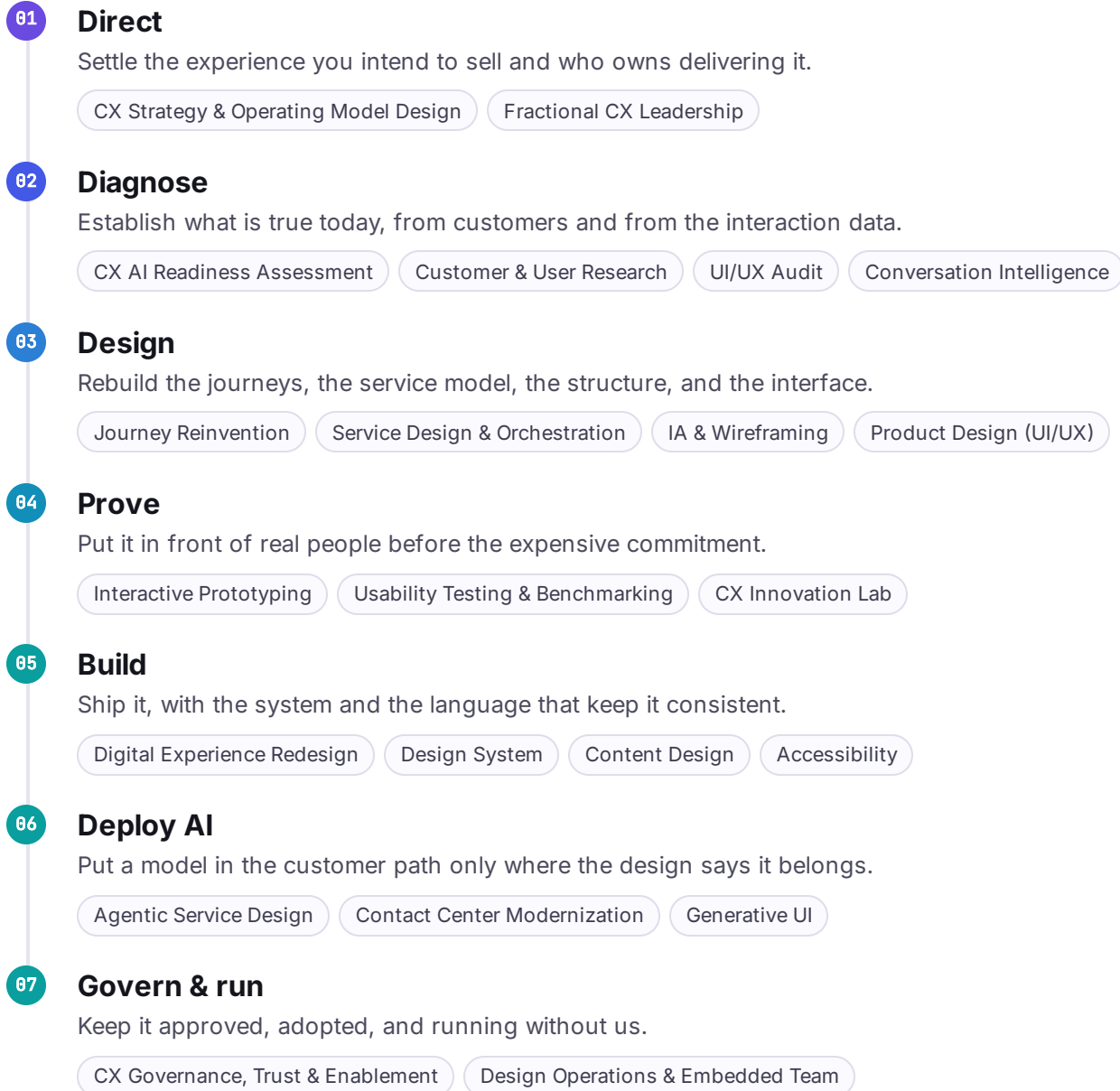
CORE ESTABLISHED PRACTICE **NEW** ADDED IN THIS SUITE

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SEQUENCE

Each turn makes the next one cheaper.

Solutions are bought one at a time, but they are designed to stack. This is the order the work compounds in — direction settles the brief, evidence settles the argument, and every stage after that is a smaller decision than it would have been.



Experience Strategy & Leadership

Decide the experience you intend to sell, name who owns delivering it, and put a senior operator in the room while the decisions are made.

Everything downstream is cheaper when this is settled first.

WHAT THIS AREA SETTLES

- What experience are we actually trying to sell?
- Who owns delivering it when it crosses four functions?
- What do we fund first, and what does it return?

3 SOLUTIONS

01	CX Strategy & Operating Model Design	The experience you intend to sell, and the operating model that can deliver it.
02	CX AI Readiness & Opportunity Assessment	A ranked, costed backlog of what to fund first, with the blockers named.
03	Fractional CX Leadership	A senior CX and AI executive carrying the roadmap between board meetings.

WHAT LEAVES THIS AREA – 12 ARTIFACTS

- | | | |
|---------------------------------|---------------------------|---------------------------------------|
| ■ Experience strategy on a page | ■ Contact driver analysis | ■ Operating cadence & governance pack |
| ■ Target operating model | ■ Ranked use-case backlog | ■ Portfolio review & decision log |
| ■ Decision rights & funding map | ■ Readiness scorecard | ■ Vendor evaluation scorecard |
| ■ CX value case | ■ Board-ready roadmap | ■ Board narrative pack |

USUALLY STARTS WITH

Most engagements start here or with the CX AI Readiness Assessment.

HANDS OFF AS

Produces the brief that Research and Experience Design work from.

CX Strategy & Operating Model Design

In the experience economy the experience is the product. This decides the one you intend to sell, who owns delivering it, and the decision rights that keep it intact.

