

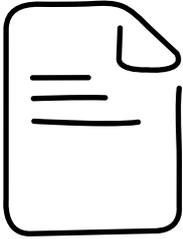


**Hiring A User**  
Experience Design  
Agency VS **Building**  
One In House

# CONTENTS

---

Introduction	1
Factors to consider	5
- Cost	6
- Experience	8
- Speed	10
- Flexibility	12
Is there a Golden Mean?	14
Conclusion	16
About Koru	17



# Introduction

In the last few years, businesses have seen a shift in terms of how leadership thinks about design.

For many companies, the perspective has shifted from **'design being just a tool for visual appeal'** to **'design as a strategic tool for growth and innovation.'**

This shift has shown profound implications not just for the design community but also in the way products are designed, conceived and experienced. Companies like **Lyft, Airbnb, and Apple** are often quoted for their high design standards and the customer experience they deliver through it.

The emerging paradigm has led businesses to seek out design experts, and organizations are finding a hard time deciding if they should build a design team in house, or if they should partner with an external design agency for their requirements.

Through this resource, we try to offer some perspective (completely unbiased), and hope to ease the decision-making process for the stakeholders.



*While many organizations are investing in data and design capabilities, only those that tightly weave these disciplines together will unlock their full benefits.*

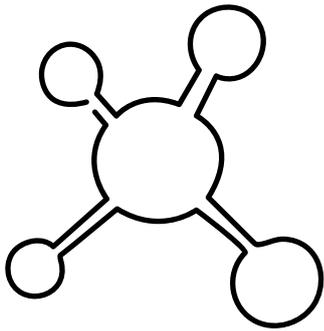
---

McKinsey Design

With building realization of the importance of strategic user experience, companies are starting to see the necessity of incorporating UX into their development cycle. This has opened a series of questions among the stakeholders.

- 1. Is it worth building an in-house team?**
- 2. Does it make more sense to just hire a design firm to be your UX consultant?**

The dilemma is not unique but the solution to it is.



## Factors to consider

**The following pages cover critical factors that businesses need to consider before making this decision.**

# COST

## COST

**Whatever be the size of the company, the COST is at the forefront of the decision making process.**

So for companies to make this decision, stakeholders need to allocate a fixed budget and evaluate which of these options are more cost-effective to their unique situation.

