UXOPS STUDIO

Brand and Product Dossier

Design operations, simplified.

01 Positioning and audience
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STATUS
Discovery phase
working document

PREPARED BY
Steve Moore
Product Designer

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01 · POSITIONING

One workspace for the whole practice.

> **For design teams whose projects, research, and feedback are scattered across disconnected tools, UXOps Studio is a design operations platform that brings the whole practice into one workspace, organized so the operational work becomes visible and light instead of invisible and heavy.**

The name joins the two halves of the idea. "UXOps" names the discipline the product serves: the operations behind user experience work. "Studio" names the place the work happens, and keeps the product in the design team's world rather than in generic enterprise software language. The tagline is a promise about cost, not about power: the product does not claim to make design teams better designers. It claims to make the operational weight around their work lighter. Unlike general purpose project management tools, it is built around how design teams actually work: projects, research findings, design system standards, and review workflow in a single place.

WHO IT SERVES, IN PRIORITY ORDER

01
Design team leads and managers
They carry delivery across several projects and need status they can trust without chasing it.

02
Design operations staff
They run intake, resourcing, process, and standards for the practice.

03
UX researchers
They need their findings to stay findable and reusable after a study closes.

04
Individual product designers
They need their work organized without added administrative burden.

The audience is professional design organizations: in-house product design teams and mature agency teams. Secondary audience: product and engineering partners who work alongside the design team and benefit from a legible view of design status, and organizational leadership receiving summaries of design practice activity. The product is not aimed at solo freelancers as its primary market, though the workspace model does not exclude them.

Design operations is invisible work that decides whether a team ships well.

THE PROBLEM

Design teams are drowning in tools. Research lives in one place, files in another, feedback in a third. Teams waste time searching, duplicating work, and losing context. A finding from six months ago might as well not exist if nobody can find it when a new project starts. A lead who wants to know what is at risk has to go and ask, project by project, person by person.

THE SOLUTION

One workspace for design ops. UXOps Studio brings projects, research, and team workflows together, so the practice stops living in disconnected tools. Leads get a current view of the whole portfolio without a status meeting, research stays findable after a study closes, and the operational layer runs in the background instead of in everyone's calendar.

Why it matters. When the operational layer fails, the cost is paid in the design layer: slower starts, repeated research, missed context, late surprises. Design operations determines whether a team ships great work or gets bogged down, and it is usually the first thing questioned at budget time precisely because nobody can see it.

THE INTENDED EXPERIENCE, IN THREE STEPS

1

Set up your workspace

Create projects, invite your team, connect Figma, and import existing work. Progress saves automatically; setup can stop and resume anywhere.

2

Organize and track

Dashboards for progress, research, and deliverables. Updates are posted by people or captured automatically from connected tools.

3

Ship better work

Operations run smoothly in the background while the team spends its time designing instead of managing tools.

The honest footnote. This narrative describes a designed concept in discovery. It is the problem the product is designed to solve, stated plainly. It is not a claim about results any team has achieved with it, because the product has not been built or used yet.

03 · VOICE AND TONE

Plain, direct, and respectful of the reader's competence.

UXOps Studio talks the way a good design lead talks in a working session: it names the problem honestly, says what the tool does, and does not inflate. The product serves practitioners, and practitioners can tell when they are being marketed at instead of spoken to. The tone is calm and confident, never breathless. Warmer in guidance and empty states, more neutral in data and status contexts. No hype words, no superlatives, no urgency tactics.

Say what it does

Concrete verbs, specific objects. Projects, research, findings, status.

Admit the phase and the limits

A discovery phase product says so. A feature designed but not built is described as designed, not as available.

Respect the work

Design operations is real work. The copy never treats organization as clerical overhead, or designers as people who need managing into tidiness.

DESCRIBING THE PRODUCT

DO

UXOps Studio brings projects, research, and team workflows together in one workspace.

DO NOT

UXOps Studio revolutionizes the way design teams work forever.

DESCRIBING STATUS

DO

UXOps Studio is in the discovery phase. The concept and screens are designed; development has not begun.

DO NOT

"Coming soon" or "Join the waitlist," or any phrasing that implies a launch date exists.

The voice, applied.

DESCRIBING FEATURES AND BENEFIT

DO

Store and search all your research in one place. Designers spend less time managing tools and more time designing.

