

UX Lifecycle

A positive user experience (UX) is the foundation for a successful digital brand. Our UX Lifecycle outlines nine stages of UX and identifies attributes and methods that improve perception, engagement and conversion.

INCEPTION

The UX Lifecycle begins with a search, email link, social spark or traditional ad impression.

IMPRESSION

The relevancy of the search result and landing page begin to form the user's initial perception of your brand.

INTRODUCTION

The user forms an initial opinion of your brand based on relevancy, usability, aesthetics, load speed and several other factors.

EVALUATION

The user evaluates the value of your product or service and looks for content and tools that will help them achieve their goal. Examples include videos, product configurators, ratings, calculators, infographics, testimonials and whitepapers.

ENGAGEMENT

Powerful interactive tools and unique content educates, entertains and engages the user helping form an emotional connection and brand trust which moves the user closer to conversion.

TRANSITION

Client managers and support as well as CRMs and marketing automation help nurture the relationship, and improve downstream customer experience (CX).

FULFILLMENT

The user's expectations must now be fulfilled. Clarity, immediacy and accuracy in fulfillment ensure satisfaction, positive social commentary and set the stage for the relationship.

CONVERSION

The user fills out a form, calls for more information or converts their cart. Secondary conversion goals may include email signup, bookmarking and social or email sharing.

MOTIVATION

Incentives, special offers and reassurance on value or process further motivate the user.

