



PRODUCT DESIGN PARTNER

FOR COMPLEX PRODUCTS

DESIGNING SAAS, AI, AND ENTERPRISE PRODUCTS
BUILT FOR CLARITY, TRUST, AND ADOPTION.



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ABOUT THEFINCH DESIGN

TheFinch Design is a global product design and UI/UX partner for SaaS, AI, and enterprise teams building complex digital products. We bring together product strategy, human-centred AI UX research, visual design, user behaviour insights, and data-informed decisions to create digital experiences that are clear, scalable, and built for adoption.

Our strength lies in translating complex workflows, technical systems, and data-heavy products into intuitive experiences that users can understand, trust, and use with confidence.

500+

Projects delivered

200+

Clients Served

92%

Client Satisfaction

18+

Industries Worked Across

20+

Creative Thinkers

10+

Years of Design Experience

THE NEED FOR PRODUCT CLARITY



POWERFUL PRODUCTS NEED MORE THAN FEATURES.

The next generation of products is becoming more powerful with AI, automation, data, and enterprise workflows.

But as products become more capable, they also become more complex.

Users do not adopt products just because they are powerful. They adopt products because they are clear, intuitive, and easy to trust.

The companies winning today are not simply building more features. They are creating clarity.

OUR VISION



RAVI TALAJIYA

FOUNDER &
DESIGN DIRECTOR

MAKING COMPLEX PRODUCTS CLEAR, TRUSTED, AND ADOPTION-READY.

We believe complex products should not feel complex to the people using them.

As SaaS, AI, and enterprise products become more powerful, product design becomes the bridge between what the product can do and what users can confidently understand, trust, and adopt.

Our vision is to make complex digital products clear, intuitive, and adoption-ready without reducing the depth of what they can achieve.

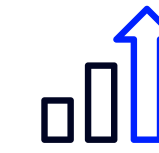
CLARITY. TRUST. ADOPTION.

CHALLENGES WE SOLVE FOR AI, SAAS & ENTERPRISE PRODUCTS



COMPLEXITY & USABILITY

- Complex products feel hard to use
- Products lack clear user journeys
- Features are built without workflows



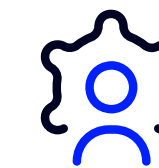
ADOPTION & GROWTH

- Users miss high-value features and rarely return
- SaaS products struggle with activation & retention
- MVPs need credibility before launch
- Products are difficult to sell or demo



TRUST & DECISION CLARITY

- AI products lack trust and transparency
- Data-heavy products are hard to read
- Trust is not visible in the interface



SCALE & DESIGN LEADERSHIP

- Enterprise tools feel heavy and outdated
- Products grow without design systems
- Internal teams are too busy to go deep on UX
- Founders need design leadership

FOR TEAMS FACING THESE CHALLENGES

AI PLATFORMS

FOUNDERS BUILDING MVPs

SPORTS-TECH ECOSYSTEMS

ENTERPRISE PRODUCT TEAMS

FINTECH AND BFSI TEAMS

SAAS COMPANIES

AGENCIES AND DEVELOPMENT TEAMS

LOGISTICS AND OPERATIONS PLATFORMS

PRODUCT DESIGN SERVICES FOR COMPLEX DIGITAL PRODUCTS

SAAS & AI PRODUCT DESIGN

Complex platforms, AI tools, dashboards, and workflow-led products.

UI/UX DESIGN

User journeys, wireframes, interfaces, prototypes, and interaction flows.

WEBSITE DESIGN

Conversion-focused websites, landing pages, and digital brand experiences.

MOBILE APP DESIGN

Mobile-first experiences designed for clarity, speed, and engagement.

DESIGN SYSTEMS

Reusable components, UI libraries, documentation, and engineering-ready handoff.

MVP DESIGN

Clickable prototypes and product foundations for validation, fundraising, and development.

UX CONSULTATION

Focused guidance to identify friction, usability gaps, and conversion blockers.

DATA VISUALISATION UX

Dashboards and data-heavy interfaces that help users make better decisions.

BRANDING & VISUAL IDENTITY

Digital-first brand systems for products, websites, pitch decks, and growth assets.

HOW WE WORK

**AI-ASSISTED. DATA-DRIVEN. FOUNDER-LED.
FOR BUSINESS-FIRST PRODUCT OUTCOMES**

Our process combines product strategy, UX thinking, visual craft, AI-assisted workflows, user behaviour insights, and business-first decision making.

IMPACT OUR WORK SUPPORTS

35%

Faster Task Completion

50%

Lower Drop-off Rates

40%

Higher Conversion Rates

30%

Higher Product Adoption

BUILT TO SUPPORT

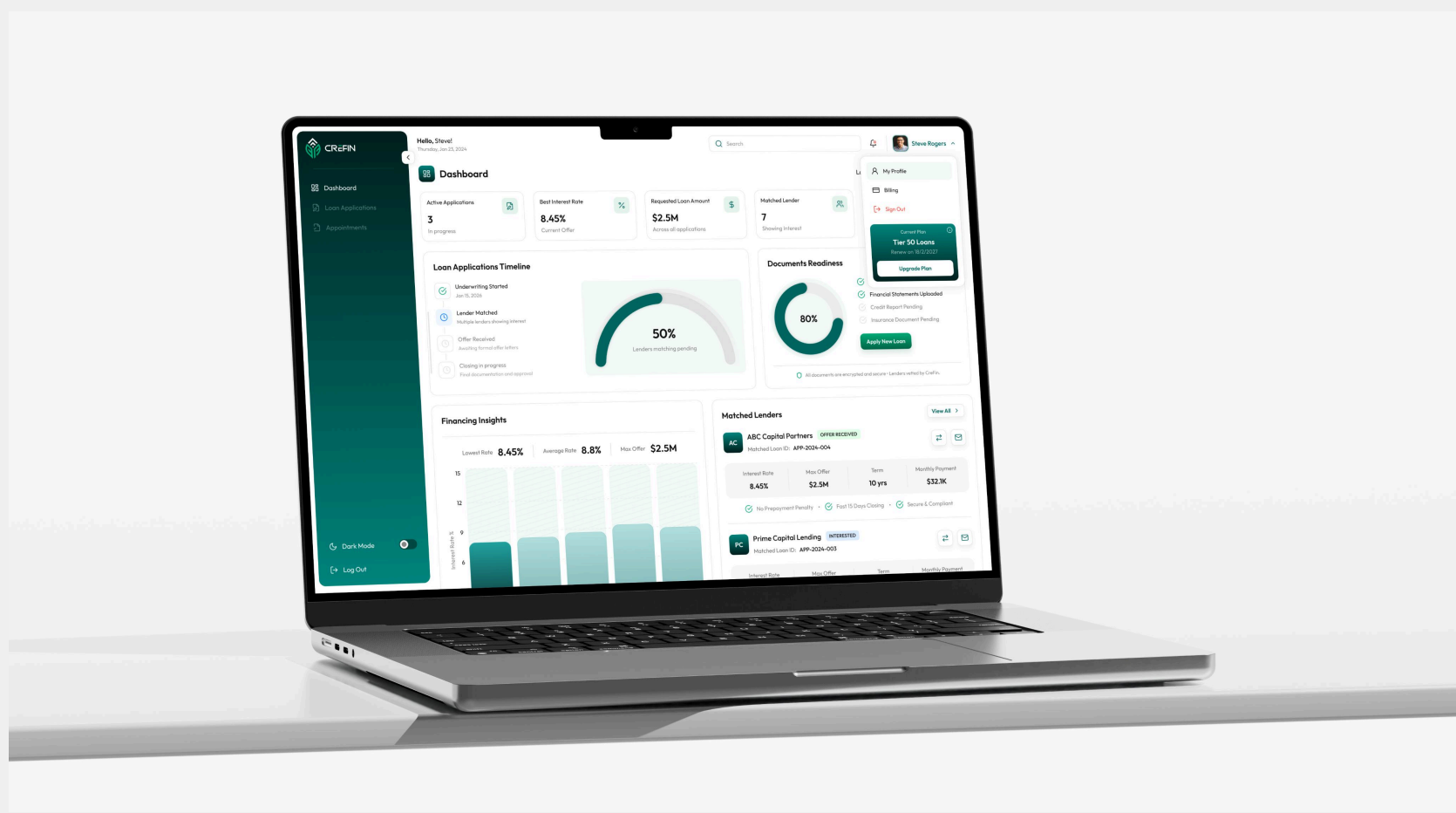
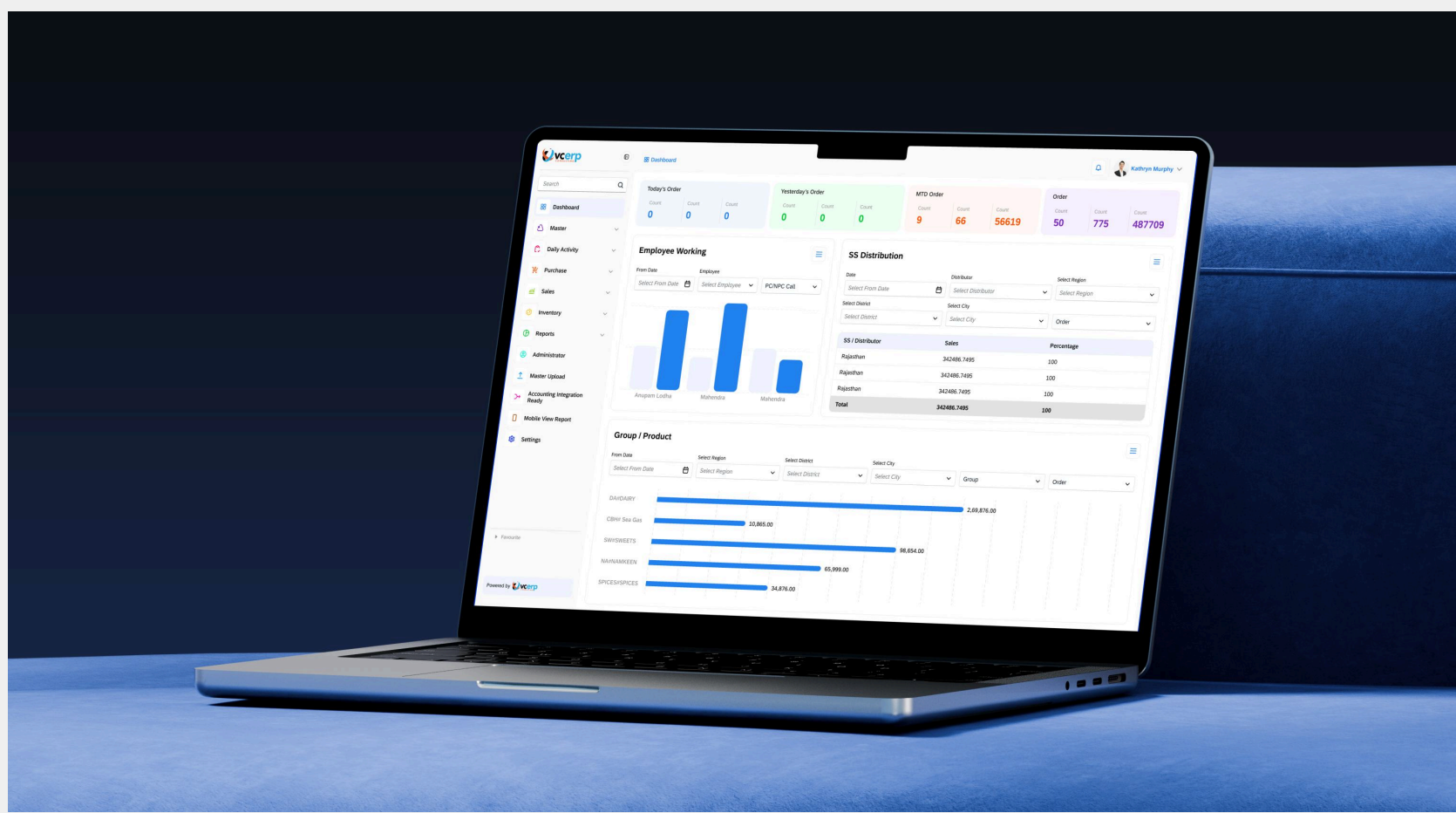
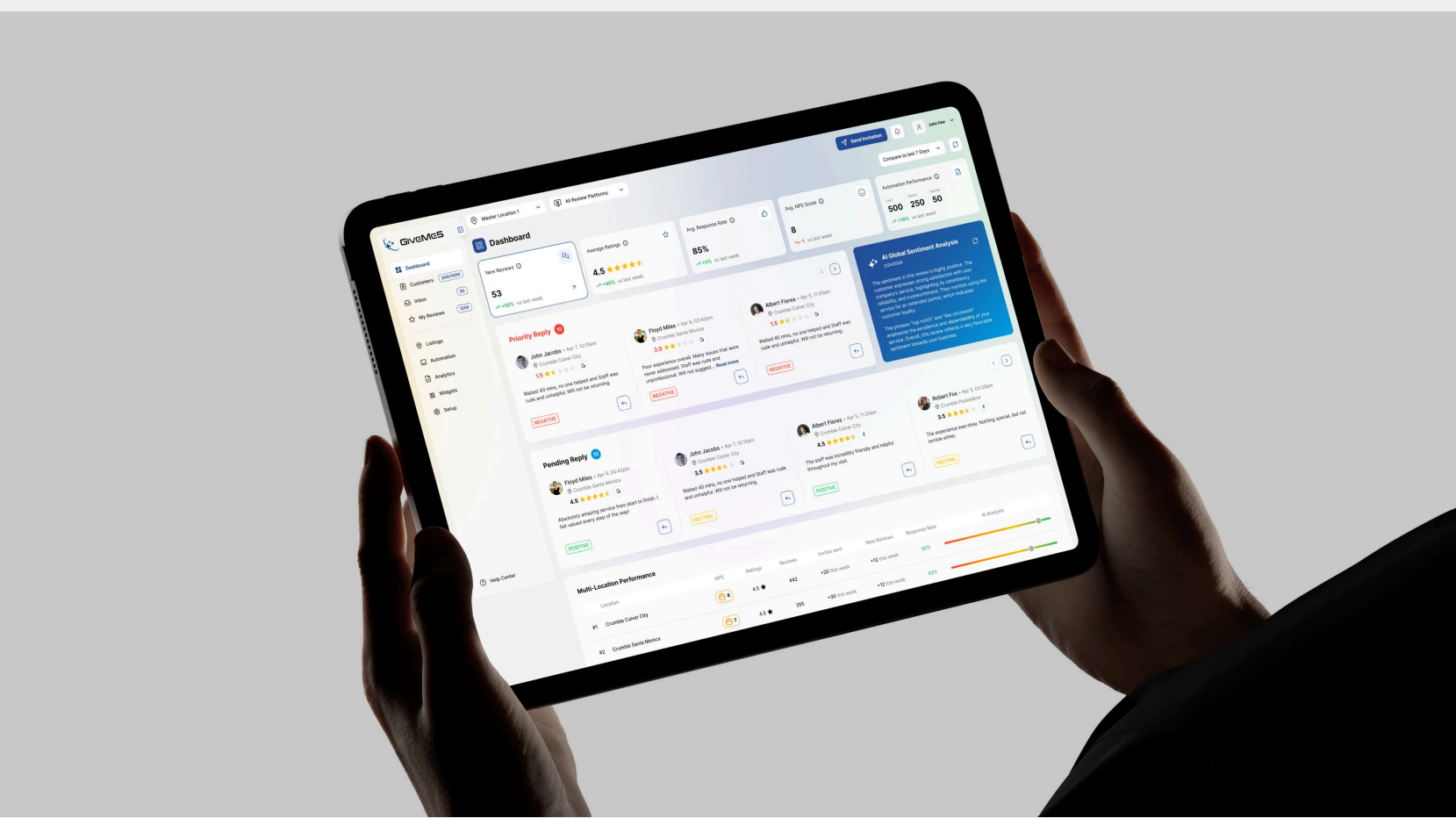
FASTER EXPLORATION