DO NOT

"Unlock the power of AI driven research synergy." "10x your team's productivity." No metric claims, ever, unless real, measured, and sourced.

ERROR AND EMPTY STATES

DO

No findings yet. Findings you publish will appear here.

DO NOT

"Oops! Nothing here yet!" No forced cheer, no blame.

04 · FEATURE INVENTORY

Six areas, one workspace.

AREA 1

Project Vault

Design projects tracked from brief to delivery. Every project carries its owner, phase, status, and history in one record, filterable by owner, phase, and status. Leads get a current view of the whole portfolio without a status meeting; contributors get a personal dashboard of their own work and deadlines.

AREA 2

Research Repository

All research stored and searchable in one place. Studies are recorded against their projects with questions, methods, and materials; findings are published as individual, linkable entries that later briefs can cite. Search runs across titles and summaries with filters for project, method, topic, and date.

AREA 3

Team Collaboration

Feedback built around context. Comments live on the project, study, or finding they are about, not in a chat thread that scrolls away. Mentions notify the person named, a changes view shows what moved since your last visit, and a per-project activity feed lets leads follow without interrupting.

AREA 4

Design System Tools

Components, tokens, and guidelines, indexed rather than edited. Authorized members publish documentation and token values against named versions; projects declare which version they use, and a project on an outdated version is flagged where the team can see it.

AREA 5

Analytics and Insights

Team performance and project health, computed honestly. Health indicators such as stalled and overdue are computed from actual project data with definitions the team can read. The governing rule: the product never presents a metric it cannot compute from data the workspace actually contains.

AREA 6

Workflow Automation

Repetitive tasks and approvals, automated without code. Administrators define rules with a trigger, a condition, and an action: scheduled status requests, review routing with context attached, reminders, notifications under each person's own thresholds. Every run is logged and visible; any rule switches off in one action.

Supporting instruments sit alongside the six areas: the UX Audit tool (heuristic scorecard and WCAG checklist), Comparative Analysis (competitors scored on shared criteria with dated evidence), and Research Strategy (methods with timelines and effort, launchable as projects). Finished work files itself: audits land in the Audits library, closed research rounds land in the Repository, and reports roll up into Impact Reporting.

05 · PERSONAS

Three people the product has to work for.



BUYER

Diane Calloway, 52 · VP of Product Design

Leads a design organization of 38 at a mid-size B2B software company; reports to the Chief Product Officer.

> *"I do not need another dashboard. I need to walk into a leadership meeting and show, with evidence, what my team delivered and what it changed."*

Why she is a persona: Diane approves the budget, signs the contract, and answers for the results. She never lives in the tool daily, so she is the test of everything leadership-facing: if Impact Reporting cannot give her a credible, current picture without a week of assembly, the product does not get bought, and does not get renewed.



CHAMPION · POWER USER

Marcus Webb, 43 · UX Director

Leads nine product designers and two researchers on one major product area; reviews work hands on, runs critiques.

> *"My week is scattered across six tools and four chat threads. I want one place where I can see my team's work, the research behind it, and what needs my eyes today."*

Why he is a persona: Marcus would evaluate the tool, pilot it with his team, and live in it every working day. Adoption rises or dies with him: if the Vault, the review flow, and the research behind the work do not give him his week back, no mandate from above will make his team use it.



OPERATOR

Maya Thompson, 36 · Design Operations Lead

Design Operations Lead with Research Operations responsibilities; a team of one supporting a design organization of about 60.

> *"I am the person everyone calls when they cannot find something. My job is to make sure the answer exists, is tagged properly, and takes thirty seconds to find."*

Why she is a persona: Maya administers the workspace and is accountable for whether the system stays trustworthy. She is the test of the unglamorous machinery: intake, tagging, search, and permissions. If the structure fails her, the workspace quietly decays.

One buys it, one champions it, one runs it. Full personas: **stevewmoore.com/uxops-personas.pdf**

06 · COLOR · PRODUCT INTERFACE

The product family.

Sampled from the designed screens. A light, working interface: white surfaces on a mist ground, one blue that means "act here," and status colors that follow normal product convention.

UXOps Blue

#1F59E8

Primary actions, links, active states. The only color that means "act here." Contrast on white ≈ 5.8:1.

