



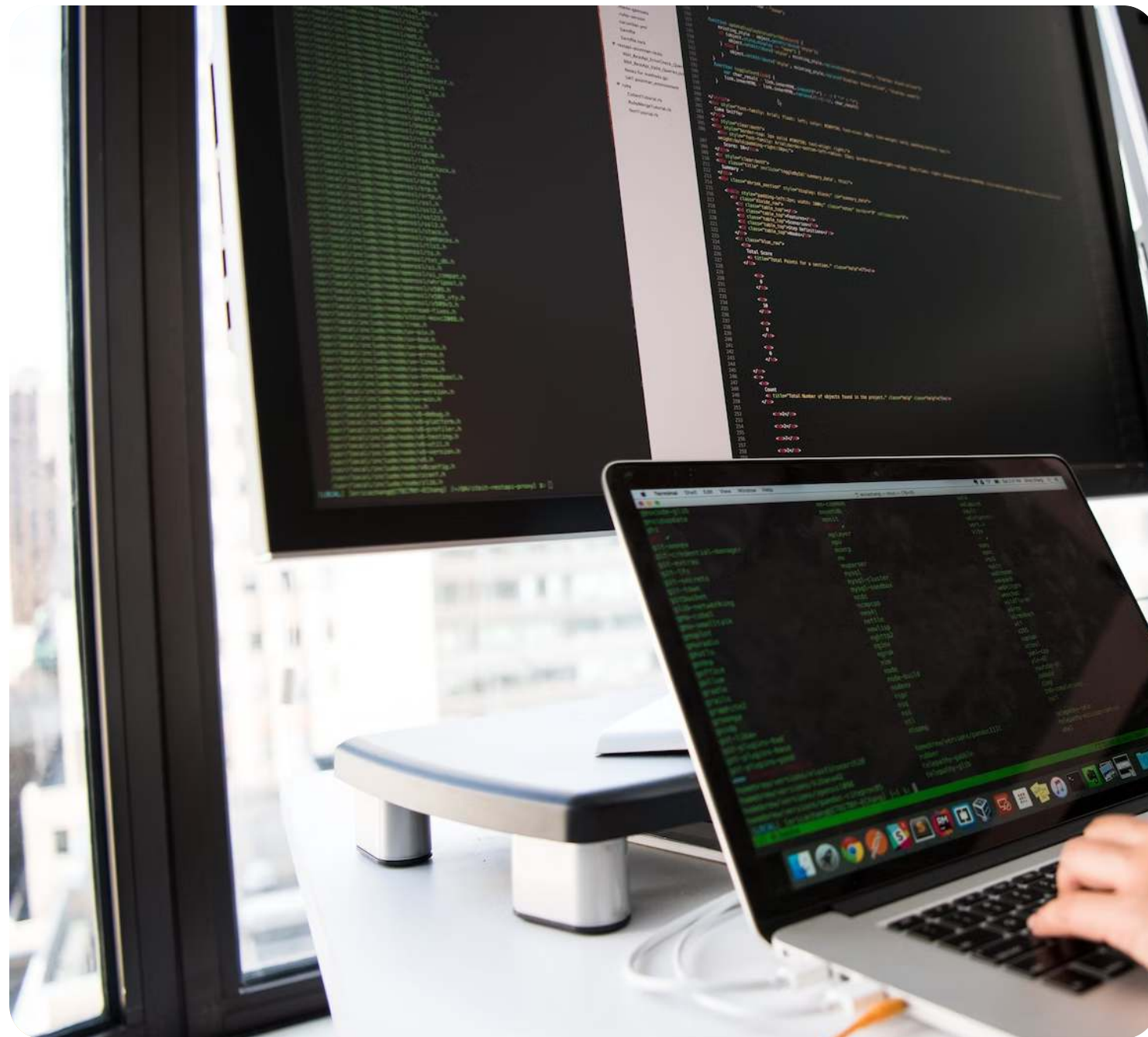
UX/UI boost & Redesign

Perfectly suits to Existing Businesses and Growing Products



OUR EXPERTISE

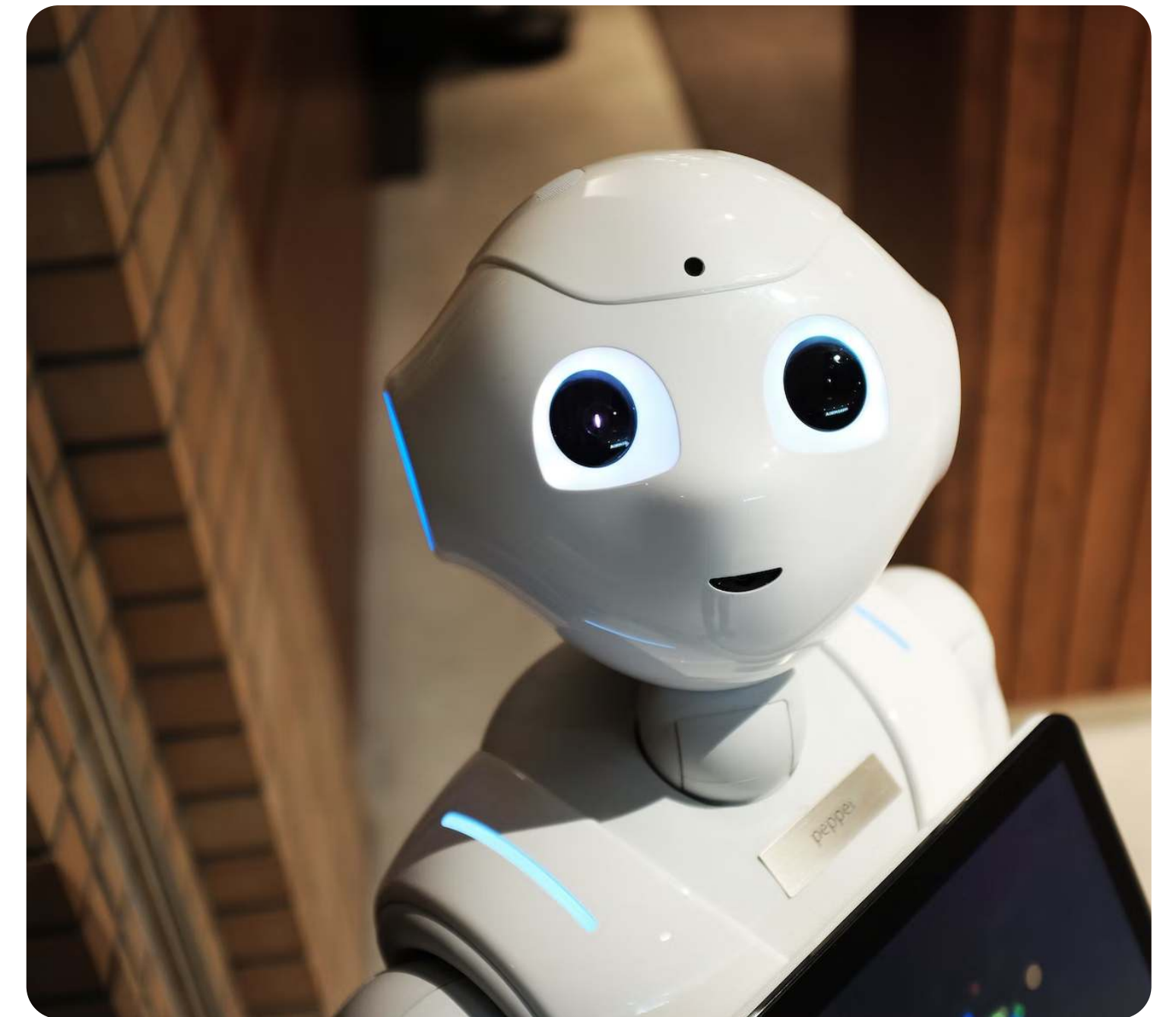
Having redesigned and improved over 14 projects for **Mobile and Web** in the past 3 years, we gained extensive experience of working **side-by-side with Product Owners & CEOs**. Now we can bring the most value to our clients and be at your service if you are:



DIGITAL PRODUCT TEAM



DIGITAL BUSINESS



SAAS/B2B/B2C PRODUCT



Why we rock!

Axicube is a team of bright, creative people united by a common philosophy. We work to help businesses reveal their potential.

Business-oriented design

We make redesigns that make money and solve business problems

UX Audit and Expert review with direct improvements

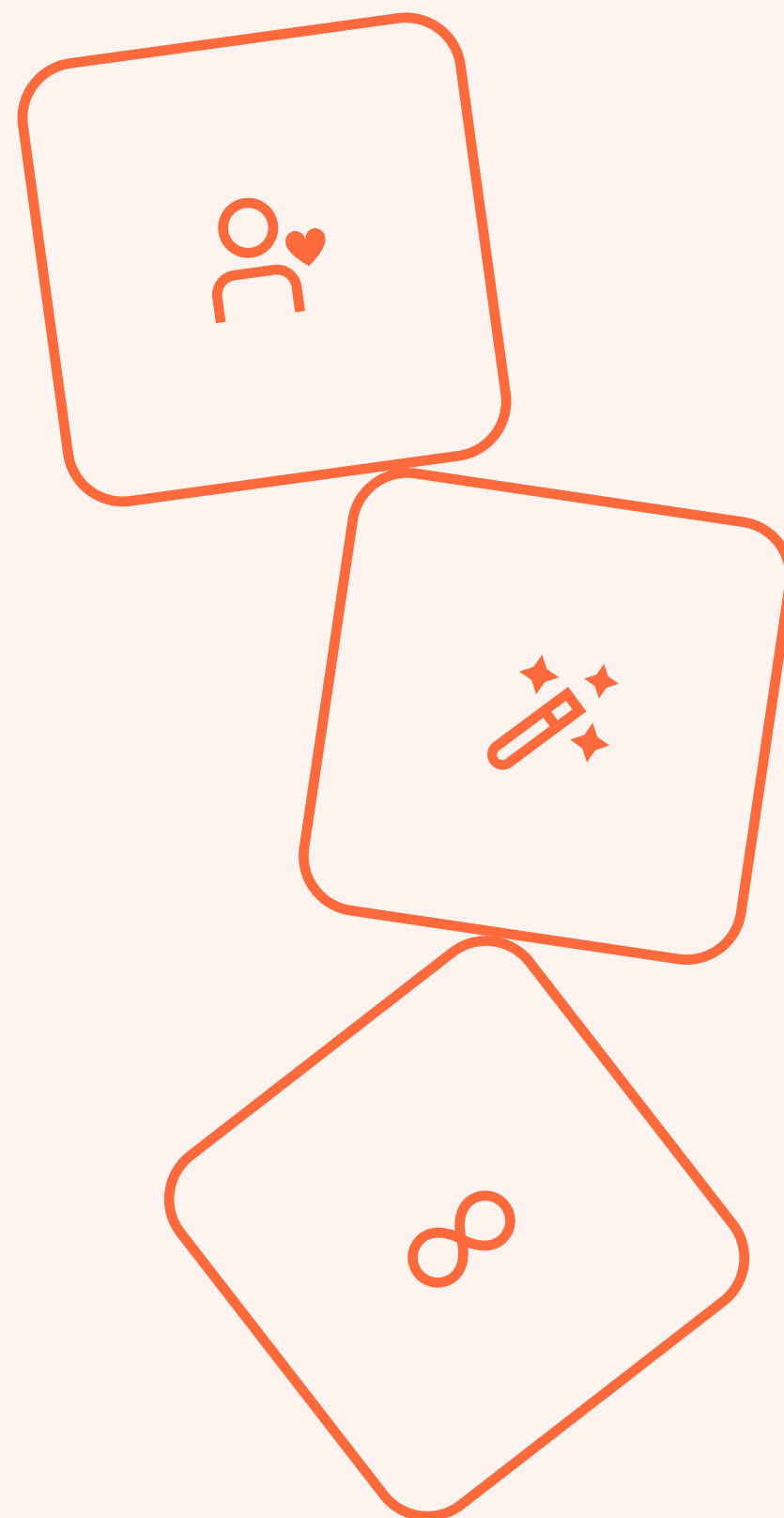
Implementing new features or improving existing ones by meeting key product metrics. We create a plan for step-by-step and point enhancements that will help you to make more money ASAP