THE WORK

- Experience ambition set against what customers value and what competitors already do
- Segment and journey prioritization — where experience earns a return and where it does not
- Target operating model across service, digital, data, and brand, including where AI sits in it
- Decision rights, funding routes, and the forums that turn strategy into scheduled work
- Capability gap assessment, with build, buy, and partner calls made explicitly
- The value case, on assumptions finance will accept

WHAT YOU GET

Experience strategy on a page

The ambition, the segments, the journeys, and what you are choosing not to do

Target operating model

Who owns what, where AI sits, and how the work actually flows

Decision rights & funding map

Which forum decides what, on what evidence, with what money

CX value case

What the strategy returns, modeled line by line, assumptions exposed

SHAPE

DURATION

6–10 weeks

COMMERCIAL

Fixed fee

CADENCE

Weekly executive session

ROOM

CEO, COO, CCO plus function heads

USE IT WHEN

- Three functions are running separate experience programs against the same journeys
- Investment goes to whoever asked most recently
- A reorganization is about to erase whatever direction existed

PROVES OUT AS

- The executive team signs one direction rather than tolerating several
- Every priority journey has a named owner with budget authority
- The next funding round is argued against the strategy, on the record

FITS WITH Sets the brief for Customer Journey Reinvention and CX AI Readiness.

CX AI Readiness & Opportunity Assessment

A fixed-scope diagnostic that answers one question honestly: what should you fund first, and what will it return?

THE WORK

- Contact driver analysis across voice, chat, email, and self-service for a 90-day window
- Journey mapping for the three to five journeys carrying the most volume and value
- Data, knowledge, and platform audit — CCaaS, CRM, and the content retrieval would rely on
- Six to ten stakeholder interviews across service, digital, data, risk, and brand
- Use-case scoring against value, feasibility, and risk, with a modeled return on each line
- Readout and one revision pass with the executive sponsor

WHAT YOU GET

Contact driver analysis

Where the volume really comes from, and what each driver costs to serve

Ranked use-case backlog

Every candidate scored on value, feasibility, and risk

Readiness scorecard

Data, knowledge, platform, and operating readiness, scored by dimension

Board-ready roadmap

Sequenced phases with owners, investment, and the narrative around them

SHAPE

DURATION

4–8 weeks

COMMERCIAL

Fixed fee

CADENCE

Weekly working session

ROOM

Sponsor plus 5–9 owners

USE IT WHEN

- Five competing AI wish lists and no way to rank them
- Budget season is close and the case is not written
- A vendor has already proposed the answer

PROVES OUT AS

- The ranked backlog is accepted by the executive team, not just received
- Every phase in the roadmap leaves with a named owner
- The investment narrative survives its first finance review

FITS WITH Ranks the work that Experience & Product Design and AI in the Customer Path deliver.

Fractional CX Leadership

A senior CX and AI executive embedded with your leadership team, carrying the roadmap and the decisions between board meetings.

THE WORK

- Standing counsel to the CEO, COO, CCO, CIO, or CX lead
- Ownership of the CX and AI roadmap, and the operating cadence that keeps it moving
- Portfolio and vendor decision support ahead of commitments rather than after them
- Governance forum design — who decides what, on what evidence, how often
- Board and executive communication, in the language the business already uses
- Coaching for the internal leaders who will own the capability when we leave

WHAT YOU GET

- Operating cadence & governance pack**
The forums, owners, evidence, and decision rights that keep CX moving
- Portfolio review & decision log**
A living record of what was decided, on what basis, and by whom
- Vendor evaluation scorecard**
Weighted comparison of platforms against your journeys, not the demo
- Board narrative pack**
The quarterly CX story, told in revenue, cost, and risk

SHAPE

DURATION
6 months, rolling
COMMERCIAL
Monthly retainer
CADENCE
4–8 days a month
ROOM
Executive team and direct reports

USE IT WHEN

- The CX seat is open, or held by someone without the AI fluency the roadmap needs
- Decisions keep deferring a quarter at a time
- A platform commitment is about to be signed

PROVES OUT AS

- Decisions get made on schedule instead of deferring another quarter
- The roadmap survives budget cycles without being rewritten
- Named internal owners can run the cadence without us by month six

FITS WITH Carries whatever CX Strategy and CX AI Readiness produce.

Research, Insight & Evaluation

The evidence layer. What customers actually do, where the current experience fails them, and what the interaction data says before anyone designs anything.

No design decision in this suite is defended by opinion.

WHAT THIS AREA SETTLES

- What are customers actually trying to get done?
- Where does the experience we already have defeat them?
- What does the interaction data say before anyone designs?

4 SOLUTIONS

04	Customer & User Research	Primary evidence on what people are trying to do and where you defeat them.
05	Conversation Intelligence & Voice of Customer	Driver-level insight from every interaction, tied to root cause and to the P&L.
06	UI/UX Audit & Heuristic Evaluation	An expert teardown of what you already have, with the fixes severity-ranked.
07	Usability Testing & Experience Benchmarking	What people actually do with it, against criteria set before the session.

WHAT LEAVES THIS AREA — 16 ARTIFACTS

- | | | |
|-------------------------------------|----------------------------|--------------------------------|
| ■ Research plan & screener | ■ Predictive signal brief | ■ Test plan & task scenarios |
| ■ Evidence wall & synthesis | ■ Insight-to-action rhythm | ■ Findings with evidence clips |
| ■ Jobs, needs & behavioral segments | ■ Annotated audit | ■ Benchmark baseline |
| ■ Opportunity brief | ■ Severity & effort matrix | ■ Prioritized fix list |
| ■ Driver taxonomy | ■ Quick-win release | |
| ■ Executive CX dashboard spec | ■ Benchmark scorecard | |

USUALLY STARTS WITH

A UI/UX Audit is the fastest way in when something is already live.

HANDS OFF AS

Every finding leaves as a scoped item in the design backlog.

