

UX Research

Elevating your user experience

The Process, Step by Step.

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Activation



Step 1.

It all starts with a conversation





Let's talk.



We invest time to understand your business challenges, growth ambitions and overall user's needs. By identifying these early, we ensure our research methodology is purpose-built to deliver measurable value.

Here are a few things we might chat about:

1. Your business objectives, growth ambitions, and success metrics
2. Who your users are, and what they need
3. What you already know, and where there are understanding gaps
4. What data and analysis you currently hold





Step 2.

Shaping your vision





Elevated Experiences for Ambitious Brands

Your proposal.

With a clear picture of your objectives, we'll define the full research scope, methodology, timeline, and deliverables tailored to uncover the most powerful insights.





Step 3.

Understanding the landscape





Discovery. ←

Through stakeholder workshops and initial research, we map your current user journeys, identify pain points, and establish key challenges to guide the research.





Step 4.

Designing the approach





Planning. ←

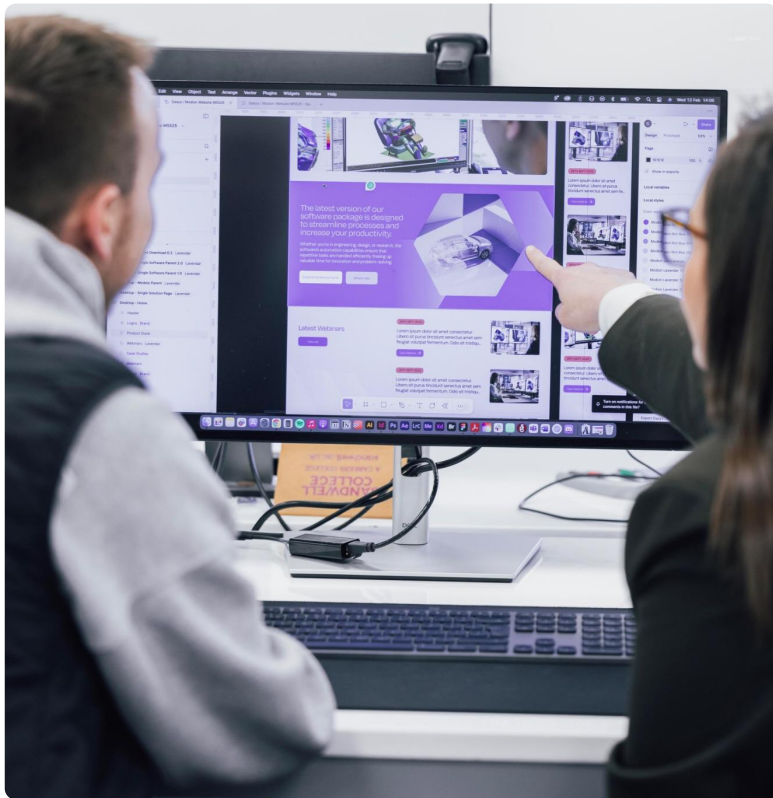
Every project is unique, and every audience is different. We select the most appropriate research frameworks based on your specific goals. This ensures a precise balance between qualitative depth and quantitative scale, providing the data needed for confident decision-making.



Step 5.

Shaping it together





Collaboration.

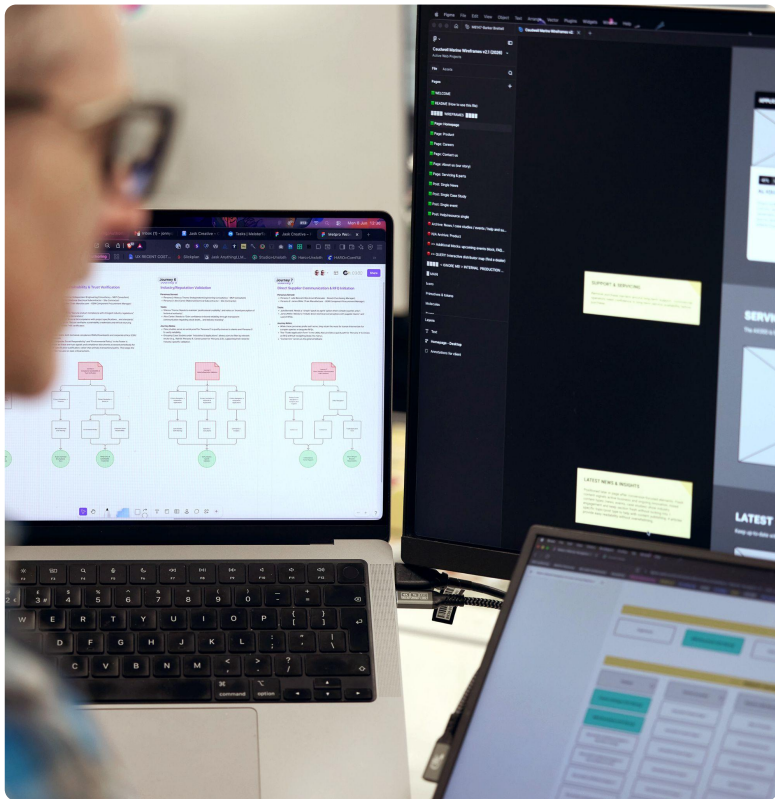
Together we refine research questions, discussion guides, and protocols - ensuring your expertise shapes the exact insights we wish to uncover.



