TDAG
DESIGN

*UX Psychology &
Interaction Design
CONSULTANT*

619.981.1452

Ethical & Inclusive Design
TO INCREASE REVENUE

Looking to ethically increase your reach & lower your costs?

You can use UX Psychology to push your digital products to the next level

UX Psychology is your superpower

- Companies with great customer experience always out-perform their competition
- Ethical persuasive design reduces costs and improves customers' experience and loyalty
- Loyal customers cost 5 times less than acquiring brand new customers
- Inclusive design increases revenues by enlarging your customer base (*and avoiding legal costs*)

I CAN HELP YOU DELIVER

I will guide you in creating **the best possible user experience** for your customers
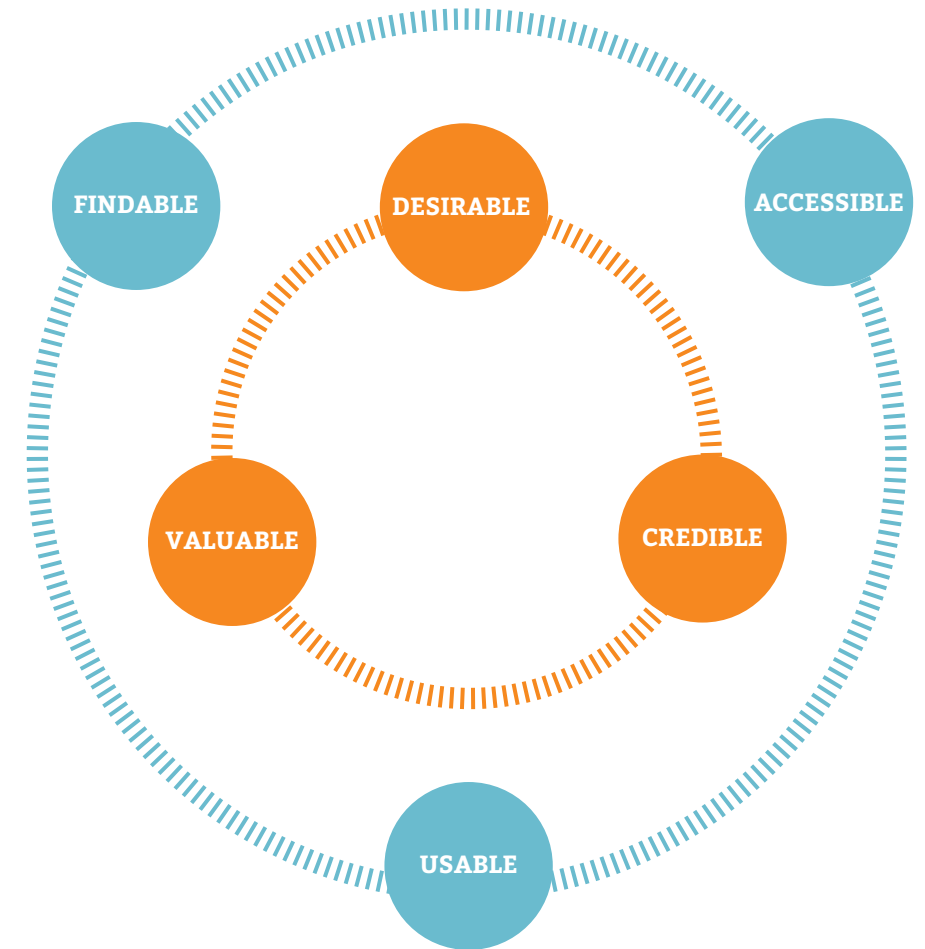
Together, using **psychology and persuasion**, we can build the right product that your customers will love, without shady tricks or manipulation

I will help you **increase your customer base** by making sure your site is inclusive and welcoming to all, and I will make sure it is in compliance with privacy laws

I will show you how to **decrease your costs** by building the right product that enhances your customers' lives, while increasing your revenues

Together, we can build the perfect product that is

viable, feasible and delightful.