CLEARER UX DECISIONS

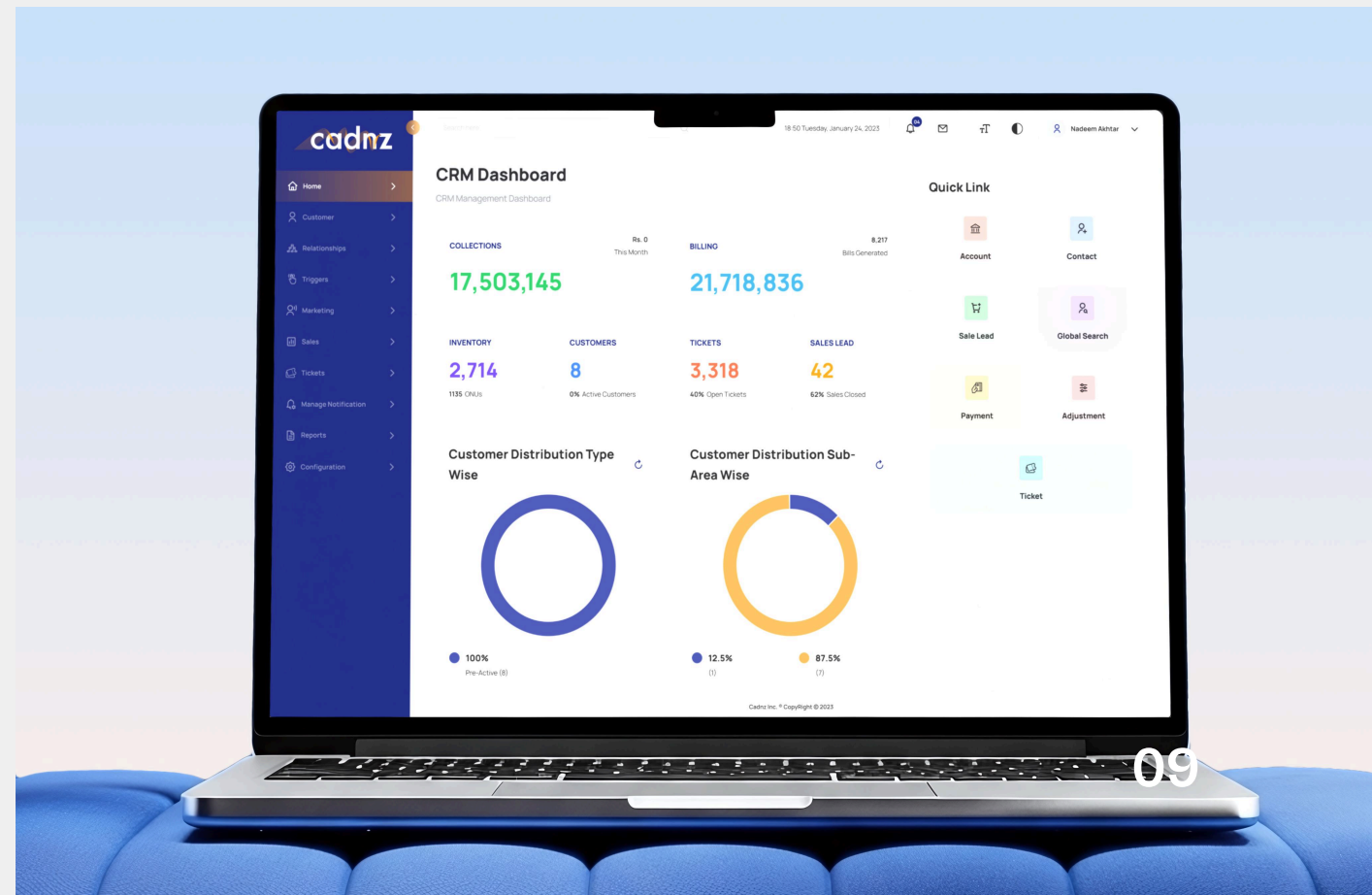
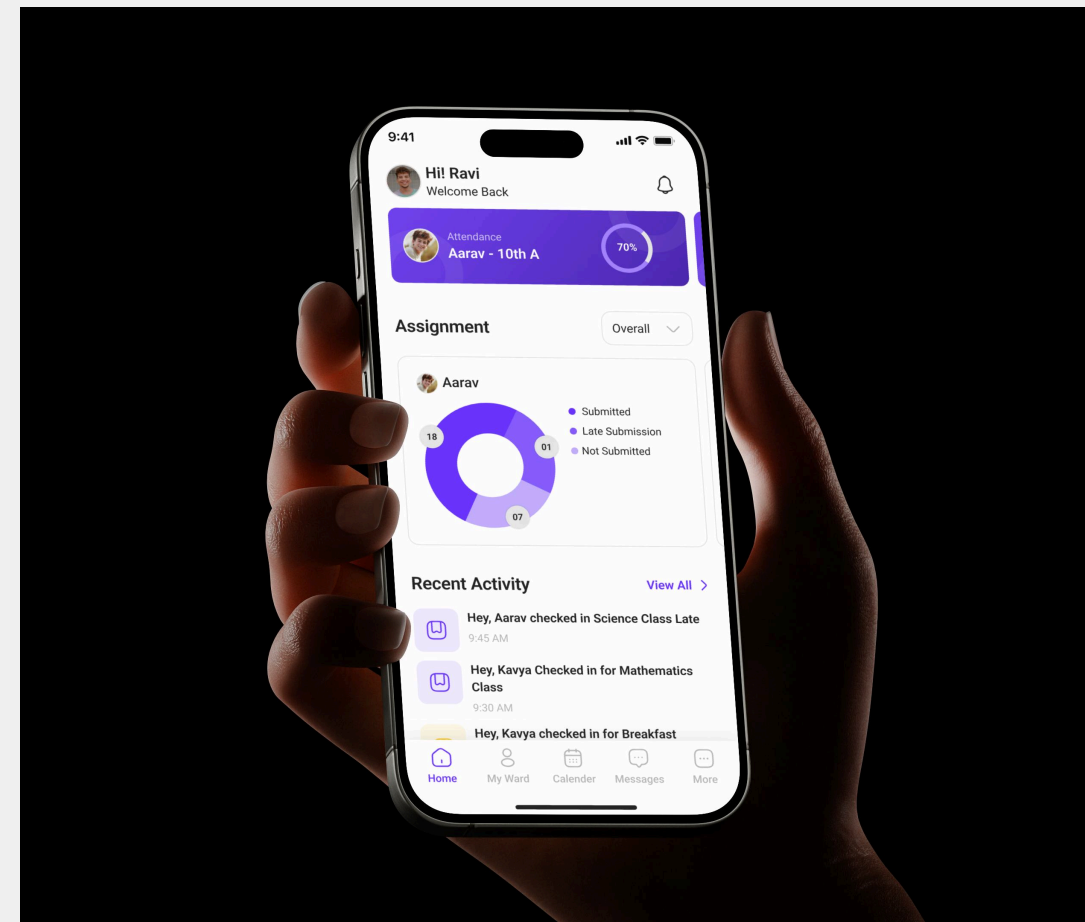
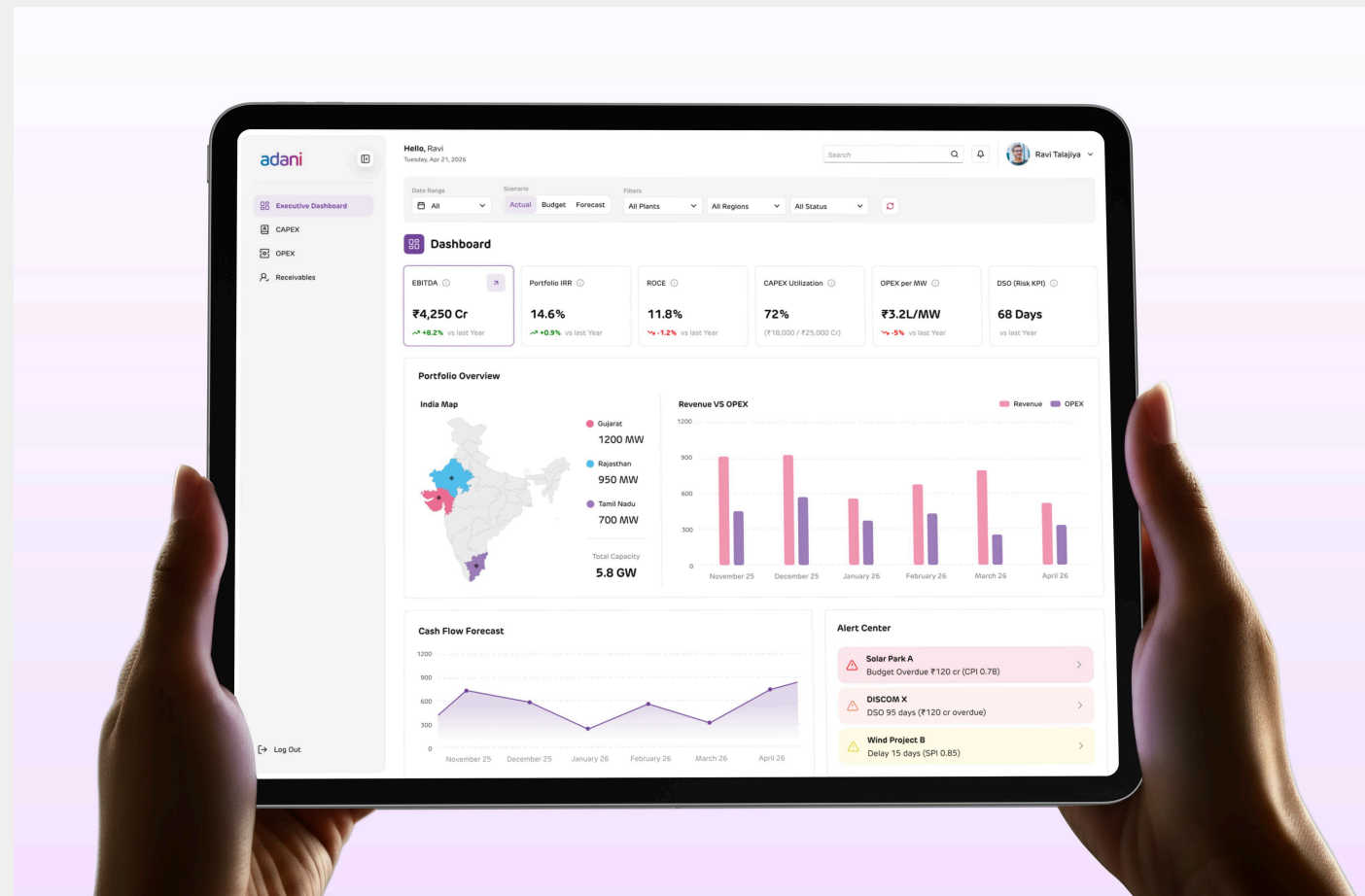
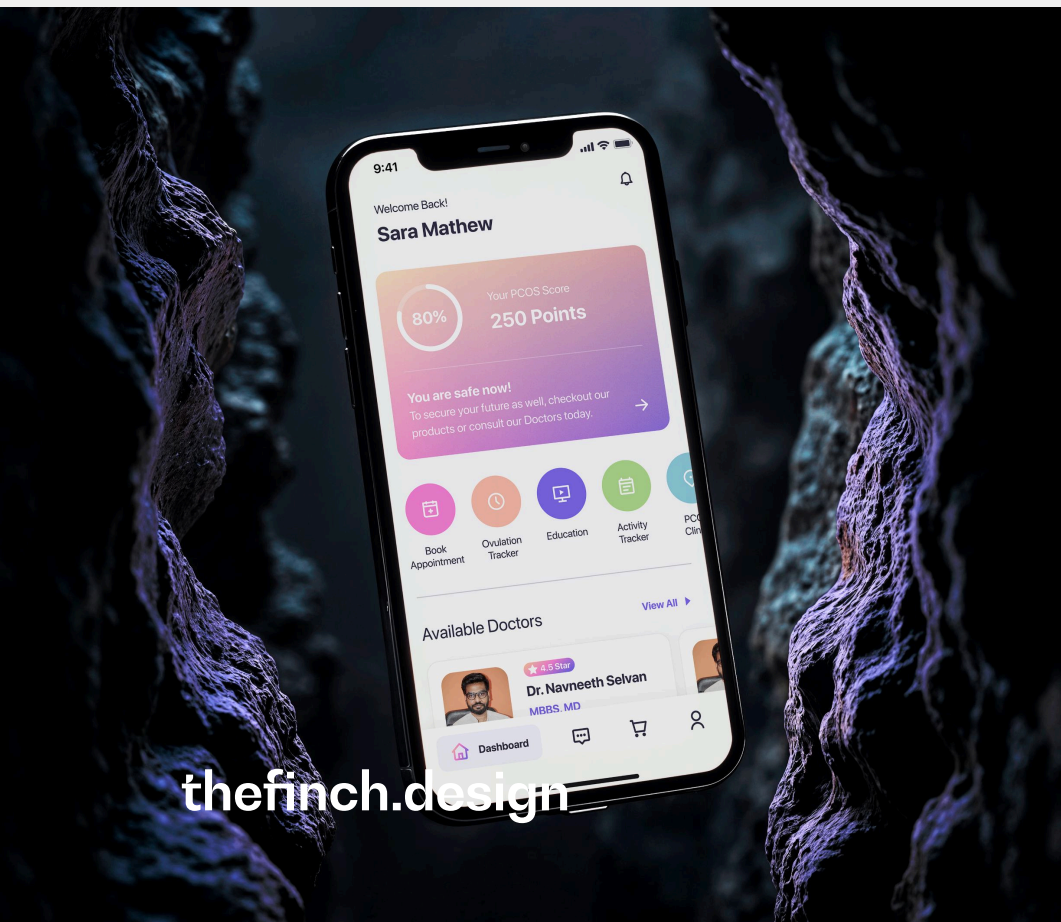
