

Outsourcing UX Design:

The Best Product Decision
You'll Ever Make

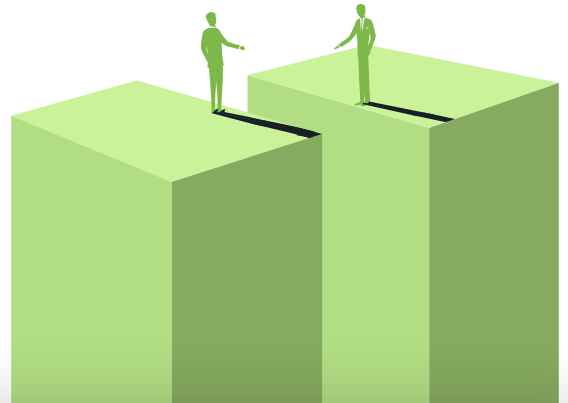


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All the smart CPOs are outsourcing their UX design requirements.

But why?

Partnering with an expert external agency **saves costs up to 63%** for product companies across industries and sizes.



3 Game-changing Advantages of *Outsourcing UX Design*

1 Get more bang for your buck:



North American companies can save around 30% to 90% of development costs if they outsource to India, Vietnam, or The Philippines.

Plus, you can **↑**upsized or **↓**downsize your team as required, anytime.

2 Design Ops isn't your headache:



Your UX partner manages and optimizes every resource, end-to-end.

Plus, it shortens the turnaround time for UX processes leaving you to focus on your core business functions. **L**

3 Enjoy instant access to premium UX expertise:



Tap into a diverse talent pool with a deep understanding of user needs, industry standards, and the latest design trends.

Plus, you gain fresh perspectives and innovative solutions which help in seizing market opportunities. **★**

How Can I Decide Between Hiring *In-house* or *Outsourcing*?

An in-house team can be a good option...

Since they're always at your beck and call



They become insiders, eventually*



You'll be investing considerable time & money into hiring (*who has the time for that!?!*)



*They can choose to move on at their convenience

Last word: An in-house team is best suited for a business looking to make a long-term impact or an organizational transformation.

So, what's so great about hiring an external agency?

Glad you asked!



You get **exclusive domain expertise**, no matter what your industry or platform



Nothing, (yes, NOTHING) hampers their competence (your internal strifes have zero impact on them takeovers, new leadership, etc.)



You gain an **unbiased, honest perspective** that's purely data-driven and sans-agenda



And of course, **there's a perfect-fit team out there** for your product budgets & requirements

There's no 'but' to speak of, but if you insist...

There may be minor communication challenges in the initial days

Stating the obvious: External teams work well for every type of product complexity, budget, and period.

How Can I Pick the *Right Model for My Company?*

First, gauge your project's level of complexity



Assess the scale of the work and the estimated time your project requires

A **UX audit** will help you understand your project's current standing

Talk to us about it

Second, have a ballpark budget in place



Use your UX audit insights to prioritize and get started

Remember, there is a sea of options out there

Which is why you'd do better with expert help!

Get the Koru Advantage



Create your team comprising our talent:

Pick custom resource combinations to suit your needs



Get the perfect solution to your UX problem:

10+ years of specialized B2B SaaS expertise & domain knowledge



No long waits to see results:

Start seeing tangible impact from week 2 itself

Talk to our UX Advisor