

SaaS & Enterprise-grade Applications

INTRODUCTION

At Hue&Machine, we specialize in transforming visionary ideas into impactful, user-centric products. Our holistic approach to UX/UI design and strategy covers every step of the design journey — from thorough research and innovative conceptualization to seamless user experience, compelling branding, and meticulous post-launch testing and optimization.

By integrating advanced human-centered design techniques, we create sophisticated solutions that resonate on a deeper level. Every project is designed to foster impactful connections and drive sustainable growth, ensuring our work consistently surpasses established standards and performs seamlessly across all platforms.





OUR CLIENTS

Honored to collaborate with some of the most respected names across various industries. From tech giants to innovative startups, our portfolio reflects the trust and confidence that these leading companies have placed in us.

These partnerships are a testament to our commitment to excellence and our ability to deliver sophisticated and effective design solutions. With each project, we continue to uphold our standard of quality and innovation, knowing that our work speaks for itself.



OUR CLIENTS

Sortly

 DOORDASH

Stanford
University

Quantum Metric

Snap Inc.

 Microsoft

 DLA PIPER

 transcarent

Henkel

 rentorr

 NetActuate

clair

yahoo!

Cubert

YES PLZ

Hermes

Hermes is a powerful enterprise trading platform built for venture firm with an early-round investment focus. Designed for portfolio managers, it leverages data to support informed, strategic decisions and provides the tools needed to navigate the complex world of early-stage investments.

Hermes trading approach prioritizes understanding market norms and trends, enabling portfolio managers to identify early signals and make timely decisions. Powered by a robust data intelligence layer, the platform offers collaborative features that turn in-depth market insights into strategic investment actions.