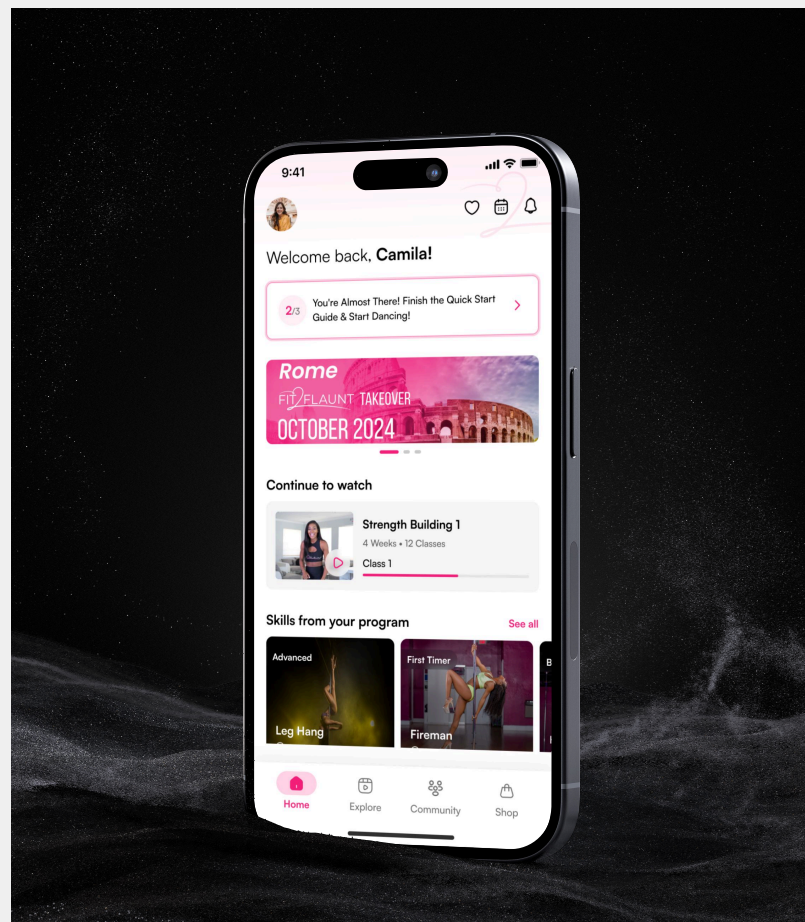
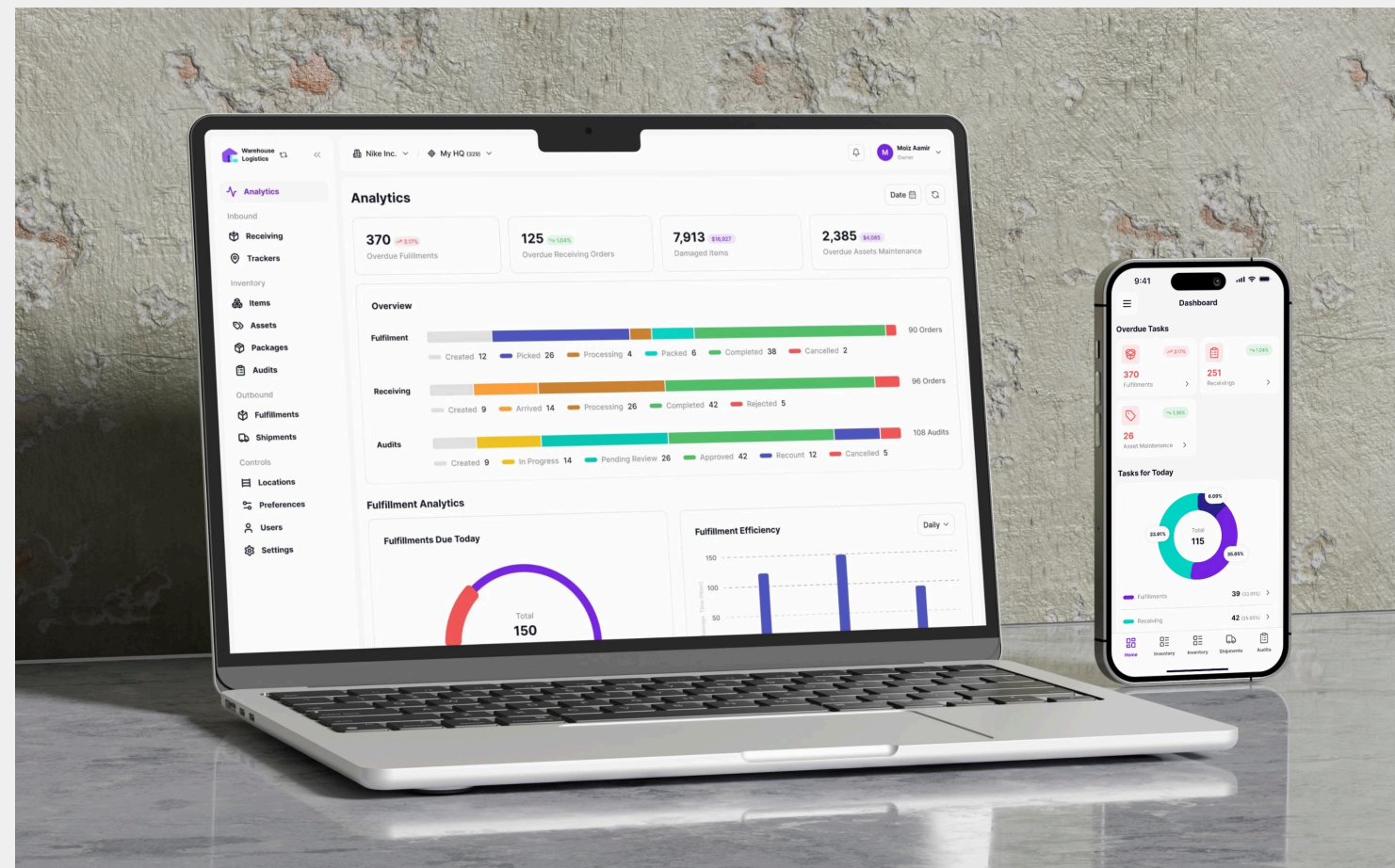
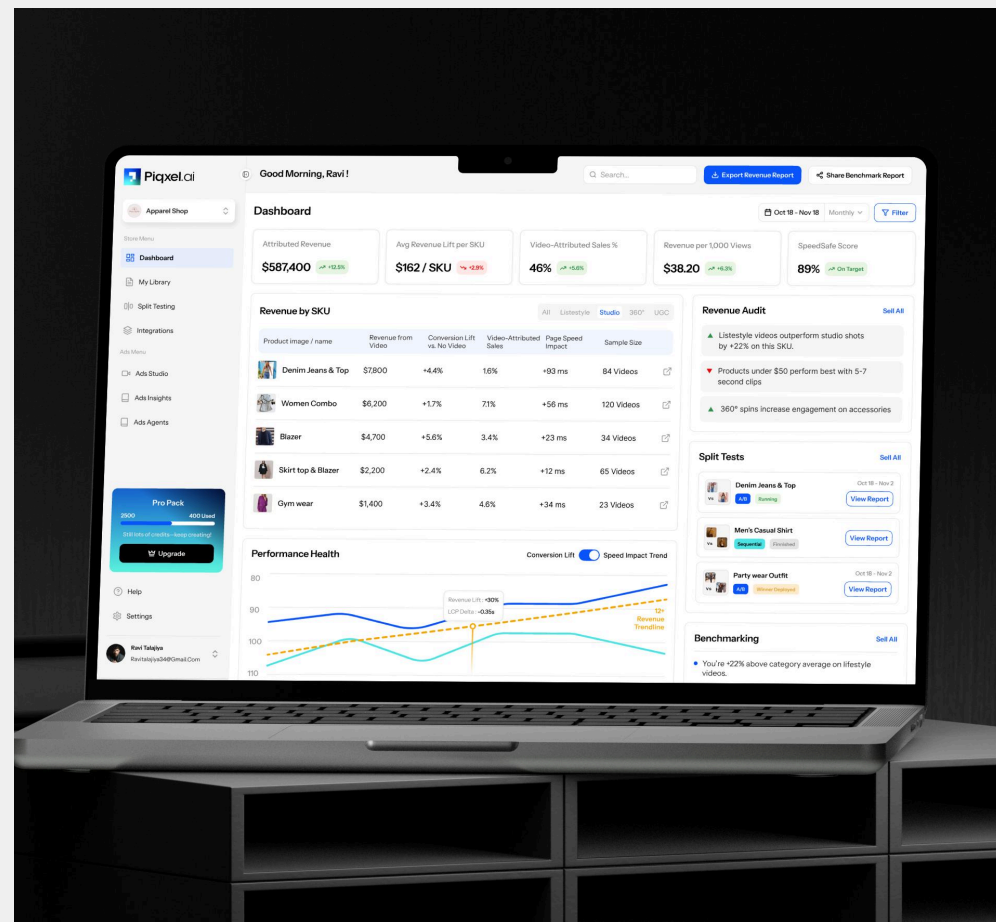
STRONGER PRODUCT COMMUNICATION

