Ebook

Xebia

UX (re)design

The Competitive Edge for Every Stage of Growth

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Executive summary

How does UX (re)design impact your product?

A product's success is dependent on how well it serves its users. Skimping on user experience can lead to a host of negative outcomes: lower renewal rates, negative reviews, higher operational costs, decreased conversions, and poor or stagnant growth.

If your user experience is lacking, users and companies will quickly turn to competitors.

On the other hand, a great user experience does more than just avoid these pitfalls – it drives business value and translates throughout your customers' entire journey. Whether you're in B2C or B2B, providing an intuitive, satisfying, helpful UX is essential for any market leader trying to provide an innovative product. These measurable benefits include:

- Higher productivity

- Higher customer satisfaction

- Improved market positioning

- Increased revenue growth

UX isn't just about designing a product; it's about creating a solution that can evolve with your users' needs and help create competitive advantage in the market.

When Should You (re)design?

Signs It's Time to Invest in UX

Redesigning a product's UX isn't just for companies facing significant issues. It's a proactive strategy that can boost engagement, customer loyalty, and revenue. Whether you're in B2B or B2C, it may be time to consider an update when you notice:

- Your competitors are offering better user experiences or features

- User complaints about navigation, usability, or overall design are frequent

- Shifting user, client, or customer preferences your current design can't meet

- Changes occur in regulations, accessibility requirements, or industry standards

- Technology advances render certain aspects of your product obsolete, inefficient, or difficult to integrate

- Your company undergoes a rebrand

- You need additional features and functionalities to attract users in a new market

- Stagnant conversion rates lead to a drop in sales

A well-designed product can build stronger customer relationships by delivering a seamless and enjoyable user experience. Redesigning not only differentiates you from competitors but also helps address evolving consumer needs, giving you the competitive edge in the market. Moreover, B2C businesses can enhance customer acquisition and retention by offering compelling features or personalized experiences, attracting new customers while keeping them loyal.

Direct and indirect business outcomes

The outcomes of a UX (re)design project vary depending on the specific goals and objectives for the product, as well as the scope of the redesign effort, timeline, and budget. Competitive advantages of a successful UX product (re)design typically include:

- An optimized user journey that reduces friction in the sales conversion process

- Streamlined workflows that improve productivity and minimize errors

- Better alignment with your business goals and objectives

- Product differentiation from your competitors and elimination of weaknesses in the existing user experience

- A more intuitive, efficient, and enjoyable product increasing user satisfaction

- Increased usage, session durations, and interaction with major features

- Boosting usability by simplifying complex workflows or improving navigation

- Enhancing your brand perception

- A more accessible product for all users expanding your market reach

Ultimately, a UX product (re)design leads to a more successful, impactful product meeting both user and business needs, making sure you grow your brand and capture a bigger piece of the market.

The Xebia advantage

With years of expertise in UX (re)design and extensive industry insights, Xebia specializes in delivering real value to our customers. Whether the software is B2B, B2C, or an application for internal use - they can be shaped to positively impact your potential and deliver a user experience that not only meets but exceeds modern standards, making it a model that others follow.

Our team of seasoned UX consultants and designers work closely with your teams to:

- Understand your market, business, and ways of working

- Overhaul your current user experience or propose quick wins to improve existing products

- Leverage data-driven insights to create user experiences that drive value

When your product launches, Xebia will remain by your side to provide ongoing support, ensuring continuous improvements and optimizations that maximize the impact of your (re)design.

How Xebia Works with Your Team

Key Project Participants

At Xebia, we take a collaborative approach to UX (re)design. By bringing together cross-functional teams, we ensure we cover all your business's unique needs. Typically, the profiles are involved:

- UX Consultant
  Responsible for deliverables including user research, service design, workshop facilitation, mapping user journeys, usability testing, and wireframes

- Business Analyst
  Manages gathering requirements, business analysis, and system analysis

- UI Designer
  Oversees interaction design, visual design, usability, and design systems

- Solution Architect
  Responsible for reviewing current architecture and proposing improvements

- Delivery Manager
  Coordinates cross-team efforts and budget management

Methodology and project outcomes

Xebia's approach consists of several flexible stages, tailored to the unique needs of the customer and project. Our methodology provides a framework to guide our customers through the (re)design journey and provides a mutual understanding of expected outcomes.

