

A product story becomes stronger when the operating system is visible.

Sample case-study deck for a fictional B2B SaaS company.

42%

activation lift
prototype cohort

18 days

shorter handoff
ops benchmark

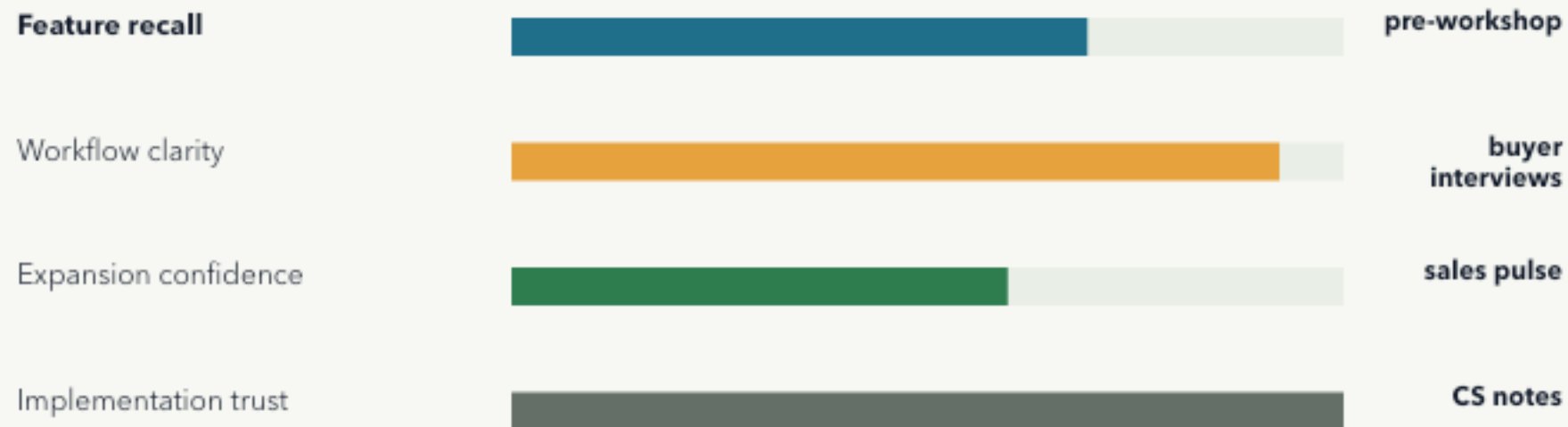
3.4x

expansion signal
pilot accounts



Northstar had strong features, but buyers could not see the system.

Placeholder brief: sales teams needed a simpler way to explain how planning, usage, and renewal signals connect.



Core diagnosis

The core issue was not missing capability. It was the absence of a memorable product model.

A scattered workflow became one product operating system, making expansion easier to understand and easier to sell.

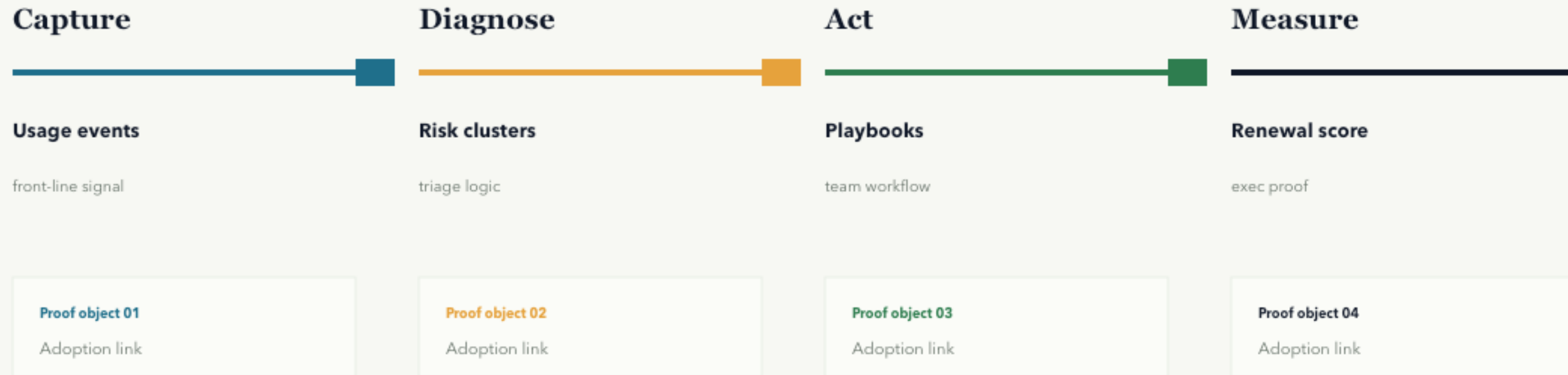
Three buying groups needed one story, not three separate decks.

