

How to get results on your project? Thanks to a clear process

● Intake & kick-off: gathering input and starting together

+/- 1 week duration

- ✓ **Intake:** Request necessary materials, including screenshots, existing research, etc.
- ✓ **Kick-off (2h):** We go through all the outstanding questions together and ensure that as a team, we are aligned in the same direction.

● Discovery & Strategy phase: What are the problems?

+/- 4 weeks duration

- ✓ **Familiarizing with existing research:** What do we already know about the audience's boosters, barriers, and information needs?
- ✓ **Creating a research plan:** We define and describe in detail the research approach.
- ✓ **Conducting the research:** We uncover the reasons why people are (not) performing the desired behavior. We search for boosters, barriers and information needs.
- ✓ **Turning insights in advice:** We derive practical improvements from research, extracting hands-on solutions and translate into recommendations for making significant project decisions.

● Research presentation & journey workshop

1 day

- ✓ We discuss the **findings** from the discovery phase
- ✓ **Journey mapping:** We examine how the insights impact the digital journeys of our visitors: identifying necessary changes and constructing logical flows.

🔄 Design sprint: How to solve the problems?

+/- 2 weeks duration, 1 sprint per journey

1



Immersion

We familiarize ourselves with the (partial) journey that we're going to redesign.

2



Behavior Storm (1day)

Together, we brainstorm solutions based on insights from behavioral psychology.

3



Wireframing & copywriting

We outline the new solutions, with UX and copy working hand in hand.

4



Demo Meeting (2u)

We involve stakeholders and showcase what we've created, emphasizing the reasoning behind it.

● Validation phase: Are the problems solved?

+/- 1 week duration

- ✓ **Setting up and conducting user tests:** We test with 6 participants and assess which adjustments are required in the flows.
- ✓ **Iteration:** We implement the necessary adjustments.