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*User Experience consultant &
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Introduction

A woman with long brown hair, wearing a black top, is standing in front of a whiteboard. She is holding a black marker in her right hand and is in the process of drawing several user interface wireframes. One wireframe at the top has four horizontal lines and a large red 'X' in the center. Another wireframe below it has a grid of four smaller boxes, each containing an 'X'. Red arrows point from the first wireframe to the second, and from the second to the third. A fourth wireframe to the right of the second has five horizontal lines and a small icon. The background shows shelves with books.

I build products and
services with the
users in mind



User Research

Do you want to know more about your users? It's time to set up a research plan: field studies, interviews, ethnographic research



UX Design

Turn research results into design: user scenarios, empathy mapping, personas, information architecture, wireframes



UX Evaluation

Planning and executing usability tests and usability metrics to evaluate the product



Design strategy

Idea validation, setting up design strategies with business, steering your digital product in the right direction



Expert review

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



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

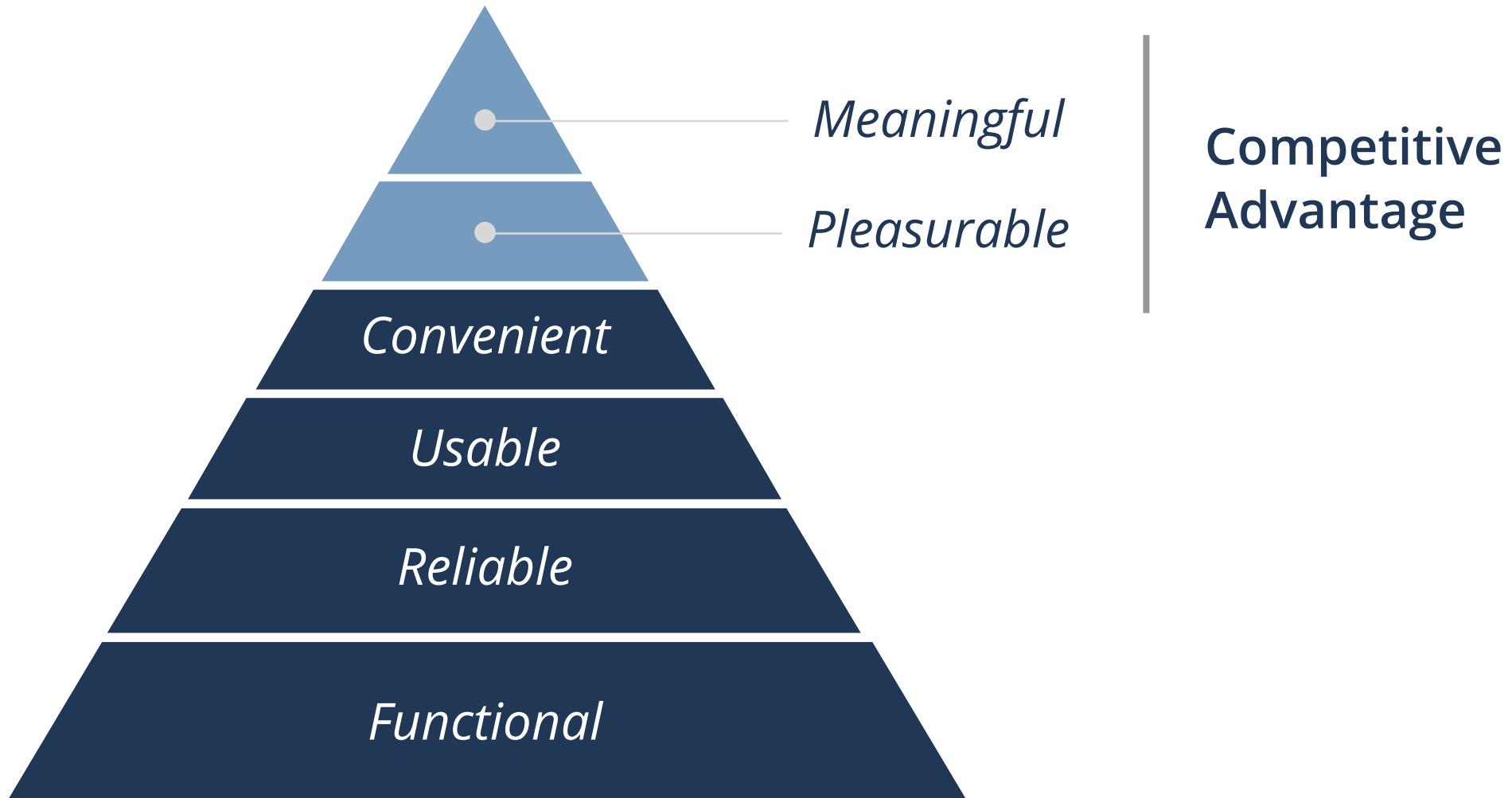
Human-centered design is an approach to creating solutions for problems and opportunities through a focus on the **needs, contexts, behaviors, and emotions** of the people that the solutions will serve.