Customer & User Research

Primary research run to answer decisions already on the table — what people are trying to get done, where the current experience defeats them, and what they will not say in a survey.

THE WORK

- Research plan written against the decisions it has to inform, not against a method preference
- Generative research — depth interviews, contextual inquiry, diary studies, frontline ride-alongs
- Jobs-to-be-done and needs framing that survives translation into a design brief
- Segment and persona work grounded in behavior and evidence rather than demographics
- Synthesis in the open, with the client team in the room analyzing rather than receiving
- A research repository the organization can search a year from now

WHAT YOU GET

Research plan & screener

Who we talk to, why them, and what each session has to settle

Evidence wall & synthesis

Raw observation traced to every finding, so conclusions can be checked

Jobs, needs & behavioral segments

What customers hire the experience to do, framed for design

Opportunity brief

The findings that change what gets built, with the decisions they unblock

SHAPE

DURATION

4–8 weeks

COMMERCIAL

Fixed fee

CADENCE

Weekly synthesis session

ROOM

Design, product, service, insight

USE IT WHEN

- The team is arguing about what customers want with no evidence in the room
- Personas exist but nobody uses them
- A major redesign or new product is about to be scoped

PROVES OUT AS

- Findings are traceable to observation, not to the loudest interview
- The design brief is written from the research rather than alongside it
- The repository is reused on the next project instead of rebuilt

FITS WITH Feeds Journey Reinvention, Product Design, and the Innovation Lab.

Conversation Intelligence & Voice of Customer

From a two percent QA sample and a score nobody can act on, to driver-level insight the operating team schedules work against.

THE WORK

- Analysis across every interaction — voice, chat, email, and survey text
- Driver taxonomy built from your contacts, tied to journeys and root cause
- Predictive signals for churn, escalation, and repeat contact
- Executive dashboard specification connecting experience to revenue and cost to serve
- Insight-to-action operating rhythm, so findings reach an owner with a deadline
- Baseline measurement and the method for proving movement

WHAT YOU GET

Driver taxonomy

The contact reasons that matter, defined so two analysts agree

Executive CX dashboard spec

The view leaders open on Monday, and what each number means

Predictive signal brief

Churn, escalation, and repeat-contact signals with intervention points

Insight-to-action rhythm

The weekly loop that turns findings into owned, dated work

SHAPE

DURATION

8–12 weeks, then managed

COMMERCIAL

Project into managed service

CADENCE

Weekly insight review

ROOM

CX, service ops, analytics, finance

USE IT WHEN

- Sentiment scores move and nobody can say why
- QA covers two percent of interactions and coaches from it
- The CX number cannot be connected to a financial one

PROVES OUT AS

- Two analysts classify the same contact the same way
- Every top driver has a named owner and a dated action
- Predicted churn and escalation validated against what actually happened

FITS WITH Supplies the evidence base every other solution argues from.

UI/UX Audit & Heuristic Evaluation

An expert teardown of what you already have — interface, flow, content, and access — scored against established heuristics and your own analytics, with the fixes ranked.

THE WORK

- Heuristic evaluation of the priority journeys against Nielsen–Molich and platform conventions
- Flow and friction analysis against real behavioral data — drop-off, rage clicks, backtracking, search
- Content, labeling, and error-state review, including what the interface says when things fail
- Accessibility screen against WCAG 2.2 AA, flagged by severity and legal exposure
- Cross-platform consistency check — web, mobile, app, assisted, and agent-facing surfaces
- Severity and effort scoring, so the backlog is sequenced rather than merely listed

WHAT YOU GET

Annotated audit

Every issue captured on the screen it occurs on, with the heuristic it breaks

Severity & effort matrix

What to fix this sprint, this quarter, and in the next redesign

Quick-win release

The changes worth shipping before any redesign is funded

Benchmark scorecard

Where the experience sits against convention and against competitors

SHAPE

DURATION

3–5 weeks

COMMERCIAL

Fixed fee

CADENCE

Midpoint and final review

ROOM

Product, design, engineering, content

USE IT WHEN

- Conversion or completion is falling and nobody can name the cause
- A redesign is being argued for on taste rather than evidence
- The product has grown by accretion and nobody has looked at the whole

PROVES OUT AS

- Every finding cites the heuristic or the data that produced it
- Quick wins ship inside the audit window, not after it
- The redesign case is argued from the matrix rather than from a mood board

FITS WITH The usual entry point. Ends in either a quick-win release or a redesign brief.

Usability Testing & Experience Benchmarking

Evidence about what people actually do with the thing, taken against criteria set before the session — and a baseline you can be measured against next year.

THE WORK

- Test plan with success criteria and task scenarios agreed before anything is shown
- Moderated testing with customers and, where the journey is assisted, with frontline staff
- Unmoderated and remote testing at volume where the question is rate rather than reason
- Benchmark measurement — task success, time on task, error rate, effort, and confidence
- Competitive and comparative testing against the alternatives your customers actually use
- Findings routed into the backlog as fixes, not filed as a report

WHAT YOU GET

Test plan & task scenarios

What we ask people to do, and what counts as success before we watch

Findings with evidence clips

What people did, ranked by severity, with the moment on tape

Benchmark baseline

The numbers this experience scores today, repeatable next release

Prioritized fix list

Issues written as backlog items with an owner and a size

SHAPE

DURATION

3–6 weeks per round

COMMERCIAL

Fixed fee per round

CADENCE

Rounds tied to release

ROOM

Product, design, engineering, research

USE IT WHEN

- A launch decision rests on whether people can complete the task
- Two teams disagree about a design and both cite the customer
- You need a defensible before-and-after for a redesign

PROVES OUT AS

- Success criteria were set before the first session, not fitted afterward
- Every severe finding leaves with an owner and a release
- The baseline is re-run after the change and the movement is reported

FITS WITH Gates Product Design, Prototyping, and Digital Experience Redesign.

