STAVUX

FLOW • FUSION • FORM

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Your idea. Prototyped fast. Built with craft.

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**?

FLOW

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

FUSION

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

FORM

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

Ask why until the answer is honest.

OBSERVATION

Users sign up but do not return.

WHY 1

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

WHY 2

Nothing reminded them to come back.

WHY 3

The team assumed the value was obvious enough.

WHY 4

They use the product daily - new users do not.

ROOT CAUSE

The product does nothing to help users build the habit.

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

What the engagement covers

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.

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.

ARCHITECTURE + ADVISORY

Product Architecture

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

Business Alignment

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

Strategy

DISCOVERY

Product direction

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

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.

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.

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

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.

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.

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.

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

STRUCTURE

Information architecture

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

FORM

UI & visual design

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

INTERACTION

UX design

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

VALIDATION

Prototyping

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

CONSISTENCY

Design system

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

TRUST

Brand identity

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

Architecture

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.

DELIVERY

MVP scoping

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

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.

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

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.

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.

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

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**.

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.

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 Design | AI prototyping and product idea validation | 20+ years of multi-domain experience

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 years of 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.

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.

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.
Case study link: https://stayux.com/works/planetaplay-product-story/

2025 + **Agentic AI & LLM Prototyping**

Current focus on AI-augmented design practice: LLM-assisted prototyping, agentic workflows, and MVP development for AI-native products.
Case study link: https://stayux.com/works/capcat-cli/