FINDABLE

DESIRABLE

ACCESSIBLE

VALUABLE

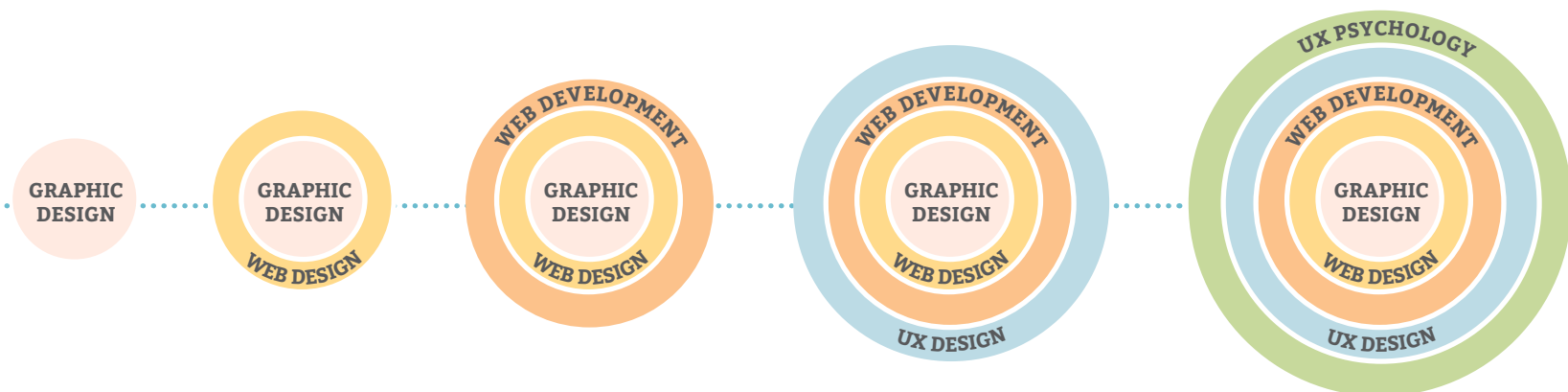CREDIBLE

USABLE

YOUR PERFECT PRODUCT

WHY ME?

My unique blend of knowledge, skills & experience gives me a holistic view of the whole product life-cycle.

- As a psychologist, I understand how people think and I can empathize with how they feel

- As a designer, I can create an interface that inspires trust & delights your customers

- As a web developer, I understand how accessibility and mobile-first design is crucial to success

- As a teacher, I have sharp active-listening skills and I can connect with a wide range of people

Oh, and I am easy to work with!

WHAT I OFFER

- **Expert UX Analysis**
- **Interaction Design**
- **Moderated Usability Testing**

MY PATH

EXPERT UX AUDIT

Are you trying to find out why your site or app does not perform as expected? An expert UX audit is what you need: it provides an outsider's perspective and recognizes any problems with your interface, usability or interaction. I can help you find crucial UX flaws using consumer psychology, best practices, and established design and interaction principles. My recommendations can be immediately implemented and issues will be prioritized based on degree of severity, to give you the maximum ROI.

Your Audit Report Covers

1. Usability
2. Information architecture
3. Conversion & user flows
4. Visual Design
5. Content, messaging & language
6. Performance analysis of two crucial tasks
7. Actionable recommendations
8. Competitors Analysis (*optional*)
9. Extra tasks performance (*optional*)

Results Overview

Heuristic (3 Severity levels)	Severity	Value
1. Visibility of System Status	-	0
2. Match Between System & the Real World	2/3	2
3. User Control & Freedom	3/3	4
4. Consistency & Standards	3/3	4
5. Help Users Recognize, Diagnose, & Recover From Errors	2/3	3
6. Recognition Rather Than Recall	1/3	2
7. Flexibility & Efficiency of Use	1/3	2
8. Aesthetic & Minimalist Design	-	0
9. Error Prevention	-	1
10. Help & Documentation	-	0
	Total Score	18

10 Heuristics - Details

1. Visibility of system status

The site always keeps users informed about what is going on, through appropriate feedback and within reasonable time.

Legend

- 🟢 0 It is not a problem at all
- 🟢 1 Cosmetic Problem only– not crucial
- 🟡 2 Minor usability :low priority
- 🟠 3 Major Usability Problem: high priority
- 🔴 4 Usability catastrophe: Must be fixed ASAP

Issues

- sperepr aecae. Nem quia cusam.
- ut esti cum ullacea dolorem olesti conectis
- earunt re sequiat adias est, conse re
- conet eumque am dolorep erferum ulpa nihil

Recommendation

- sperepr aecae. Nem quia cusam, ut esti cum ulla
- cea dolorem olesti conectis earunt re sequiat
- adias est, conse re conet eumque am dolorep
- erferum ulparum sa volor rest, que parchic iatibus aspe asit ut porro ideles.