Experience & Product Design

The craft. Journeys, service models, information architecture, interfaces, design systems, language, and access — designed and specified to build.

This is the practice the rest of the suite exists to feed.

9 SOLUTIONS

08	Customer Journey Reinvention	The journeys that carry your value, rebuilt around the moments that decide loyalty.
09	Service Design & Experience Orchestration	The delivery system behind the experience, including next-best-action decisioning.
10	Information Architecture & Wireframing	Structure, labels, flows, and annotated wireframes — settled before anything visual.
11	Product Design (UI/UX)	End-to-end interface and interaction design, specified for engineering to build.
12	Interactive Prototyping & Design Validation	The design made real enough to test, and iterated on what users actually did.
13	Digital Experience Redesign & Replatforming	The full rebuild of a site, app, or portal, measured against a baseline taken first.
14	Design System & Component Library	One governed set of components and tokens design and engineering both build from.
15	Content Design & Conversational UX Writing	The language of the experience, including what an AI agent says under pressure.
16	Accessibility & Inclusive Design	WCAG 2.2 AA as the floor, tested with assistive technology, fixed in components.

USUALLY STARTS WITH

Journey Reinvention for service-led work; IA and Wireframing for product-led.

HANDS OFF AS

Specifications engineering can estimate and build from.

Customer Journey Reinvention

Not a journey map on a wall — the end-to-end redesign of the journeys that carry your value, around the moments that decide whether customers stay.

THE WORK

- Evidence-based journey diagnostic from interaction data, research, and operational reality
- Identification of the signature moments — the few interactions that actually move loyalty
- Redesign of those moments across channels, with human and AI roles decided deliberately
- Service blueprint behind each moment: the systems, data, teams, and policies that must change
- Upstream root-cause work, because most contact is caused before the customer gets in touch
- Sequenced roadmap with the measurement that proves each release moved something

WHAT YOU GET

Journey diagnostic

Where value leaks, sized in behavior and cost rather than in sentiment

Signature moment designs

The few interactions worth rebuilding, designed end to end

Service blueprint

Everything behind the moment — systems, teams, data, and policy

Reinvention roadmap

Sequenced releases, each with an owner, a measure, and a baseline

SHAPE

DURATION

10–14 weeks

COMMERCIAL

Outcome-priced project

CADENCE

Weekly design review

ROOM

CX, service, digital, operations, brand

USE IT WHEN

- Effort is spread evenly across a map instead of concentrated where it counts
- Contact volume is being absorbed rather than removed
- A journey crosses four functions and none of them owns it

PROVES OUT AS

- Each signature moment has a baseline taken before the redesign ships
- Root causes are fixed upstream where the evidence says demand originates
- Journey-level movement is reported alongside the operational numbers

FITS WITH Names the floor work, the interfaces, and the prototypes that follow.

Service Design & Experience Orchestration

The delivery system behind the experience — front stage, back stage, and the decisioning that chooses the next best action while the customer is still in the moment.

THE WORK

- Service blueprinting with lines of interaction, visibility, and internal support made explicit
- Channel and handoff design, so context travels with the customer instead of being re-collected
- Orchestration logic — the signals, rules, and models that decide what happens next
- Next-best-action design across assisted, digital, and proactive contact
- Policy, staffing, and process changes the blueprint depends on, named and owned
- Operational readiness: runbooks, exception paths, and what happens when a system is down

WHAT YOU GET

Service blueprint set

Front stage, back stage, and support layers for each priority journey

Orchestration & decisioning spec

Signals in, decision logic, action out, with the guardrails

Next-best-action library

The actions, their triggers, their eligibility, and their measures

Operational runbook

Exceptions, escalations, degradation modes, and who holds each one

SHAPE

DURATION

8–12 weeks

COMMERCIAL

Fixed fee or outcome-priced

CADENCE

Weekly design review

ROOM

Service ops, digital, data, IT

USE IT WHEN

- The design is agreed but nobody has specified what makes it happen
- Channels each hold their own version of the customer
- Proactive service is an ambition with no decision logic behind it

PROVES OUT AS

- Every blueprint layer names a system, a team, and a policy owner
- Context survives the handoff, verified in QA rather than assumed
- Each next-best-action has an eligibility rule and a measured effect

FITS WITH Turns Journey Reinvention into something operations and engineering can build.

Information Architecture & Wireframing

Structure before surface. How the content, tasks, and navigation are organized, and the low-fidelity screens that settle layout and flow before anyone argues about color.

THE WORK

- Content and capability inventory of what exists, what duplicates, and what should retire
- Taxonomy, labeling, and navigation models tested with card sorting and tree testing
- Task flows and state diagrams, including the empty, error, partial, and offline states
- Low- and mid-fidelity wireframes for every screen in the priority flows
- Responsive and cross-platform behavior decided at wireframe stage rather than discovered later
- Annotated specifications engineering and content can estimate from

WHAT YOU GET

Content inventory & audit

Everything you have, scored keep, merge, rewrite, or retire

IA & navigation model

The structure, the labels, and the tree-test scores behind them

Task flows & state maps

Every path through the journey, including the ones that fail

Annotated wireframe set

Screen by screen, with behavior, rules, and content requirements

SHAPE

DURATION

4–8 weeks

COMMERCIAL

Fixed fee

CADENCE

Twice-weekly design review

ROOM

Product, content, design, engineering

USE IT WHEN

- Navigation has grown a level every time a team needed a home for something
- Search is how people navigate because the structure failed
- A build is about to start from a visual design with no flow behind it

PROVES OUT AS

- Labels are validated by tree testing rather than by internal preference
- Every flow has its failure and empty states designed, not deferred
- Engineering estimates from the wireframes without a second discovery

FITS WITH Sits between the audit and Product Design. Nothing visual starts before it.

