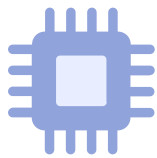




CASE STUDY —

Productizing AI/ML Models for PropTech Leader Tailorbird



Services rendered

Product Design
Product Engineering
Continuing Design

Tech stack

Material UI, GraphQL, Twilio
SendGrid

At A Glance

Zemoso collaborated with Tailorbird, a PropTech leader with a proprietary AI and ML model to create prototype of their solution, provide proof of value to customers and investors.

Zemoso provided an agile team that self-organized and evolved based on development and design needs and delivered a seamless and adaptable product.

Tailorbird is making it easy to realize large real-estate renovations. We partnered with Zemoso because of their differentiated capability to work through uncertainties of an early-stage product design and launch

Ashish Jain

CTO | Co-founder Tailorbird

Background: Tailorbird's offering

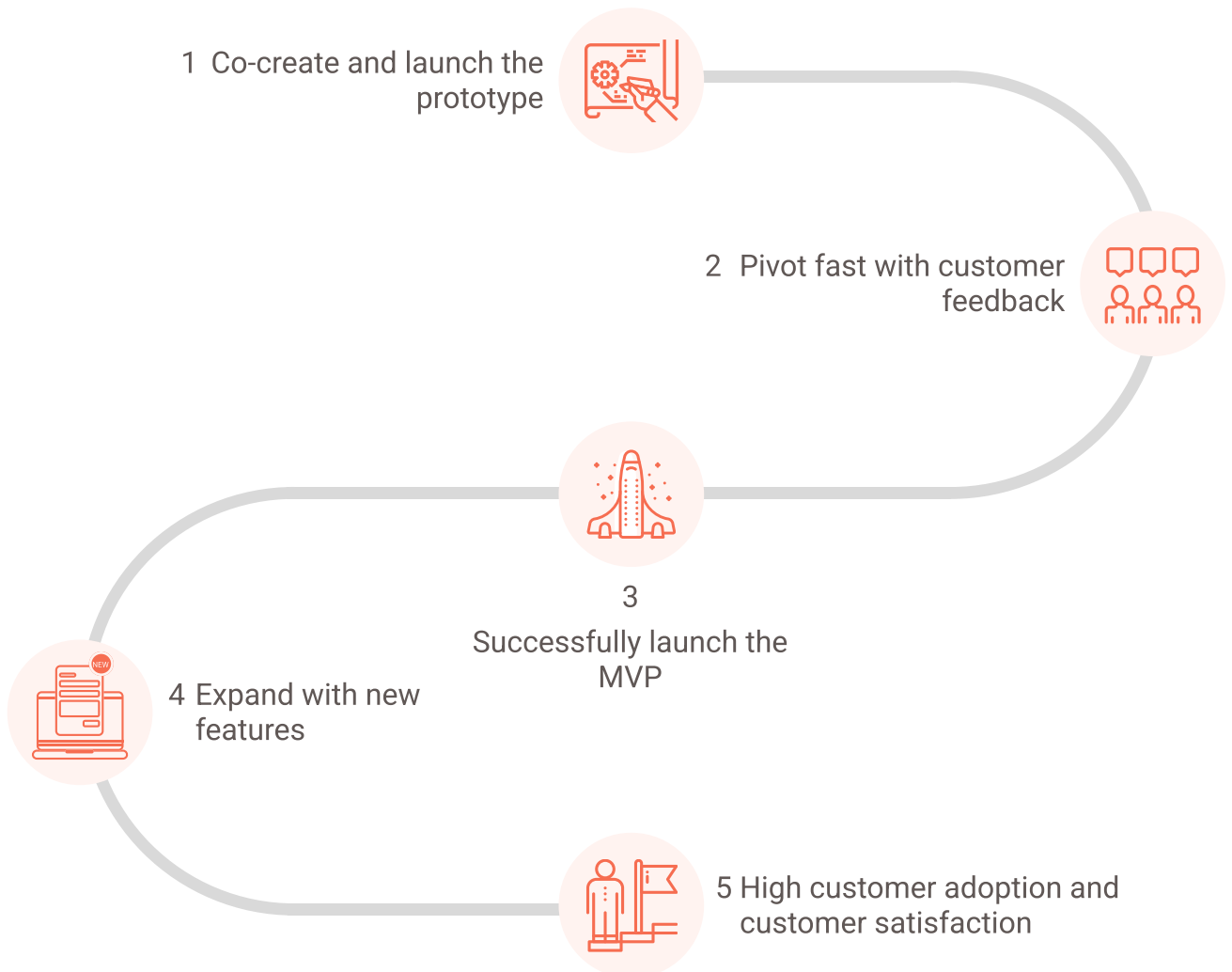
Tailorbird has a proprietary model for property management companies: one that uses machine learning (ML) and artificial intelligence (AI) to perform reality capture from preexisting photos and floor plans. Tailorbird helps property management groups cost out renovations and interior design projects to the greatest detail using their proprietary technology.

Tailorbird's ask of Zemoso

As a product studio, Zemoso worked with Tailorbird's engineering and design team to co-create elements of the solution and the user experience to provide proof of value to customers and investors.

