

SERVICES FOR ORGANISATIONS

UX Design consulting

A more intuitive interface for your users: we audit what you have, test prototypes with real users and leave you with a measurable action plan.

3

formats to fit your needs

KPIs

set in the plan to measure success

On request

depending on the scope and length of the project

01

WHAT'S AT STAKE

A user experience that sets you apart

Your users compare your product with everything else they use. Confusing navigation, hard to read text or a journey that drags on, and they leave.

We evaluate your interface, observe real users and recommend concrete improvements: information structure, visual design, specific features. Every recommendation takes your business goals and technical constraints into account.

The result is measurable: happier users, fewer support requests and fewer corrections after launch.

What good UX brings you

- Happier, more loyal users
- Lower bounce rates and more conversions
- Lower support costs and fewer post-launch fixes
- A more credible brand

02

THE FORMATS

A format to fit your needs

You can start with an audit, validate a new concept or build a full UX strategy. The scope is set with you.

Usability audit

A detailed evaluation of your interface: navigation, readability, visual consistency, overall functionality.

YOU GET

The issues found and concrete, prioritised recommendations.

Prototyping and testing

Interactive mockups tested by real users before final development.

YOU GET

Validated designs and friction points found before launch.

UX strategy

A plan to raise user engagement and satisfaction, with indicators.

YOU GET

A scheduled implementation plan and indicators to track success.

03

HOW IT RUNS

From audit to follow-up

A user-centred approach, adjusted to each project. Here is how it typically runs.

1 **Consultation**

Your needs, your goals and the challenges you face.

2 **Audit**

Analysis of the existing interface and of usage data.

3 **Research**

Interviews, surveys and focus groups, personas and user journeys.

4 **Prototypes**

Interactive mockups tested with real users, then refined.

5 **Plan and follow-up**

Implementation plan, indicators, then adjustments based on results.

What we look at in an audit

We start from your interface as it is actually used, with tools such as Google Analytics for behaviour and Figma for mockups.

Navigation: do users find what they are looking for?

Readability: does the content read without effort?

Visual consistency: does the interface speak with one voice?

04

WHO DOES WHAT

What we handle, what you bring

What you get

What you need to improve your interface and measure progress.

- The audit report and its recommendations
- Mockups and interactive prototypes
- The implementation plan and its indicators
- Personas and user journeys
- The user testing results

Our part

- The usability audit and its recommendations
- User research and data analysis
- Mockups and interactive prototypes
- User testing and its analysis
- The implementation plan and its follow-up

Your part

- Your business goals
- Access to the interface or product concerned
- Your technical constraints and usage data
- A contact person to approve choices

05

THE OFFER

A quote sized to your project

Every engagement is built for you: the price depends on what we audit, design and test.

On request

What shapes the quote

- The format: audit, prototypes and testing, strategy
- The size of the interface or product
- The number of user tests
- How long we follow up after implementation

Everything starts with an initial consultation, before the detailed proposal.

06

BEFORE YOU START

Questions to ask yourself

Where do your users drop off today?

What usage data do you already have?

Can real users test the interface?

Which indicators will tell you the project worked?

Who will carry the improvements after our recommendations?

Next steps

01

Write to us

Your product, your goals and what holds you back today.

02

Consultation

A conversation to understand your needs and choose the format.

03

Quote

A detailed, personalised proposal, then the kick-off.

ilaria
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UX DESIGN CONSULTING

Let’s talk about your user experience

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