GROWTH MILESTONE INVESTMENTS

\$1.7M

Category	Value
EVA KTPP	30%
EVA KPP	15%

EVA RANK 761,305

Zelos Gaming

\$300K

EVA KTPP

\$150K

● ● ●

Weekly ▾



9906
-207



1231
+4



563
+19



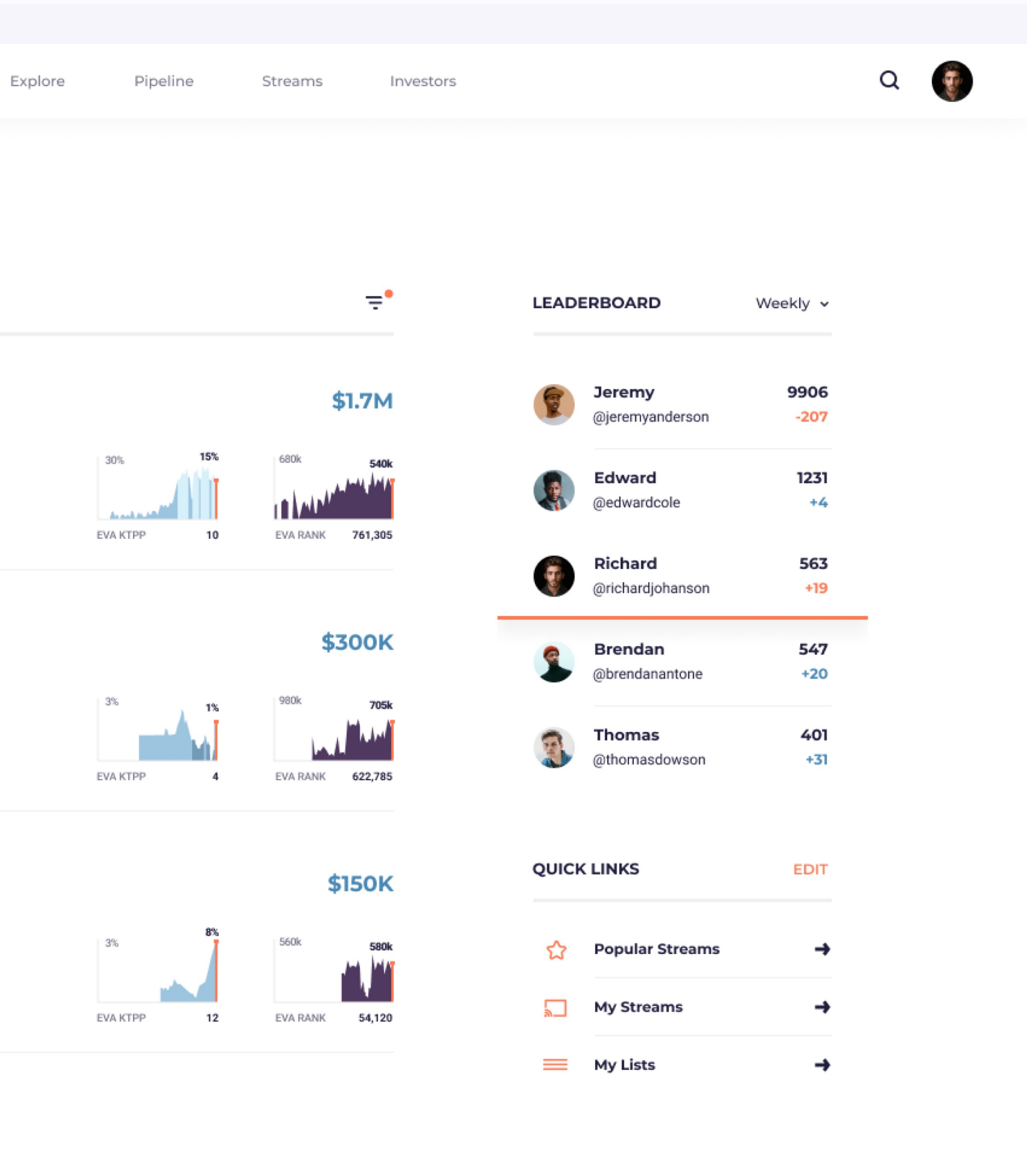
547
+20



401
+31

EDIT





HERMES

Challenge

Hermes handles extensive streams of financial data daily for a diverse portfolio of assets. This data must be refined, standardized, and presented in a clear, actionable format for portfolio managers.

Our challenge was to take raw market data and distill it into easy-to-understand, dynamic insights while providing a sophisticated analytical toolkit for decision-making.

&

Results

DA

Development Acceleration

Achieved by providing a development-ready package, streamlining the build process and reducing implementation time.

30+

Data Visualization Types

were defined and implemented given the complexity of decision making process.

34%

Reduction In Data-Entry Errors

Improved data validation and user interface design led to a 34% decrease in data-entry mistakes, enhancing overall analysis quality.

87

System Usability Scale

Crafted intuitive, user-centered designs that resulted in an impressive SUS score of 87, showcasing our dedication to creating flexible and easy-to-navigate interfaces that enhance user satisfaction and streamline interactions across platforms.

28^{weeks}

For Delivery

it took to complete the project for our design and business teams, from initial vision to final deliverables.



Aurelia

In today's fast-paced world, efficient healthcare management is crucial for both patients and healthcare providers. Recognizing this need, Aurelia developed a groundbreaking platform that serves both customers and healthcare organizations.

By integrating advanced AI capabilities, Aurelia streamlines healthcare management, facilitates appointment scheduling, synchronizes calendars, and consolidates medical data. The platform connects seamlessly with smart devices, such as smartwatches and medical wearables, to provide comprehensive health monitoring and reporting.