Product Design (UI/UX)

End-to-end design of the product or digital experience itself — interaction, interface, motion, and states — specified to the standard an engineering team can build from.

THE WORK

- Interaction design across the full task set, including the states nobody demos
- Visual design and hierarchy applied from the design system, or defined where none exists
- Component-level design with variants, behaviors, and responsive rules
- Motion and feedback design, so the interface explains itself while it works
- Design-to-build specification, tokens, and handoff with engineering in the room
- Design QA against the built product before release, not after the complaints

WHAT YOU GET

Interaction design set

Every screen and state in the priority flows, designed and annotated

UI design system application

Components, tokens, and patterns applied consistently across the product

Specification & handoff pack

Behaviors, rules, breakpoints, and edge cases written for engineering

Design QA report

What shipped versus what was designed, with the deltas triaged

SHAPE

DURATION

8–16 weeks

COMMERCIAL

Fixed fee or embedded

CADENCE

Sprint-aligned design reviews

ROOM

Product, engineering, design, content

USE IT WHEN

- A product is being built with no design owner and it shows
- Each squad has invented its own version of the same pattern
- The design is beautiful in the file and wrong in the build

PROVES OUT AS

- Every flow ships with its error, empty, and loading states designed
- Design QA runs before release and the deltas are closed
- New patterns enter the design system rather than staying local

FITS WITH Requires IA & Wireframing upstream and a Design System to draw from.

Interactive Prototyping & Design Validation

The design made real enough to test — clickable, coded, or model-backed — so the decision to build rests on what people did with it rather than on what the deck claimed.

THE WORK

- Prototype scoped to the question it has to answer, at the lowest fidelity that answers it
- Clickable and coded prototypes, including live-model prototypes where behavior is the point
- Realistic data and content, because people cannot evaluate an experience full of placeholder text
- Test design with success criteria fixed before the build, and sessions with real users
- Iteration cycles with the design changing between rounds rather than after all of them
- Build-readiness assessment: what the prototype proved, and what it deliberately faked

WHAT YOU GET

Working prototype

Clickable or coded, at the fidelity the decision requires

Validation findings

What people did against the criteria, round by round

Iterated design

The version that survived testing, with the changes traced to evidence

Build-readiness note

What is proven, what is stubbed, and what engineering still has to solve

SHAPE

DURATION

3–6 weeks per cycle

COMMERCIAL

Fixed fee per cycle

CADENCE

Weekly test-and-iterate

ROOM

Design, product, engineering, research

USE IT WHEN

- A large build is about to be committed on a static design
- The experience depends on behavior that cannot be judged from a screen
- Stakeholders need to use the thing before they will fund it

PROVES OUT AS

- The prototype answers the question it was scoped for, and stops there
- Design changes between rounds are traceable to what a user did
- Engineering knows exactly what was faked before they estimate

FITS WITH Sits under Product Design and Redesign; the Innovation Lab does this at concept stage.

Digital Experience Redesign & Replatforming

The full rebuild of a site, app, portal, or account experience — diagnosed, restructured, redesigned, and released in sequence, with the movement measured against a baseline taken first.

THE WORK

- Baseline measurement and audit before anything changes, so the case can be proved later
- Restructure of IA, content, and flows ahead of any visual work
- Full redesign across breakpoints and platforms, built on the design system
- Content migration and rewrite plan, including what does not survive the move
- Release sequencing — phased, parallel-run, or cutover — with rollback defined
- Post-release measurement against the baseline, and the fix list that follows

WHAT YOU GET

Baseline & redesign case

Where it stands today and what the rebuild is expected to move

Restructured IA & content plan

The new structure, the migration map, and the retirement list

Full redesign & specification

Every template and state, specified for build

Release & measurement plan

Sequence, rollback, and the numbers reported after each phase

SHAPE

DURATION

12–20 weeks

COMMERCIAL

Outcome-priced project

CADENCE

Weekly build review

ROOM

Digital, product, engineering, content, brand

USE IT WHEN

- The platform is being replaced and the experience will be rebuilt regardless
- The current experience is the reason contact volume exists
- A rebrand or acquisition is forcing the work anyway

PROVES OUT AS

- The baseline was taken before the first change shipped
- Content was rewritten rather than migrated unchanged
- Each release phase reports movement, and the fix list is closed

FITS WITH Draws on the audit, IA, Product Design, Design System, and Accessibility.

Design System & Component Library

One set of components, tokens, and rules that design and engineering both build from — governed, versioned, and adopted, rather than published and abandoned.

THE WORK

- Audit of the patterns already in the wild, and the count of how many buttons you really have
- Foundations: color, type, spacing, grid, elevation, motion, and the tokens behind them
- Component library with variants, states, content rules, and accessibility built in
- Coded component delivery or specification, so design and build stay in sync
- Contribution and governance model — who approves a new pattern, and how it gets in
- Adoption plan with migration order and the measure of how much is actually on system

WHAT YOU GET

Foundations & token set

The primitives, named and versioned, ready for design and code

Component library

Components with variants, states, usage rules, and accessibility notes

Contribution & governance model

How a pattern enters, changes, or leaves the system

Adoption plan & scorecard

Migration order, owners, and the on-system percentage over time

SHAPE

DURATION

8–14 weeks

COMMERCIAL

Fixed fee, then retained

CADENCE

Weekly with design and engineering

ROOM

Design, engineering, brand, accessibility

USE IT WHEN

- Three squads shipped three versions of the same component this quarter
- A rebrand would mean touching every screen by hand
- Accessibility is fixed per screen instead of once, in the component

PROVES OUT AS

- Design and code reference the same tokens, verified in the build
- New work is on-system by default and exceptions are logged
- Adoption is measured rather than assumed from the launch announcement

FITS WITH Makes Product Design and Redesign cheaper every time they run.