Product roadmap & UX Strategy

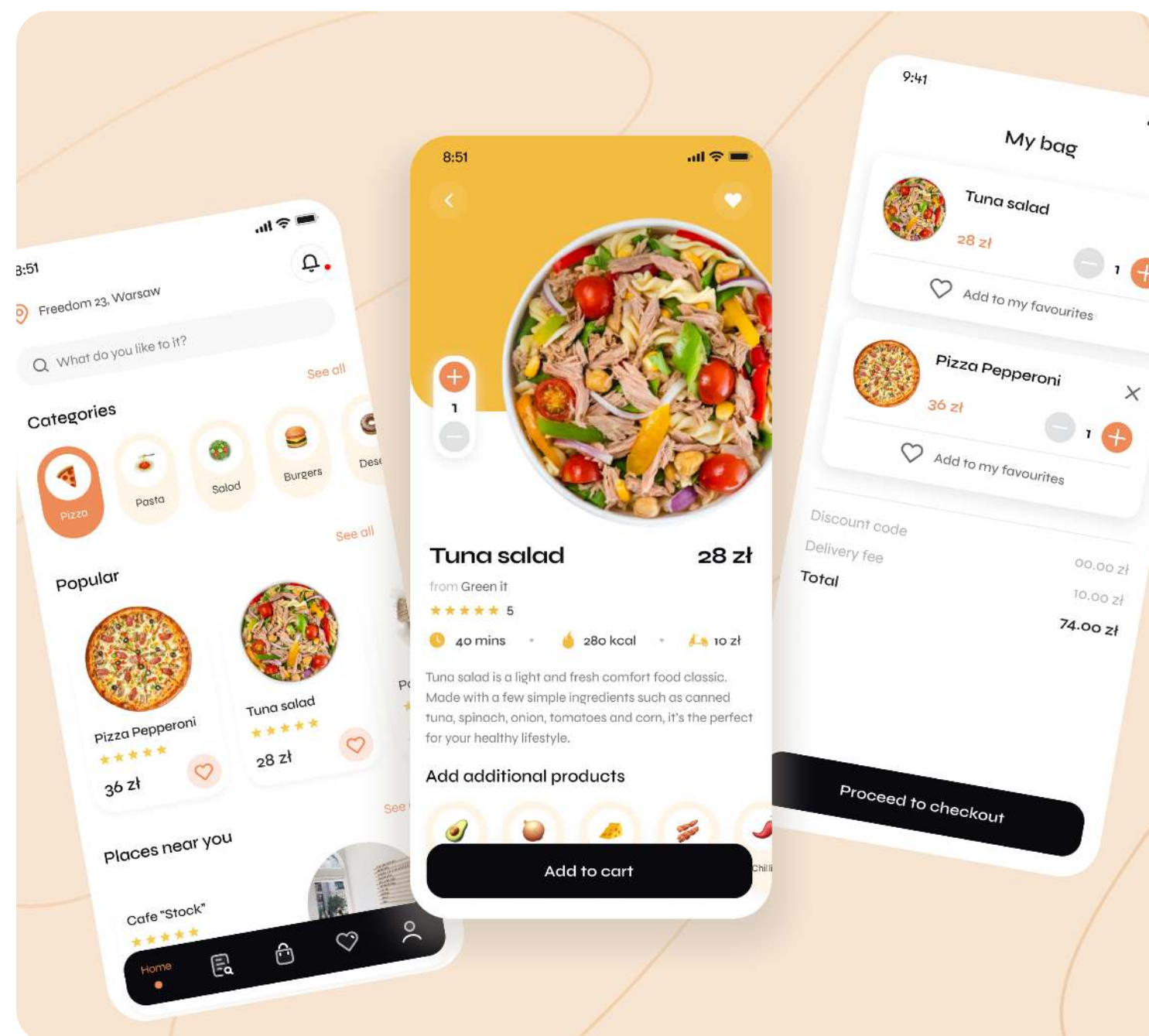
Get a step-by-step guide on improving your product by implementing a modern UX design practice and solutions

Design System

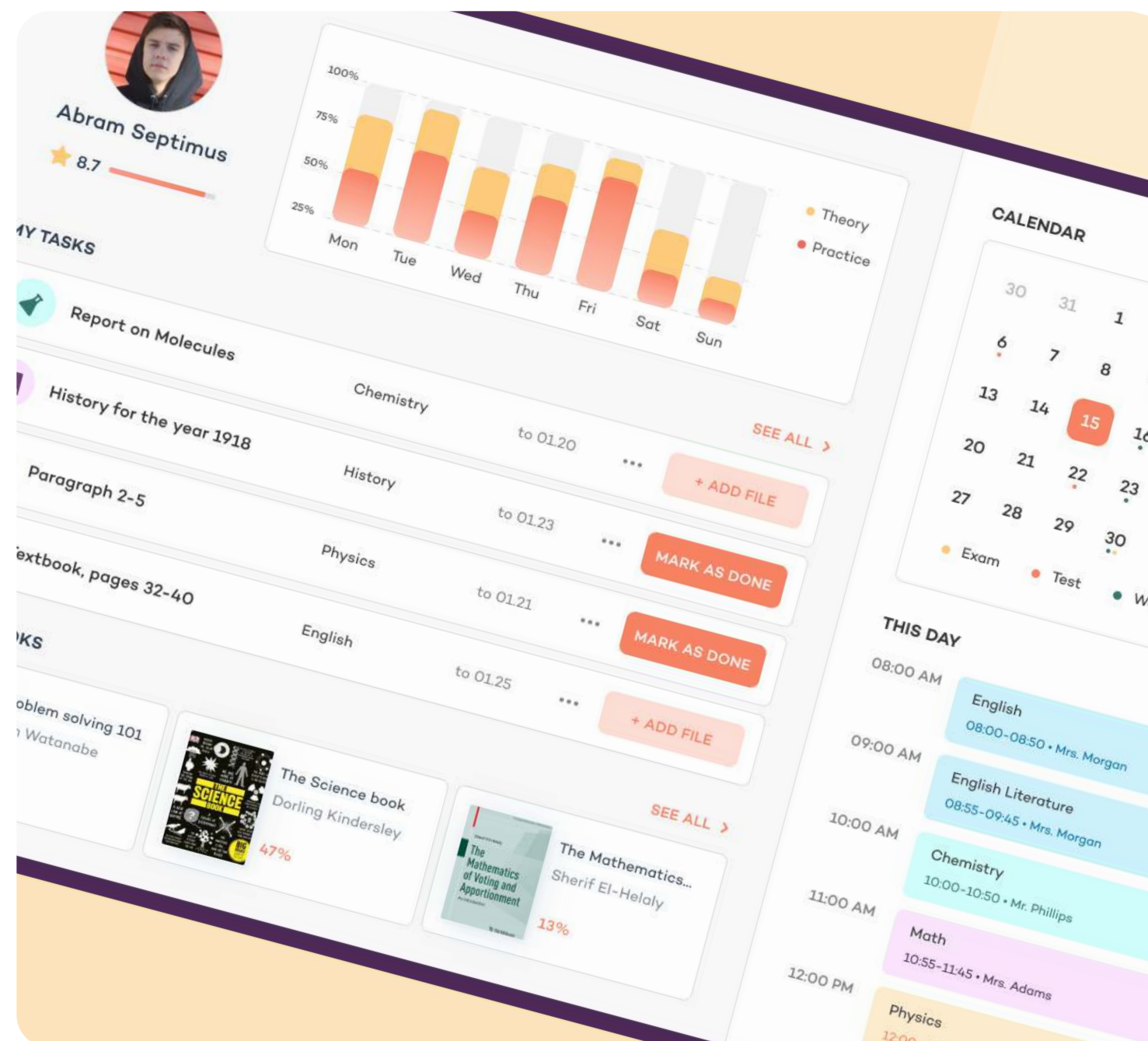
Preparing the Design System for fast and rapid product development