'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



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

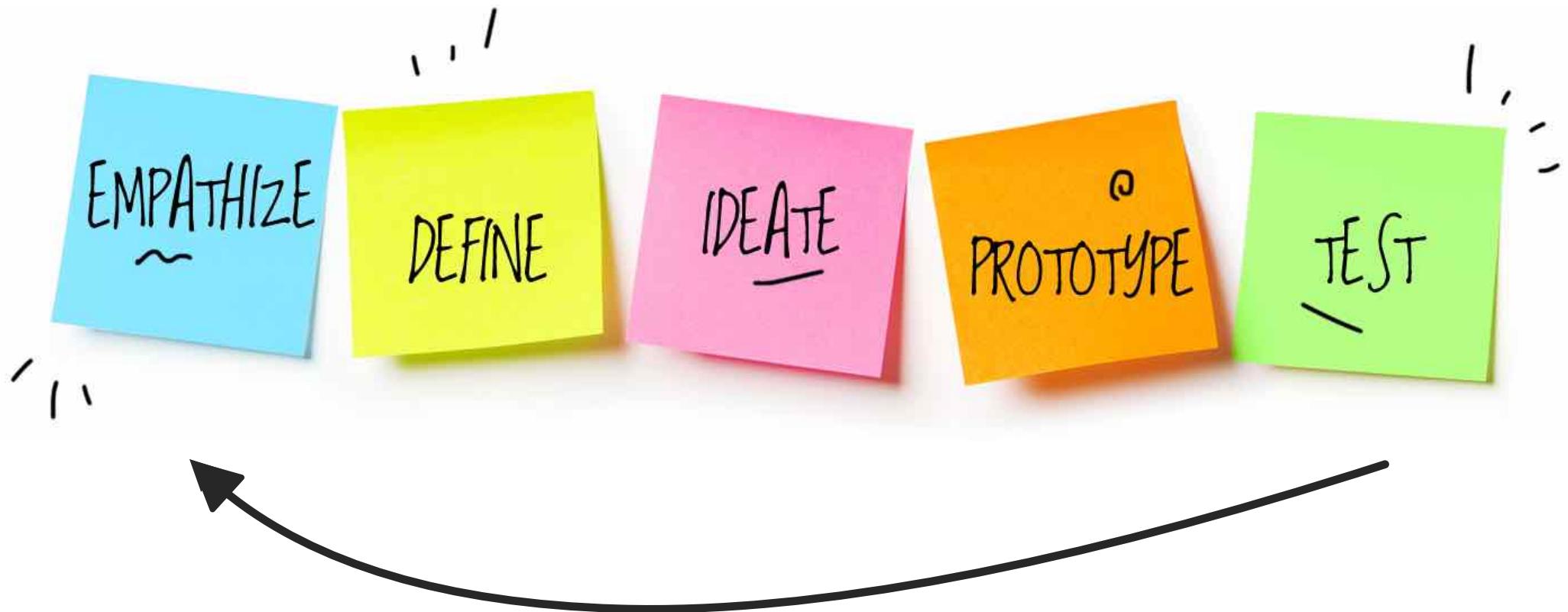
67% of customers are more likely to purchase on mobile friendly websites