Content Design & Conversational UX Writing

The language of the experience — interface copy, error states, notifications, and the words an AI agent uses under pressure — designed with the same rigor as the screens.

THE WORK

- Voice and tone system defined for the moments that matter, including bad news and failure
- Interface content design: labels, instructions, empty states, errors, and confirmations
- Conversational design for assistants and agents — turn structure, repair, escalation language
- Notification, email, and proactive message design across the journey
- Plain-language and readability standards, including regulated and legal content
- Content governance: who writes, who approves, and how the words stay current

WHAT YOU GET

- Voice & tone system**
How the brand sounds, with the hard moments written out as examples
- Interface content library**
The reusable strings, patterns, and rules the product writes from
- Conversation design set**
Agent turns, repair paths, escalation language, and what it never says
- Content standards & governance**
Readability bar, approval path, and the review cycle

SHAPE

DURATION
5–9 weeks
COMMERCIAL
Fixed fee or embedded
CADENCE
Weekly writing review
ROOM
Content, design, brand, legal, service

USE IT WHEN

- The interface is well designed and the words undo it
- An AI agent is about to speak to customers in nobody's voice
- Legal and brand have been rewriting each other for a year

PROVES OUT AS

- The failure moments are written before the happy path is celebrated
- Product teams reuse the library instead of inventing strings
- Readability is measured against a stated bar, including in regulated content

FITS WITH Runs alongside Product Design and Agentic Service Design.

Accessibility & Inclusive Design

Designed so more people can use it, and documented so the obligation is evidenced — WCAG 2.2 AA as the floor, with assistive technology testing by people who use it daily.

THE WORK

- Conformance audit against WCAG 2.2 AA, with severity and legal exposure flagged
- Assistive technology testing — screen reader, magnification, switch, and voice control
- Remediation designed into components and templates rather than patched per screen
- Inclusive design review across cognitive load, language, literacy, stress, and low-bandwidth use
- Accessibility standards and acceptance criteria written into the definition of done
- Accessibility statement and evidence pack, kept current rather than published once

WHAT YOU GET

- Conformance audit**
Every issue against a success criterion, with severity and location
- Assistive technology findings**
What actually happens with a screen reader, on tape
- Remediation plan**
Fixes routed to components, templates, and content, in priority order
- Standards & evidence pack**
Acceptance criteria, statement, and the record that supports it

SHAPE

DURATION
4–8 weeks
COMMERCIAL
Fixed fee or attached
CADENCE
Sprint-aligned
ROOM
Design, engineering, content, legal, procurement

USE IT WHEN

- A complaint, a procurement requirement, or a regulation has arrived
- Accessibility is tested at the end and fails at the end
- A public-sector or enterprise buyer is asking for the evidence

PROVES OUT AS

- Fixes land in components, so the same defect cannot recur per screen
- Assistive technology testing is run by people who use it, not simulated
- Acceptance criteria block release, rather than being noted as debt

FITS WITH Attaches to Design System, Product Design, and Redesign.

AI in the Customer Path

Where a model faces a customer or an agent. What it resolves, what it must never touch, how it hands off, and how the interface assembles itself.

Designed as experience first, deployed as technology second.

WHAT THIS AREA SETTLES

- What should a model resolve, and what must it never touch?
- What happens at the handoff to a human?
- Where should the interface assemble itself around the request?

3 SOLUTIONS

17	Agentic Service Design & Deployment Plan	What AI resolves, what it never touches, and the gate that decides if it launches.
18	Generative UI & AI-Native Interface Design	Interfaces composed at the moment of need, inside rules you can evaluate.
19	Contact Center Modernization & Agent Assist	The floor made measurably better, and the knowledge foundation everything needs.

WHAT LEAVES THIS AREA – 12 ARTIFACTS

- | | | |
|-------------------------------|---------------------------------|--|
| ■ Intent & containment design | ■ Generative UI opportunity map | ■ Agent assist design spec |
| ■ Orchestration blueprint | ■ Component & composition rules | ■ Summarization & disposition standard |
| ■ Escalation & tone playbook | ■ Intent-to-interface patterns | ■ Automated QA scorecard model |
| ■ Evaluation & launch plan | ■ Evaluation & guardrail set | ■ Knowledge restructure plan |

USUALLY STARTS WITH

Contact Center Modernization usually has to clear the way first.

HANDS OFF AS

Nothing launches without the gate criteria from Governance.

Agentic Service Design & Deployment Plan

The design behind AI agents that face customers: what they resolve, when they hand off, how they sound, and how you know they are safe.

THE WORK

- Intent and containment design grounded in your actual contact mix, not a generic taxonomy
- Orchestration blueprint across CCaaS, CRM, knowledge, and systems of record
- Escalation and handoff design that carries full context to the human
- Conversation and tone design so the agent sounds like the brand under pressure
- Evaluation sets, adversarial testing, and launch gating criteria
- Pilot-to-floor transition plan with owners, metrics, and rollback

WHAT YOU GET

- Intent & containment design**
Which contacts AI resolves, which it never touches, and why
- Orchestration blueprint**
How the agent reaches your systems, and what happens when one is down
- Escalation & tone playbook**
Handoff rules, context payload, and the brand's voice under pressure
- Evaluation & launch plan**
Test sets, adversarial cases, gate criteria, and the rollout sequence

SHAPE

DURATION
8–14 weeks
COMMERCIAL
Outcome-priced project
CADENCE
Twice-weekly build reviews
ROOM
Service, digital, data, risk

USE IT WHEN

- An agent platform is bought and nobody has designed what it does
- Containment is being measured as customers giving up
- The handoff to a human loses everything the customer already said

PROVES OUT AS

- Containment measured as resolution, with repeat contact tracked alongside it
- Escalations arrive with context in the agent's hands, verified in QA
- No launch without the agreed gate criteria met on the evaluation set

FITS WITH Depends on knowledge quality from Contact Center Modernization.