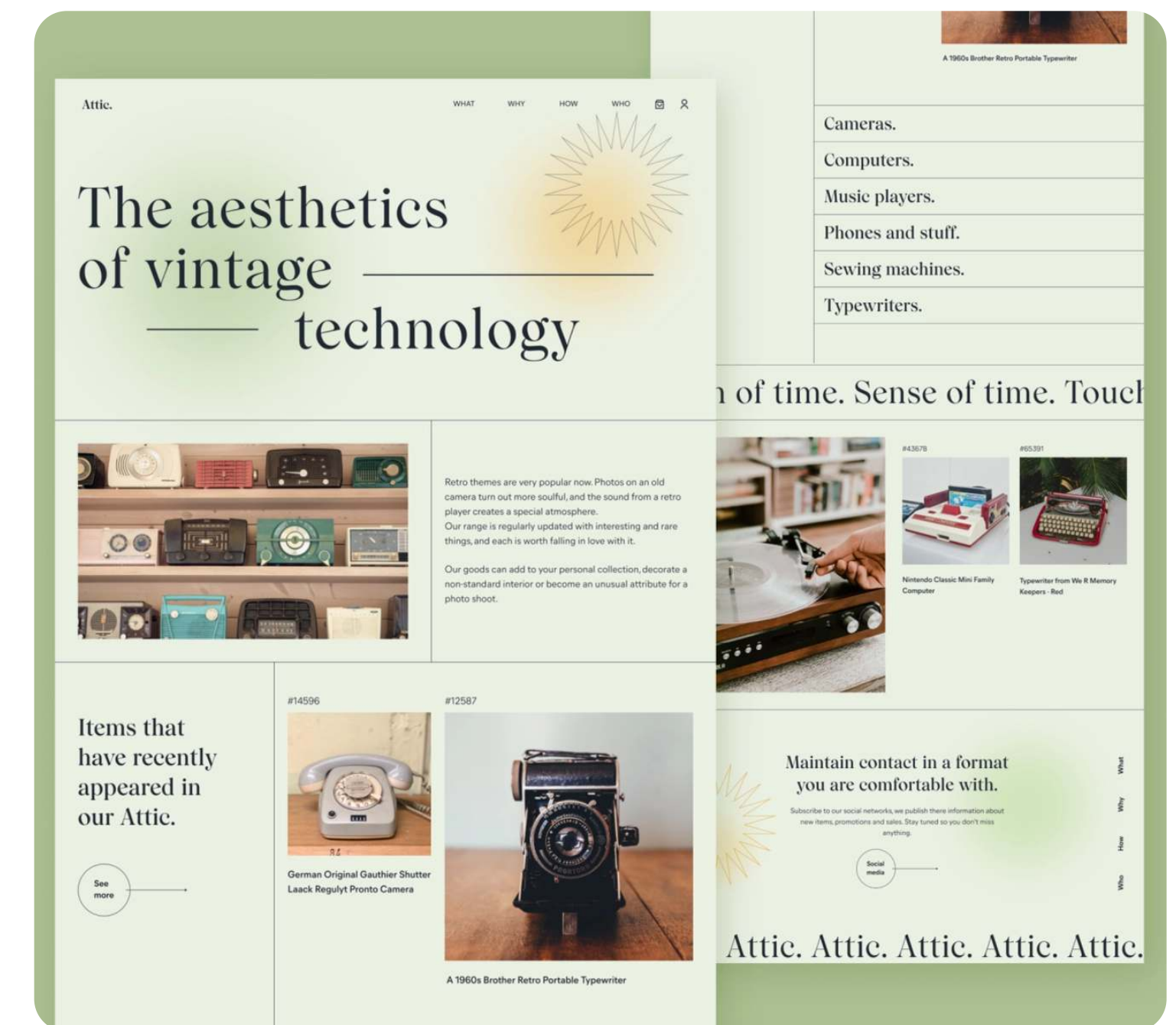
Brilliant in **UX/UI Audit & Redesign** if you are working on:



Mobile App development (both native or cross-platform)



SaaS, CRM systems, Dashboards and Back Office production



Web site and Landing Page development



FACTS & NUMBERS

8

people in the team, to ensure
exclusive, premium service

3

years of excellence in UX/UI design
and collaboration with developers

5+

millions of users,
satisfied by products we designed



SELECTED CLIENTS



Drag your company here 😊

YOUR COMANY



InsFocus

InsFocus brings advanced analytics to every part of the insurance business, including marketing, underwriting, reinsurance, actuarial, and accounting domains. The Client has 4 core products for different departments of insurance companies.

We have produced a complete redesign for all Client's products and provide a unified solution based on best practices and user feedback. After the Gap Analysis and review of users' behavior, we have provided solutions that gently improve UX for existing users and modern experience for the new ones. Also, we create a roadmap for how to release more complex improvements and changes. The main advantage is a specification for developers with examples of components UI.