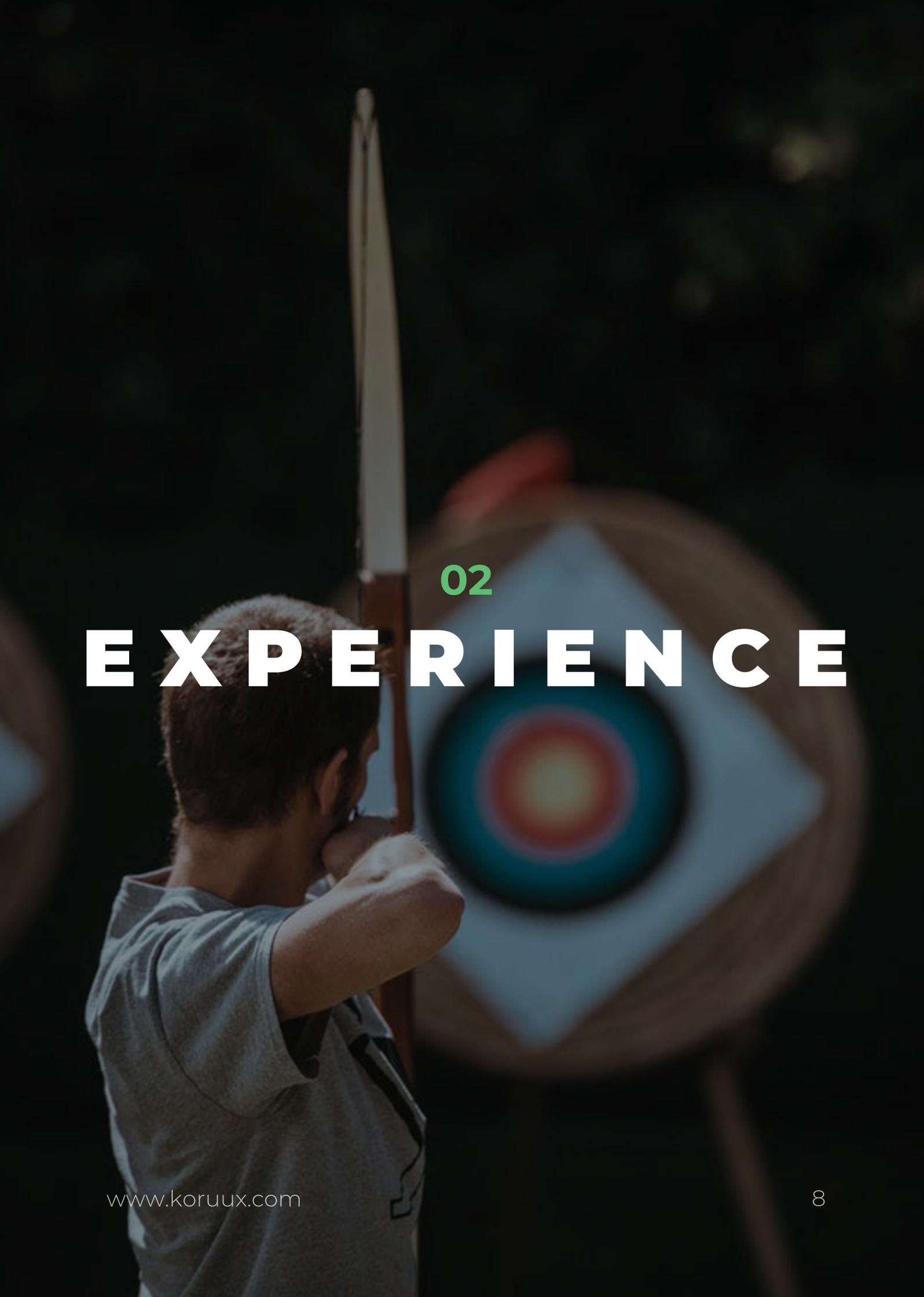
For a rough estimate, as of Dec 2018, the average salary for a User Experience Designer / Product Designer in the United States was \$92,753 per year.

Adding to this, you might require a strategist or hire UX designers as per your requirement.

The designer's salary itself might vary as per your location and the experience of the designer.

As opposed to that, UX design agencies or consultants charge according to their customer's requirements.

Companies with a relatively small requirement will be charged much less than they'd end up paying a full-time designer. By analyzing the total requirements and the budget allocated for the project, organizations can weigh their options.

A person in a grey t-shirt is shown from the side, aiming a bow at a target. The target is a circular archery target with concentric rings of red, yellow, and blue. The background is dark and out of focus.

02

# EXPERIENCE

## EXPERIENCE

**In this case the EXPERIENCE of the in-house designers, as well as the external agency, matters.**

More experienced UX designers can do wonders for a company. They can turn around the projects and save businesses a lot of money. Naturally, expertise comes at a steep cost.

On the contrary, an inexperienced team may likely cost cheaper than a UX design agency. However, a new team may require a lot more time and investment to tackle complex UX challenges.

More often than not, companies in these situations end up reinventing the wheel to solve a problem that an experienced professional may have dealt with in the past.

Most experienced agencies can work seamlessly with multiple teams.

They can plug right in with a specific team – and share their deep understanding of the metrics & types of situations the company is likely to face.

03

# SPEED



## SPEED

**The SPEED here is relative. Businesses need to consider if the requirement for this project will last for the long haul.**

If yes, then hiring and setting up an in-house team is the best option.