DEVELOPER-READY HANDOFF

SCALABLE DESIGN SYSTEMS



INTERFACES DESIGNED FOR CLARITY



PRODUCT TEAMS WE'VE PARTNERED WITH



AND MANY MORE AMBITIOUS TEAMS BUILDING WHAT'S NEXT.

OUR COMMITMENT TO YOU



DESIGNING PRODUCTS PEOPLE CAN TRUST

As AI, automation, and data become more embedded into products, trust becomes increasingly important. **We design experiences that make products more understandable, transparent, responsible, and human.**



SUSTAINABLE SOURCING

Thoughtful inputs, research, and decisions that reduce waste and improve product direction.



INNOVATIVE DESIGN

Modern, scalable experiences built for clarity, usability, and adoption.



ETHICAL PRODUCTION

Responsible design execution focused on accessibility, transparency, and user trust.

CLARITY

ACCESSIBILITY

USABILITY

TRUST

RESPONSIBLE DESIGN

WAYS TO WORK WITH US

FLEXIBLE ENGAGEMENT MODELS.
BUILT AROUND YOUR PRODUCT GOALS.

DEDICATED DESIGN RESOURCE

Ongoing design support for faster execution.

PRODUCT TEAM AS A SERVICE

A complete design team across strategy, UX, UI, and handoff.

PROJECT-BASED ENGAGEMENT

Focused design support with clear scope, timeline, and deliverables.

DESIGN SUBSCRIPTION

Continuous design support for product, website, and growth needs.



CONSULTATION & DISCOVERY

We understand your product, goals, challenges, timeline, and the support your team needs.



SCOPE FINALISATION & ESTIMATION

We define deliverables, engagement model, timeline, and estimated investment with complete clarity.



APPROVAL & KICKOFF

Once approved, we align on agreement, onboarding, communication, and start execution.

WHY CHOOSE THEFINCH DESIGN?

WHY DO BUSINESSES LIKE YOURS CHOOSE THEFINCH DESIGN?

Companies choose TheFinch Design because we combine strong visual execution with commercial thinking, structured collaboration, and deep product understanding.

BUSINESS-FIRST DESIGN APPROACH

STRONG PRODUCT THINKING

COMPLEX PRODUCT EXPERTISE

AI-POWERED EFFICIENCY WITH HUMAN JUDGMENT

CLEAN, PREMIUM VISUAL EXECUTION

BUYER AND DEMO CLARITY

FAST AND STRUCTURED DELIVERY

DEVELOPER-READY OUTPUT

SCALABLE PRODUCT THINKING

FLEXIBLE ENGAGEMENT MODELS

LET'S BUILD A PRODUCT EXPERIENCE

THAT LOOKS SHARP, WORKS CLEARLY, AND
DRIVES REAL BUSINESS OUTCOMES.

Address

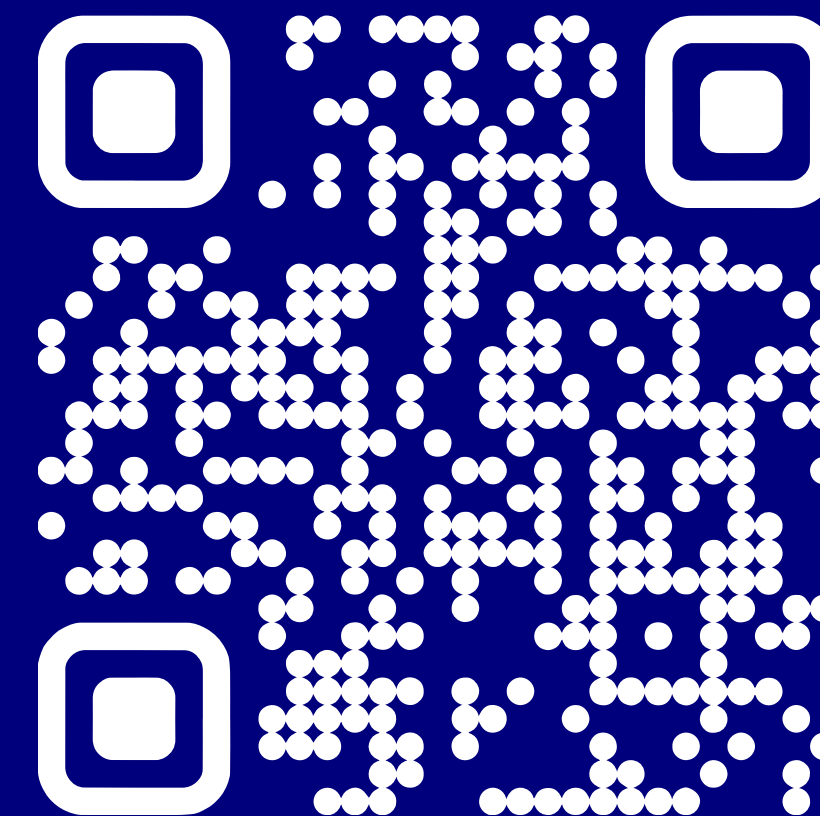
E-206A, Ganesh Glory 11, Jagatpur Rd, nr. BSNL Office,
Jagatpur, Ahmedabad, Gujarat 382470.