Headquarters

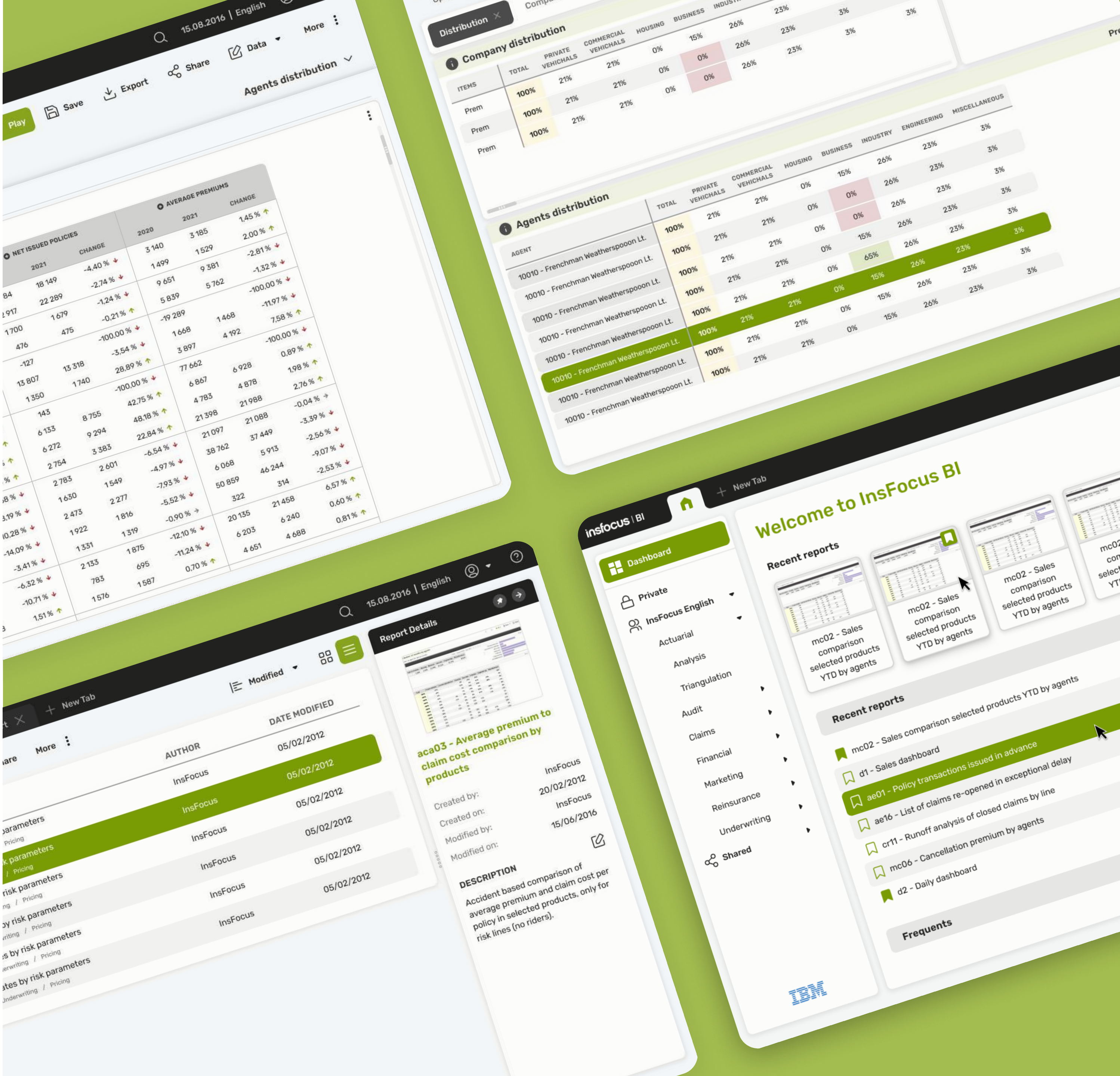
Petach Tikva, Israel

Industry

BI, SaaS, Insurance BI Analytics

Services we provided

- UX Audit
- UX/UI design
- Product design
- Design System



Applozic

Rebranding and corporate site redesign starting from the Design Concept to the building scalable Design System. Complex redesign entailed a change in the Product's Visual style.

The product is used and loved by customers and developers over 50+, from online marketplaces and eCommerce to on-demand services, to Education Tech, Health Tech, Gaming, Live-Streaming, and more. We must create a universal and scalable visual language showing company value and evolution.

Close collaboration with content writers, developers, and Applozic management allowed us to implement the design in a concise time frame.

Headquarters

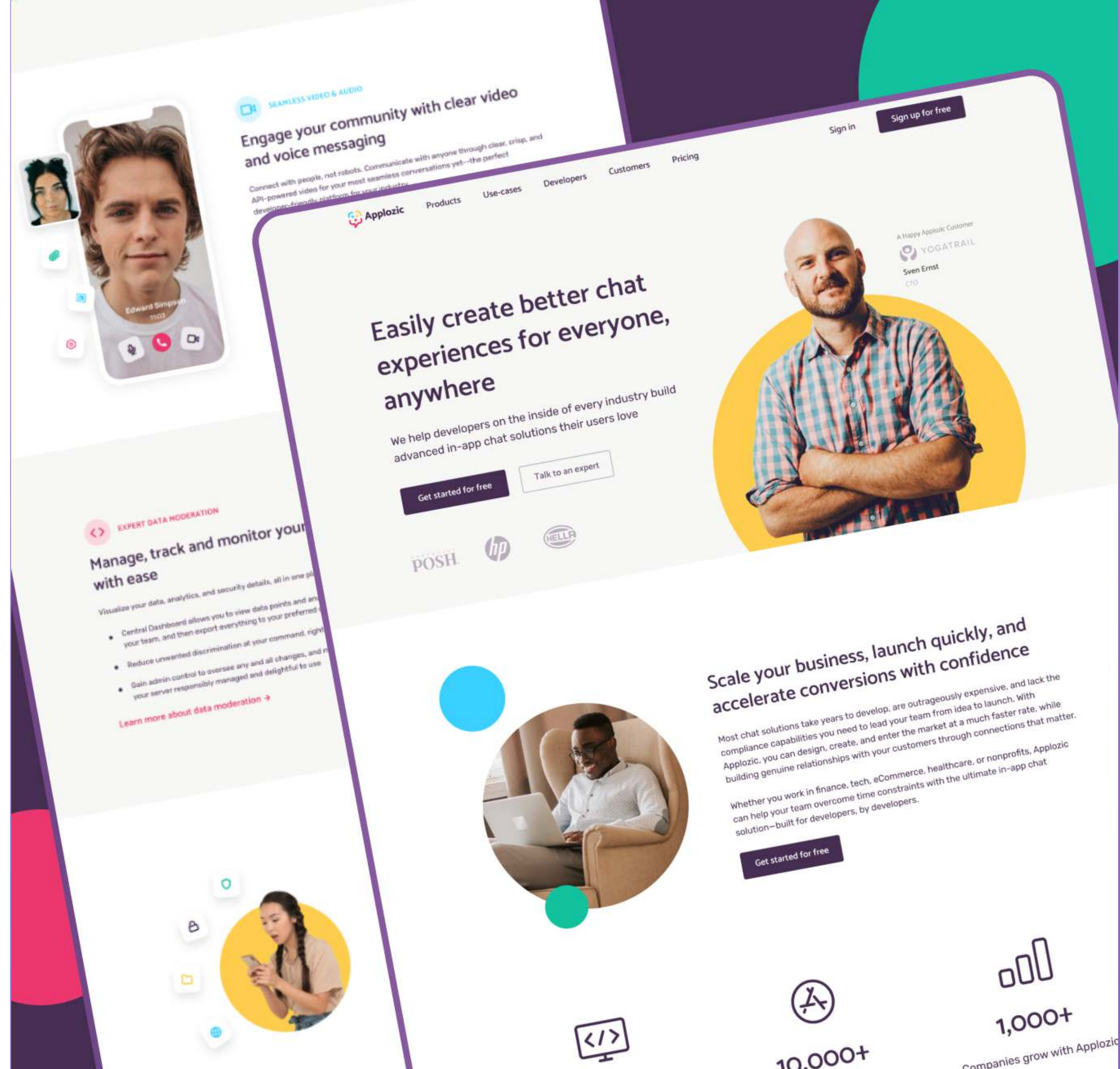
San Francisco, CA, USA

Industry

Startup, SaaS, In-App Chat

Services we provided

- UX Audit
- Web design
- UX/UI design
- Branding
- Design Support



MineFree

FreeUkraine came to us with a working concept of the MineFree mobile app, without clear understanding UX side and users needs. We need to create a convenient application that will allow users to report the discovery of explosive or suspicious objects, view a map of hazardous areas, and receive notifications about approaching a dangerous object.

We have created 4 iterations of UX improvements for gradual updates of the app. The main screen provides the user with all the necessary information in a few taps. In case of approaching a dangerous object that the State Emergency Service has previously identified, the MineFree application will automatically warn you about the danger using a text message and a vibration and audio signal.