These stages are:

Discovery · Disassembly · Reshape · Roll-out
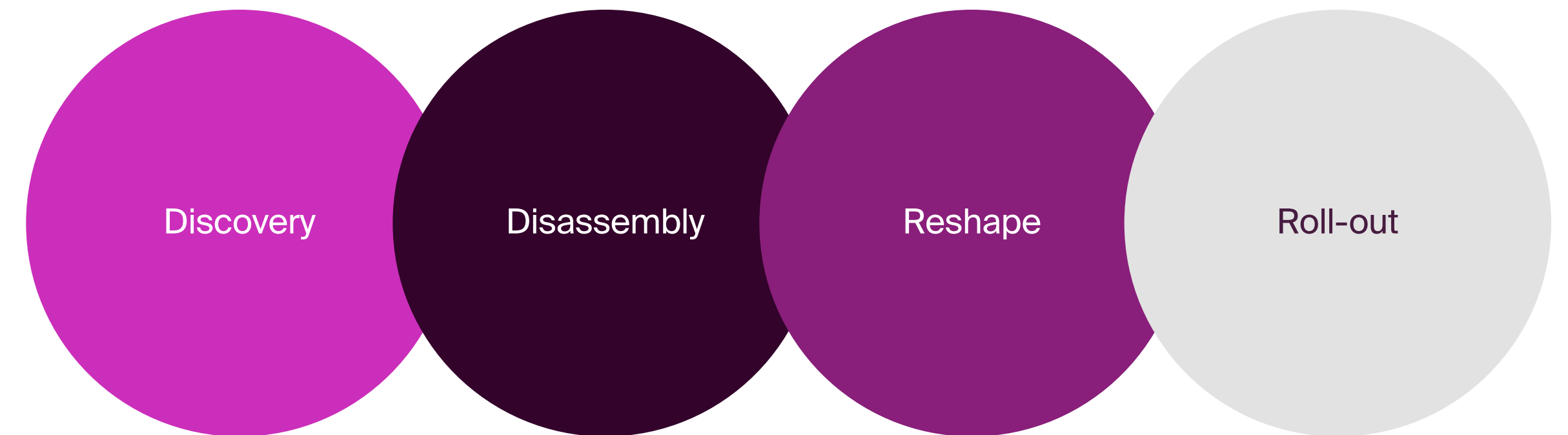
Stage One: Discovery

The process begins with understanding your customers, business, and industry best practices to align on the needs of your project. We conduct stakeholder interviews, user research, and usability tests to identify the salient needs, pain points, and functionalities for your product.
The discovery stage can involve various methods depending on the project's purpose, such as user interviews, surveys, and analyzing analytics to gather qualitative and quantitative data about user interactions with a product. This data will inform and help us create user-centered solutions that meet their needs and expectations.

We often recommend workshops to our clients since they provide an opportunity to create a collaborative environment to collect input, as well as share knowledge, insights, and perspectives on the project under discussion. We also conduct platform audits to assess the usability, accessibility, and overall user experience of the platform being redesigned. This process helps us identify strengths, weaknesses, and areas for improvement. The audit evaluates how effectively the product meets user needs and expectations, alongside your business goals and growth potential.
As a two-step approach, we first analyze the user interface and then leverage the insights to pinpoint the precise UX enhancements and investments suited to your business context.

Stage Two: Disassembly

Once the data is collected, we conduct a thorough analysis to prepare user journey mapping, user flows, and any other insights to paint a clear picture of your product's current state and interaction flow.

Taking a holistic approach, we consider the entire product experience, including all interactions and touchpoints across different business channels and platforms, to ensure a seamless and cohesive experience for users. We also examine your internal processes and workflows, offering recommendations to enhance product efficiency. This process allows us to identify opportunities for innovation, setting your product apart from your competitors. These innovations may include strategic applications of AI technology or automations that enhance user experience while driving business growth. Throughout this stage, we engage stakeholders across your organization including frontline staff, managers, and executives, to promote collaboration, alignment, and ownership.

