

What to do, & where to focus effort, when things go wrong

When your customers can't find what they are looking for on your website they will go elsewhere.

About James



Hello, I'm James, a digital strategist & user experience consultant with over 15 years of experience helping businesses grow by working with them to join their strategy & user experience dots.

I started in graphic design before progressing to website design & then UX design.

Wherever I worked as a UX designer, in-house, agency, for clients large or small, it was clear that the causes of a poor user experience, or underperformance, were often the result of decisions made earlier in the project.

This is why I work with businesses deliver the results that they had hoped for, preferably from the outset, by holistically to connecting business strategy to digital strategy, to app, SaaS product, website, or social media campaigns.

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Steps



01. Review what you set out to achieve

When results aren't as expected it's beneficial to start by reviewing your groundwork.

- Do the vision, mission, goals, & other principles set out still sound right?
- Do the model markets & audiences align with your actual audiences?
- Have you learned anything subsequently that means anything needs to be revisited?

02. Analyse what is going wrong and why

This is a situation many businesses encounter.

- Investigating with an open mind will maximise the likelihood of uncovering problems.
- Take a step back & look at what is going wrong, where, & why.
- Look at everything including strategy, social media, the customer journey, copy, tone of voice, branding, product & pricing.

03. Map out your findings

Mapping out what you found will enable you to take a step back & identify solutions.

- The review findings might appear overwhelming. Mapping them out will enable you to make sense of them.
- Placing the problems identified on a customer journey will enable them to be seen in the context of the whole customer journey/experience.

04. Create a plan to get back on track

Your research may have identified several areas that need to be addressed. Don't try to fix everything at once.

- Identify practical, achievable, solutions for each problem.
- Rank each problem by cost incurred, & benefit gained, from fixing each.
- Prioritise the fixes that will bring the biggest benefits.

Tips



05. Take a step back and investigate with an open mind

- If there is an obvious usability problem, such as poor wording or functionality, then prioritise addressing that issue.
- If there are no immediately obvious problems, take a step back and examine the whole page, website or journey.
- Review facets of your campaign material including copy, images, and page layouts, as problems here may be affecting performance.
- If it's a social media campaign that isn't working well, look at the whole journey. Review it looking for hints of friction that might be causing a drop off in performance.
- Test with customers, and get their feedback. If you can't do that, then test with friends or colleagues.

Once you have collected evidence, it's time to analyse your findings.

06. Analyse your findings

- Don't rush to implement a solution.
- Review your research.
- Consider your findings as a whole.
- In the light of what you've found, is more research needed?

Once your investing is complete, it's time to figure out how best to fix the problem.

07. Finding a solution

At this point you may have a collection of findings, Possibly there are many of them. Possibly some are contradictory. Perhaps it looks as though the fix might be complex, time-consuming and expensive.

- Create a map or chart of the findings.
- Mark them by severity. Some will be more serious than others.
- Write down an outline solution for each item.
- Now assess them by the time and effort required to fix them.
- Now you should have a clearer view of what is important and the time required to fix each.

If the most severe problems also have the most complex solutions, review their proposed solutions to see if a simpler fix would work. Once this has been done it's time to plan and fix.

08. Implementing your solution

Your research has probably brought to light problems unrelated to the one you'd set out to address. Of course you'd love to get these fixed too. However, it's important to keep focused on fixing the most significant problems first.

- The previous exercise should enable you to set a simple priority order based on severity.
- If it's proving difficult to arrive at a simple priority, then using a prioritisation matrix* will help you prioritise the tasks.
- The optimal strategy is to prioritise the tasks that will bring the biggest wins in relation to the effort required.

Analysing, breaking down, & prioritising, will enable you to identify what's wrong & create an achievable plan to get you back on track.

*search for 'UX prioritisation matrix'

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For tips or advice

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Contact me for a free one-on-one.

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