Headquarters

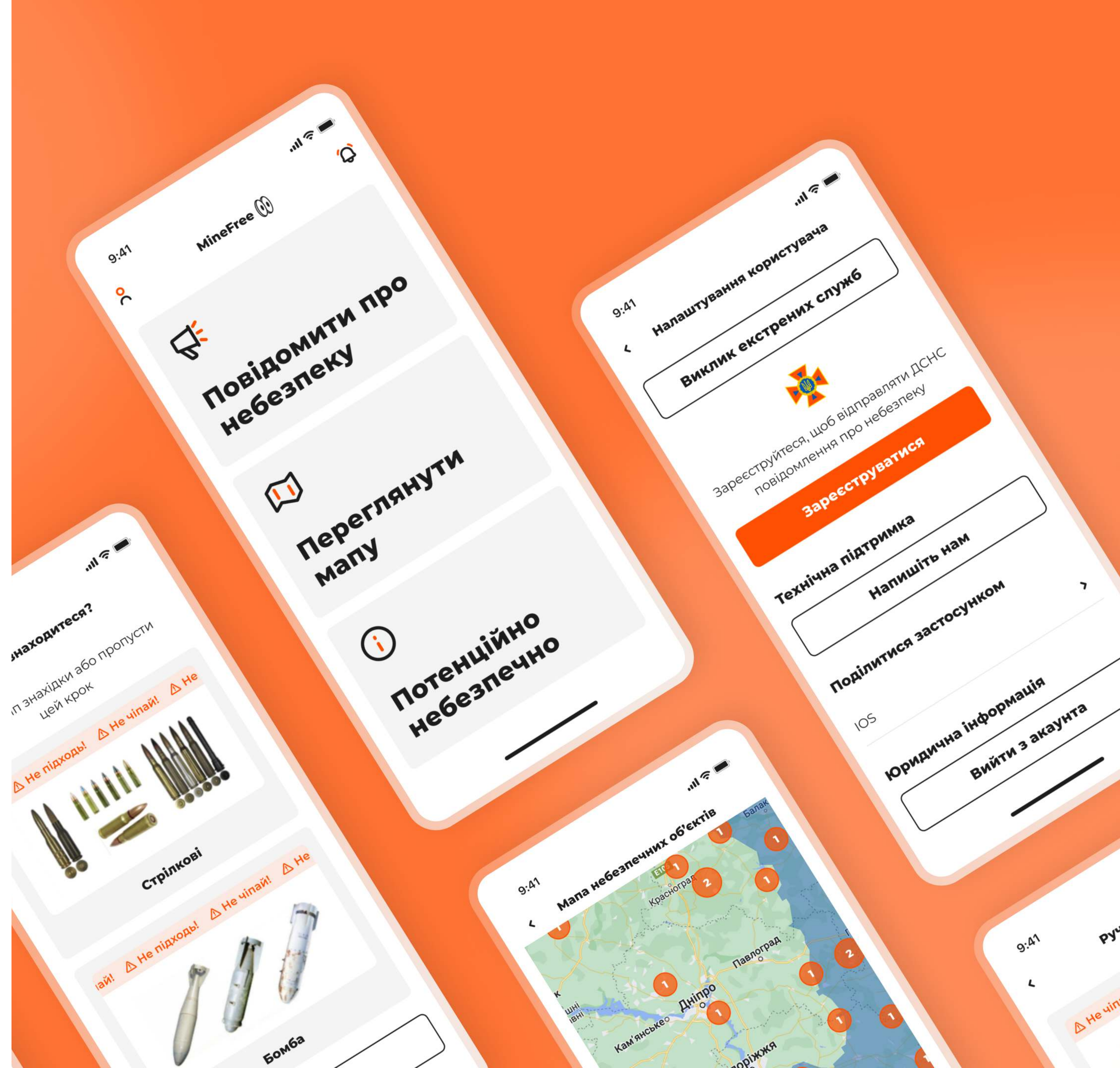
Geneva, Switzerland

Industry

Navigation, GIS, Military

Services we provided

- Branding
- Discovery & UX Research
- UX/UI design
- Design Support



Apricot Insurance

Apricot has existed in the insurance market since 2011. In 2020 the company turned to us to conduct an Audit of the Checkout process and create a redesign. The main task of the redesign was to increase sales of related products when applying for car insurance and increase the average bill.

The main objective of the research was to understand the typical Customer Journey and find "bottlenecks." Therefore, the main idea of the redesign is to focus on the additional services and showing without using dark design patterns. This way, we stayed honest and increased the upsells.

Headquarters

Belfast, United Kingdom

Industry

Insurance, Checkout


Services we provided

- UX Audit
- UX Research
- UX/UI design

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NFO 2 3 4 5

rmaduke, here's your
surance quote!

et's check a few 

e: 10/02/2021

: 10/02/2022

er: mr. Marmaduke Elington

cover: comprehensive

s of your comprehensive

ndscreen cover

: nav/electronic equipment cover

sk & key cover

eign use

had a motoring incident,
you want cover for your
es?

d an accident that wasn't your
example, you might want to

Add European cover >

£ 32.00 /mo

CHOOSE PLAN

☐ I don't need it

Back

Next

If you had a motoring incident,
would you want cover for your
legal fees?

If you had an accident that wasn't your
fault, for example, you might want to
recover lost wages or get compensation
for an injury. Would you need help with
the legal costs?

☒ Add for £2.58/mo (£31.00/year)

Yes please, add legal cover

- Up to £100,000 cover for legal costs
- Uninsured loss recovery
- Defence costs against motor prosecution
- No excess

☐ No, thanks

No, standard protection is enough for

Add nationwide recovery ^

£ 32.00 /mo

Includes:

- Unlimited 24/7 call-outs – for free
- Get back on the road at scene of a breakdown
- Recovery to a local garage if needed
- Misfuelling cover
- £50 towards replacing or repairing a lost or damaged key or lock
- Vehicle, driver and up to 7 passengers to be taken to your destination or home

apricot INSURANCE  028 9061 6718

1 2 3 4 SUMMARY 5

Let's check your details

 Ford Fiesta, 2016
Insurance company

£ 600.00 /year

[Switch to monthly](#)

About you

Name: mr. Gordon Mcrascal is insured

What our clients say 🧐

"Their skills and vast experience in the app domain and quick perception of what should be done are impressive."



Daniel Taiber

VP R&D, InsFocus Systems LTD

"Axicube demonstrated professionalism and proactiveness throughout the design process, delivering outcomes beyond expectations. After the launch, the application reached over 40,000 downloads in five days with 4.3-4.7 ratings. Above all, the collaboration helped the client save money and time."



Vadym Lysenko

Treasurer and Program Coordinator at FreeUkraine

"Eugene and Valentyn were able to understand our expectation and meet our stringent timeline without compromising on quality, good job by team Axicube."



Satya Ganni

Founder and CEO at Applozic, CloudFrame

Click and read more amazing feedback at [our Clutch](#)

PROCESSES

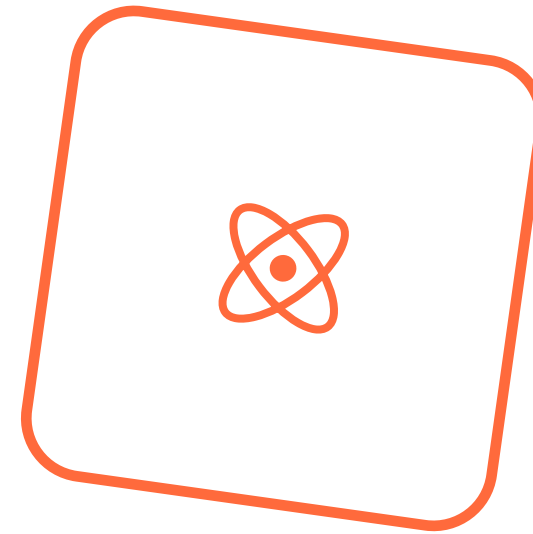


Discovery and Research

We will audit and review the existing product. Our goal is to understand your business pains and how to improve usability and increase conversion. Also, we align our vision and go deeper inside your product and business.

