

WEBSITE USER EXPERIENCE



Solving complex problems through user-centered design

Through all our UX design processes, we aim to build lasting relationships between your brand and your audience.

APPROACH

We draw on our deep UX research and design consulting experience to help Clients make sound strategic decisions about their digital investments and improvements. Hedgehog's UX Designers and Consultants employ user-centered methods to achieve our end-goal of creating high performing, frictionless user experiences.

USER PERSONAS AND JOURNEY MAPPING

Knowing your users and how they intersect with your business goals is key to a successful website user experience. We run through in-depth user persona exercises to understand who your buyers are, what they're trying to accomplish, what goals drive their behavior, how they think and why they make buying decisions. To understand their journey we must understand "where" and "when" they are making their decisions. Customer journey mapping is our method for creating and retaining a deep understanding of the customer's experience at every point on their decision making process.

UX DESIGN

Our iterative approach to designing web experiences, including site mapping, wire framing, prototyping, and testing with users and clients, allows us to continually refine our designs to produce experiences that are trustworthy and results driven. At Hedgehog, we have the unique ability to create research-driven experiences while delivering innovated and compelling designs that improve brand awareness and differentiate our clients above their competition.

Hedgehog's UX Design services also includes audits, evaluations of your current digital experience, information architecture, landing pages, microsites, and design component systems.

UX OPTIMZATION & TESTING

Through our component based design systems we enable our marketing and analytics teams to continually A/B test the usability and performance of our products at anytime. They are also able to personalize content and designs on individual personas at any point in their journey. Our testing methods range from one-on-one focus groups, to user surveys and remote testing.

Engagement Options

- Monthly retainers
- Dedicated resources
- Fixed cost projects
- Hourly-as needed basis

Service Highlights

- UX audit and evaluation
- User research and UX strategy
- Information architecture and journey mapping
- Prototyping and wire framing
- Funnel optimization
- Interaction design
- User interface design
- Reusable design component systems
- A/B and multivariate testing cycles
- Content personalization
- Usability and performance based testing