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UX Process

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Collaborate: Listen to, strategize, and creatively concept team's usability ideas and research.

Reverse Engineer: Determine usability problems within existing site, app and/or eCommerce framework.

Research: How does the user group behave? What do they want to see? What complaints have users presented in the past? What do legacy analytics and bounce rates speak towards?

Discovery: Put myself in user's shoes. Empathize with user. What is most likely to capture user's attention within the critical 2 second time frame when first arriving?

Messaging: Clear concepts designed and delivered in a manner an 8th grader can understand which is also key to 2017 Google algorithms (ability to pass Flesch-Kinkade [reading scores](#)). Are call to actions (CTA) visually clear?

Organization: Set clear goals on deliverables and agile timelines.

Wireframe: Prototyping phase (using a variety of UX tools including UX card deck, Sketch, Adobe XD).

Development and Testing: A/B studies. Is the product useable? What versions delight and convert? Is product globally useable by means of device. Is the product useable by a global audience?

QC/bug testing: To pixel perfection – cross browser and device.

Deployment: Preferably first within a staging environment.

Improvements: Post-deployment based on user feedback or, longer-term, to ensure product is keeping up with device and technology times.