This will take a bit before things set up. The recruitment process and team building are long-term processes. The projects will not take off right away but once it is set up. This will empower businesses with a functional team in-house at their beckoning for all the ongoing and upcoming projects.

On the other hand, any good UX design agency will have a proper workflow set up that will allow them to analyze, and start on your projects at the earliest and report to you with a really impressive turn-around-time.

If speed for a particular project is a priority for the organization, then they might want to consider hiring an external agency that can plug into their existing ecosystem easily and begin the work right away.

04

# FLEXIBILITY

## FLEXIBILITY

**Having an in-house team gives more FLEXIBILITY on how to execute the projects and how to utilize the resources in the best ways possible.**

An in-house team is a part of an organization and can align with their goals quicker. Also, the remuneration for the in-house team remains constant as the workflow goes up or down.

Whereas with an agency, there are obvious hurdles like added documentation and consulting for the changes in the scope of ongoing projects. However, agencies with wide experience of remote work are aware of these hurdles and often offer hourly rates to consultations so that the process remains agile and flexible.

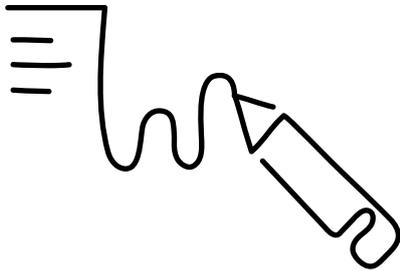
Depending upon the flexibility needed to carry out the project to release, businesses can either hire an agency on time & material model and use the hours as needed. Or they can hire a full-fledged team and utilize the resources, no matter the workflow.

Is there a

**GOLDEN MEAN?**

There is a third option available for companies with bigger budgets allocated for their projects. Many firms are looking to develop their own in-house teams in the long run but that hampers their short-term goals. Therefore, they **hire a small in-house team and a UX design agency that can work with them as the in-house team grows gradually over the years.**

This allows the company to retain current projects with the same expertise as the ones in the future irrespective of the size of the in-house team. This third option is a bit more expensive but it is the safest and very popular currently.



# Conclusion

In the end, this decision is heavily depended on the scope of project and company's vision. By basing the decision on these critical factors, companies can evaluate if building an in-house team is feasible versus hiring an external agency.

To evaluate what questions one should ask before hiring an agency, we have an ebook that can help companies make their pitch clear.

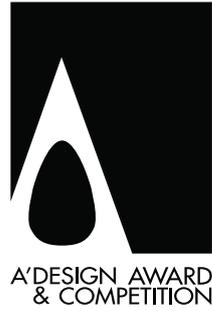
# About Koru UX Design

**Koru is an award-winning User Experience (UX) design agency specializing in enterprise applications.**

We partner with a range of companies from SaaS products to enterprise applications to help them increase the ROI from their products through our expertise in UX. Our team of passion-driven professionals has successfully designed and delivered over 450 projects across industries and geographies.

We believe that people deserve to love their jobs. The users of enterprise applications and products want flexible, intuitive, and easy-to-adopt software that helps them do their job better. However, many current applications do not offer that experience. Our undertaking for being an enterprise UX design company is infusing a user-centric approach to these systems to manifest the boons of the information age.

Today, our reach spans 8 million users across the USA with our solutions built for healthcare, finance, telecom, manufacturing, and travel. In 2021, our Integrated Telehealth Solution design was recognized with iF Design Award for User Interface design and A' Design Award (Silver) 2021 for Interaction design. To enquire how we can work together to designing better products, email us at [sales@koruux.com](mailto:sales@koruux.com)



Transforming Experiences



### **USA**

Koru UX Design Inc.,  
7600 Chevy Chase Drive,  
Suite 300,  
Austin, Texas, USA



### **India**

6/8 Kumar City,  
Wadgaon Sheri,  
Pune, Maharashtra,  
India 411014

hello@koruux.com  
+1 512 333 1291

