Identify the Stakeholders
Segment the Market
Create the UX Vision

Build User Profiles
Build Environment Profiles
Identify Red Routes

Evaluate Usability
Set Key Performance Indicators
Layout the Screens
Develop the Information Architecture

Analyse the Opportunity
Create the User Experience

Build the Context of Use

Track real-world usage and continuously improve the product

THANKS FOR BEING PART OF THE USERFOCUS COMMUNITY

I love creating articles, resources and eBooks for the user experience community.

But it’s my consulting and training work that pays the bills.

If you want to support the work that I do, here are some ideas.

- **ATTEND A WORKSHOP**
  Attend a public training courses. You’ll find an up-to-date schedule here:
  
  https://www.userfocus.co.uk/training/index.html

- **BUY AN ONLINE COURSE**
  Buy one of my online video courses on Udemy. You’ll find a list here:
  
  https://www.udemy.com/user/davidtravis/

- **INVITE ME IN**
  I can bring my workshops to you and run them for a fixed all-inclusive fee no matter where you are. You’ll find more information on in-house training here:
  
  https://www.userfocus.co.uk/training/in-house-training.html

- **COLLABORATE**
  Commission me to optimise the user experience of your product or service. You’ll find more information on my consultancy services here:
  
  https://www.userfocus.co.uk/consultancy/index.html