RESULTS

- UX Audit and Expert review report with list of improvements and recommendations
- List of design hypotheses (how to improve product)
- UX concept for 1-3 of the main pages



UX Strategy

The goal is to validate hypotheses and implement changes we decided on before. We recreate UX based on the Audit results and your business goals. It's also a great way to improve UX, conduct usability testing, and avoid mistakes using the Data-driven approach.

RESULTS

- Updated Information Architecture and Flows
- Wireframes with implemented changes and Screens Map
- Clickable prototype
- Usability testing report



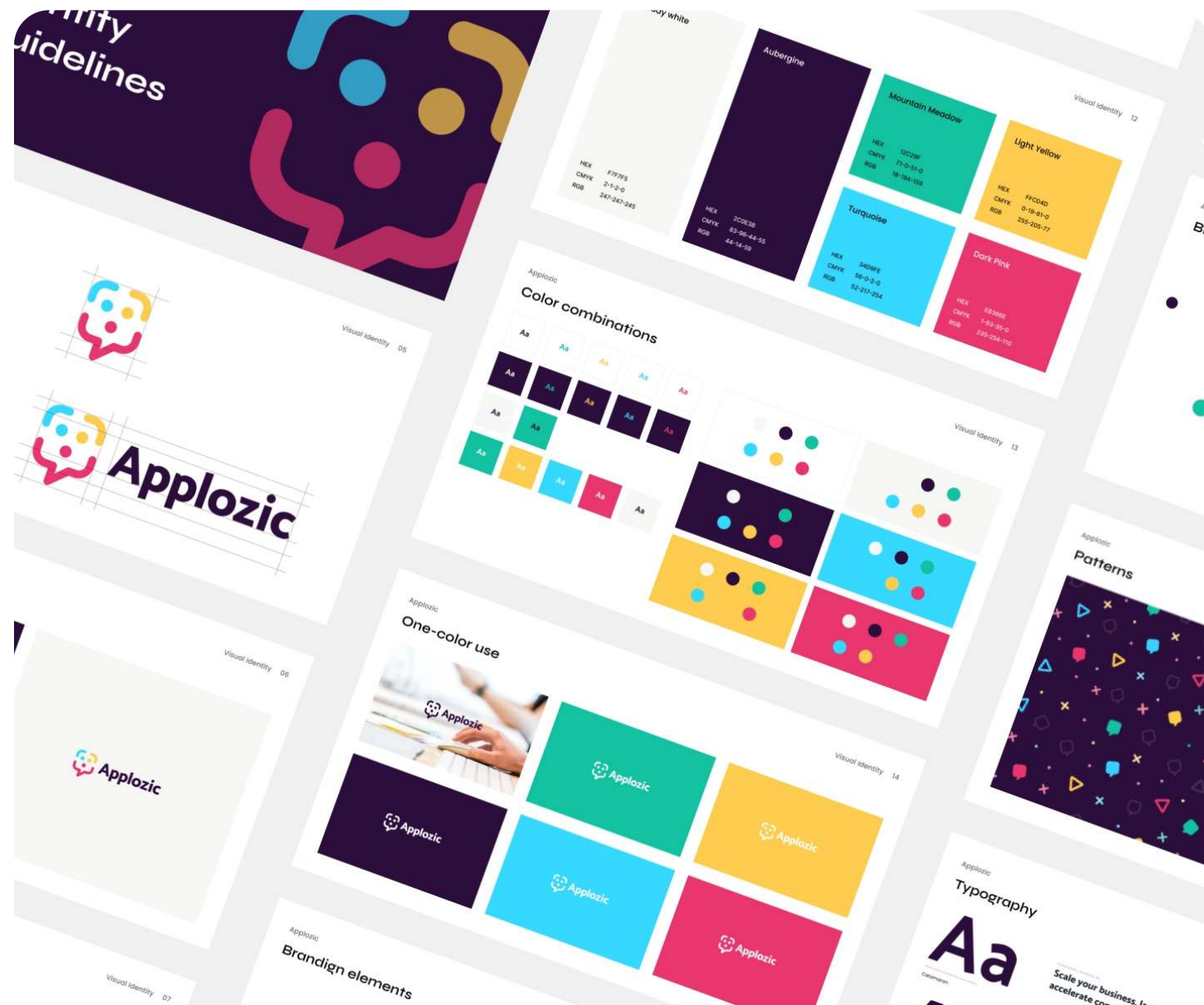
UI design & Design System

UX/UI is a complex design service. We provide stunning UI, so your business will prosper significantly. Also, we provide Design System for developers: so that the implementation will be smooth and quick.

RESULTS

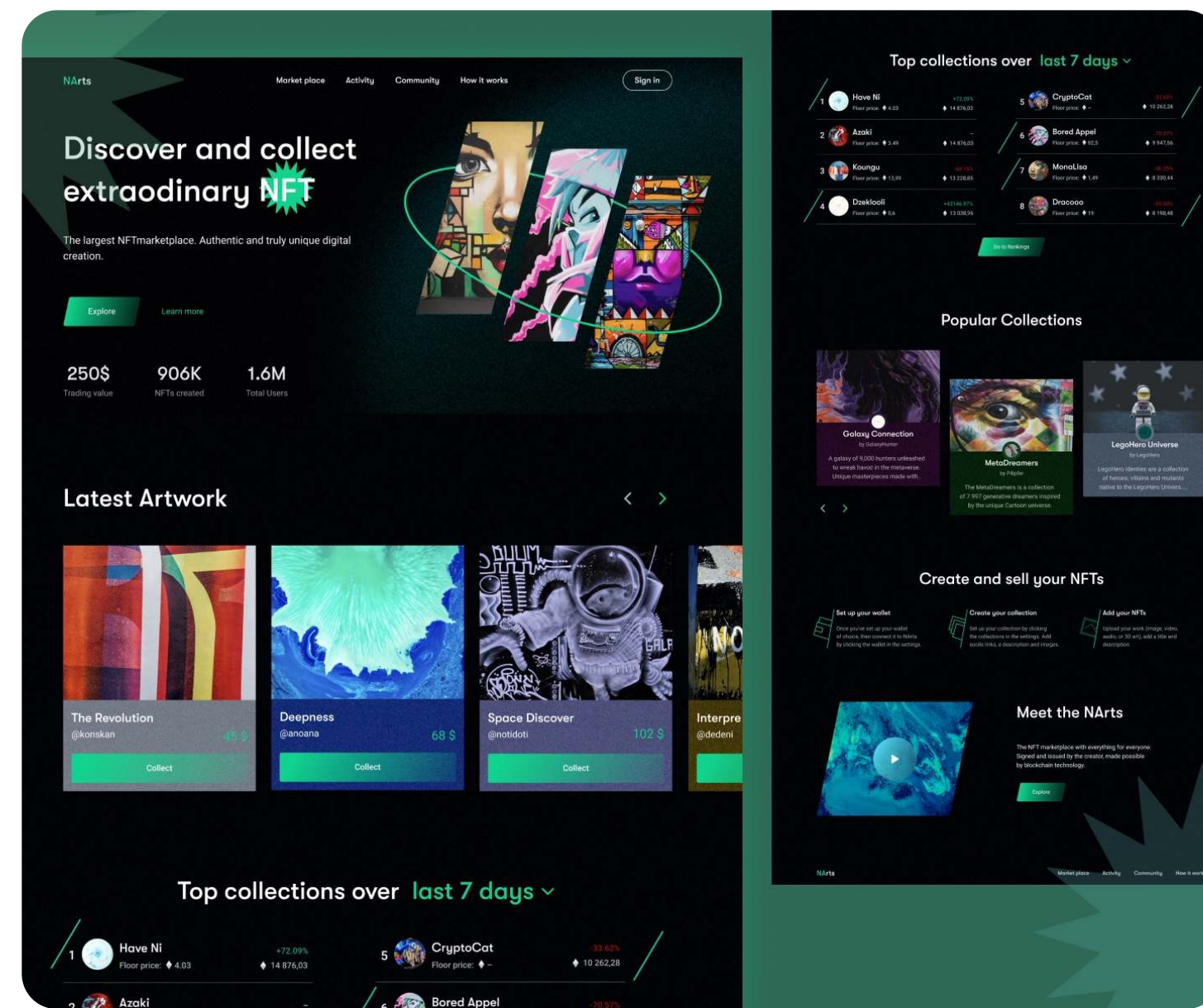
- UI concept for the 1-2 main pages
- Visual and UI design, Screens Map based on the previous step
- UI Kit or Design System
- Tech documentation for dev team