PL

 z^z 

+



Schedule



Request



Sign Up



Order Refil



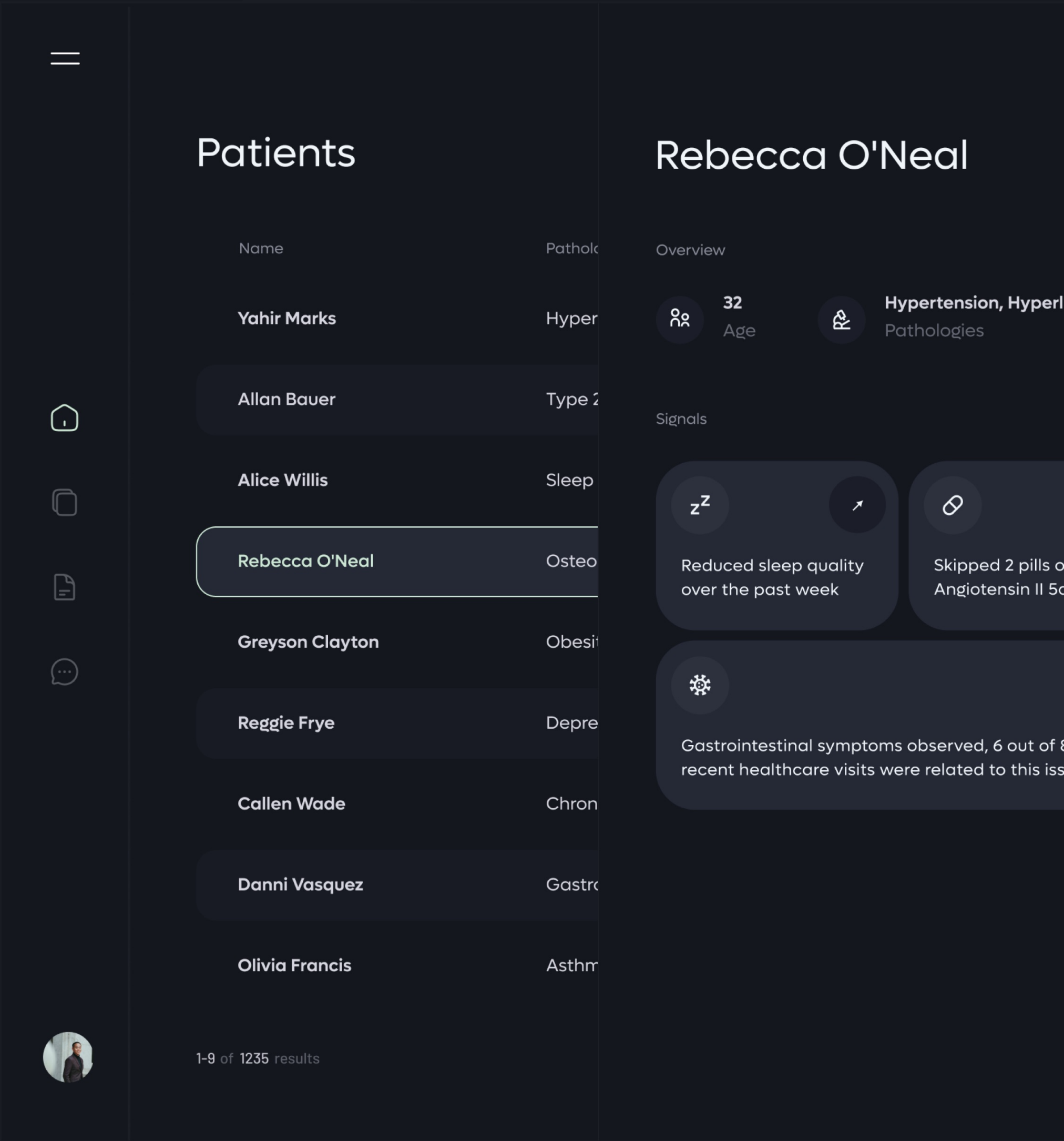
Join Group

Join Diabetes Support Group

Challenge

Managing healthcare data for numerous patients is a complex and time-consuming task. Healthcare providers need a solution that can handle vast amounts of data, identify meaningful insights, and automate routine processes.

