

A woman with curly hair and glasses is smiling while looking at a tablet. The image is darkened to serve as a background for the text.

**LION+MASON**

**WE DESIGN VALUABLE  
DIGITAL PRODUCTS  
AND SERVICES**

[WWW.LIONANDMASON.COM](http://WWW.LIONANDMASON.COM)

## WHO ARE WE?

From proposition to product, we are a Product Design & UX Consultancy that helps businesses create successful digital products and services through user-centered research, strategy, and design.

## KEY EXPERTISE

### User Research + Insight

*What do your customers want?*

We help you build a solid understanding of your customer's needs, motivations, and pain-points that will create a foundation for action and identify opportunities.

- + User Research
- + Customer Insight
- + Competitor Analysis

### UX Strategy + Innovation

*What are the priorities and possible solutions?*

We help you develop ideas based on prioritised customer needs, as well as identify new opportunities to innovate and gain a competitive advantage.

- + Opportunity Prioritisation
- + Ideation Workshops
- + Innovation Sprints

### Concept Design + Validation

*Visualising and validating ideas*

We rapidly bring new proposition and product ideas to life through shareable concepts, mock-ups, and interactive prototypes - getting your idea in front of customers and stakeholders, risk free and at pace.

- + Mock-up Design
- + Concept Design
- + Interactive Prototype Design

### Product Design + Testing

*Designing fully considered solutions*

We work collaboratively with your product teams to scale your ideas and design exceptional experiences that delight users, and achieve your commercial ambitions.

- + Service Design + Journey Mapping
- + UX + Product Design
- + User Testing + Iteration

## OUR CLIENTS



## WORKING WITH US

*"LION+MASON made it feel like we had a dedicated expert within our team. They instantly understood the core challenge, and their regular communication enabled all stakeholders to be involved at the correct points. We will definitely look to re-engage with LION+MASON on future projects."*

**HARLEY DAVIDSON**

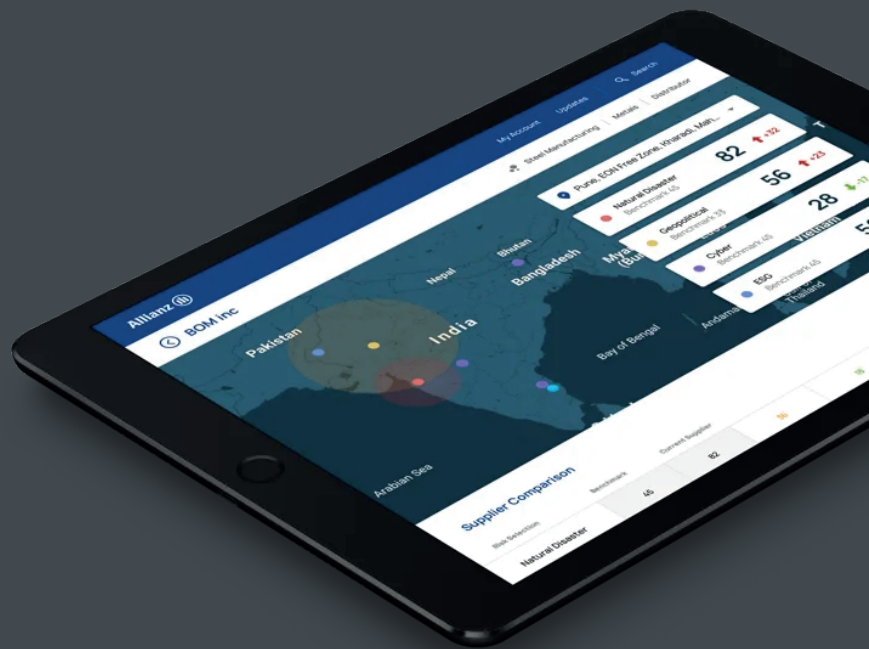
*"Working with LION+MASON has been a pleasure. As a result, we achieved significant business performance improvements. We would highly recommend LION+MASON to anyone wanting to maximise the efficiency of their platforms."*

**JOHNSON & JOHNSON**

## Identifying And Validating Innovative Digital Propositioins For Insurance Products



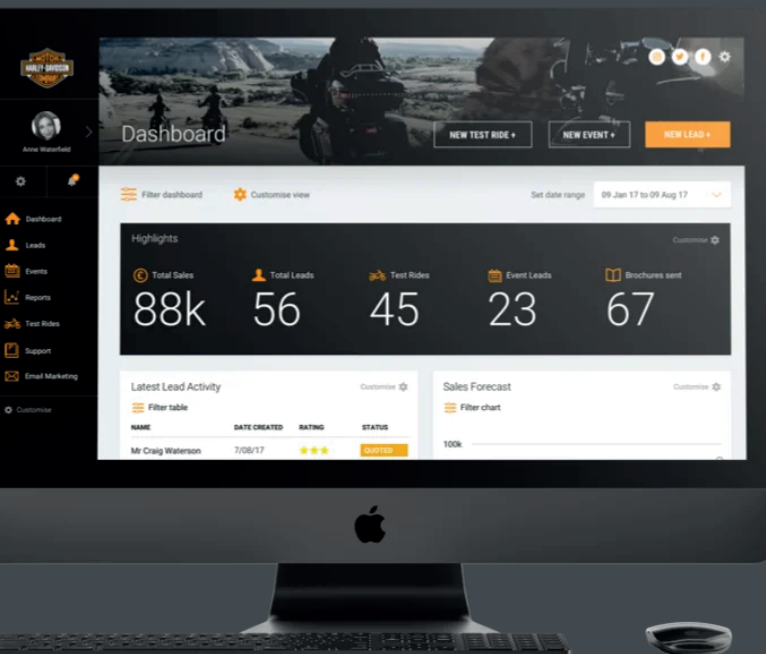
We helped Allianz create a valuable new digital proposition through customer workshops, idea prototyping, and concept testing to support their clients' supply chain challenges.



## Improving The Customer Experience Through The Design Of An Effective Sales & Booking Platform



We helped Harley Davidson improve their in-store experience by digitising and transforming offline processes into an innovative new product, creating a more efficient sales process and improved customer experience.



## Improving Customer Experience Through The Design Of A New B2B Engagement Product



We helped Johnson & Johnson transform their offline retail support the to achieve market leading digital customer service and dramatic revenue improvements with a new digital portal.



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