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

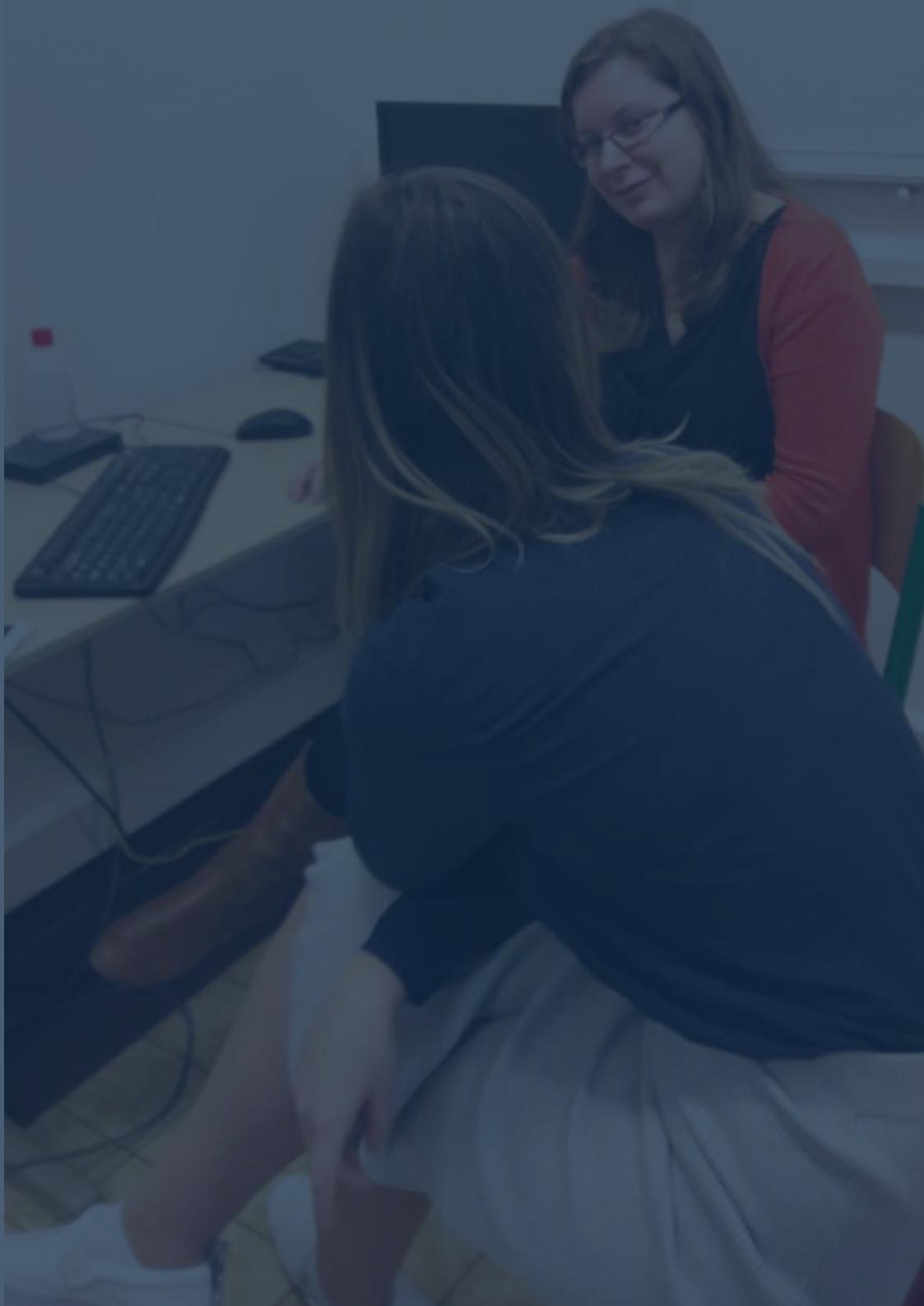
I use design thinking principles
during my projects



1) Empathize

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

Will Evans

A photograph showing a woman with long brown hair and glasses, wearing a dark blue top over a red cardigan, smiling and looking towards the right. Her hands are clasped in front of her. In the foreground, the back of another person's head and shoulders are visible, wearing a dark blue t-shirt. They appear to be in an office setting with a computer keyboard and monitor in the background.