Phone

+91 9662128608

Email

ravi@thefinch.design
sales@thefinch.design

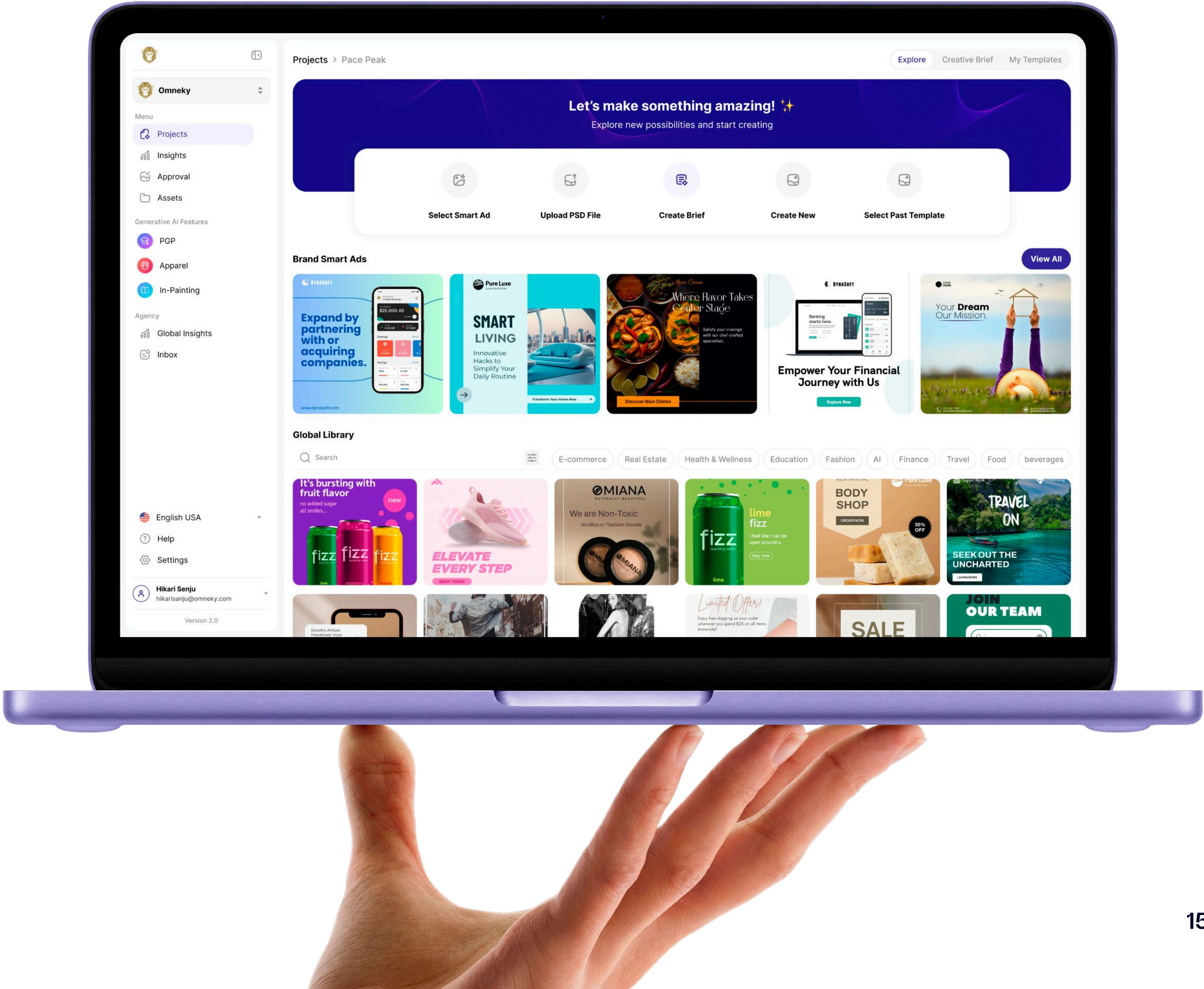




- ENTERPRISE AI
- MARKETINGTECH
- SAAS

AI CAMPAIGN PLATFORM

Omneky is an enterprise AI marketing platform that helps teams create, manage, and optimise campaign creatives at scale. The product needed to support complex AI-led workflows across campaign briefs, creative generation, review, distribution, and performance visibility.





PROBLEM

Omneky’s product involved multiple moving parts: AI campaign creation, creative assets, audience targeting, approval flows, and performance feedback.

The challenge was not only generating creatives, but helping users move from idea to execution with clarity through a more guided, structured, and enterprise-ready experience.



SOLUTION

We designed a guided campaign dashboard that helped users move through campaign setup, creative generation, review, and optimisation with greater confidence.

Key design focus areas included:

- ✓ Simplified campaign creation flow
- ✓ Clearer dashboard hierarchy
- ✓ Guided AI workflow structure
- ✓ Better creative asset management
- ✓ Improved visibility across campaign stages
- ✓ Scalable UI patterns for enterprise users

IMPACT

3X

FASTER CAMPAIGN SETUP

The redesigned experience helped reduce friction across AI campaign workflows and made campaign creation faster, clearer, and easier to manage.

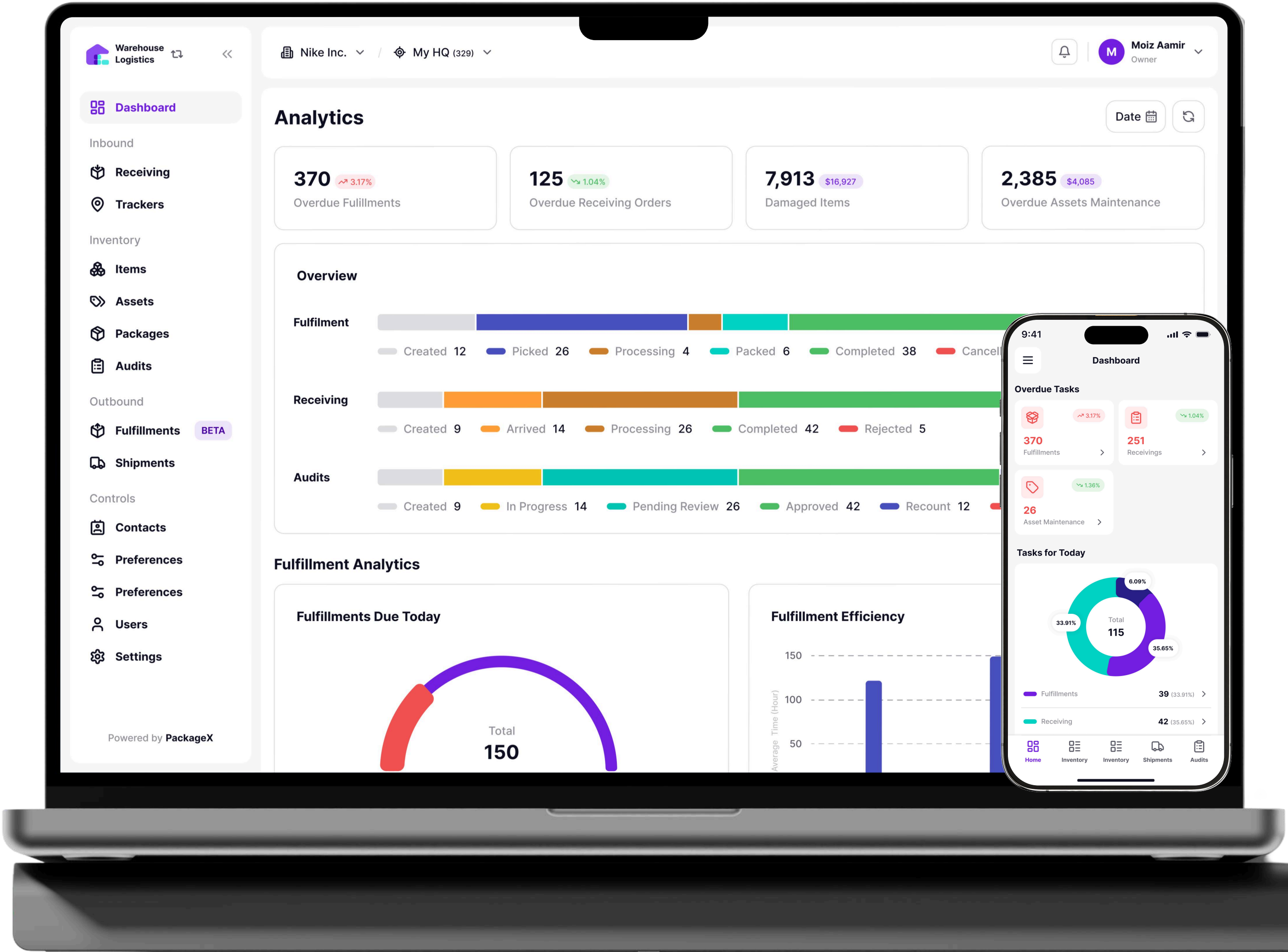


PACKAGEX

- ENTERPRISE SAAS
- LOGISTICS
- OCR SCANNING

LOGISTICS DASHBOARD

PackageX is an enterprise logistics and OCR scanning platform designed for modern mailrooms, warehouses, and package operations. The product needed to support real-time package visibility, scanning workflows, asset tracking, and operational decision-making.





PROBLEM

Logistics teams were managing complex package journeys across receiving, scanning, tracking, assets, lots, serials, and fulfilment flows.

The challenge was to make dense operational data easier to understand, reduce warehouse blind spots, and help teams make faster decisions across real-time logistics operations.



SOLUTION

We designed clearer logistics dashboards and scanning workflows that helped teams track packages, monitor operations, and make faster fulfilment decisions.

Key design focus areas included:

- ✓ Real-time logistics dashboard design
- ✓ Package, asset, lot, and serial-level visibility
- ✓ Operational workflow clarity
- ✓ OCR scanning flow improvements
- ✓ Data-heavy interface simplification
- ✓ Scalable enterprise SaaS design patterns

IMPACT

40%

FEWER FULFILMENT ERRORS

The improved dashboard and scanning experience helped teams reduce operational blind spots and improve fulfilment accuracy.