Step 6.

Gathering the evidence





Research. ←

We execute structured qualitative and quantitative research gathering. By using validated testing protocols and appropriate participant sampling, we collect high-fidelity data that accurately reflects real-world user behaviour.



Step 7.

From data to direction





Analysis.

We systematically analyse gathered data to identify recurring patterns, friction points, and user opportunities. This process converts raw information into an easy to understand, prioritised roadmap of actionable recommendations.





Step 8.

Sharing clarity





Presentation.

We present key insights with clear evidence, walking you through the findings so everyone understands the insights and next steps.





Step 9.

Equipped to move forward





Delivery. ←

You'll receive comprehensive research reports, actionable recommendations and supporting data ready to inform your design and development phases.

Here's what you can expect to receive:

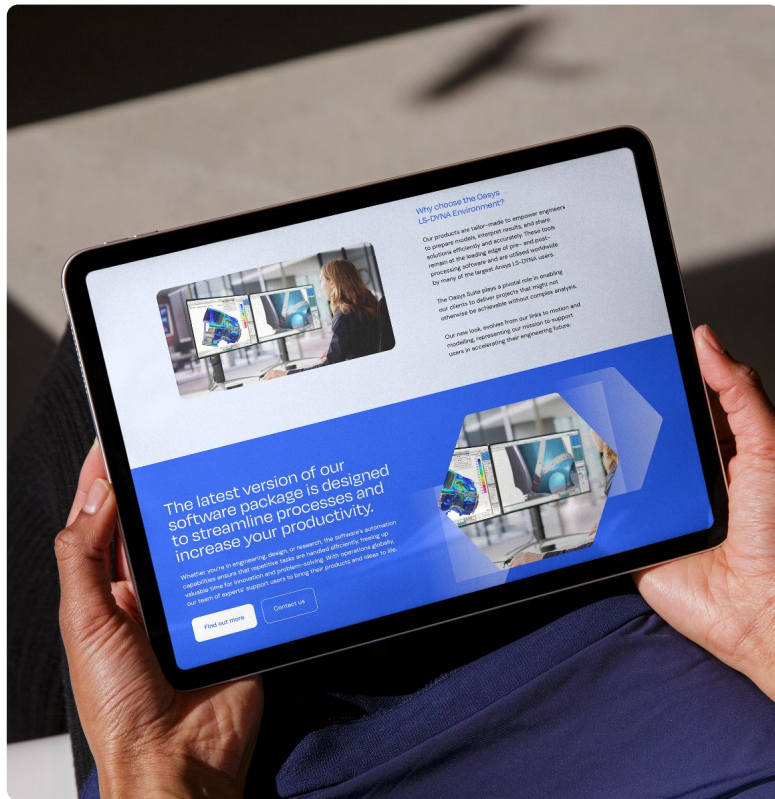
1. No-jargon summaries of key findings and user behaviors
2. Prioritised recommendations ranked by impact
3. A presentation walk-through and Q&A session with our UX lead
4. Clear alignment and direction for all stakeholders
5. Useful reference documents for internal and future use



Step 10.

