

We empower digital product teams with strategic design solutions.

As a full-service digital product design firm, Fresh Tilled Soil specializes in solving product problems and developing strategic solutions. What types of capabilities do we bring to the table? User-centered research. Experience design. Domain analysis. Business strategy. Product kit development. You get the idea.



We're here to serve as your strategic partner, from evaluating user needs to creating better digital product experiences, and every step in between. That's how we help you tackle your most complex business challenges.

Contact us today to learn more about what Fresh Tilled Soil can do for your organization.

Let's start the conversation.

Name	Email	Phone
Message		
SUBMIT		

5

Five problems we can help you solve

1. You've identified a compelling problem that needs solving, but you're not quite sure what the solution should be or how to sell it. You need a partner to understand the business landscape, validate the idea, prototype it, test it and help you launch a new product.
2. You want to add new features to your product, but you're not sure how to implement them. You need a partner to guide you through a product roadmapping process and then execute the plan.
3. Your product solves a complicated technical problem, but it's become so bloated with features and functionality that your customers don't know how to use it. You need a partner to refactor the product and redesign the user experience.
4. The competition has caught up with or surpassed you. Your product has superior technology, but you need a partner to help you refocus on user needs and regain ownership of your space.
5. You've hit a plateau in your business and need to determine where to go next with your product. You need a partner to help examine opportunities and prioritize your path forward.

"When we started the Design Sprint process, I was worried how this was going to turn out. But after the second session, I trust you guys completely. I know your team 'gets' us and what we're trying to do. We're now on a different course than we planned at the outset, but it's exactly what our company needs right now."



Doug Mitchell
CEO - AdAgility

The Fresh Tilled Soil experience

What does an engagement with Fresh Tilled Soil look like? Here's a peek at the team members and activities involved in a typical engagement. Of course, we'll work with you to determine what makes sense for your project.

Team Members

- User experience strategist
- Project manager
- User interface designer
- User experience designer
- Front-end developer

Activities

- In-person, intensive working sessions
- Defining product/organizational background, vision, goals and objectives
- User interviews
- Developing user personas
- Defining user behavior models and pathways
- Environmental analysis
- Business model mapping
- Competitive/comparative analysis and benchmarking research
- Concept architecture
- Experience mapping
- Product roadmapping
- Minimum viable product (MVP) definition
- Determining design and front-end technical specs and requirements
- Accessibility auditing
- Information architecture and content mapping
- Defining and creating key user journeys
- Creating compelling visual assets
- Developing design systems and front-end code per best-practices
- Product kit development
- Prototyping and user testing

What we're all about

We founded Fresh Tilled Soil in 2005 with the explicit goal of designing better product experiences that provide real value for users, drive customer engagement and enhance brand loyalty.

Our clients are category leaders, and we collaborate with them to design innovative solutions to grow their business. Our passion for cultivating exquisite experiences is rooted in our commitment to the end user. By creating empathy while following a process with a craftsman's discipline, we deliver extraordinary results.

Contact us at 1-862-221-1805.

Selected clients include