As we progress, we ensure that all enhancements deliver tangible value to both your business and users, often utilizing service blueprints to achieve this. A service blueprint provides a visual representation of the end-to-end service journey, encompassing all touchpoints, interactions, and processes involved in service delivery. This visualization enables stakeholders to view the service from the customer's perspective, pinpoint areas for improvement, and establish metrics and key performance indicators (KPIs) to measure service delivery effectiveness.

Stage Three: Reshape

With the insights gathered and analyzed, we begin to reshape your product's architecture. We use service blueprints, information architecture diagrams, and customer journey maps to structure the new user experience. The next step is developing wireframes and prototypes. During the wireframing process, we collaborate closely with developers and stakeholders to verify the design's feasibility early in the designated timeline. Wireframes provide a visual representation of the product's layout and structure before moving on to the detailed design phase. They act as low-fidelity (lo-fi) conceptual frameworks, outlining key features, interactions, and user flows for discussion.

Once the lo-fi wireframes are reviewed and approved, we advance to high-fidelity (hi-fi) mockups. These detailed, polished representations of the enhanced product include interactive elements and realistic content, making them suitable for usability testing. Hi-fi designs give users a more concrete vision of the final product, allowing them to provide feedback or give approval based on their expectations. In some cases, the UX audit may reveal the need for a design system, especially if your portfolio includes multiple applications. A design system creates a set of guidelines, principles, and reusable components that ensure consistency across all digital products and platforms. By leveraging these assets, designers and developers can accelerate feature creation and implementation, leading to faster development over time.

Validating designs is essential to ensure that the final product meets user expectations. Depending on the project's needs and timeline, we use a variety of methods, including usability testing, prototyping, surveys, expert reviews, and A/B testing. These approaches help us gather valuable insights, identify potential issues, and make necessary adjustments. Once the design is approved, the business analyst collects all required information and defines it in a high-level backlog. This backlog prioritizes key features, epics, or initiatives that align UX development efforts with your company's strategic objectives and product goals.

Stage Four: Roll Out

Once the design and backlog are ready, they are handed over to your development team. Throughout the development process, Xebia collaborates closely with the team, ensuring the implementation aligns with the proposed designs. Should technical limitations arise along the way, we remain flexible, allowing for design adjustments as needed. We also perform tests to ensure a smooth product launch, including analytics, A/B testing, and support during alpha and beta releases. Product (re)design can be particularly challenging, as it often involves integrating new components into an existing platform or building a completely new solution based on the current product. This requires balancing the needs of different user groups while integrating with existing processes and systems, all while introducing new features and functionality. To minimize user disruption, careful planning, coordination, and a phased implementation are necessary to ensure a seamless transition between the old and new product versions.

Xebia follows the Agile development methodology, breaking down projects into smaller, manageable tasks to deliver incremental improvements. This approach allows for continuous integration of new features while ensuring the old product remains fully functional. Xebia also conducts quality assurance (QA) activities for both the enhanced and legacy products to maintain high performance and quality standards. By following this methodology, companies can successfully implement an enhanced product while maintaining the old product, ensuring a smooth transition for users and maximizing the value of the product enhancement on the way thanks to Xebia's Experience Design team.

Conclusion

Overall, the outcomes of a UX product (re)design should align with the project's goals and objectives, resulting in a more successful and impactful product that meets the needs of users and the business alike.

To learn more about Xebia's UX Design services, visit xebia.com.

About Xebia

Xebia is a trusted partner for organizations worldwide, delivering end-to-end IT solutions that accelerate digital transformation. Specializing in technology consulting, AI, software engineering, and intelligent automation, Xebia helps clients navigate the complexities of the digital age. With expertise spanning industries such as finance, healthcare, and retail, Xebia's innovative solutions empower businesses to improve efficiency, drive growth, and enhance customer experiences. Operating across 16 countries with development centers in the U.S., Latin America, Western Europe, the Nordics, and Asia Pacific, Xebia combines global reach with local expertise. The company also offers a wide range of training courses to help organizations upskill their teams and stay ahead in the fast-evolving digital landscape.

For more information, visit xebia.com.