

Unification Program

Many individual products work well independently, but cracks can start showing when they're brought together. The result is often a confusing mix of experiences impacted by disjointed journeys, workflows, products, and UI factors.

This 18-month+ Unification Program is focused on bringing consistency, seamlessness and cohesiveness to your users' experiences across your product ecosystem.

UXreactor

hello@uxreactor.com

Want to Resolve Inconsistent and Outdated Experiences?

You're probably facing challenges like...

- Requiring Users to Access Multiple Products to Complete a Task
- Lack of Clear Unification Strategy
- Redundant Workflows Across Products
- Complex and Out-of-Date Design System

You want an experience that has

- Seamless End-to-End Platform Experience
- Strategic and Robust Implementation Plan
- Increase Efficiency for Users
- Coherent Visual Language

You're left with questions like...

- How do I make sure my users feel like they have a consistent product experience from start to finish?
- How do I make sure my users can do what they need without requiring separate products?
- How should I start cleaning up my product experiences?
- What should I keep in my design system and what should I change?
- How do I implement and govern my unification strategy to ensure success?

Give Your Users a Single, Cohesive Platform Experience With Expert Partners.

Strategic Insights

Conduct user research and diagnostics, to define insights and inform the strategy

Validated Unification Strategy

Align stakeholders on strategy and define core concepts to ideate and validate to define the unification roadmap

Implementation

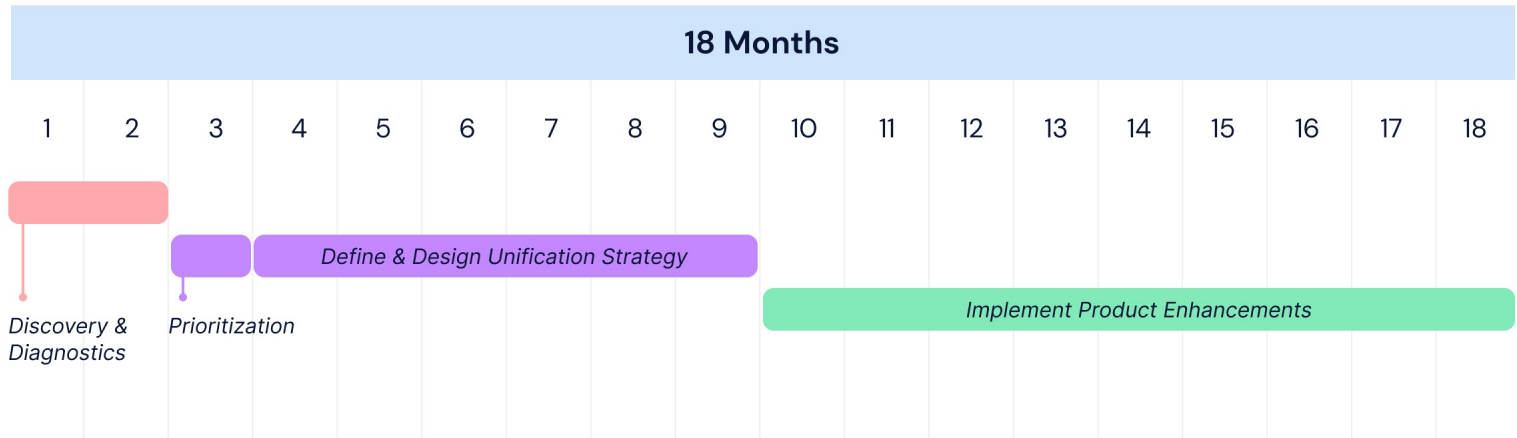
Execute and implement validated concepts across products for a unified Platform Suite

Strategic Program Management

Drive Regular syncs and collaboration, governance over strategy, design and research.

What You Will Get

What It Can Look Like



Phase-by-Phase Delivery



Discovery & Diagnostics

We'll understand user needs and gaps within key experiences across your products. We'll align on what experiences to unify and for which users.

- Discovery Workshop
- User Research Insights
- Experience Ecosystem
- Experience Audit Map



Prioritization

All insights gathered will be assessed to define design scope and plan.

- Prioritization Workshops



Define & Design Unification Strategy

Prototypes for different ecosystem components (such as navigation and visual language) will be tested to get us to a strategy that shows success.

- Concept Designs
- Design System/ Guidelines
- Usability Testing



Traction

Gain traction and fuel aggressive growth by incorporating user feedback and data analysis, continually refining the product for optimal results.

- Design QA
- Design Updates
- User Validation

What Success Looks Like



Platform redesign made network administrators 2x faster at core tasks



Transformed 5 acquired products into one unified platform by streamlining 55+ workflows, navigation, and visual designs, significantly enhancing user experience and efficiency

COMPASS

Unified 6 fragmented help and support channels into one cohesive experience, leading to increased self-service utilization among agents

"UXReactor went beyond the interface and vastly improved the user experience for our complex enterprise application. They've become a partner in our success."



Wendy Kastner
Head of Product Design