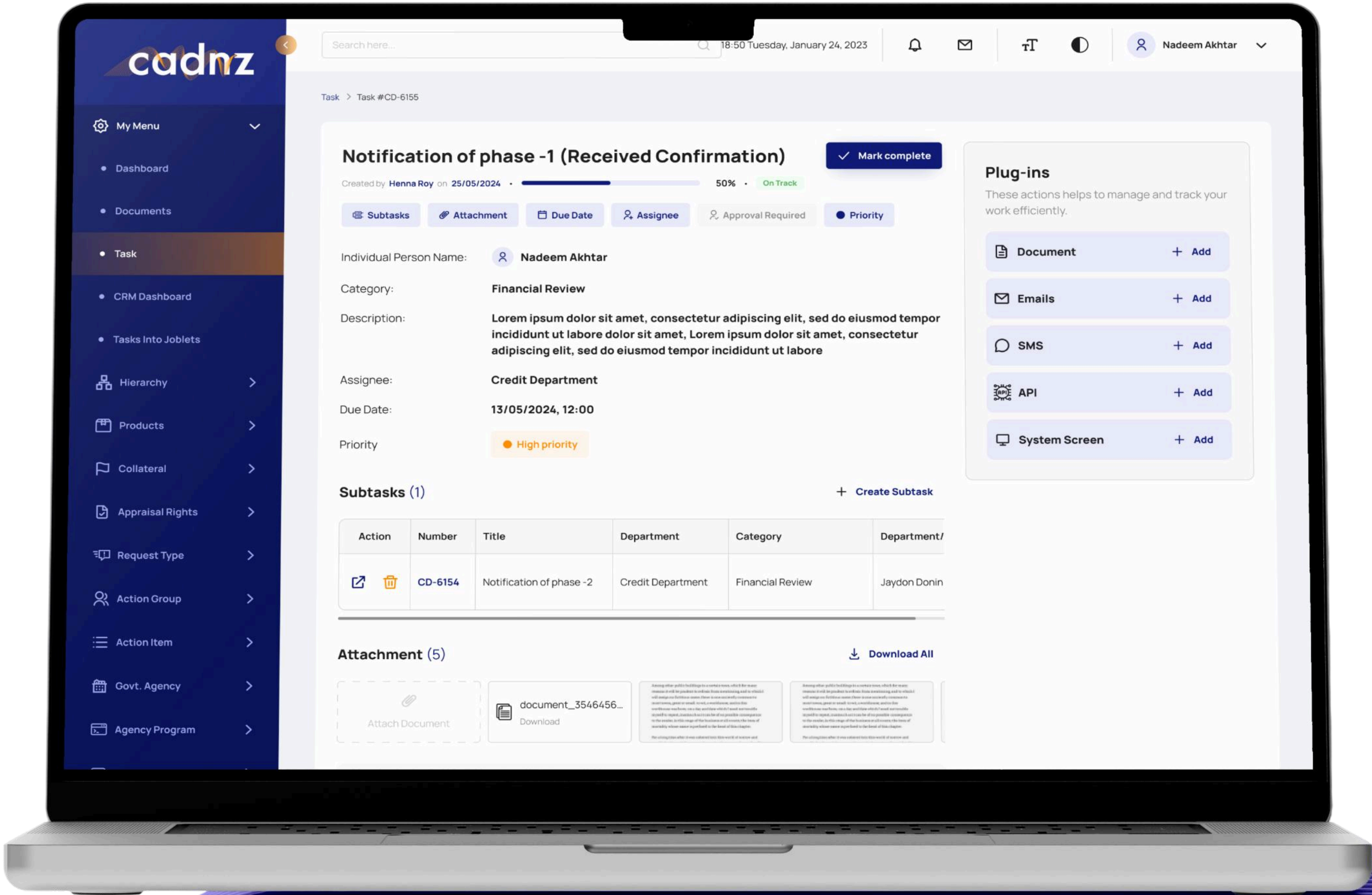




- FINTECH
- BANKING SAAS
- ENTERPRISE WORKFLOWS

BANKING SAAS PLATFORM

Cadnz is a banking and fintech SaaS product designed to support complex financial workflows, dashboards, and partner bank operations. The product required a clear, enterprise-grade UX foundation that could handle financial data, metadata, and multi-step banking processes.





PROBLEM

Banking workflows often involve dense data, compliance-heavy journeys, and multiple user roles. Cadnz needed to make complex financial operations easier to understand while maintaining trust, structure, and usability.

The challenge was to simplify financial dashboards and workflows without losing the depth required by banking teams and enterprise users.



SOLUTION

We designed clear financial dashboards, structured product flows, and scalable UI patterns that made banking workflows easier to understand and operate.

Key design focus areas included:

- ✓ Enterprise banking dashboard UX
- ✓ Multi-step workflow simplification
- ✓ Scalable UI structure
- ✓ Financial data visualisation
- ✓ Partner bank journey mapping
- ✓ Trust-first fintech interface design

IMPACT

30%

HIGHER PRODUCT ADOPTION

The redesigned experience improved usability, operational clarity, and user confidence across complex banking workflows.

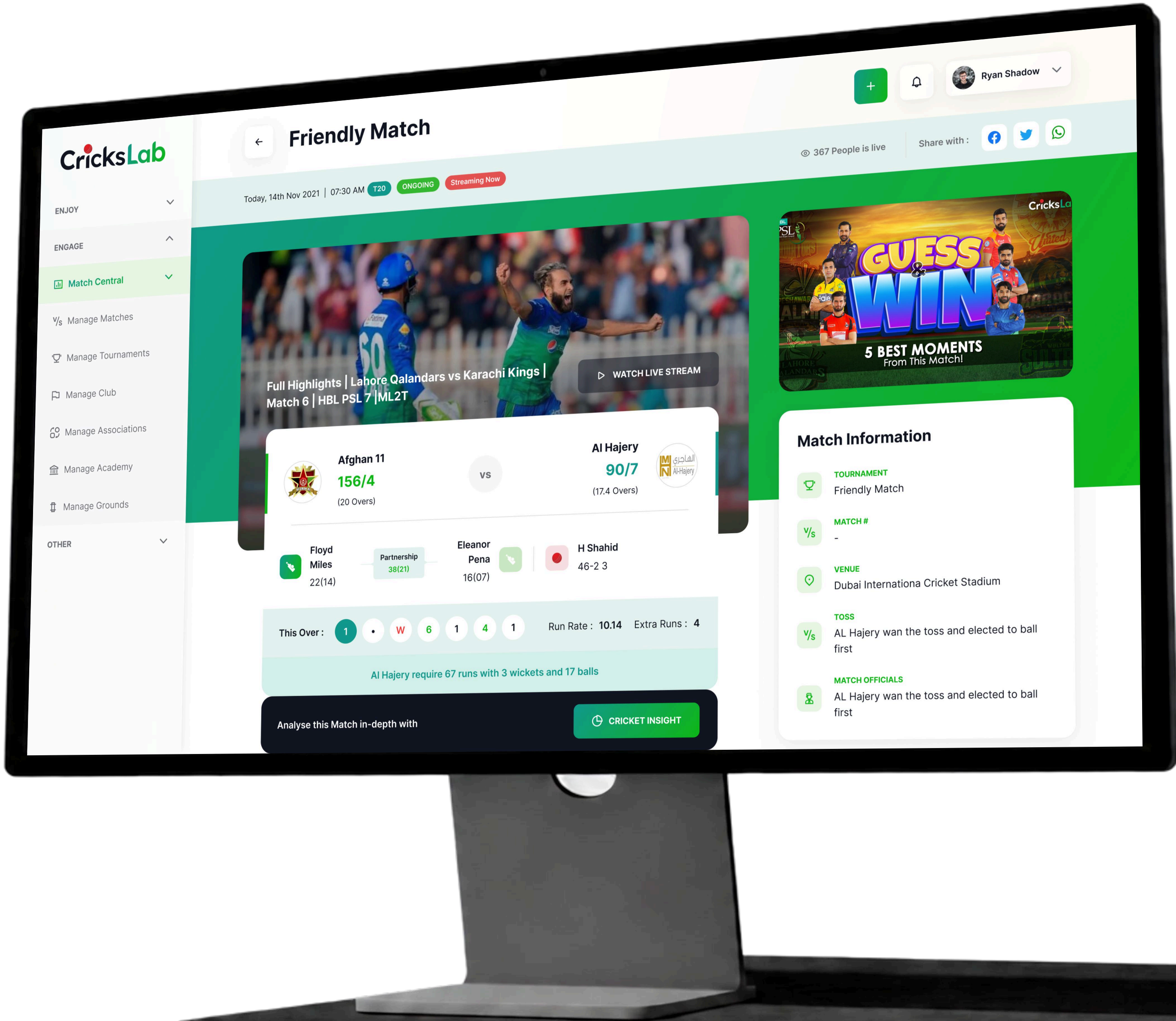




- SPORTS-TECH
- SAAS
- DATA-HEAVY PRODUCT ECOSYSTEM

SPORTS-TECH ECOSYSTEM

CricksLab is a large sports-tech ecosystem built for cricket scoring, tournaments, clubs, live streaming, graphics control, and match operations. The platform needed to bring multiple cricket workflows into one connected digital experience.





PROBLEM

Cricket operations were scattered across multiple workflows: live scoring, tournaments, clubs, match data, graphics, streaming, and community engagement.

The challenge was to simplify a complex sports-tech ecosystem while supporting real-time data, operational speed, and multiple user roles.



SOLUTION

We helped structure CricksLab into a connected cricket platform with clearer workflows, better product hierarchy, and scalable interface systems.

Key design focus areas included:

- ✓ Live scoring experience
- ✓ Match data and statistics UX
- ✓ Live streaming support flows
- ✓ Tournament and club workflows
- ✓ Graphics controller interface
- ✓ Multi-role sports platform design

IMPACT

10X

ENHANCED USABILITY

The redesigned ecosystem made cricket operations more connected, easier to use, and more scalable across teams, clubs, organisers, and sports users.