Our co-creation milestones:

- Create a prototype of the platform
- Use prototype to generate leads and investments, hone in on product-market fit
- Launch V1 of the product in four months
- Evolve design and features using a fast-tracked feedback loop to increase adoption
- Off-the-charts customer satisfaction levels



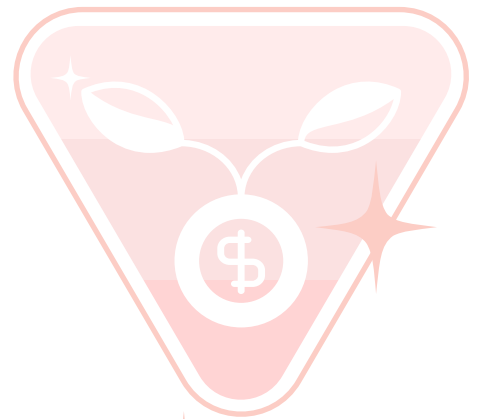
Tailorbird's wins:

While working with us, Tailorbird accomplished the following within one year:

- Identified their most profitable customer cohort
- Raise Seed round of funding
- Among others, acquired three out of the top five multi-family property management companies in the U.S. as customers within 6 months on launch



Identified the **most profitable** customer cohort



Raised **seed round** of funding



Acquired **3 out of 5 top property management** companies

Zemoso's Methodology

Phase 1:

We hosted our version of Google Ventures Design Sprint to create high-fidelity, clickable prototypes. We co-created the golden path for key users as part of that. The prototype generated leads and helped with product discovery.

Leveraging the early customers acquired, Tailorbird:

- Iterated the prototype quickly using customer feedback with Zemoso's product pod
- Reduced timeline to acquire proof of value
- Raised seed funding from Moderne Ventures with the prototype

Phase 2:

We worked closely with our stakeholders to help productize the AI/ML model and outline the experience around it on an expedited timeline.

The Zemoso expertise: We provided them with an agile team that self-organized and evolved based on development and design needs.

Key highlights of solution

As the first step to laying out a detailed UX design and the system architecture, we aligned with Tailorbird leadership on platform essentials:

- Make the platform intuitive and easy-to-use
- Deploy user controls
- Enable quick release of new features based on user feedback

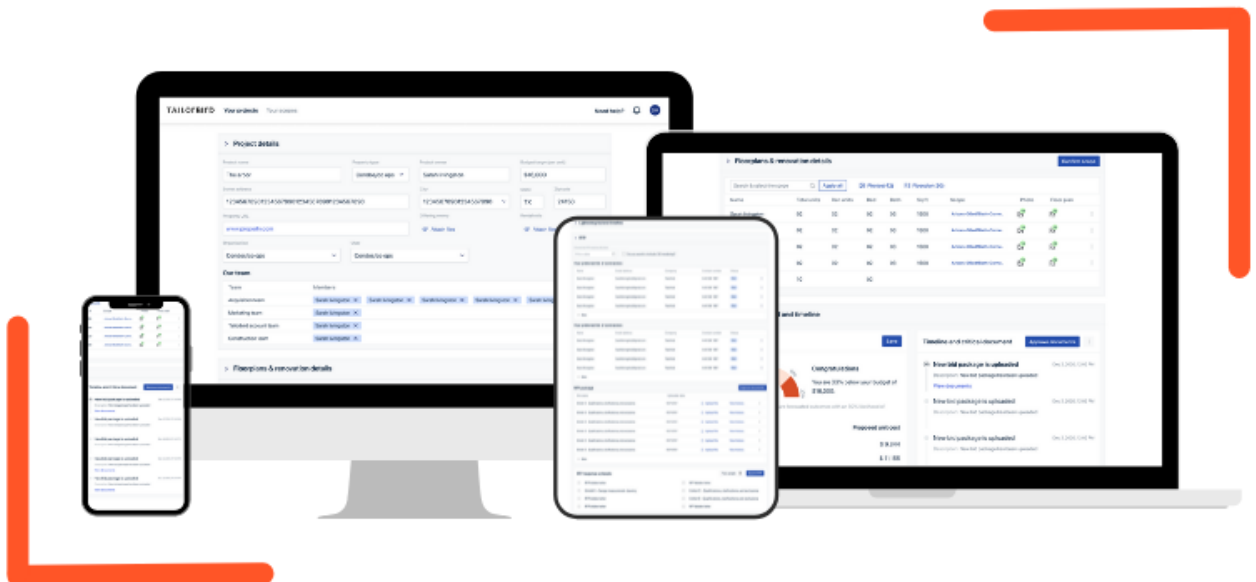
The product has a microservices architecture to make it more robust. This ensures that the system itself is scalable and during new feature introduction, any faults introduced are isolated and quickly resolved. Simultaneously, we co-created the detailed design for all user flows and helped set up access controls.

We opted for a **Material-UI design approach** for a seamless, adaptable, and uniform front-end. We used **atomic design principles** to make releasing new updates and features more efficient.

Together with Tailorbird's internal team, we ensured that the product has superior abilities to store and process flexible document schemas (spreadsheets, images, etc.). A GraphQL interface layer was used to ensure easier testing for new features and faster processing times. DevOps practices were used to automate testing and integration and containerization for easier deployment.

An integration with **Twilio SendGrid** ensured that all internal and external stakeholders got alerts within three seconds of an action being taken.

The modular approach to building the entire product had another benefit. As most capabilities offered are built in their own self-contained units, property management companies can pick which services to buy and use, encouraging trial and early adoption of the product.



P.S. The partnership with Tailorbird is ongoing and evolving.