Understand Users

User interviews

Field studies, Shadowing

Questionnaires / Polls

Online Analytics

Diaries

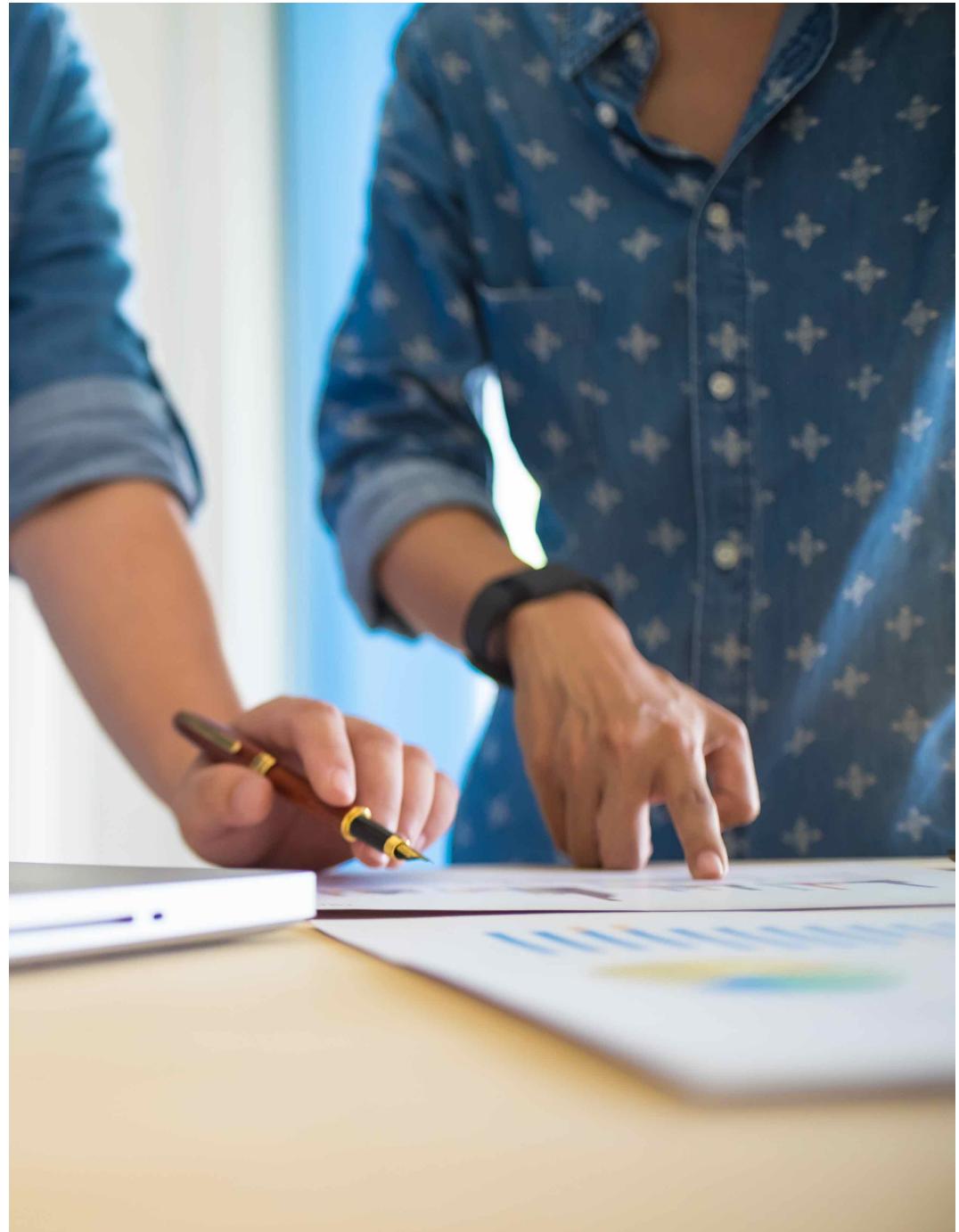
Understand Business

Stakeholder interview

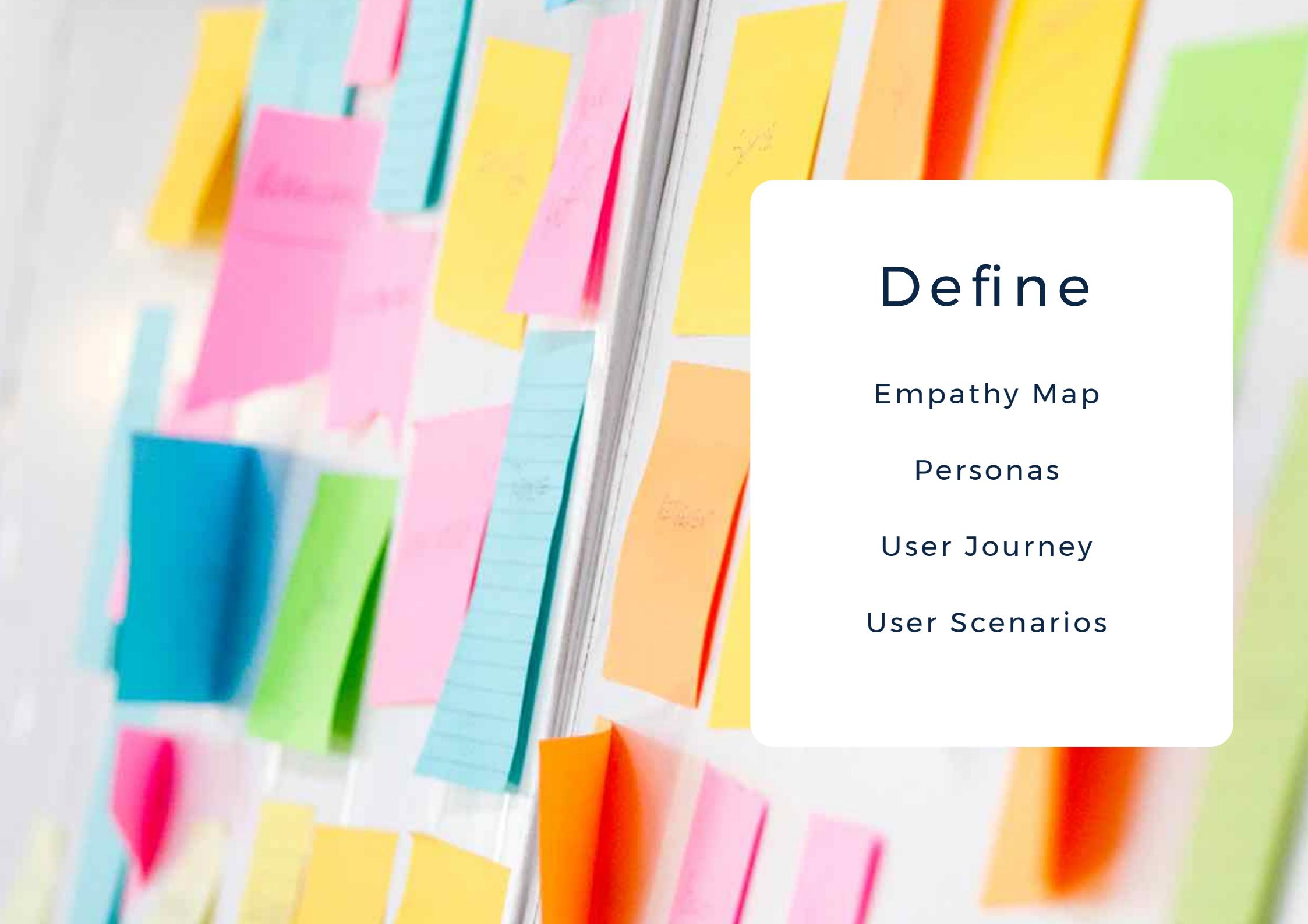
