



STAVUX

FLOW • FUSION • FORM

# Strategic Design Advisory

Services Catalogue

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01 Strategy

02 Research + Design

03 Architecture + Advisory

# The work starts with questions, not screens.

**Good design** does not begin with **wireframes**. It begins with **honest answers** to **questions** most teams have not yet asked. Why does this product need to **exist**? Why would someone **choose it**? Why **now**?

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## FLOW

Research · Information architecture ·  
The shape of how someone moves through a  
product

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## FUSION

Prototyping · MVP development · Building the  
smallest thing that reveals whether the  
thinking is right

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## FORM

Final product · Visual design · Brand identity ·  
Experience that builds trust on first contact

# Ask **why** until the answer is **honest**.

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## OBSERVATION

Users sign up but do not return.

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## WHY 1

They say the product is useful but they forgot about it.

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## WHY 2

Nothing reminded them to come back.

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## WHY 3

The team assumed the value was obvious enough.

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## WHY 4

They use the product daily - new users do not.

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## ROOT CAUSE

The product does nothing to help users build the habit.

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The problem was never the product. It was an assumption mistaken for a fact.

# What the engagement covers

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## STRATEGY

### Product Direction

Clarifying what the product is, who it is for, and whether the answer is honest.

### Product-Market Fit

Testing whether the problem being solved is real, urgent, and worth solving at all.

### Business Alignment

Connecting product decisions to what the business actually needs to achieve.

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## RESEARCH + DESIGN

### User Research

Finding out what real users do, need, and struggle with - not what they say they want.

### UX Design

Flows, wireframes, and interaction logic - how the product behaves from the user's perspective.

### Design System

A coherent component library that makes every future design decision faster and more consistent.

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## ARCHITECTURE + ADVISORY

### Product Architecture

Defining the structural logic - what the product is made of and what comes in which order.

### PRD Authoring

Writing requirements that define scope, constraints, and success before building begins.

### Design Oversight

Senior judgment for teams with designers but no voice asking if the right problems are being solved.

# Strategy

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## DISCOVERY

### Product direction

A product without a clear direction is expensive to build and impossible to sell.

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## VALIDATION

### Product-market fit

Not a metric to reach - a question to keep asking.  
A product fits its market when it solves a real problem for a real person in a way they could not easily achieve otherwise.

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## STRATEGIC INPUT

### Business alignment

Technology capability and business goals are often out of sync. Identifying where they diverge before building begins is the difference between a product that ships and one rebuilt six months later.

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## RESEARCH

### Competitive landscape

Understanding where the product sits relative to existing alternatives. Not to copy them - to find the gaps they leave open and the positioning that makes the product worth choosing.

# Research

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## OBSERVATION

### User research

Finding out what real users actually do, need, and struggle with - not what they say they want in a survey.

The gap between those two things is where most products fail.

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## CLARITY

### Problem definition

Narrowing a broad challenge to a specific, solvable problem before any design work begins. A well-defined problem is half the solution.

An undefined problem is an expensive one.

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## TESTING

### Idea evaluation

Testing hypotheses early, before they become assumptions baked into the product. An idea that has not met a real user is still a guess - however well-supported by experience.

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## ASSESSMENT

### Design audit

Assessing existing design work against user needs, business goals, and design standards. Not to grade the designer - to identify what needs to change and why.

# Design

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**STRUCTURE**

## **Information architecture**

Organizing what a product contains so users can navigate it without thinking. The skeleton before the skin.

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**VALIDATION**

## **Prototyping**

Building the smallest testable thing - not the product, but the version that reveals whether the thinking is right.

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**FORM**

## **UI & visual design**

The final product layer. Clarity, hierarchy, and craft that builds trust on first contact.

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**CONSISTENCY**

## **Design system**

A coherent component and pattern library. Every future design decision becomes faster and more consistent.

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**INTERACTION**

## **UX design**

Flows, wireframes, and interaction logic - how the product behaves from the user's perspective.

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**TRUST**

## **Brand identity**

Visual identity grounded in what the product is and who it is for.

# Architecture

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## STRUCTURE

### Product architecture

Defining the structural logic of a product - what it is made of, how the parts relate, and what comes in which order.

The difference between building a foundation and building on sand.

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## DOCUMENTATION

### PRD authoring

Writing the product requirements document that defines scope, constraints, and success criteria before a single line of code is written. No brief, no project.

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## DELIVERY

### MVP scoping

Identifying the smallest version of a product worth building - capable of generating real feedback without wasting build capacity on unvalidated assumptions.

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## BRIDGING

### Developer handoff

Closing the gap between design and engineering so what gets built matches what was designed. Most product quality is lost in this gap.

# Advisory

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**ONGOING**

## **Strategic retainer**

Standing senior design judgment - oversight of direction, decisions, and in-house design output on a structured monthly basis.

Defined deliverables, billed in advance.

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**EMBEDDED**

## **Design team oversight**

A senior voice in the room when a team has designers but lacks the experience to validate whether the right problems are being solved.

The designer executes. You get the thinking that makes the execution correct.

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**ADVISORY**

## **Founder coaching**

Helping founding teams understand product design well enough to ask the right questions.

An investor and an engineer making product decisions without design literacy is expensive. This changes that.

My **work** is most valuable  
at moments of **uncertainty**.

When a founding team is **moving fast** and has not paused to **question direction**.

When technology capability is **outrunning** product clarity.

When the **right problems** are not yet being **solved**.

# The gap between technology and product

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## THE PROBLEM

### **Teams build fast. Products fail quietly.**

Founding teams with strong technical depth consistently **underestimate** the cost of shipping a product **nobody understands**.  
The code works. The product does not land.  
The gap is always a **design problem**.

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## THE COST

### **A redesign costs more than advisory.**

A product rebuilt six months after launch costs 3-5x the original build. The **root causes** are almost always identifiable before a line of code is written.

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## THE OPPORTUNITY

### **Senior design thinking, fractional cost.**

A fractional CPO/Design Director in Western Europe runs **150-250 EUR/hr**.  
**Strategic advisory** fills that gap - the judgment without the headcount.

# Stayu Kasabov

Product Designer & Architect  
Agentic AI · LLM Prototyping · MVP

Seasoned Product Designer & Architect and former entrepreneur with over two decades of experience - recognized as a pioneer of User-Centered Design in Bulgaria.

Product leader with 16+ years running a full-service digital agency delivering UX, web and application development, and brand strategy for high-impact clients across technology and media.

Current focus: the transformative impact of AI on design - prototyping, building MVPs, and evolving design systems into assets that serve both human and machine users.

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## 2004 Proprietary CMS Platform

Designed and led development of a custom CMS with multi-role access control, granular permissions, and content workflow management. Deployed for ING Bank (Perperikon.bg), Express.bg, TV7, Planeta.tv and others.

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## 2005 Pioneer of UCD in Bulgaria

Introduced UX design methodology to the Bulgarian market by winning the design contest for b-trust.org - the e-sign educational portal by Bankservice/Borika.

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## 2009 First VOD Platform in Bulgarian Media

Designed, planned, managed and delivered Planetaplay.com - the first integrated Video on Demand solution for a Bulgarian TV/media company. SPA with AJAX/JSON, user-shareable playlists, Nginx deployment. Platform and user base later acquired by a leading mobile operator.

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## 2025 Agentic AI & LLM Prototyping

+ Current focus on AI-augmented design practice: LLM-assisted prototyping, agentic workflows, and MVP development for AI-native products.