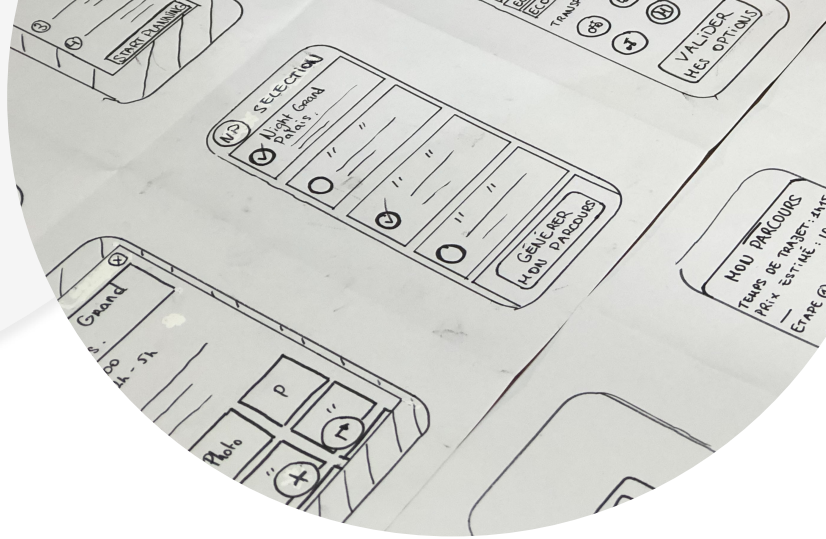


User Experience Enhancement



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By improving the usability, accessibility and desirability of a product or service, a UX enhancement initiative can help increase user engagement and satisfaction.

In the case of a commercial b2b or b2c product or service, an enhanced user experience can improve conversion and retention and potentially be a highly important growth driver.

Activities



Objectives: The first activity will often be to meet with key stakeholders in a workshop format to establish the purpose and objectives of the enhancement initiative. Based on this, we will then do a detailed plan for the following activities.



User interviews: We will conduct interviews with a representative sample of users to uncover their needs (met as well as unmet), goals and pain points in their usage of the product.



Usability testing: By observing users when they interact with the product, we will gain very valuable insights into potential areas of improvement. We may identify obstacles, confusion and areas in need of improvement.



Data Collection: In addition to the qualitative assessments, the product or service can be instrumented to facilitate data collection. This may answer specific questions about usage patterns.



Surveys: In many cases, surveys can provide quantitative data on user satisfaction and identify additional areas of improvement.



Heuristics: We will also evaluate the experience against established good UX practices. This will often inspire new ways of helping customers to achieve their goals in the most efficient and pleasant way.



Language: If the user experience includes a significant amount of text, it is also important to assess the accessibility of the copy for the target audience.



Analysis: Our UX experts will analyze the results and prepare for a stakeholder seminar



Dialog seminar: The activities will conclude with a seminar where key stakeholders are present to discuss findings and discuss potential actions and priorities.

Outcome

A very important outcome of the activities will be a shared understanding and the activities will help create alignment around your ambitions and the most important actions required to reach the next level. The outcome from the initiative will be documented in a comprehensive report, the *User Experience Memorandum*. This report will include:

- *Executive summary* with key findings and recommendations
- *Analysis* of current strengths and areas of improvement
- *Recommendations* based on key findings
- *Roadmap* outlining key activities and resource needs
- *Best practice* with recommendations for working with continuous and data-informed UX revision

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