Generative UI & AI-Native Interface Design

Interfaces that assemble themselves around the request — where the screen is composed at the moment of need rather than pre-built, and the design work moves from screens to rules.

THE WORK

- Where generative interface belongs in your product, and where a fixed screen is still correct
- Component and slot design: the parts a model may assemble, and the ones it may never invent
- Composition rules, layout constraints, and the guardrails that keep output on brand
- Intent-to-interface patterns — how a request becomes a rendered, actionable surface
- Trust, transparency, and correction design, so people can see and override what was assembled
- Evaluation approach for interfaces that are never twice the same

WHAT YOU GET

- Generative UI opportunity map**
Where composed interface earns its keep, and where it does not
- Component & composition rules**
The kit, the slots, the constraints, and the refusals
- Intent-to-interface patterns**
How requests resolve into surfaces people can act on
- Evaluation & guardrail set**
How you test an interface that assembles itself

SHAPE

DURATION
6–10 weeks
COMMERCIAL
Fixed fee per cycle
CADENCE
Two-week build cycles
ROOM
Product, design, engineering, AI, risk

USE IT WHEN

- The product surface is expanding faster than screens can be designed
- Users arrive with intent that no fixed navigation anticipates
- An assistant is answering in text where it should be handing over a control

PROVES OUT AS

- Composed surfaces stay inside the component kit and the brand rules
- People can see why a surface was assembled and correct it
- Evaluation covers the assembly rules, not just individual screens

FITS WITH Extends Product Design and Design System into model-composed surfaces.

Contact Center Modernization & Agent Assist

What makes the service floor measurably better before AI faces a customer — plus the knowledge foundation everything else depends on.

THE WORK

- Real-time assist and next-best-action design inside the flow of the conversation
- Automated summarization and disposition standards agents will actually trust
- Automated quality scoring across all interactions, with coaching routed to supervisors
- Knowledge base restructure and content governance to the standard retrieval requires
- Supervisor and coaching workflow redesign around the new signal
- Change plan for the floor: pilot team, feedback loop, and rollout

WHAT YOU GET

- Agent assist design spec**
What surfaces, when, and how it stays out of the agent's way
- Summarization & disposition standard**
The wrap-up format, quality bar, and what feeds downstream
- Automated QA scorecard model**
The scored dimensions, calibration method, and coaching routing
- Knowledge restructure plan**
Content audit, chunking standard, ownership, and retirement rules

SHAPE

DURATION
10–16 weeks
COMMERCIAL
Outcome-priced project
CADENCE
Weekly floor review
ROOM
Service ops, QA, knowledge, IT

USE IT WHEN

- Retrieval returns nine articles and answers none of them
- AI is not ready to face customers but the cost line will not wait
- After-call work is the largest uncontested cost on the floor

PROVES OUT AS

- After-call work down with quality scores holding or improving
- Quality coverage moved from sampled to complete
- Knowledge retrieval accuracy measured before and after restructure

FITS WITH Usually the binding constraint on Agentic Service Design.

Innovation, Governance & Design Operations

How bets get tested cheaply, how launches get approved, and how the design capability keeps running after we leave.

The parts that decide whether any of it survives contact with the enterprise.

WHAT THIS AREA SETTLES

- How do we find out before committing the year?
- How does this get approved and adopted rather than merely built?
- Who runs the design practice after we leave?

3 SOLUTIONS

20	CX Innovation Lab & Experience Prototyping	Concept to prototype to customer evidence in weeks, with a stop decision each cycle.
21	CX Governance, Trust & Enablement	Guardrails, evidence, and the change work that decides whether it survives.
22	Design Operations & Embedded Design Team	How design work is intaken, staffed, and reviewed — plus designers in your teams.

WHAT LEAVES THIS AREA — 12 ARTIFACTS

- | | | |
|--------------------------|------------------------------------|-------------------------------------|
| ■ Opportunity portfolio | ■ Responsible-use policy | ■ Design operating model |
| ■ Working prototypes | ■ Evaluation set & red-team report | ■ Tooling & repository architecture |
| ■ Customer test findings | ■ Human-in-the-loop design | ■ Quality bar & critique practice |
| ■ Scale-or-stop pack | ■ Enablement & adoption plan | ■ Capability & handover plan |

USUALLY STARTS WITH

Governance attaches to any engagement; the Lab runs on its own cadence.

HANDS OFF AS

Closes the loop back into strategy with evidence, not opinion.

CX Innovation Lab & Experience Prototyping

A cadence for testing experience ideas cheaply — concept to prototype to real customer feedback in weeks, so the big commitments rest on evidence.

THE WORK

- Opportunity framing from journey pain, emerging capability, and competitive white space
- Two-week prototyping sprints producing something a customer can use, not a slide
- Live AI prototypes where the idea depends on model behavior rather than interface alone
- Customer and frontline testing against success criteria set before anything is built
- Scale, iterate, or stop decisions on the evidence, with stop cases recorded and closed
- The internal cadence, roles, and funding route so the lab runs after we leave

WHAT YOU GET

Opportunity portfolio

Framed bets scored on customer value, differentiation, and feasibility

Working prototypes

Clickable and, where it matters, live-model experiences customers can use

Customer test findings

What people did, not what they said they would do, against set criteria

Scale-or-stop pack

The evidence, the recommendation, and what it costs to take it further

SHAPE

DURATION

6–12 weeks per cycle

COMMERCIAL

Fixed fee per cycle

CADENCE

Two-week sprints

ROOM

**Product, design,
service, engineering**

USE IT WHEN

- Innovation currently means an annual offsite that produces slides
- A large bet is about to be funded on conviction
- Ideas die in year two of a program rather than in week three

PROVES OUT AS

- Every sprint ends with a decision, not with a request for another sprint
- Concepts are tested with real users before any scale commitment
- The stop rate is healthy — a lab that never kills anything is not testing anything

FITS WITH Feeds tested concepts into Product Design and Journey Reinvention.

