UX Design Workplan & Timeline



02a

Backlog Benchmark

Identify what is already in the current product backlog and what still needs further learnings and exploration.

Workshop Insights

Identified 8 insight themes as a collective understanding of customer and user problems, needs and opportunities.

03

Roadmap

Identify and plan the effort for future state Fusion SW based on priority, scope and resources.

02b

UX Heuristic Evaluation

Identify design improvement opportunities using a set of heuristic standards and guidelines.

STEP

Objective

Essential design enhancement with focus on visual layout, aesthetics and interactive elements for different screen size with focus on Neogen Design System guidelines

Activity

Immerse & Planning Concept & Prototyping Testing & Refinement Testing & Finalization Design for Development

Deliverables

Typography Iconography/ imagery/ animation Layout Copywriting

Brand & Customer Impact



Improved usability and visual aesthetics promotes user satisfation and engagement with the brand

Design & Research Time



Estimated 3-4 months Will depend on scope and resources

Budget



Estimated 10-20k USD Will depend on scope and resources

JUMP

Objective

Fundamental design improvement with focus on user needs, goals and pain points, system's functionality and interaction behavior, as well as the industry best practice and standards

Activity

UI Activity plus: User & Task Analysis Competitive Benchmarking

Deliverables

Visual design enhancement plus: Interaction Design Information Architecture Sitemap Workflow

Brand & Customer Impact



Navigation

Improved user experience simplifies workflow or process, make it intuitive and increases efficiency and productivity for our customers

Design & Research Time





Estimated 5-7 months Will depend on scope and resources

Budget





Estimated 20-40k USD Will depend on scope and resources

LEAP

Objective

Create design improvement with focus on end-to-end customer journey with focus on adding value for capability and new functionality

Activity

UI Activity **UX Activity plus:** User Reseach Discovery & Exploration

Deliverables

Visual design enhancement User experience improvement plus: Learnings and explorations for innovation inspiration (e.g. integration, automation, etc)

Brand & Customer Impact



Improved end-to-end customer journey provides a factual basis for strategic decisions, guide improvements in product delivery

Design & Research Time





Estimated 8-12 months Will depend on scope and resources

Budget







Estimated 40-60k USD Will depend on scope and resources