



Your team always knows what to build next.

A decision layer that sits above the tools your team already uses — and tells you what matters most, right now, with the reasoning visible.

INDUSTRY

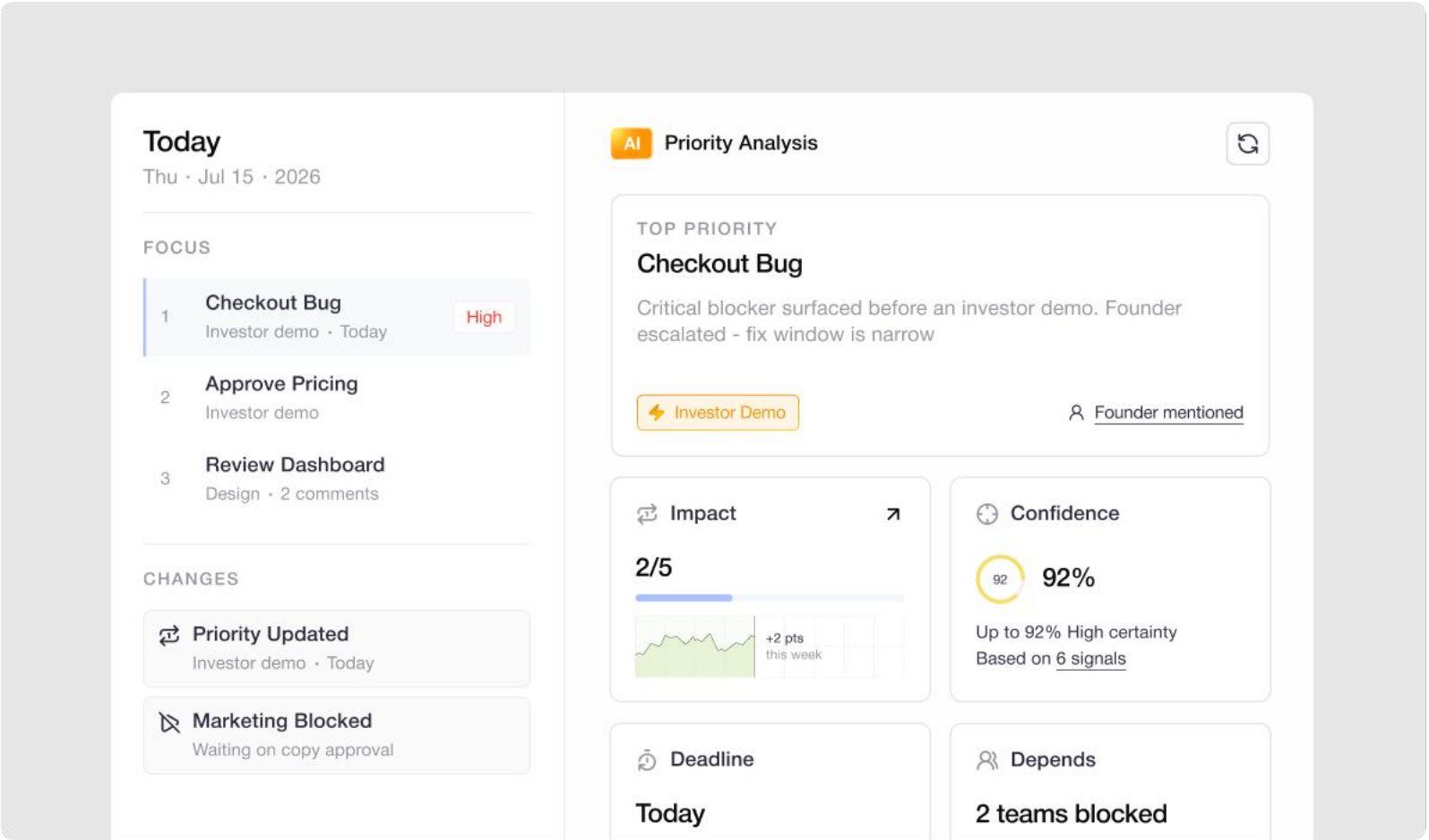
AI / B2B SaaS

SCOPE

UX · Brand · Ads · OOH

STAGE

Early product



Situation

Priorities stop being decisions and start being assumptions.

Somewhere between the Monday standup and the Friday retro, the reasoning behind decisions evaporates. Everyone's busy. Nobody's sure busy doing what matters most. Priora was built for that gap — not to replace Linear or Asana, but to sit one step above them.

The Challenge

- Couldn't look like a task manager
- Couldn't feel like a chatbot
- Had to hold a precise position between both

Our Process

UNDERSTAND	DIFFERENTIATE	ARCHITECT	DESIGN	VALIDATE
Problem	Positioning	Core loop	UI · Brand	Guardrail
Behavior analysis	Guardrails	IA	Assets	review

Results

- Team leads recognized the product immediately. not as software, but as something they'd been missing
- Visual language held its position. nothing read as a task manager or a chatbot
- Every surface. UI, ads, OOH, extension card. made the same argument in a different format

You have the vision. we give it momentum!

Contact us at design@jet.studio



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