Indigo Deep

#2D44D5

Premium tier and emphasis. One step above the standard blue, at most once in any view.

Ink Text

#101828

Headings, body text, and data values on light grounds. Contrast on white ≈ 15:1.

Slate

#667085

Secondary text: descriptions, metadata, timestamps, captions.

Mist

#F6F7F9

The app background, so white surfaces read as raised without heavy shadows.

White

#FFFFFF

Cards, panels, dialogs, and the main content surfaces.

Line

#E4E7EC

Card borders, table rules, dividers. It separates; it does not communicate.

Status set

3 PAIRS

Success #067647 on #ECFDF3 · Warning #B54708 on #FFFAEB · Danger #B42318 on #FEF3F2.

07 · COLOR · USAGE NOTES

Every color, with its rules.

UXOps Blue #1F59E8	**Used for** primary buttons, text links, the active navigation item, selected states, focus indication. **Never** body text at small sizes, large background fills, or status. White text on UXOps Blue is the standard primary button treatment.
Indigo Deep #2D44D5	**Used for** the premium tier in pricing, emphasis badges, moments one step above the standard blue. **Never** ordinary links or primary actions; two competing action colors would make the interface harder to read. At most once in any single view.
Ink Text #101828	**Used for** headings, body text, and data values on light grounds; the default text color. **Never** a background fill in the product interface; dark grounds belong to the marketing family.
Slate #667085	**Used for** secondary text: descriptions, metadata, timestamps, helper text, captions. **Never** primary content, decision-carrying data values, or interactive labels; on Mist it is reserved for larger or non-essential text, where contrast stays comfortable.
Mist #F6F7F9	**Used for** the app background behind White cards and panels. **Never** a text color, a border color, or a surface content sits on directly. It exists to separate the ground from White surfaces; if everything is Mist, nothing is.
White #FFFFFF	**Used for** cards, panels, dialogs, and main content surfaces, carrying Ink Text and Slate text, UXOps Blue actions, and Line borders. **Never** text on a light ground, and never the app background itself; the interface needs Mist behind it to define the cards.
Line #E4E7EC	**Used for** card borders, table rules, and dividers on White and Mist. **Never** text, meaning-carrying icons, or interactive boundaries a user must perceive to act. It is a hairline, not a signal.
Status set 3 PAIRS	**Used** sparingly and only for status: badges, inline validation, health indicators. Always paired text-on-tint with a text label or icon, never color alone, and chosen to pass WCAG AA at small sizes. **Never** buttons, links, navigation, decoration, or branding. Danger alone may appear on a destructive confirmation, still with a plain text label.

Where the screens are shown. On stevewmoore.com, the screens sit on the portfolio's own dark stage: a near-black ground with magenta and pink accents. That stage is Steve Moore's portfolio brand, not UXOps Studio's. The product's identity is the palette in this dossier, and inside any frame, only product colors appear.

08 · TYPOGRAPHY

Two typefaces, one per family.

Two typefaces, matching the color split. The product interface uses Inter; the marketing presentation uses Archivo. Neither face crosses into the other family's surfaces. Product stack: "Inter", -apple-system, "Segoe UI", Roboto, Arial, sans-serif. Marketing stack: "Archivo" with the same fallbacks.

ARCHIVO · MARKETING DISPLAY

Design operations, simplified.

INTER · PRODUCT INTERFACE

Projects, research, and team workflows, together in one workspace.

PRODUCT INTERFACE TYPE SCALE · INTER

STYLE	SIZE	WEIGHT	LINE HEIGHT	USAGE
Display	**36px**	**700**	**44px**	Screen-level headlines in the product's own pages, such as the overview and pricing headlines
H1	**30px**	**700**	**38px**	Page titles inside the app
H2	**24px**	**600**	**32px**	Section headings within a page
H3	**20px**	**600**	**28px**	Card and panel headings
Body	**16px**	**400**	**24px**	Default reading text, table content, finding summaries
Small	**14px**	**400**	**20px**	Secondary text, descriptions, helper text (in Slate)
Caption	**12px**	**500**	**18px**	Metadata, timestamps, labels under data (in Slate)

The marketing scale, and the rules.