Each audience kept a distinct proof need, while the case study preserved one product spine.

Audience	Need	Proof	Business result
Economic buyer	Risk reduction	Forecast bridge	Renewal confidence
Operator	Workflow control	Time-to-resolution	Less manual routing
Champion	Team adoption	Before/after path	Internal narrative

The redesign reframed five features as one renewal workflow.

Editable diagram: replace labels with your actual project modules, screens, or service phases.



The sample visual system made analytics feel like a guided path.

Use this slide to show interface direction, audit frames, workshop artifacts, or production screenshots.

messaging hierarchy

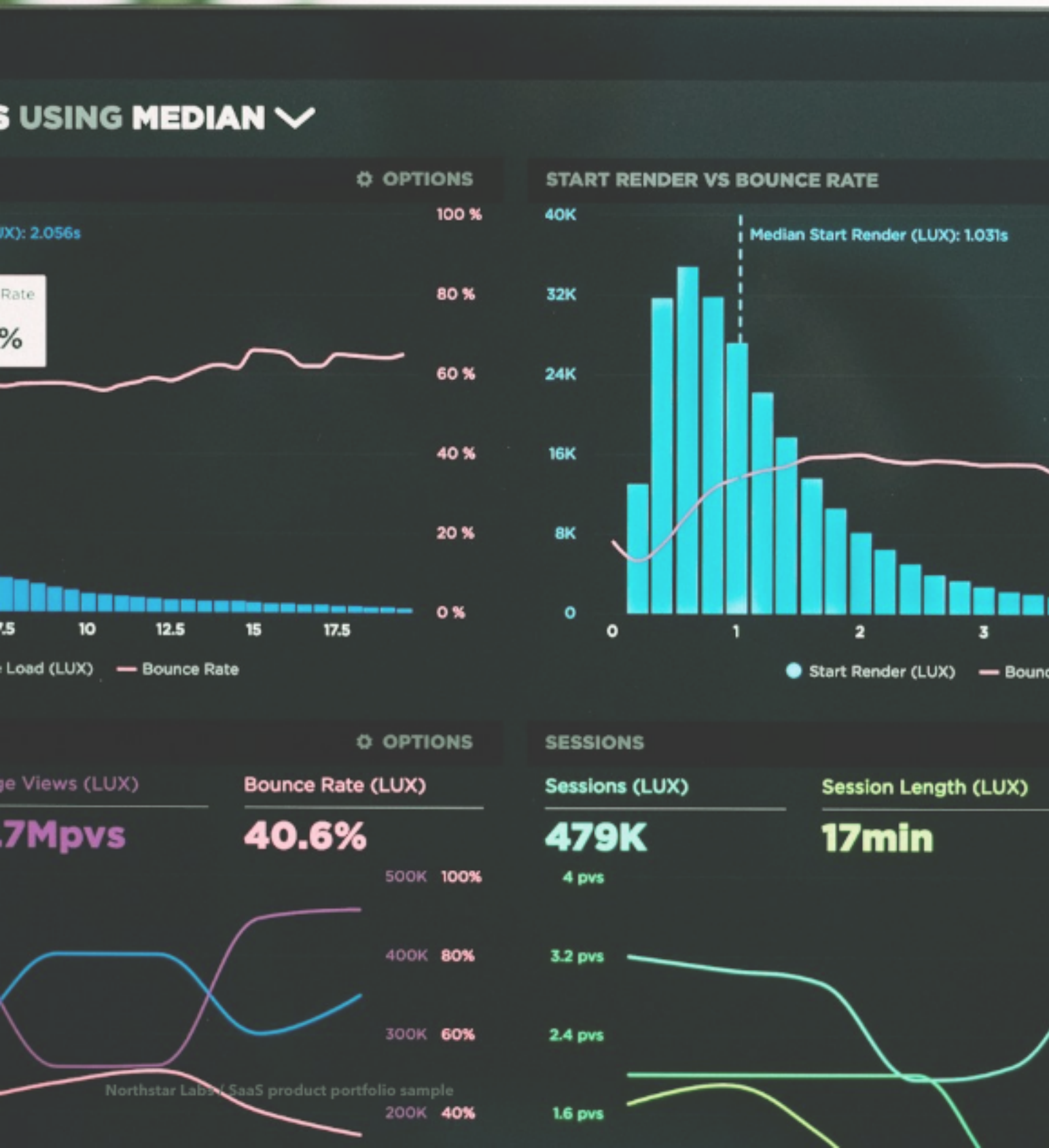
Placeholder frame for project evidence, artifact notes, or image-led proof.

dashboard proof

Placeholder frame for project evidence, artifact notes, or image-led proof.