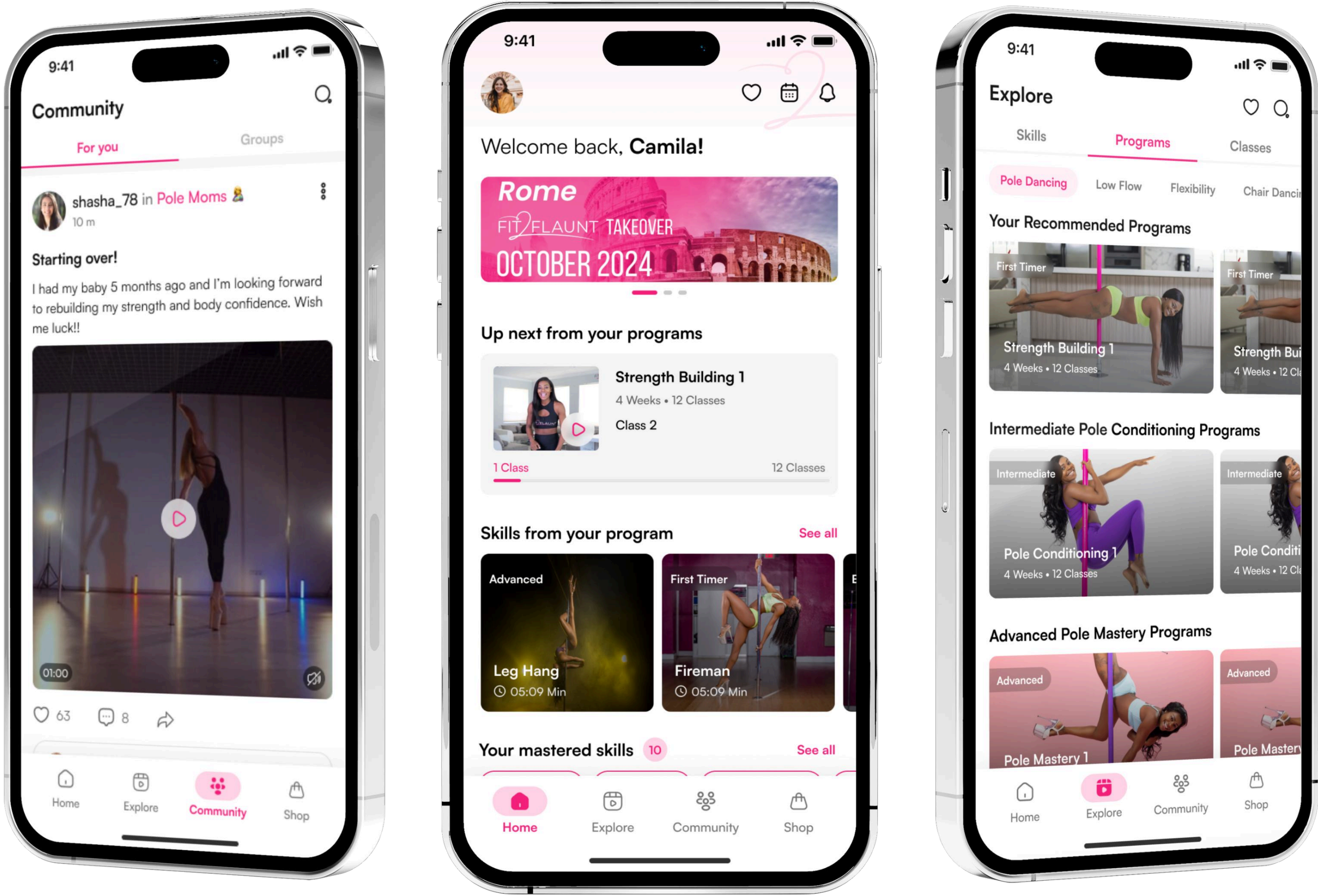




FITNESS MOBILE APP CONSUMER PRODUCT

FITNESS TRAINING APP

Fit2Flaunt is a fitness and pole-dancing training app designed to help users learn, progress, and stay engaged through structured training journeys. The product needed to improve onboarding, training flow clarity, and user engagement across mobile experiences.





PROBLEM

Fitness apps depend heavily on motivation, clarity, and progression. Fit2Flaunt needed to make it easier for users to understand where to begin, how to follow levels, and how to continue progressing without confusion.

The challenge was to simplify the mobile learning journey while making the experience feel engaging, supportive, and easy to return to.



SOLUTION

We improved the mobile UX across onboarding, training flows, level progression, and everyday usability so users could move through the app with more confidence.

Key design focus areas included:

- ✓ Streamlined onboarding
- ✓ Progression-based UX
- ✓ Clearer content hierarchy
- ✓ Training level structure
- ✓ Mobile-first interaction design
- ✓ More engaging fitness journey flows

IMPACT

63%

RISE IN DAILY ACTIVE USERS

The improved mobile experience helped users engage more consistently and made the training journey easier to follow.

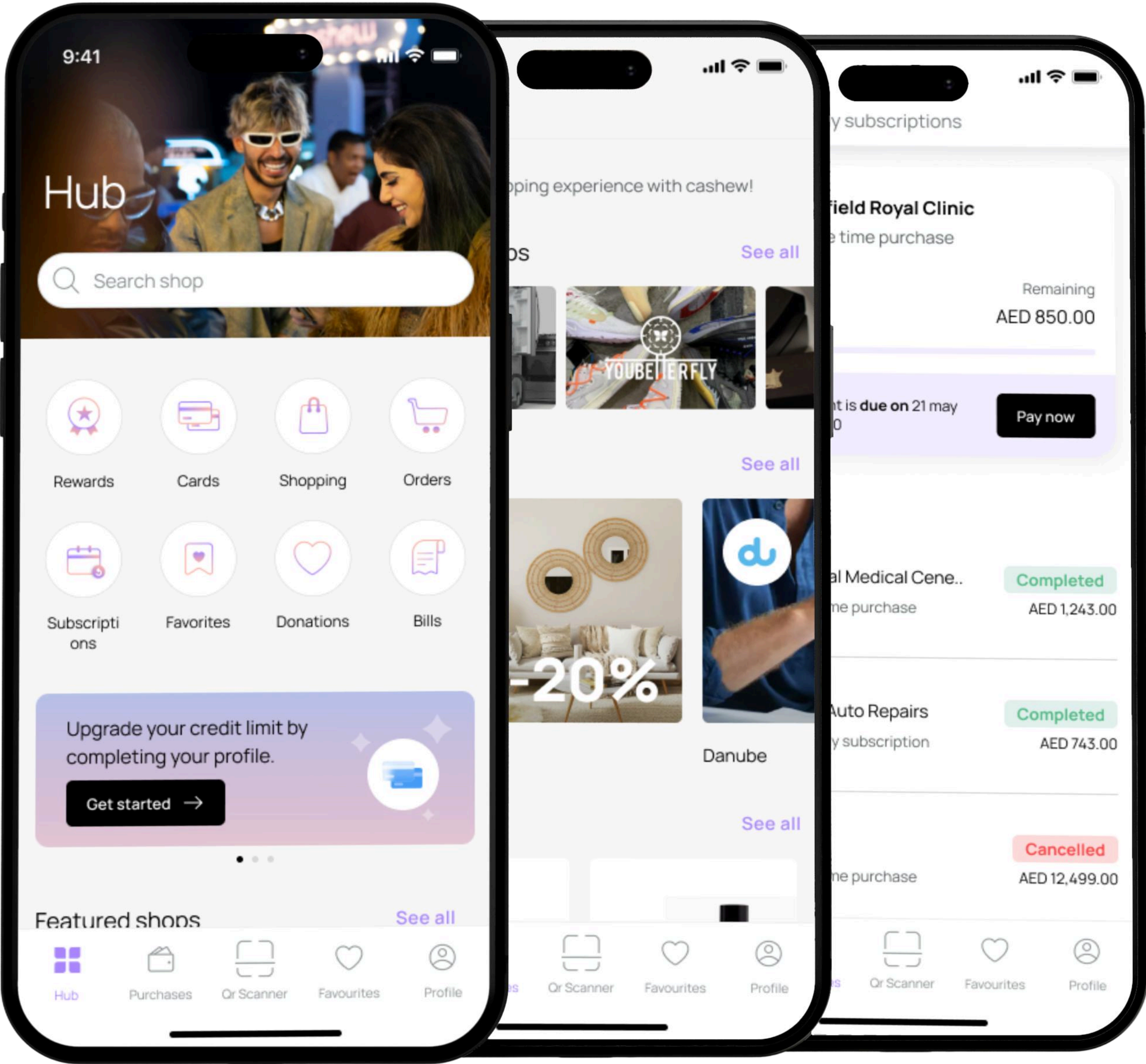




- FINTECH
- BFSI
- WEB & MOBILE APP

FINTECH APP

Cashew is a fintech product focused on buy-now-pay-later, payments, repayment journeys, rewards, and financial engagement. The product needed to feel simple, trustworthy, and familiar across web and mobile experiences.





PROBLEM

Fintech users need clarity before they take financial action. Cashew needed to reduce hesitation across payments, repayments, rewards, and user account interactions.

The challenge was to make financial journeys feel simple and credible while maintaining a modern, minimal, and user-friendly experience.



SOLUTION

We redesigned key web and mobile journeys to make payments, repayments, rewards, and financial actions easier to understand and complete.

Key design focus areas included:

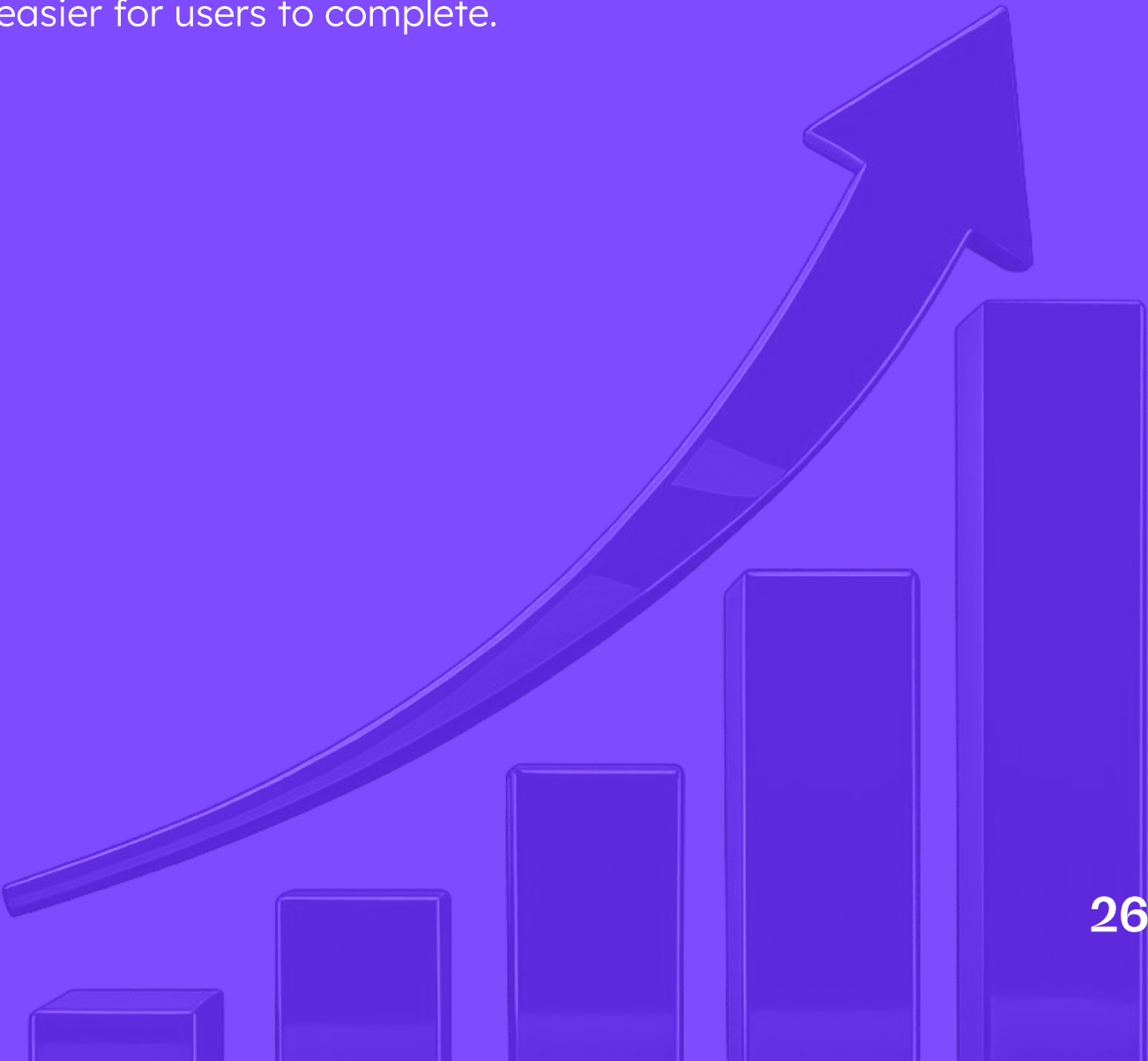
- ✓ Payment journey simplification
- ✓ Mobile app UX improvements
- ✓ Trust-building interface patterns
- ✓ Repayment flow clarity
- ✓ Rewards and engagement flows
- ✓ Clean fintech visual language

IMPACT

SIMPL-
IFIED

PAYMENT CONFIDENCE

The redesigned experience helped make financial actions clearer, more familiar, and easier for users to complete.

