

Fruto

Customer-centred transformation,
strategy, research and design.

About Fruto

At Fruto, we are a UX and product strategy consultancy based in Oxfordshire. We partner with organisations to design products and services that genuinely meet customer needs, using a combination of strategy, research, and design.

Our experience spans sectors including healthcare, education, government, energy, and nonprofits. Our aim is to bridge the gap between organisational goals and real customer needs, helping teams deliver better product experiences and stronger performance.

Challenges & Growth

One of our ongoing challenges is attracting the right clients, particularly during periods of economic uncertainty when investment decisions can slow down. As a consultancy, this directly impacts our growth. Our ambition is to help more organisations place customers at the centre of their strategy. In an increasingly AI-driven world, we believe true competitive advantage comes from understanding human behaviour and creating meaningful, customer-focused experiences that go beyond expectations.

Next steps

Over the next six months, we'll continue supporting clients as they explore how AI can deliver meaningful value, not just new features. This includes enhancing customer experiences, improving decision-making, and reducing product risk. We're expanding our work in areas such as healthcare and AI-driven innovation, while researching how user behaviour is evolving with new technologies. As organisations move beyond experimentation, we're well positioned to help them adopt AI strategically and create products that truly meet customer needs.

Support from Enterprise Oxfordshire Business

Through Enterprise Oxfordshire, we received valuable marketing and strategic guidance at a time of rapid change. The support encouraged us to step back and reassess how we communicate our value in a market shaped by AI and evolving buyer expectations.

This helped us refine our messaging, strengthen our positioning, and confidently articulate the strategic impact of our work. The insights and practical advice have given us greater clarity and focus as we move into our next phase of growth.

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We've found Enterprise Oxfordshire to be a brilliant support. Access to expert advice, events, and a supportive community has been invaluable to us.

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