Expert interview

Best practice research

Competitors analysis



2) Define



Define

Empathy Map

Personas

User Journey

User Scenarios

3) Ideate

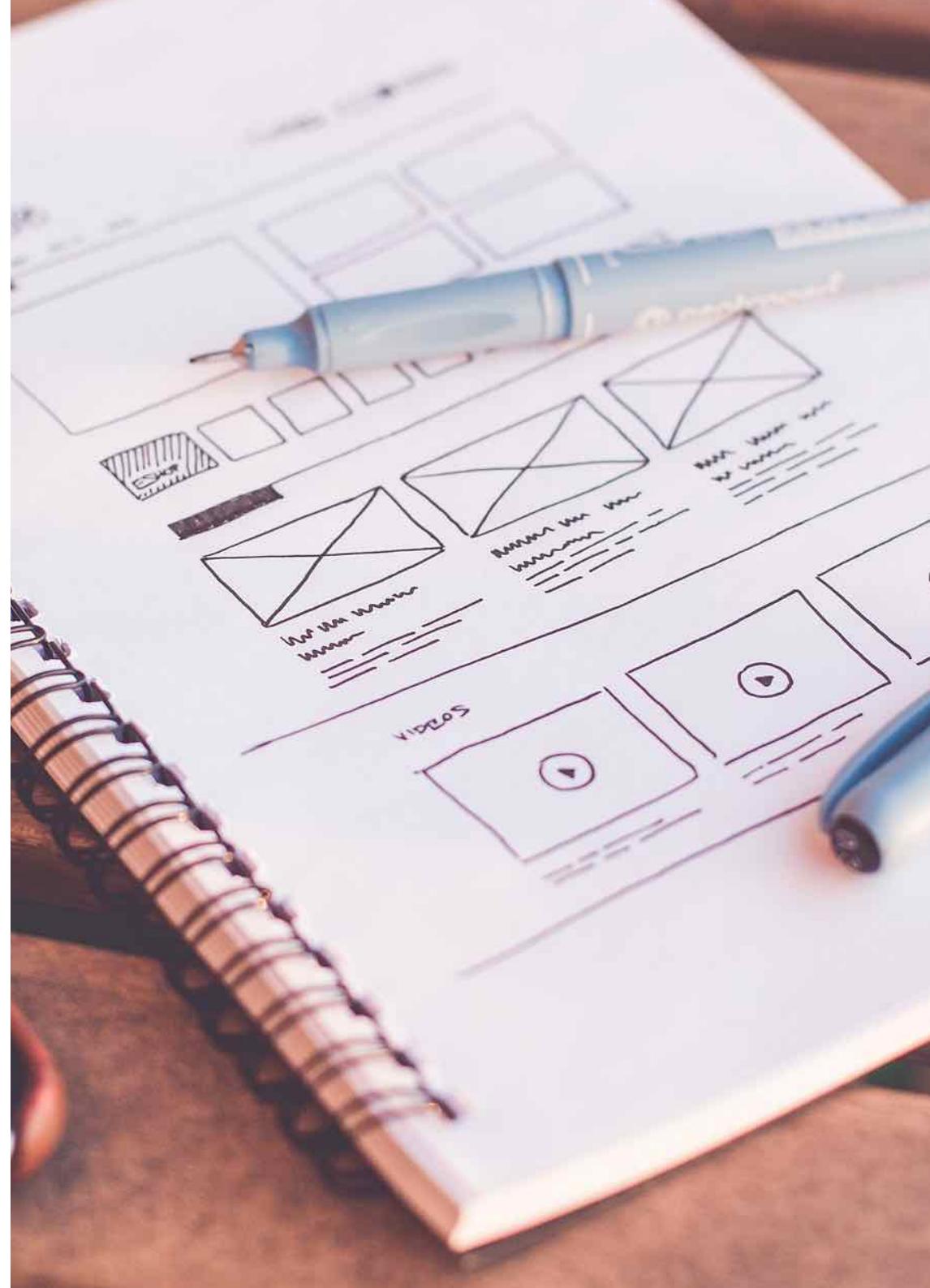
Ideate