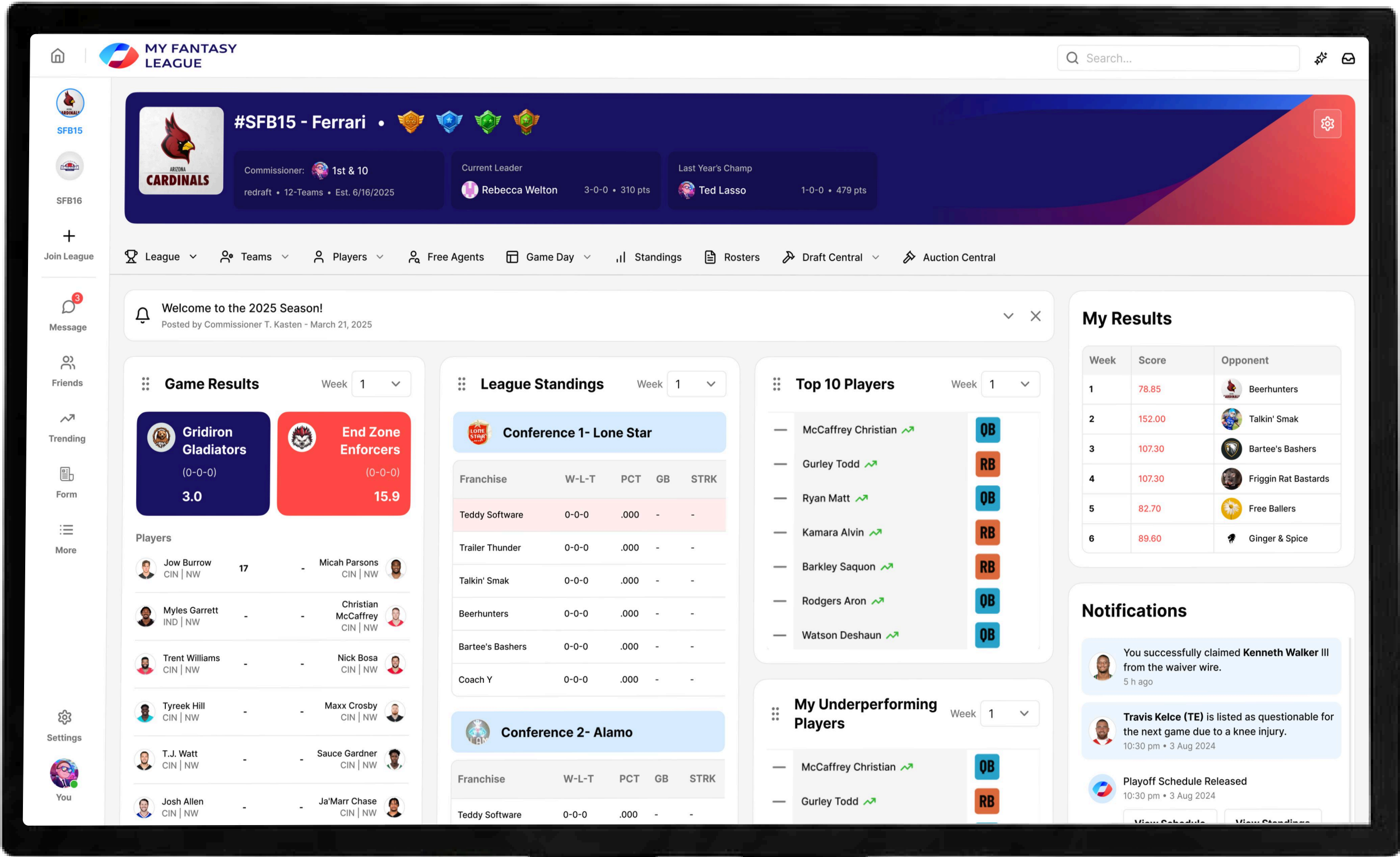




- FANTASY SPORTS
- DATA PLATFORM
- WEB APP

FANTASY LEAGUE

My Fantasy League is a fantasy sports platform supporting league creation, live scoring, drafts, auctions, payments, rankings, and community workflows. The product involved complex sports data and high-engagement user journeys across web and mobile.





PROBLEM

Fantasy sports products need to balance entertainment, data, competition, payments, and real-time engagement. My Fantasy League had complex workflows across live scoring, fantasy scoring, auctions, drafts, player selection, and payments.

The challenge was to simplify dense fantasy sports interactions while helping users understand the difference between real-world game data and fantasy scoring.



SOLUTION

We improved the product experience across live scoring, drafts, auctions, payments, league flows, rankings, and fantasy sports data journeys.

Key design focus areas included:

- ✓ Live scoring UX
- ✓ Draft and auction workflows
- ✓ League creation and group flows
- ✓ Fantasy scoring clarity
- ✓ Payment journey design
- ✓ Data-heavy sports interface design

IMPACT

20–
30%

REDUCED CHURN

The improved experience helped reduce confusion, strengthen engagement, and make fantasy sports workflows easier to manage.

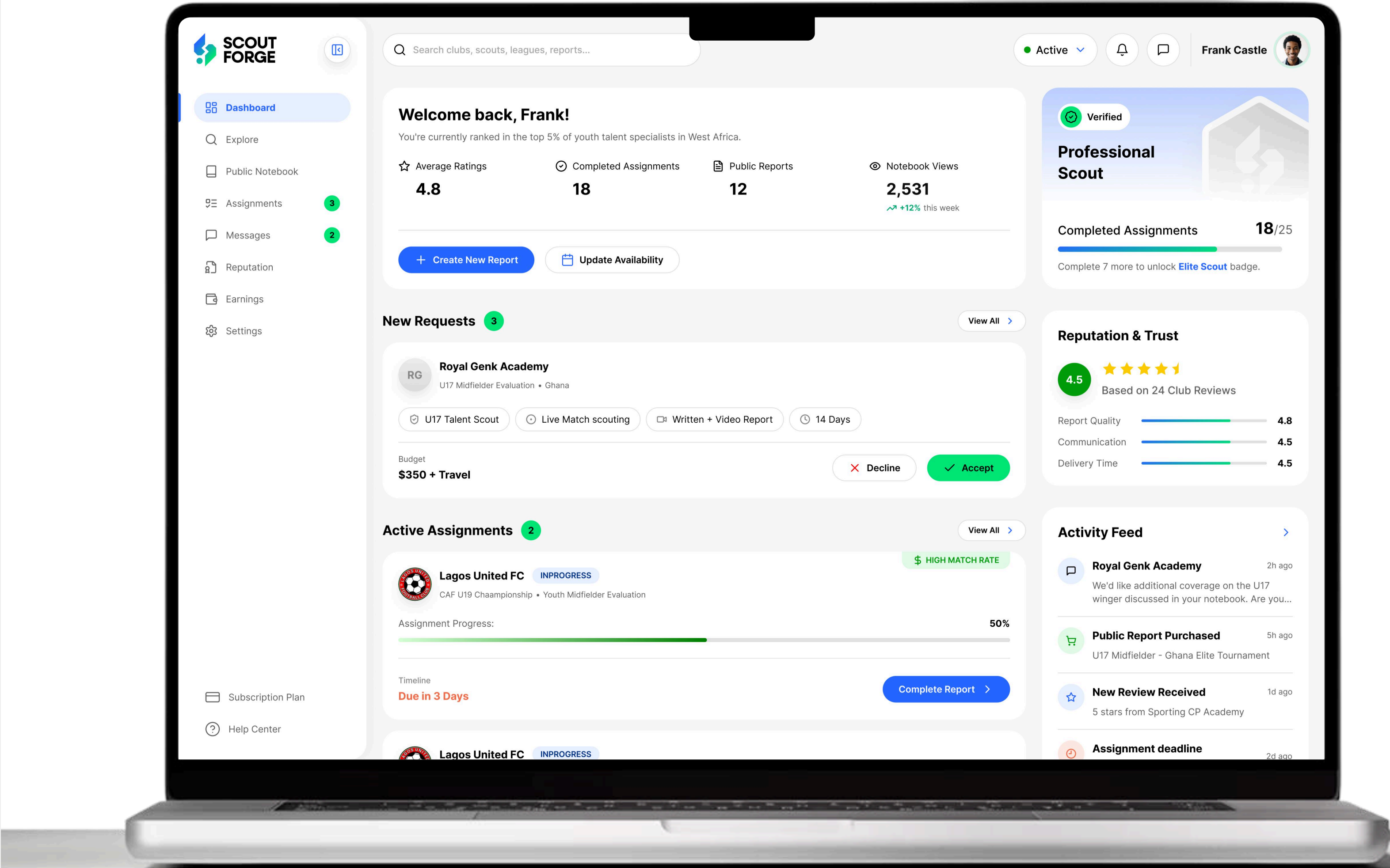




- FOOTBALL MARKETPLACE
- MVP PRODUCT DESIGN
- SPORTS-TECH

FOOTBALL SCOUTING MVP

ScoutForge is a football scouting marketplace concept designed to connect clubs, scouts, agents, and players through a trust-led scouting ecosystem. The MVP focused on creating a structured foundation for hiring scouts, publishing scouting insights, managing reports, and supporting player discovery.





PROBLEM

Football scouting is often fragmented, relationship-driven, and difficult to scale digitally. Clubs need trusted scouting insights, scouts need visibility, and players need credible pathways to be discovered.

The challenge was to design an MVP that could simplify complex role-based workflows while preserving trust, context, and human scouting credibility.



SOLUTION

We designed the MVP foundation for a global football scouting marketplace, focusing on role-based journeys, scouting notebooks, report flows, and trust-driven discovery.

Key design focus areas included:

- ✓ MVP product strategy and UX structure
- ✓ Scout hiring workflow
- ✓ Report generator experience
- ✓ Referral-led scout onboarding structure
- ✓ Club, scout, agent, and player role flows
- ✓ Public and private scouting notebooks
- ✓ Trust and reputation patterns

IMPACT

MVP

LAUNCH-READY

The design helped transform the product idea into a structured MVP experience with clear user roles, marketplace logic, and scalable product workflows.