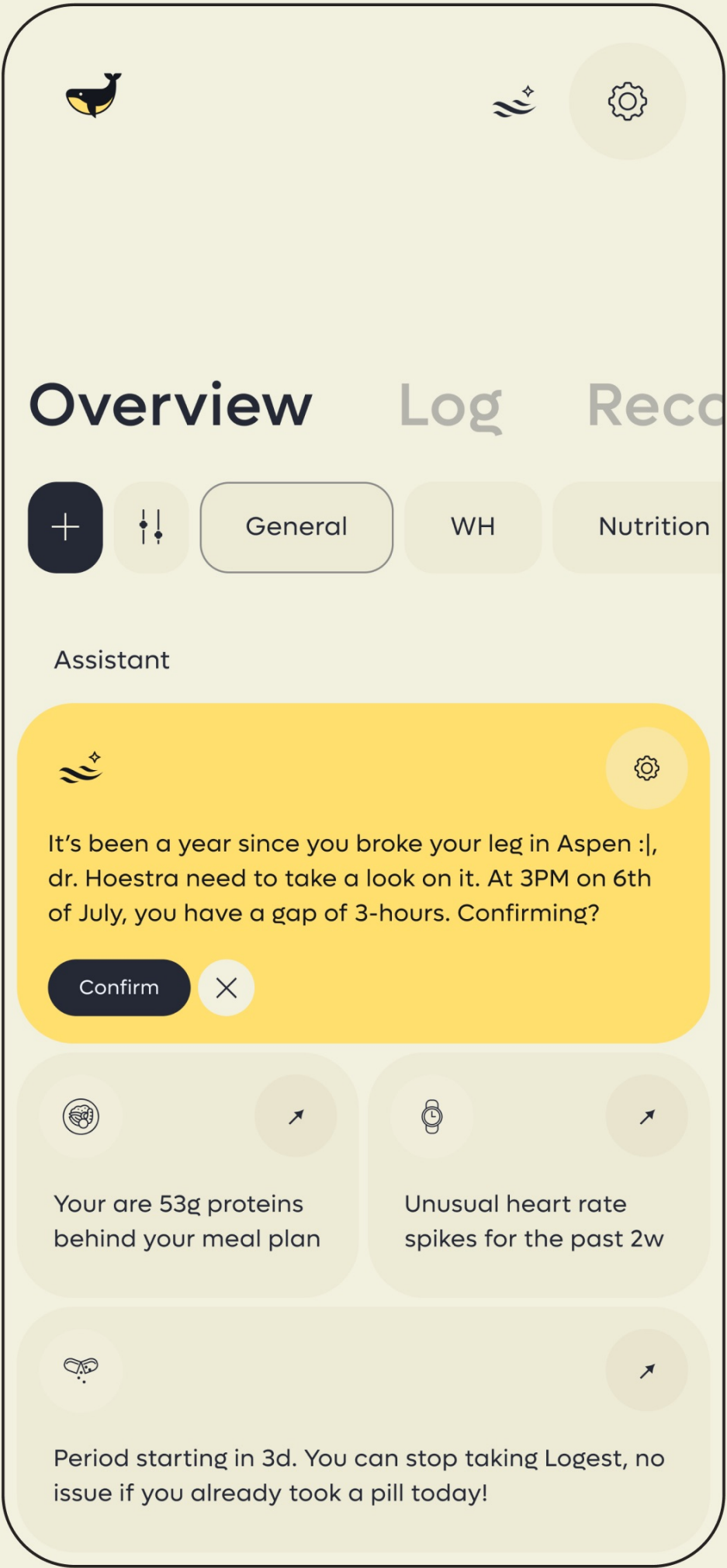
The primary challenge was to digitize and automate these processes while ensuring robust connectivity with various smart devices. The goal was to develop a user-friendly mobile app for customers and a desktop web platform for healthcare institutions.



Solution

To address these challenges, we first gathered extensive feedback from healthcare providers and patients to understand their specific needs and pain points. Various design artifacts allowed us to focus on intuitive user experience and seamless device integration.

The final solution incorporated AI-powered features for enhanced data analysis, appointment scheduling, and comprehensive health monitoring. This integration allowed the platform to provide valuable health insights and automated scheduling, improving both patient care and operational efficiency.



Results

97%

Of Onboarded Providers

reported a significant efficiency boost in their daily activities, with a noticeable reduction in human-related errors.

80K+ signals

The System Generates

monthly, allowing healthcare teams to stay informed about important health updates.

2000+

Lives Improved

Hopefully more in the future.