Continuous improvement



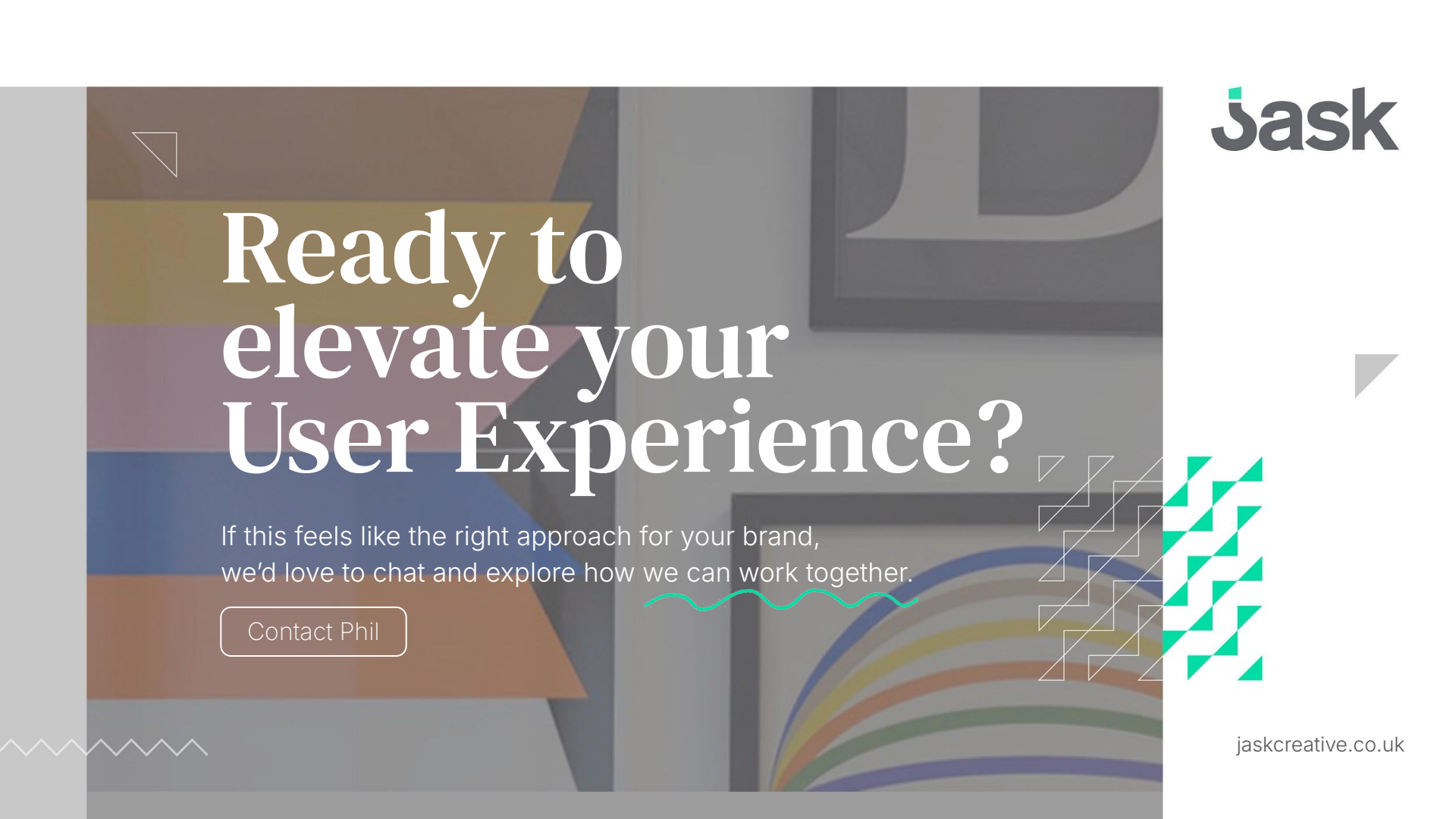


Activation.



We help you embed these insights into your project roadmap. From initial design implementation to ongoing UX validation, we ensure your digital evolution remains driven by continuous, data-led user intelligence and best UX practice.



The background is a complex abstract composition. It features a grey vertical bar on the left, a large brown and tan geometric shape in the upper left, and a series of horizontal bands in shades of blue, purple, and brown. A faint, stylized rainbow arches across the lower right. On the far right, there is a teal and white geometric pattern resembling a stylized 'S' or a series of interlocking triangles. Various white geometric lines, including a small triangle in the top left and a zigzag line in the bottom left, are scattered throughout.

Ready to elevate your User Experience?

If this feels like the right approach for your brand,
we'd love to chat and explore how we can work together.

Contact Phil