MARKETING PRESENTATION TYPE SCALE · ARCHIVO

STYLE	SIZE	WEIGHT	LINE HEIGHT	USAGE
Display	**56px**	**800**	**60px**	Reserved; the largest presentation headlines only
H1	**46px**	**800**	**52px**	Page title (the product name treatment on the UXOps Studio page)
H2	**26px**	**800**	**32px**	Section headings
H3	**17px**	**700**	**24px**	Card headings
Body	**17px**	**400**	**27px**	Ledes and section copy
Small	**15px**	**400**	**23px**	Footer and supporting copy
Caption	**14px**	**400**	**21px**	Screen captions and figure notes (in Muted)

Sizes are desktop values. On smaller screens the marketing Display and H1 step down (the H1 to 34px on narrow viewports) while body sizes hold, so reading text never shrinks below its set size.

Sentence case in the product

Headings, buttons, labels, and table headers use sentence case. Title case in product UI reads as marketing, and marketing does not belong inside the tool.

Eyebrows are a marketing device

Uppercase, letter spacing 0.14em, Pink, 12px, weight 700. Eyebrows never appear inside the product interface; the product labels sections with H2 headings in sentence case.

Weight does the emphasis work

Both families emphasize with weight steps (400 to 600 to 700 to 800), not color changes or italics. Body text is never set in an accent color.

Numbers use tabular figures

In analytics, dashboards, pricing, and any column of figures, numbers use tabular figures in Inter so values align vertically and do not shift as they update.

Line length is capped

Product body text runs no longer than about 75 characters per line; marketing ledes and section copy about 65. Data tables and card grids are exempt; running prose is not.

Hierarchy is size and space

One H1 per page or screen. Heading levels are never skipped, and a heading is never simulated with bold body text. Status text follows the palette: the status color on its tint, Small or Caption, weight 500 or above, always naming the status in words.

09 · PRICING MODEL

Per-seat pricing, scaled to the practice.

The pricing model is part of the concept design, set during discovery to test the packaging: three tiers priced per seat, with the instruments metered at the entry tier and unmetered as the practice grows. Monthly or annual billing. It is a designed model, not a live offer; the product is not for sale while it is in discovery.

Starter

$24 / seat / month

- Project Vault, up to 25 projects
- Research Hub and Repository
- UX Audit tool, 4 audits a month
- Up to 10 seats
- Email support

MOST POPULAR

Professional

$59 / seat / month

- Everything in Starter, unlimited projects
- Audits library with re-audit tracking
- Comparative Analysis and Research Strategy tools
- Workflow automations
- Unlimited seats, priority support

Enterprise

Custom

- Everything in Professional
- SSO and SCIM provisioning
- Multiple brand design systems
- Impact Reporting across teams
- Dedicated success manager

HOW THE MODEL IS REASONED

The tiers follow the personas. Starter fits a single team proving the practice, with the audit instrument metered because audits are the heaviest compute in the concept. Professional is where the champion's whole team lives: unlimited projects and seats, the full instrument set, and automations, because a tool priced per project teaches teams to hide work. Enterprise answers the buyer and the operator together: identity and provisioning for IT, multiple brand design systems for a multi-brand organization, and Impact Reporting across teams for the person who has to show leadership the whole picture. The packaging rule matches the product rule: nothing in a tier is decorative, and every tier boundary sits where a real organization's needs change, not where a pricing page wants an upsell.

10 · KEY MESSAGES

What the product says, every time.

1 **One workspace for the whole practice.**
Projects, research, and team workflows together, so the practice stops living in five disconnected tools.

2 **Research that stays findable.**
Findings are stored, tagged, and searchable, so what a team learns once keeps informing its work.

3 **Operations made visible.**
Design operations is invisible work that determines whether a team ships well. UXOps Studio makes it visible, organized, and efficient.

4 **Less tool management, more design.**
The product's benefit is measured in time and attention returned to design work.

5 **Honest by construction.**
The product describes itself accurately, including its phase. In discovery now, and it says so everywhere it appears.

STATUS STATEMENT · USE VERBATIM

UXOps Studio is a design operations platform concept in the discovery phase, designed by Steve Moore. The concept, product design, and screens are his. The platform has not entered development and is not live.

What this dossier is for. It keeps every description of UXOps Studio consistent and honest while the project is in discovery: one name, one tagline, one positioning statement, one status statement. If a future description of the project conflicts with this document, the document wins until it is deliberately revised.