CX Governance, Trust & Enablement

The guardrails, evidence, and change work that decide whether an AI-led service model survives risk, legal, and the people running it.

THE WORK

- Responsible-use policy and model oversight written for your regulators, not a template
- Guardrails, evaluation sets, and red-team cases for customer-facing AI
- Human-in-the-loop design on the paths that carry real consequence
- Evidence trail and audit artifacts the board and regulator can both follow
- Role redesign and reskilling for agents, supervisors, and quality teams
- Adoption, communication, and the measurement that proves it stuck

WHAT YOU GET

Responsible-use policy

What the AI may do, must not do, and who owns each boundary

Evaluation set & red-team report

The cases it must pass, the ones it failed, and what changed

Human-in-the-loop design

Where a person reviews, approves, or overrides — and how fast

Enablement & adoption plan

Role changes, training, comms, and the adoption measures

SHAPE

DURATION

6–10 weeks

COMMERCIAL

Attaches to any engagement

CADENCE

Risk forum every 2 weeks

ROOM

Risk, legal, compliance, service, HR

USE IT WHEN

- Approval is a wall at the end of the program rather than a step in it
- Nobody can answer how a customer-facing decision was made
- The floor has not been told what their role becomes

PROVES OUT AS

- Risk and legal sign the design without a late-stage rewrite
- Every customer-facing path has a documented guardrail and owner
- Adoption measured on the floor, not assumed from a training completion rate

FITS WITH Attaches to every solution in this suite that touches a customer.

Design Operations & Embedded Design Team

The capability itself — how design work is intaken, staffed, reviewed, and measured — plus senior designers embedded in your teams while you build the bench.

THE WORK

- Design operating model: intake, prioritization, staffing, and the review cadence
- Tooling, file architecture, and the single source of truth for design artifacts
- Design quality bar and critique practice, so review is a method rather than a meeting
- Research and design repositories that stay usable a year after the project
- Embedded senior design capacity alongside your product and service teams
- Hiring profiles, onboarding, and the handover that makes the capability yours

WHAT YOU GET

Design operating model

Intake, prioritization, staffing, and the cadence that runs it

Tooling & repository architecture

Where things live, how they are named, and who maintains them

Quality bar & critique practice

What good looks like here, and how it gets reviewed

Capability & handover plan

Roles, hiring profiles, onboarding, and the exit criteria

SHAPE

DURATION

Rolling, 3–12 months

COMMERCIAL

Monthly retainer

CADENCE

Embedded, sprint-aligned

ROOM

Design, product, HR, engineering

USE IT WHEN

- Design is a queue and nobody knows what it is working on
- Good designers are producing inconsistent work because there is no bar
- You need capacity now and capability later

PROVES OUT AS

- Intake is visible and prioritized rather than negotiated privately
- Critique is run to a stated bar, with decisions recorded
- Internal designers run the practice without us by the agreed date

FITS WITH How the whole suite keeps running once we leave.

COMMERCIAL

Six ways to start.

Every solution here is delivered through one of six engagement shapes. Scope is validated before a proposal, and pricing follows validation.

Executive Briefing	A working session with your leadership team, not a presentation. One honest baseline for what AI can and cannot do in your customer experience, and a ranked shortlist the room built itself.	Half a day Fixed fee
CX Strategy Sprint	Eight weeks producing a customer experience roadmap tied to business decisions, prioritized on established frameworks rather than intuition, and sequenced against the capacity you have.	8 weeks Fixed fee
Design Sprint Cycle	Two-week cycles from concept to working prototype to a real customer test, with a scale, iterate, or stop decision at the end of every cycle.	2-week cycles Fixed fee per cycle
Journey Reinvention Program	End-to-end redesign of a journey that carries real value — diagnosed on evidence, rebuilt around the moments that decide whether customers stay, sequenced so each release can be proved.	10–14 weeks Outcome-priced
Embedded Design Partnership	Senior CX, design, and AI direction in the room when decisions are made, plus design capacity alongside your teams — without a full-time role or a standing agency bench.	Rolling Monthly retainer
CX Operating Model Review	A focused review of who owns the customer outcome — decision rights, funding routes, and the forums that decide whether a strategy survives its first quarter.	4–6 weeks Fixed fee

Fixed fee

Defined scope, defined price. Diagnostics, strategy, audits, and design work with a known shape.

Outcome-priced

A share of the fee tied to the measure we agreed in advance. Used where the baseline is real.

Monthly retainer

Fractional leadership and embedded design capacity, with an agreed handover date from the start.

Scoping. The Engagement Configurator at fractionalcx.ai runs the same conversation we would have in a room. Ten minutes, and you leave with a written scope brief.

The experience is the product. This is everything it takes to build one.

A customer experience design and innovation agency for the AI era — designing, prototyping, and proving the journeys, service models, interfaces, and AI agents enterprise organizations run on.

Start with a briefing

A half-day working session with your leadership team. One honest baseline, and a ranked shortlist the room built itself.

Start with an audit

Three to five weeks on what you already have. Ends in a quick-win release or a redesign case argued from evidence.

Scope it yourself

The Engagement Configurator at fractionalcx.ai produces a written scope brief in about ten minutes.

Test your readiness

Twenty-four questions across eight dimensions, scored, with the KPIs that matter and where to start.

01

Experience Strategy
& Leadership

3 solutions

02

Research, Insight &
Evaluation

4 solutions

03

Experience &
Product Design

9 solutions

04

AI in the Customer
Path

3 solutions

05

Innovation,
Governance &
Design Operations

3 solutions

Durations and engagement shapes describe typical scopes and are confirmed at scoping. Any outcomes referenced elsewhere in our materials are illustrative composites of recurring engagement patterns, never a named client's results.

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