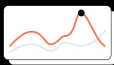


Research and design



### 3 Feature Prioritization Frameworks For Your Startup

Building a great product involves many moving parts and people. With so many cooks (and options) in the kitchen, progress can stagnate without a plan. Check out our newest article on how feature prioritization frameworks keep progress on track, and the best way to find the system that works for your startup.

[Click here to read the article](#)

[See back right-hand corner](#)

### Secure raised \$100-million after TDP redesigned their app



Secure wanted to improve their customer-facing user experience, so their friends at The Design Project created an optimized UX that put accessibility and clarity first. Our redesign helped the predictive analytics platform raise over \$100 million in funding.

[Click here to see how we did it](#)

[View some of the big wins](#)



Winner of more than 6 Black Berths, Jony Ive revolutionized Apple products with his design perspective and desire to create personal computers that revolutionized form and function. There's one way too much to be said about Mr. Ive than can fit in this newsletter.

[Learn more about Jony](#)

[Get Practice UX Design: 10 The Best UX Case Studies & Why They](#)

### 3 Apps Doing Social Media Right

Social media is a double-edged sword for business. It's an invaluable asset to build community, connect with customers, and (if done right) grow your reach. But it can also be intimidating to deal figuratively face-to-face with customers—and we've seen huge brands all too easily fall from grace because they alienated their community through bad social media management (and that's being it lightly).

But this week we're going to highlight 3 brands that were willing to take risk—and they paid off in spades.

**Duolingo**

If your brand is afraid to "go there", then go follow Duolingo's Twitter account to see just how powerful and effective chaos can be. Psychology great lesson #174

[Check out Duolingo](#)

**Wendy's**

We can't have a social media GOAT discussion without Wendy's. The pioneer of generational community building, Wendy's knows down with their competitors and brings smiles to their Twitter followers faces.

[Check out Wendy's](#)

**Netflix**

While Netflix is under fire for their recent ad changes, their social media presence has always been (intense) filled with a sense of humor and engagement posts that nurture their followers and attract customers.

[Check out Netflix](#)

[Click that for more on this](#)

### Women was acquired by Slack after TDP revamped their unoptimized calendaring tool into an engaging and user-focused mobile experience!



After Women's mobile app struggled with low user-retention rates, The Design Project delivered a Stream Navigation UX that increased user retention rates by over 40% and eliminated frustration.

The app performed so well that it caught the attention of Slack, which led to the later acquiring Women in 2021! It's possible what great UX can accomplish.

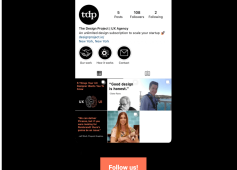
[Learn more about Women's exciting news](#)

[About us](#)

### Are you following us? O-O

We... we kinda hope to show we've based our media into overview and have even more cool content to share with you over there.

Come check it out—We've even got dogs! WHO DOESN'T LOVE DOGS?



[Follow us!](#)

[Discover how we built](#)

### How to enhance communication, increase productivity, and let everyone work the way that works for them.

Your startup is made up of many different personalities and work styles. So finding the right FFF may involve a bit of experimentation.

It may require a combination of multiple Feature Prioritization Frameworks to optimize your team's productivity without overwhelming them.

The most important thing to remember is...

FFFs are supposed to make development and communication easier. If your FFF is overcomplicating things—or confusing members of your team—it isn't doing its job.

Keep the well-being of your team and consistent progress at the heart of choosing your Feature Prioritization Framework. When your team feels confident, engaged, and heard, heightened productivity is a natural consequence.

[Sign up for a 7-day free trial to learn how TDP uses Feature Prioritization Frameworks to help startups accomplish big things](#)

### So... how's your app doing?

If you think our newsletter is awesome—well! If you see what the UX and UI experts at The Design Project can do with your app!

[Try TDP For Free](#)