INTERACTION DESIGN-step 1

A great User Experience begins with usability

At this stage, I will create the site architecture, a section-by-section outline of each page and the overall hierarchy of the website. After approval of the new site map, I will create screenflows, a visual model that shows potential user paths throughout the site. Particular focus will be on crucial tasks, which will be planned out in detail.
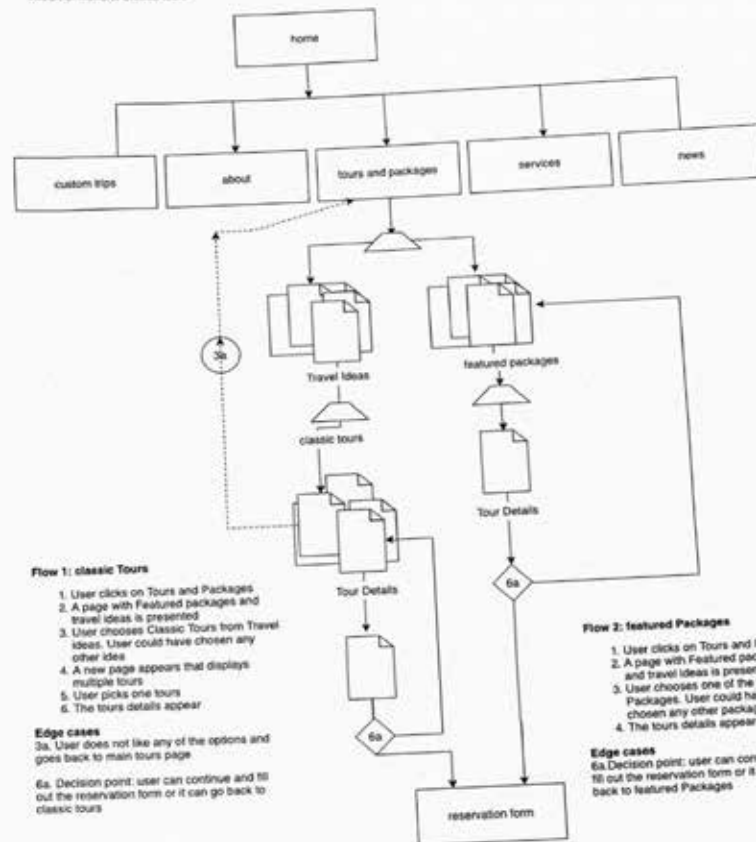
Optionally, I can also create up to three personas, a behavior-based, user archetype deriving from on customers research. This task assumes the client has wide data on their customers.

This Phase Includes

1. Site Architecture
2. Optimal interaction diagram (screenflows)
3. Use Cases
4. Empathy Maps (*optional*)
5. Personas- up to three (*optional*)

INTERACTION DESIGN-step 2

Would you build a house without a blueprint?

Probably not. Wireframes serve the same purpose in website design & development as blueprints do in home construction. In this phase I create a blueprint, or skeletal framework, of the website functionality before the visual design is implemented. The wireframes will be a visual guide that represents the whole product. This phase will allow us to discover any glaring usability issues, before money is invested in design and development.

I will also create a clickable wireframe prototype to test the usability. Finally, I will flesh out the screenflow from phase 1, to represent the new wireframes

This Phase Includes

1. Blueprints for the whole product (wireframe)
2. More detailed flow (wireflow)
3. Clickable lo-fi prototype

INTERFACE DESIGN

We often judge a book by its cover

Interface design is crucial to the success of your site. I will create 2–3 concepts using style boards. Style boards include a collection of design elements that provide initial images, color palette, typography and styles proposed for the general "look and feel". I will then refine the style until I have an approved direction to proceed with for visual design. I will then create 2 static Visual comps (non-functioning, visual design). I will create 2 pages, in two sizes (desktop and mobile).

Once the design is dialed in, I will create a clickable prototype for the site, in one size, ready for usability testing. More sizes can be produced, as an optional service. I will create documentation for handing off to the developers. A design system can be created as an optional service.

This Phase Includes

1. Three styles board (including typography and color palette)
2. Two statics comps, in two sizes
3. Clickable hi-fi prototype, 1 size
4. Developer hand-off documentation
5. Design System (*optional*)
6. Clickable hi-fi prototype, 1 additional size (*optional*)

