

VENTURE STUDIO · USA SAAS

# Hourday — Rebrand for Global Sales

## Hourday — USA-based SaaS startup

BRAND · BUILD · UX · INTERNATIONAL

### The challenge

A US SaaS startup wanted to rebrand and relaunch its software to international UX standards, and redesign its website to be sales-ready for a transaction-based sales approach.

### What we did

DWI named the product through proper market research, focus groups and secondary research; designed the brand identity and guidelines; defined the UX approach; and executed the complete rebrand through to the sales-ready website.

### The outcome

The product is now available on the global platform for consumption by its target group — name, brand and UX aligned to how it actually sells.

---

**Have a similar challenge?** DWI.agency (a DIAS Works company) takes ideas to sale across brand, web, mobile, enterprise platforms, digital marketing and launches — now accelerated with AI. Brief us at [www.dwi.agency/start-project.html](http://www.dwi.agency/start-project.html) or write to [vinod@dias.works](mailto:vinod@dias.works).