



NORA PEKKER

User Experience consultant

Introduction



I build products and
services with the
users in mind



Expert review

Expert review on your product, recommendations report, issue identification and severity ranking



Research

Do you want to know more about your users? It's time to set up a research plan and execute it.



UX Design

Turn research results into design: user scenarios, empathy mapping, personas, wireframe.



Interaction Design

Aesthetics is also important. Pixel perfect design for web and mobile.



Testing & Iteration

Planning and executing Usability tests and usability metrics



Trainings & Workshops

Invest in your team. Learn the basics of user centred design on practical workshops.

'People ignore design that ignores people.'

Frank Chimero



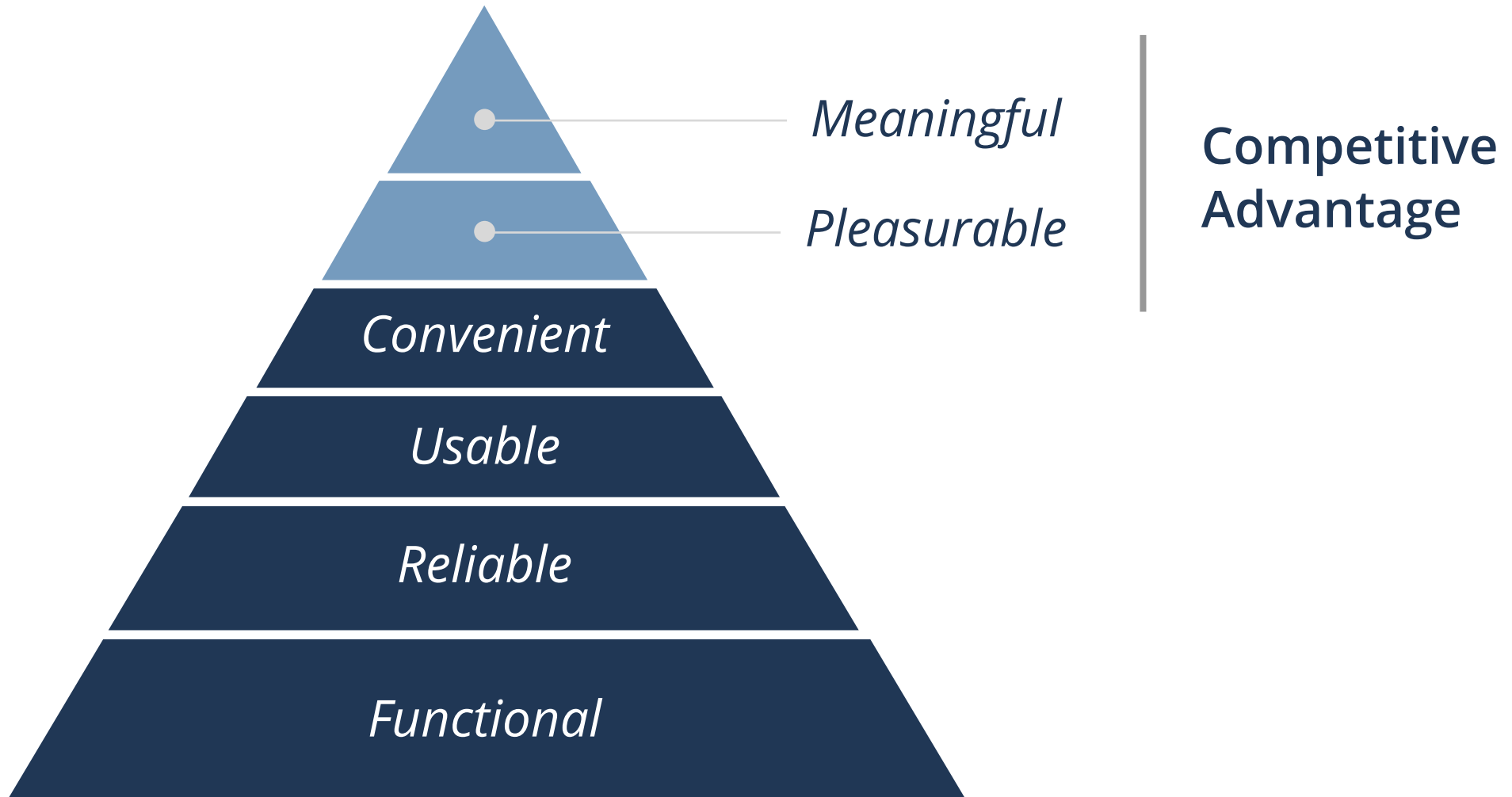
Human centred design

Human-centered design is an approach to creating solutions for problems and opportunities through a focus on the **needs**, **contexts**, behaviors, and **emotions** of the people that the solutions will serve.

