Experience Design Sprint

This custom offering is designed to meet your specific needs, and address any requirements your product may have across strategy, research, and design.

Depending on your specific requirements, you have the flexibility to choose one or more sprints.

UXreactor

hello@uxreactor.com

Looking to Expand and Improve Your Product Experience?

You're probably facing challenges like...

- Shortage of In-House Designers
- Overwhelming Experience Debt
- Lack of User Validation
- Difficulty Meeting Project Deadlines
- Lack of User and Journey Understanding
- Ambiguity Around Gaps and Opportunities

You want an experience that has

- Flexible Activities Based on Need
- Data-Backed Decision Making
- End-User Validation
- Improved Product Usability

You're left with questions like...

- How do I fill my design and research resource shortage temporarily to keep up with tight deadlines?
- How do I know what I should focus on to drive the most value for my users?
- How can I get a design prototype created and validated quickly?
- How do I implement gathered user insights into the design?
- How do I address my experience debt without sacrificing my team's focus on innovation?
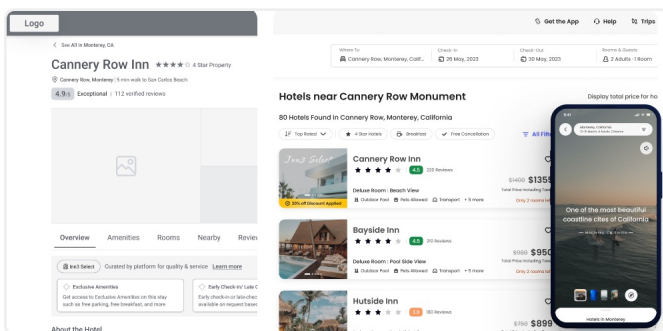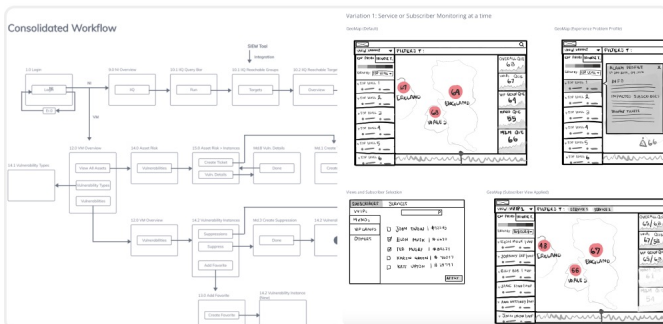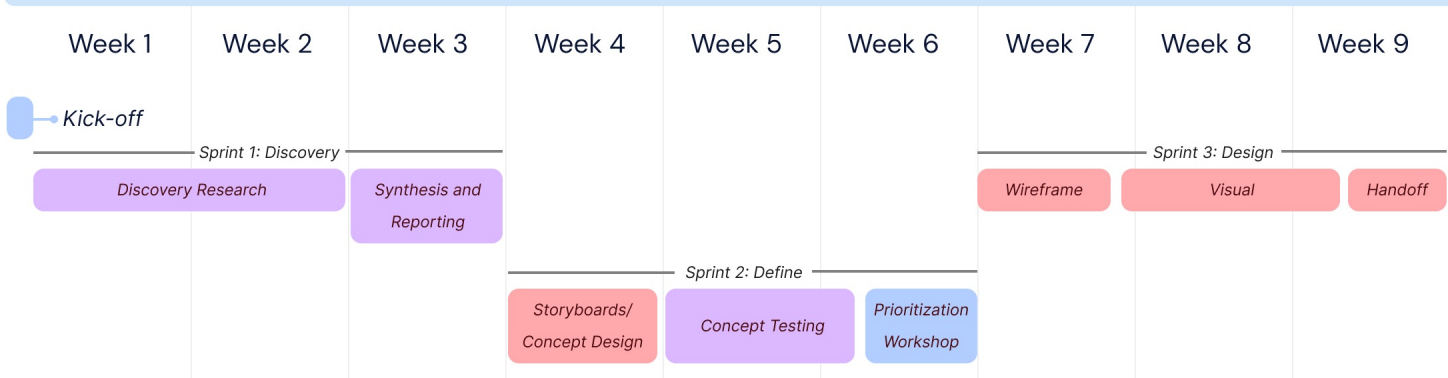- Does my product have usability issues that need to be addressed?

Stay On Track With Your Roadmap With a Dedicated Team of Experts

	Are we solving the right problems?		Are we solving them right?		Can we launch with confidence?
	Discover	**Define**	**Design**	**Develop**	**Deploy**
Strategy	Discovery Workshop	User Personas Journey Map Prioritization Workshop	Experience Roadmap	Go-to-Market Workshops	VOC Analysis Workshops
Research	Discovery Research Jobs-to-be-Done User Interviews	User Interviews Concept, Value Prop, and Content Testing	Multiple rounds of Usability Testing (RITE) Click Tests, Card Sort, and Tree Test Clickable Prototypes	Usability Testing Beta User Research A/B Testing	UX Baseline Measurements Accessibility User Research
Design	Ecosystem Map Experience Audit	Experience Vision Storyboards	Workflows Wireframes Visual Design	Design System Support for Developers Design QA	Go-to-Market Demo & Collateral

What It Can Look Like

9 Weeks (Example Engagement With 3 Sprints)
Selection of sprints and activities can be fully customized based on your needs.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9

Kick-off

Sprint 1: Discovery

Discovery Research | Synthesis and Reporting

Sprint 3: Design

Wireframe | Visual | Handoff

Sprint 2: Define

Storyboards/ Concept Design | Concept Testing | Prioritization Workshop

What Success Looks Like

CDW

Improved value prop perception for 87% of participants tested, and projected a 185% uptick in account creation

CLOUDVECTOR

Increased user acquisition through Product-Led Growth principles, and user efficiency by 45% for a core use case

earlens

Simplified the calibration experience for audiologists, which ultimately allowed them to perform hearing verification 5x faster than the industry standard

"I've been lucky enough to have worked in several very high-performing teams at some fast-paced startups in my career, and I would easily place the UXReactor team among the most talented I've interacted or worked with."

Andrew Cranston
Former Director of Software Engineer, Management Platform

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