Feature list

Information architecture

Wireframe

UI Design



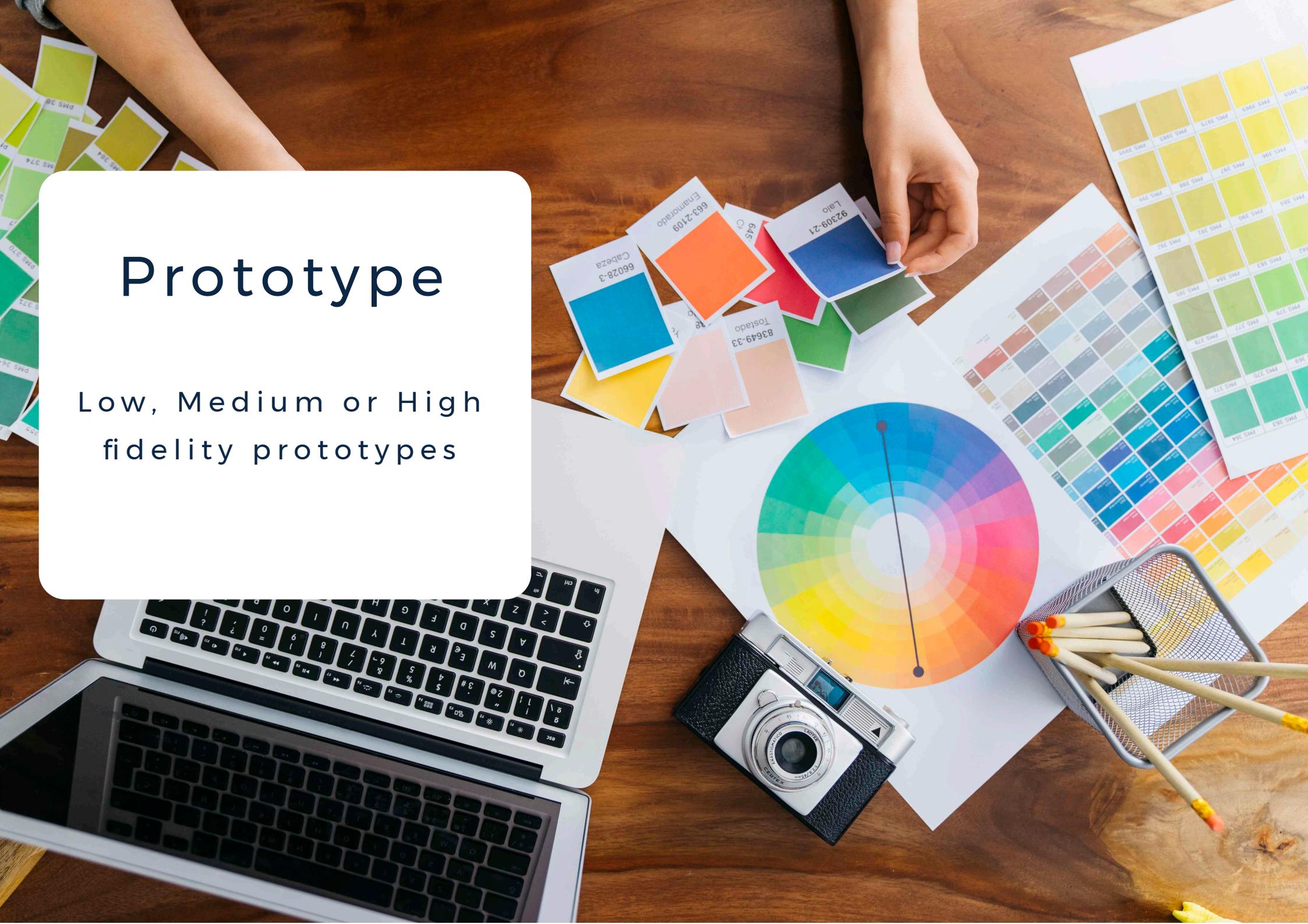
4) Prototype

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

The Kelley Brothers

Prototype

Low, Medium or High
fidelity prototypes



5) Test

Test

Usability test

Follow up interviews

Questionnaires

Online UX metrics



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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