MODERATED USABILITY TESTS

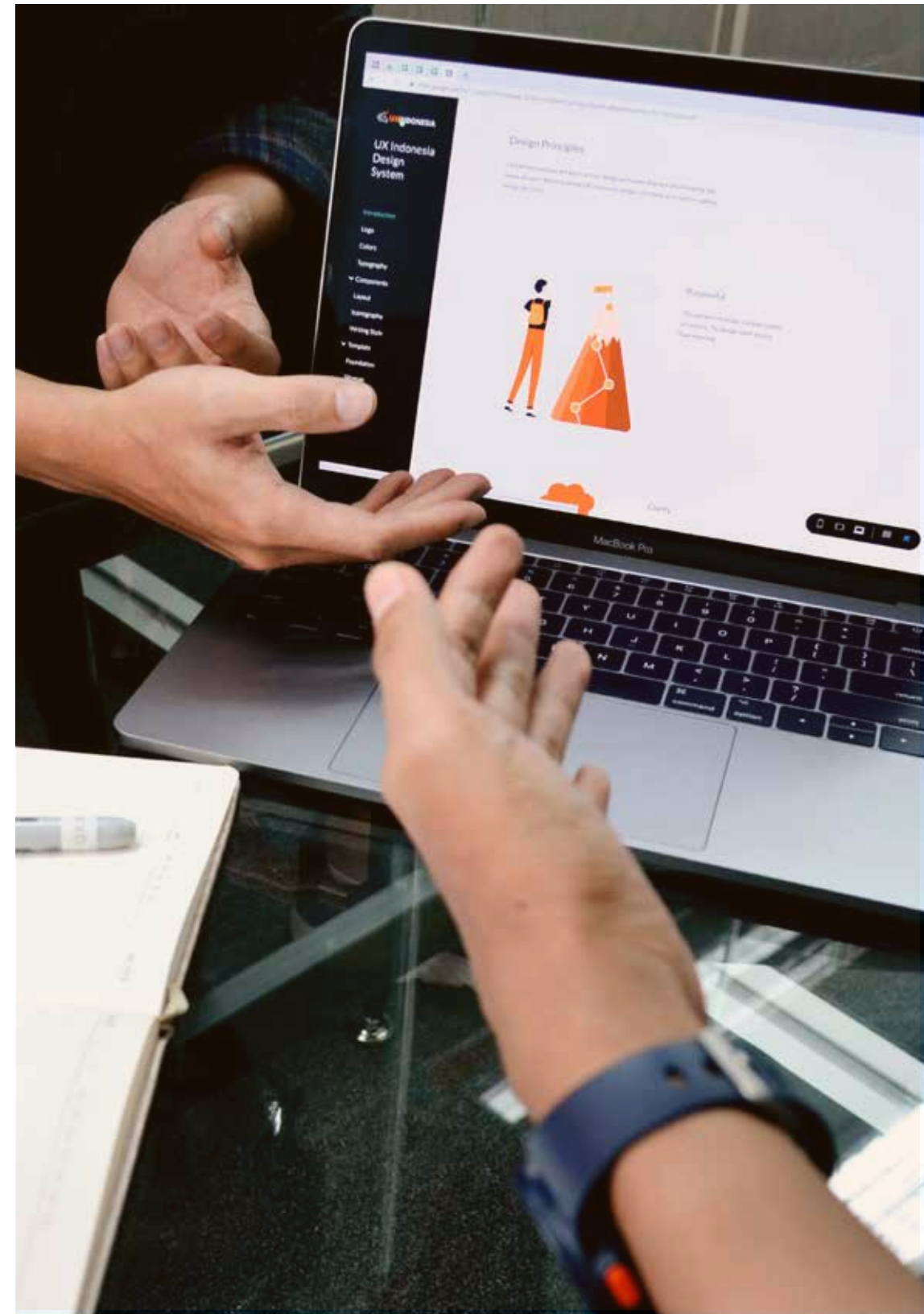## How do your customers interact with your product?

Usability testing recruits perspective or existing customers and ask participants to carry out realistic tasks and any issues will be recorded. Usability testing reveals crisis points that can be fixed before launch (or update). I will facilitate the usability testing and observe any issues, to really understand how your customers use your product. I strongly recommend to have someone from the team participate to the test.

After the test, I will provide a complete report synthesizing the findings, including an initial summary and recommendation. Up to 10 different users* will be tested, but more can be added, at an additional cost.

This Phase Includes

1. 10-15 scenarios
2. pre and post test questions
3. Usability testing facilitation of up to 10 users *
4. Report synthesizing the findings
5. Recommendations
6. More than 10 users (*optional*)

* *client is in charge of recruiting participants*

FAQ

What is UX Psychology?
UX Psychology is familiar with consumers behavior, motivation and cognitive processes, to better empathize and build a better product

Why do I need a UX Psychologist?
A UX Psychologist is trained in understanding the minds of your customers, and in creating ethical and persuasive products

What is Inclusive Design?
Inclusive design strives for creating an experience that can be enjoyed by all, regardless of abilities and skills

Why do I need to improve my UX?
A good user experience will transform casual shoppers into loyal fans, ready to advocate for your brand

Can I combine your Services?
Yes. I offer different packages, to fit any budget and need

Do you have any more questions?
Let's talk! Schedule a free call: **619-981-1452**

**Ready to increase your revenues
         while delighting your customers?**

Let's do this!
619. 981.1452

Thank you!

p: 619.981.1452

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C O N S U L T A N T

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