*'It's not enough that we build products that function,
that are understandable and usable, we also need to
build products that bring joy and excitement, pleasure
and fun, and yes, beauty to people's lives.'*

Don Norman

Good UX creates market advantage



'Good UX is good business.'

Andrew Kucheriavy

A close-up photograph of a person's hands working on a laptop. A clipboard with a gold-colored clip is resting on the laptop keyboard. The clipboard holds a sheet of paper with various charts and data. There is a line graph with orange and blue lines, a pie chart with blue and orange segments, and a table of data with columns and rows of numbers. The person's hands are visible, one near the keyboard and the other near the trackpad. The background is slightly blurred, showing more of the laptop and the person's arm.

The business value of User Experience Design

Fixing a user experience error after development is up to **100x** more expensive than it would be before

50% of developer's time is spent on doing rework

Focusing on UX reduces support costs



Effective UX Increases Revenue

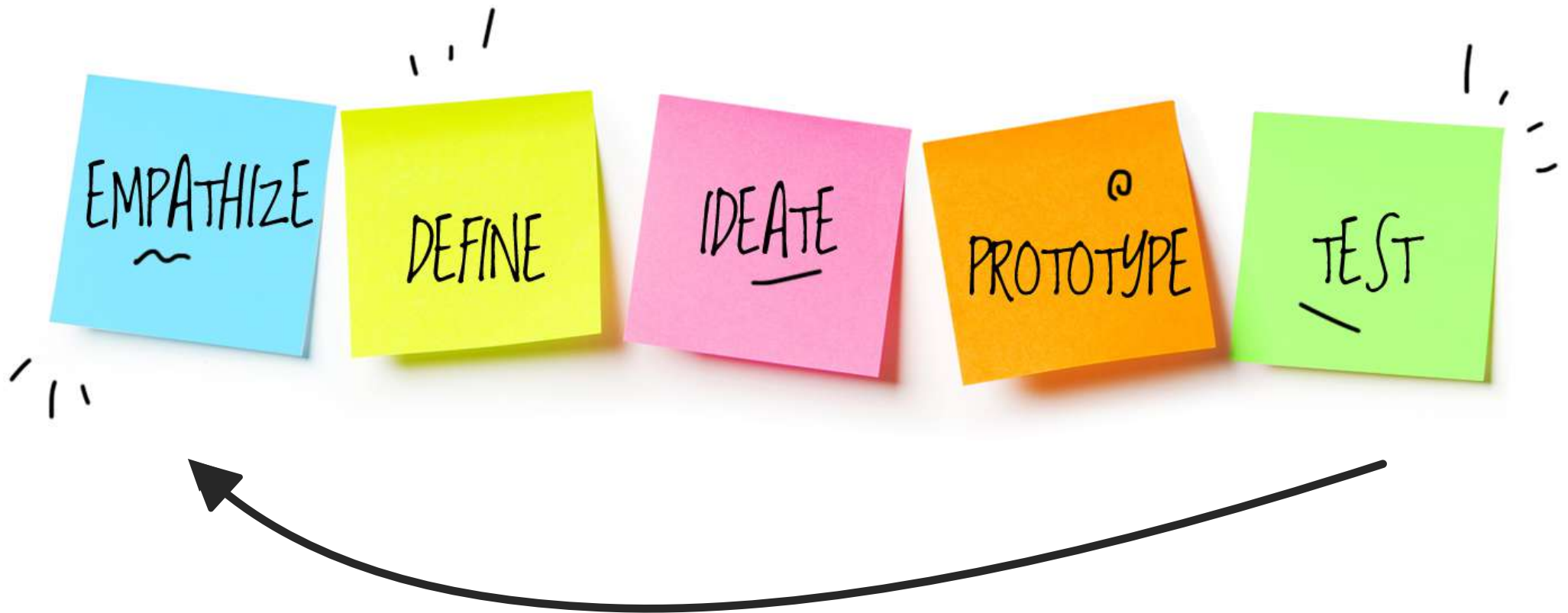
67% of customers are more likely to purchase on mobile friendly websites

61% of users move to another site if they don't find what they are looking for right away

Optimized ecommerce sites have seen **30%** sales increase, **50%** decrease in bounce rates

Methodology

I use design thinking principles
during my projects



1) Empathize

'If you don't talk to your customers, how will you know how to talk to your customers?'