23.4%

Increase

reported in satisfaction rates among users, based on quarterly feedback surveys.

~55%

Cost Reduction Achieved

on the project by delivering real-time insights into resource allocation and identifying existing inefficiencies.

77^{weeks}

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Obviant

In the complex landscape of government and defense procurement, companies face significant challenges navigating the acquisition processes, identifying the right stakeholders, and staying updated on program budgets and developments. Recognizing the need for an efficient, data-driven solution, Obviant developed a pioneering SaaS-enabled marketplace that simplifies defense acquisition and go-to-market (GTM) strategies.

By connecting businesses with relevant Department of Defense (DoD) programs, budgets, and decision-makers, Obviant streamlines the process of bringing innovative technology to mission-critical defense applications.



DISCOVER, EVALUATE, EXECUTE, **WIN.**

Obviant maps government data in real time so you can focus on selling.

🔍 Search using natural language

 **PROGRAM EXPLORER** →

Navigate through programs' budgets and contracts, evaluating their allocation and fiscal efficiency.

 **BUDGET EXPLORER** →

Search the budget across branches and drill down to find programs and funding sources.

 **CONTRACT EXPLORER** →

See how organizations are spending their budget and understand your competitive landscape.

 **ORGANIZATION EXPLORER** →

Explore organizational structures, funding allocations, and partnership opportunities.

Challenge

Selling to government entities, especially within defense, is a notoriously intricate and opaque process. Vendors often struggle to map out the complex ecosystem of programs, budgets, and points of contact necessary for successful procurement.

The primary challenge was to design a platform that would provide clear visibility into this ecosystem while delivering real-time insights into program changes, budget shifts, and key decision-makers. This solution needed to be intuitive for vendors while also offering robust data intelligence to support informed decision-making.



Budget / Leidos Inc.

ARMY · 134317AZ

Tactical Intel Targeting Access Node (TITA

Tactical Intel Targeting Access Node (TITAN) EMD is a critical component of Army Modernization Program (AMP) that provides intelligence support tailored to different levels. It utilizes various sensors to gather data for targeting and analysis, including Machine Learning and Radio Frequency...

Overview

House of Representatives

Senate

ESTIMATED BUDGET

\$1.2B

/ FY24

\$4.7B

/ Future

COST BY YEAR

Fiscal Year	Cost (\$m)
FY23	160
FY24	80
FY25	120
FY26	100
FY27	160
FY28	140

PROJECTS

Support to Initial Prototypes

\$20.5m / FY

The "Support to Initial Prototypes" program provides funding for activities related to TITAN prototypes during Rapid Prototyping, including New Equipment Training,...

TITAN Basic - Prototype

\$20.3m / FY

The TITAN Basic - Prototype program allocates funds for the hardware and software needed to develop Basic TITAN Variants during the Prototype Matura...