What else we could propose?



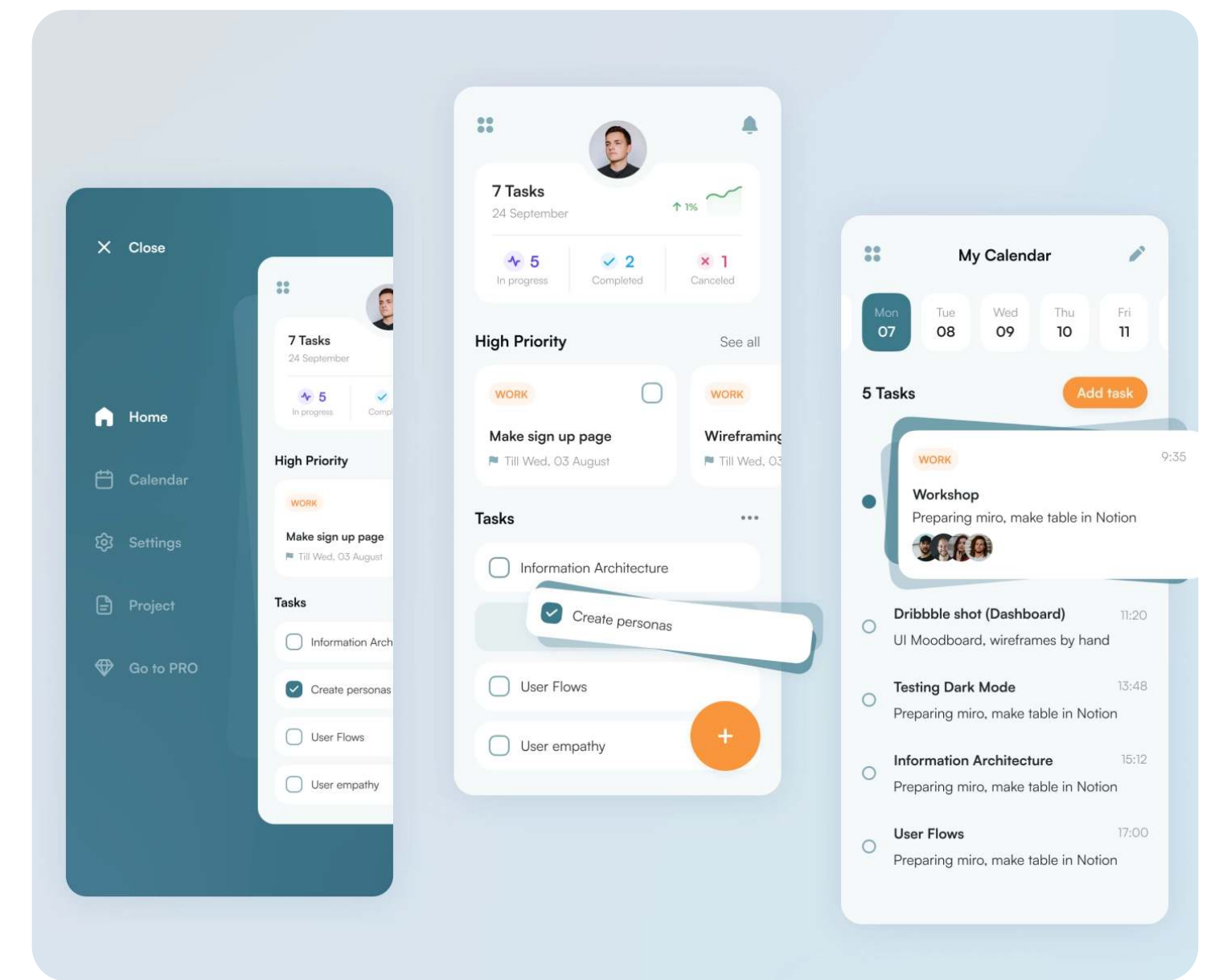
Digital Branding

We design logos and app icons and covers for App Store and Google Play Market. In addition, provide E-mail templates, Social media covers and templates, and much more.



Company web-site and landing page

Landing Page is like your best employee of the month. It works tirelessly 24/7, giving the consumer what they need to know about the product.



Micro-interaction animation

Examples of components behavior, Lottie-animation, 3D-models, and much more. Everything for making your product look outstanding.

We make redesigns that make money and solve business problems.

With us, you will get **satisfied users** and increase your **business metrics**.

You won't have just mockups; you **get a system** on how to **scale and improve your business**.

All our experience from **Improving products with UX solutions** and **Redesigning Products** will be at your service 💪



Our clients around the World ❤️

 USA

 Canada

 Australia

 Ukraine

 The United Kingdom

 Romania

 Spain

 Switzerland

 Germany

 The Netherlands

 Israel

 The United Arab Emirates

CONTACT DETAILS

[Visit our website](#)

[Dribbble](#)

[Behance](#)

[Instagram](#)

[Clutch](#)

Would you like to give your product a UX-boost? Drop us a line and let's create a thrilling design together!

valentyn@axicube.io

We are looking for new projects, not a cab!

From Ukraine 🇺🇦 With love ❤️