

# FEEDBACK

- Analysing current best practice in the market is the first design activity, and can take place in parallel with the current state view work.
- Prioritising the potential changes is a key design activity, and needs to happen as early as possible after the team have mapped the current process and analysed its performance and design relative to other similar sites.
- Once the potential UX changes have been analysed and ranked, the team needs to create detailed designs for the most urgent ones before they can be implemented.
- At the end of the project, the team needs to make design recommendations for which further changes and/or ongoing work is required, so the client understands what the next steps are.
- Mapping and analysing the current process should occur at the start of the project as part of current state view work, to allow for prioritisation and changes to be determined and implemented.
- As part of the rollout, the impacts of the UX changes must be monitored so that adjustments can be made immediately if required