TITAN Advanced - Prototype

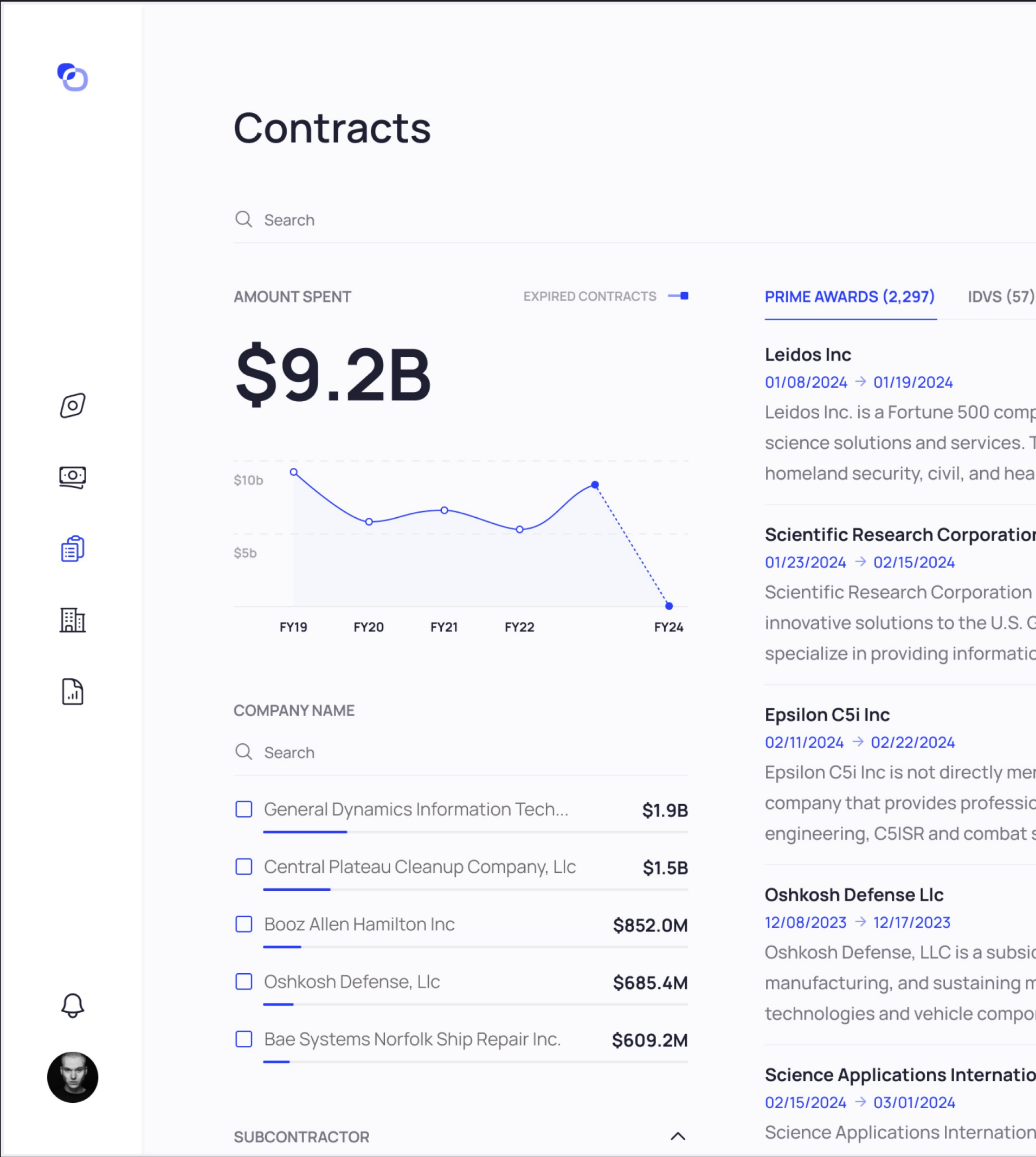
\$31.6m / FY

The TITAN Advanced - Prototype program funds the development of hardware and software for the Advanced TITAN Variant during the Prototype Maturation...

Solution

To address these challenges, we engaged deeply with both industry experts and government stakeholders to uncover critical pain points and opportunities. Obviant’s platform aggregates and organizes complex data on defense budgets, programs, and decision-makers, making it easily accessible and actionable for vendors.

Through real-time tracking and analytics, the platform empowers companies to navigate defense acquisition efficiently and strategically. By enabling targeted connections and offering relevant updates, Obviant accelerates GTM for vendors, helping to bring advanced technology solutions to the missions that need them most.



Results

X2

Increased Efficiency

Vendors using the platform reported 100% reduction in time spent identifying relevant programs and stakeholders, accelerating their go-to-market strategy by an average of three months.

25%

Revenue Growth

Clients have seen a 25% increase in successful contract acquisitions, resulting in over \$300 million in new business opportunities secured within the first year of using Obviant.

82%

User Retention Rate

Achieved an 82% retention rate in the first six months post-launch, exceeding industry standards.

60%

Improved Engagement

With better insights and targeted connections, Obviant has driven a 60% increase in productive engagements with key DoD decision-makers, facilitating stronger relationships and smoother acquisition processes.

15^{weeks}

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