Will Evans



Understand Users

User interviews

Field studies

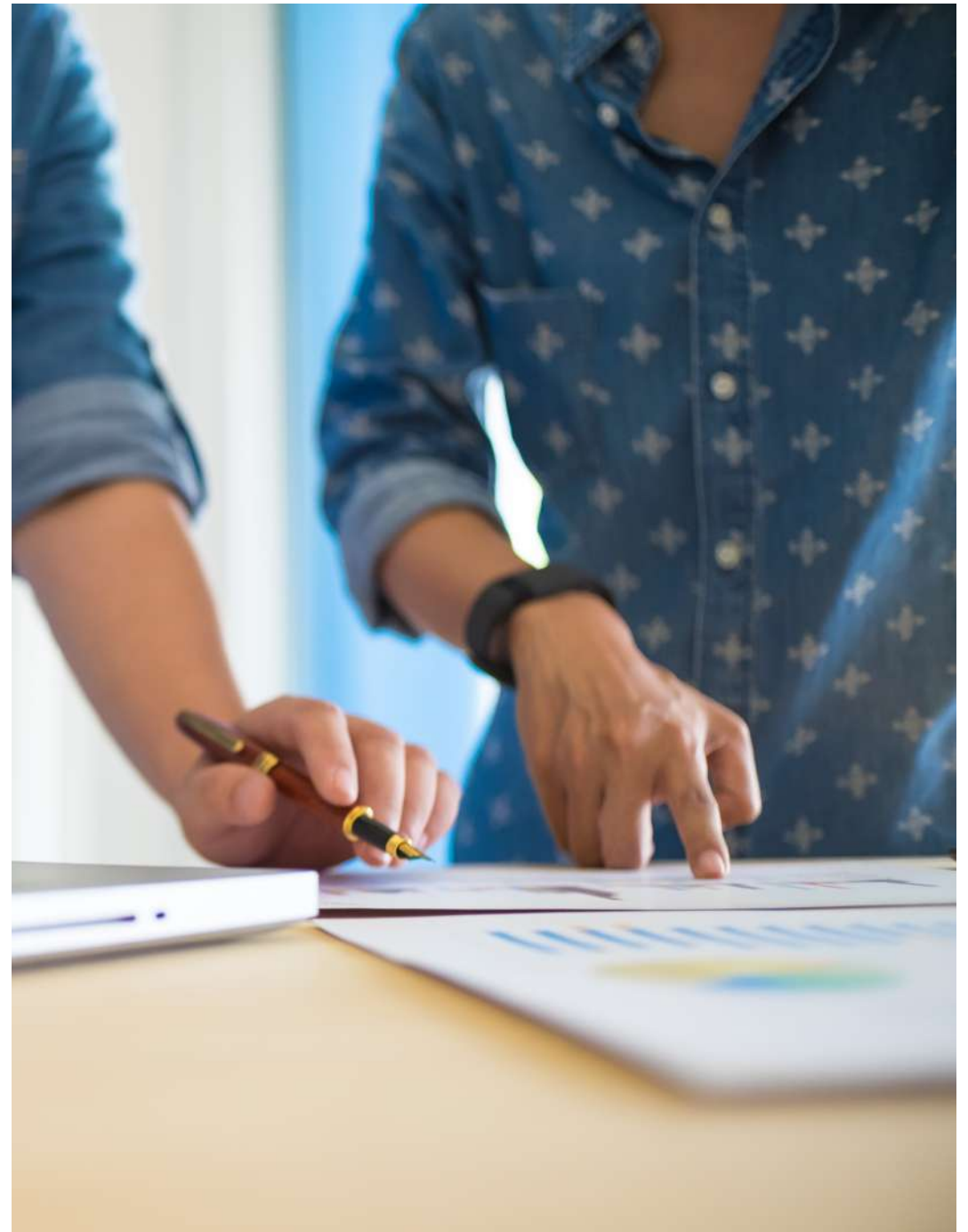
Questionnaires / Polls

Understand Business

Stakeholder interview

Expert interview

Best practice research



2) Define



Define

Empathy Map

Personas

User Journey

User Scenarios

3) Ideate

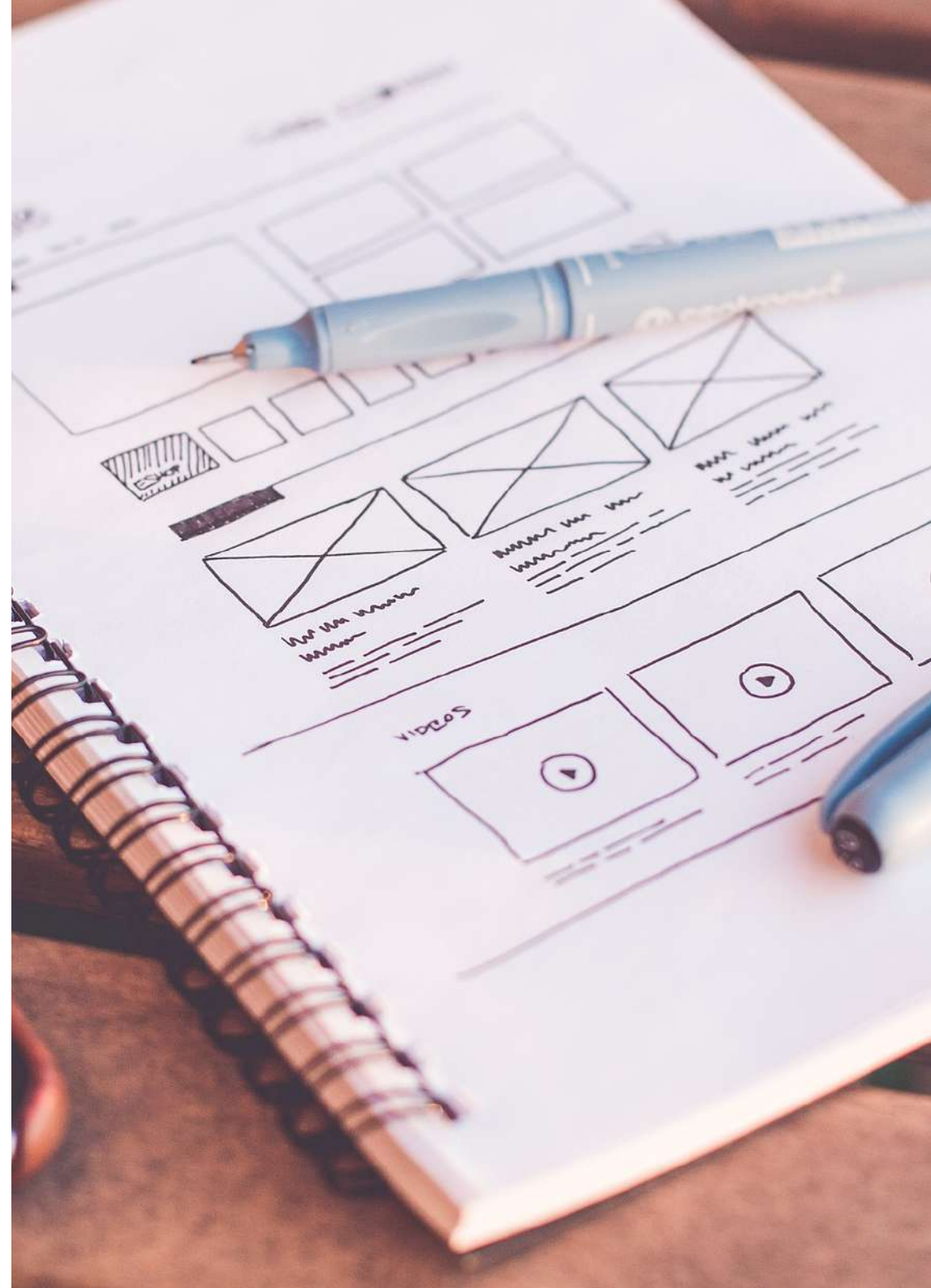
Ideate

Feature list

Information architecture

Wireframes

