

DIGITAL PRODUCT STUDIO

TORONTO / CANADA

Digital product & AI engineering.

Strategy, experience design and production engineering for organizations building high-performance websites, applications, portals and AI-enabled systems.

01

STRATEGY

Scope, architecture and roadmap

02

EXPERIENCE

UX, interface and design systems

03

ENGINEERING

Web, app, cloud and integrations

04

AI

Applied AI and intelligent workflows

MINIMUM PROJECT ENGAGEMENT

\$2,500 CAD

Websites / Applications / Portals / AI Systems



One accountable team. From strategy to production.

Shift Agency™ brings product strategy, interface design, software engineering and AI integration into one delivery model. Each engagement is scoped around business outcomes, users, systems, risk and launch requirements.

01

DISCOVER

Business goals, user needs, constraints and requirements.

02

DESIGN

Information architecture, UX, interface systems and prototypes.

03

ENGINEER

Production web, applications, cloud, data and integrations.

04

LAUNCH

QA, deployment, analytics, security and continuous improvement.

ENGAGEMENT STANDARD

Starting at \$2,500 CAD

Every project begins with structured discovery and requirements review, then moves through architecture, responsive design, engineering, quality assurance and deployment.

01

Discovery + scope

02

UI/UX direction

03

Responsive build

04

QA + launch support

05

Security baseline

06

Technical SEO baseline

WEB + COMMERCE

Websites engineered for credibility and growth.

From focused launch sites to enterprise publishing platforms, Shift Agency™ builds responsive digital experiences designed for performance, maintainability and conversion.

LAUNCH

Launch Website

\$2,500+ CAD

- Up to 5 core pages
- Custom visual direction
- Responsive design
- CMS implementation
- Contact / lead forms
- Basic technical SEO
- Analytics + social metadata
- Performance + launch support

GROWTH

Growth Website

\$5,000+ CAD

- Up to 10-12 pages
- Expanded design system
- Blog / insights architecture
- Advanced forms
- CRM / marketing integrations
- Schema + sitemap + canonicals
- Conversion tracking
- Security hardening

ENTERPRISE

Enterprise Web

\$10,000+ CAD

- Custom information architecture
- Premium UI/UX system
- Advanced CMS functionality
- API / third-party integrations
- Gated or role-based content
- Accessibility considerations
- Staging + deployment strategy
- Technical documentation

Typical enterprise website investment: \$10,000-\$30,000+ CAD depending on content scale, integrations, custom functionality and migration requirements.

PRODUCT ENGINEERING

Applications built around real workflows.

Shift Agency™ designs and develops customer-facing products, secure portals and mobile applications with the architecture required to move from MVP to production.

WEB APPLICATION MVP

\$10,000+ CAD

Product discovery, user journeys, UI/UX, front-end and back-end development, database, authentication, core workflows, APIs, admin controls, QA and cloud deployment.

Typical: \$10K-\$40K+

PORTAL

Client / Enterprise Portal

\$7,500+ CAD

- Secure authentication
- RBAC + dashboards

MOBILE

Mobile Application

\$15,000+ CAD

- Cross-platform iOS / Android
- App store launch support

COMMON PRODUCT CAPABILITIES

AUTH

Secure sign-in

RBAC

Role permissions

DATA

Database + APIs

ADMIN

Operational controls

UX

Responsive product UI

CLOUD

Deployment + QA

AI-NATIVE SYSTEMS

AI that ships inside practical products.

Shift Agency™ integrates AI into usable business systems: assistants, knowledge interfaces, intelligent search, document intelligence, RAG, automation and agent-based workflows.

AI SYSTEMS

AI Business System

\$7,500+ CAD

- AI use-case assessment
- Solution architecture
- Model / API integration
- RAG or workflow engineering
- Testing + deployment

AI APPLICATIONS

Custom AI Application

\$12,500+ CAD

- AI as a core product capability
- Enterprise knowledge systems
- Agent workflows
- Intelligent SaaS interfaces
- Custom product engineering

CONTINUOUS PRODUCT & DIGITAL SUPPORT

ESSENTIAL

\$1,500/mo

Maintenance, security updates, backups, minor content changes and technical support.

GROWTH

\$2,500/mo

Development allocation, landing pages, integrations, analytics, SEO and UX improvements.

PRODUCT PARTNER

\$5,000/mo

Ongoing product, engineering, AI integration, architecture, security and optimization support.

PROJECTS FROM \$2,500 CAD

Clear starting points. Flexible scope.

All figures below are minimum engagement levels in Canadian dollars. Final pricing reflects scope, complexity, integrations, content requirements and delivery needs.

SERVICE	STARTING
Launch Website	\$2,500+ CAD
Growth Website	\$5,000+ CAD
Enterprise Website	\$10,000+ CAD
Client / Enterprise Portal	\$7,500+ CAD
Web Application MVP	\$10,000+ CAD
Mobile Application	\$15,000+ CAD
AI Business System	\$7,500+ CAD
Custom AI Application	\$12,500+ CAD
Ongoing Support	\$1,500+ CAD / mo

START A PROJECT

Shift Agency™

Strategy / Design / Engineering / AI

Discuss your next digital project with our team.