

Founder

points at design

“So, this screen needs more... *pop*. And the flow should feel more... *dynamic*.”

Designer

tries to stay calm

“...Okay, but ‘pop’ how? Color? Layout? Motion? I need literally *any* detail.”

Founder

mimes an explosion with both hands

“Just... POP! And WHOOSH! Everywhere! You’re the designer, you’ll figure it out!”

Designer

losing it, pacing in circles

“POP WHERE?! TOP POP? SIDE POP? POP-UP POP? WHOOSH IN WHAT DIRECTION?!”

Founder

already walking away

“Yep! All that. “Love the energy!”

Designer

frustrated scream, throws hands up

“THAT WAS NOT FEEDBACK!”

Narrator

When founders and designers aren’t speaking the same language, the work suffers.

Narrator 2

Our tool, Clarus, helps founders give precise, multimodal feedback and turns it all into clear, actionable tasks, so that founders and designers actually understand each other.