UI Design



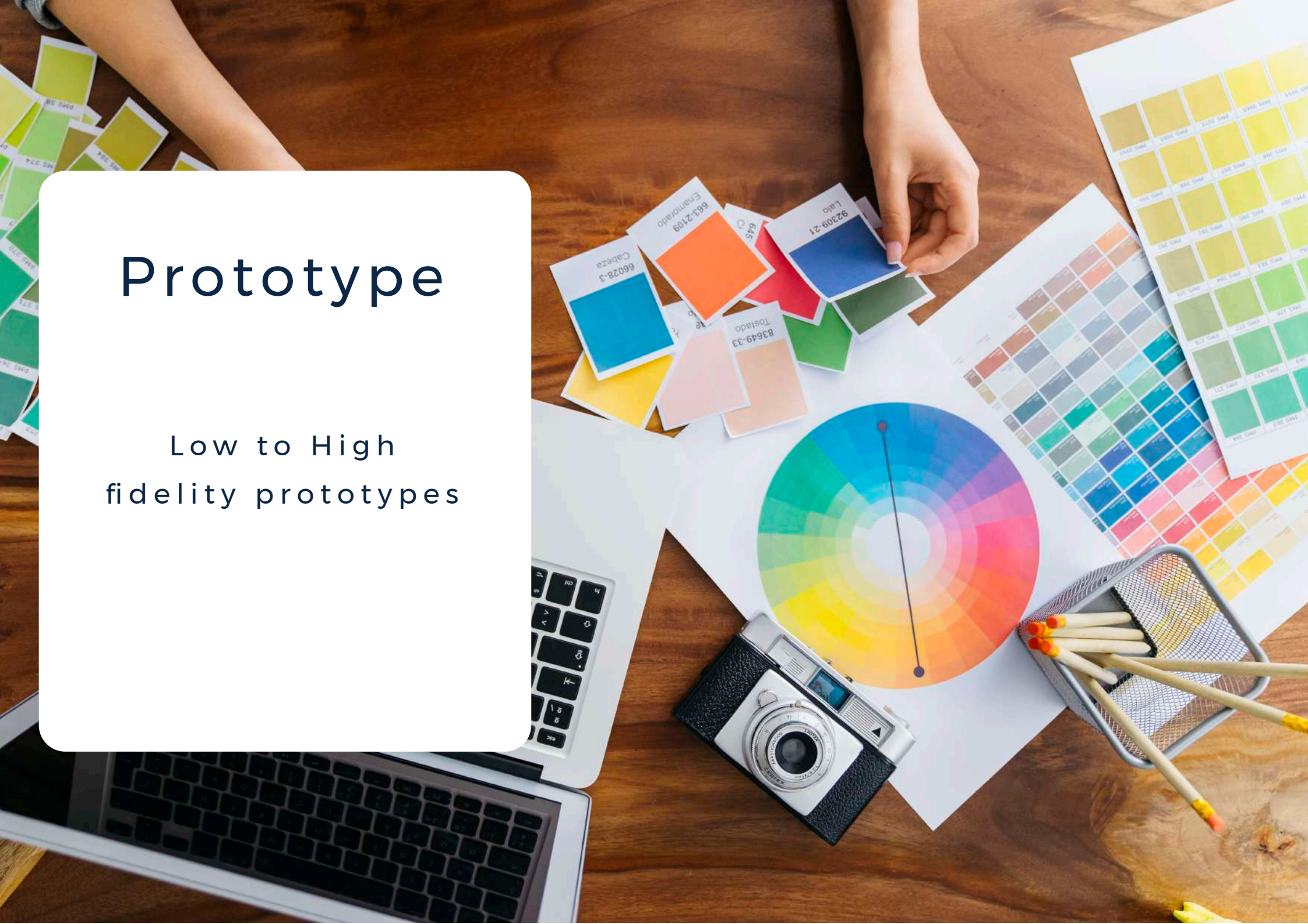
4) Prototype

*'If a picture is worth 1000 words, a
prototype is worth 1000 meetings.'*

The Kelley Brothers

Prototype

Low to High
fidelity prototypes



5) Test

Test

Usability test

Analytics

Heatmaps



Training



Design thinking workshop

Introduce Design Thinking to Your Team

Learn the basics of user centred design on a one-day practical workshop.

Your team will gain an understanding of the principles of Design Thinking. They will learn the methods and tools to research and analyze user needs, creating and testing concepts and prototyping.

This is an introductory workshop – no prior design knowledge needed.

Interested to work with me?
Do you have a project in mind?
Get in touch!

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