

Offered by certified UX professionals of enVista's Digital Solutions team

Who are your key users and how can we enhance their experience?

To design a site that is **meaningful and customizable to the users**, our certified UX professionals need to first understand who we are designing for. We determine who the users are and identify their user roles and tasks so we can **understand their thought process** when interacting with the site.

Our UX experts must also understand **your business and project goals and needs**. We evaluate what you're currently doing, recognize what needs to change, and understand the project scope.

How it Works

In user-centered discovery, we first identify and learn about your target audience by conducting the following:

- Stakeholder workshops
- Surveys or questionnaires
- Analytics review
- User interviews and focus groups

Next we creating the following:

- Personas
- Task analysis
- Journey maps
- User stories

Then, we define the site structure through our content mapping process that includes:

- Site map
- Page content structure outline
- Navigation design

All of this is conducted in an iterative process of review and feedback.

Deliverables

We provide our research findings, recommendations, and artifacts from the user interviews and content mapping. Finally, we present the findings and recommendations to key stakeholders.

User & Design Research Cost

We collaborate with you to determine the appropriate scope of the User and Design Research. The size of the website, intranet and application to be researched and designed and an agreed upon scope of hours will be the basis for the cost.