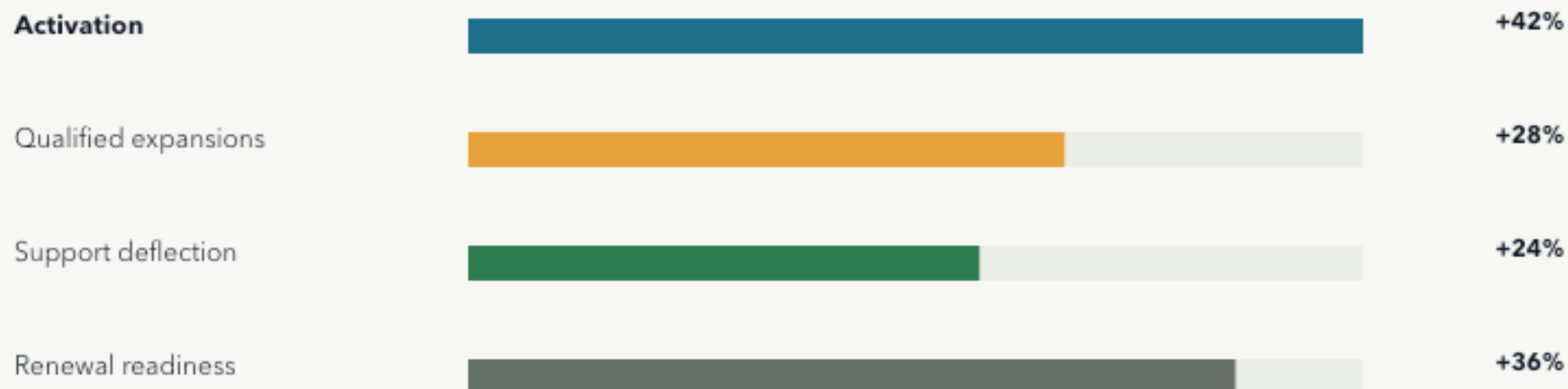
handoff rules

Placeholder frame for project evidence, artifact notes, or image-led proof.



The clearest wins came from faster activation and better handoffs.

Placeholder results for portfolio demonstration. Swap with measured data or label as concept work.



Portfolio proof language

Replace the placeholders with signed-off metrics. If data cannot be shared, frame the outcome as process evidence.

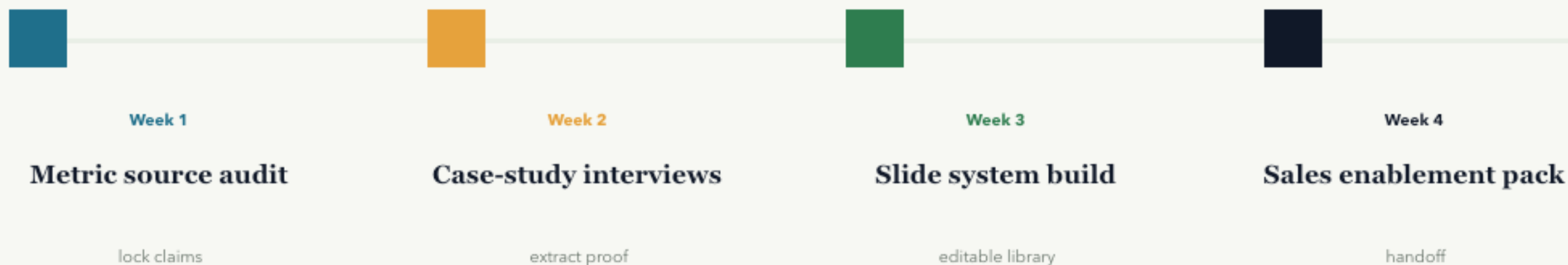
01 Narrative workshop

02 Proof-object system

03 Reusable sales slides

The next phase turns the story into a reusable sales operating kit.

Use as a forward-looking recommendation slide in your portfolio sample.



I turn messy product information into client-ready presentation systems.

Replace the contact placeholders with your name, role, email, website, and Behance link.

- case-study decks
- pitch narratives
- data visualization
- presentation redesign

YOUR NAME

Freelance presentation designer

hello@yourname.com
yourportfolio.com
behance.net/yourname
+1 (555) 000-0000