

The logo for Oomph, Inc. is the word "oomph" in a white, lowercase, sans-serif font, rotated 90 degrees counter-clockwise. It is positioned on the left side of a dark teal background that features abstract, overlapping brushstroke-like shapes in various shades of teal and blue.

Oomph, Inc. Capabilities

Digital Customer Experience Roadmap

Updated February 29, 2024

PREPARED BY

J. Hogue

Director of Design & UX

(401) 533-5343

jhogue@oomphinc.com

www.oomphinc.com

Understand your customers.

Discover improvement opportunities.

Start a delivery plan.

Business evolves to keep pace with customer sentiment, market pressures, and to close new service gaps. Your digital platforms should evolve along with it.

Do your digital platforms —website, e-commerce site, mobile App — suffer from any of these common problems?

- **Customer complaints:** Have you been hearing from customers that your site is difficult to use, but they can't tell you specifics? Nothing obvious in your Google Analytics points to problems with the site.
- **Navigation & Content Bloat:** The navigation has been stuffed with content without a new plan for keeping categories organized.
- **Low Design Performance:** Pages all look too similar to each other or they look too different from the whole. Moving from one page to another feels like many people talking in different voices at the same time.
- **Walled-off Content Silos:** Frustrated by limitations with content management tools, authors have used external tools to deliver content, which means no one is sure who has access to which tool and how to rein that content back in.
- **Technical Roadblocks:** Whether through inefficient technology, link rot, or accessibility issues, your customers are prevented from completing their goals (and your business objectives).
- **Inefficient User Journeys:** Because of any of the above reasons (and a few more), it takes too many clicks for your customers to find their desired destination.

Your organization likely changes its business objectives and approaches yearly, if not more often. But how often do you update the website to keep pace? A platform that is not evolving with the business will exhibit some of these common problems.

What the Digital Customer Experience Roadmap Does

The job of our roadmap is to survey the landscape, identify the problems, and set a clear roadmap for addressing identified issues.

The roadmap can include recommendations for a full-scale redesign and RFP process, or, can start to plan an iterative approach to address the most pressing issues first. Oomph can be your design and development partner, or our plans can lead internal and external team efforts.

What We Do

To evaluate an existing digital platform, we put the following UX research exercises together into a cohesive package. The audit will include these core exercises:

Core Exercises

- **UX Audit:** A complete site review using our own DUCS heuristic framework (Design, Usability, Content, and Structure).
- **Analytics Review:** A light UX review looking for problematic patterns like circular journeys, a heavy reliance on search, and high/low engagement as relevant to the content's purpose.
- **Content Audit:** A light review of SEO evolving practices, accessibility, and well-formed content structures.
- **Accessibility Audit:** To support a UX audit, the property will be reviewed with automated and manual assistive technology for non-conformance with WCAG 2.1 Level AA guidelines.

We asked Oomph to come in and quickly ramp up on 2 areas of our product which are very complex and data-heavy. Their designers quickly understood our complex business situation with little software domain knowledge, and deliver valuable insights based on that. — **Brian Tetrault, Director of Software Engineering, RSI**

Optional Exercises

Depending on your desired outcomes and landscape, additional add-ons are available:

- **Design component audit:** Is your site built to support flexible page-building? If so, are the design components performing as they should? Are there any missing components and functionality, or are there too many to promote a consistent visual language?

- **Cohort Analysis:** What is the landscape this platform resides in? What are competitors doing more effectively? What are the potential gaps that this platform could take advantage of? What are the best-in-breed examples that your customers have come to expect from your solution?
- **New information architecture and testing:** Has the content offering ballooned to the point that a new structure is required? Are taxonomies being used effectively to allow customers to find items?
- **On-site Visitor Survey:** When was the last time you asked customers if your site was successful? What are the questions you have that analytics can not answer?
- **Heatmaps/Scrollmaps and Journey Playbacks:** We might think we know the customer journeys, but what are your customers actually doing? Additional data collection tools can shed light on customer behavior and surface issues like rage-clicking, thrashed cursors, and responsive design roadblocks.
- **Technical Audit:** How is your technical architecture performing? Is the site slow to load? Are there so many different services strung together that maintenance has become an issue? Or is your monolith technical stack making it difficult to take advantage of new, faster services?

From these exercises, we create a roadmap. The outcomes in the roadmap will vary as needed, depending on the technical stack, the identified issues, and the severity of those issues. However those parameters come together, the roadmap will be a plan that takes your team's expertise, time constraints, and budgets into consideration.

* * *

Next Steps

Let's review this document together and answer your questions.

We will review the items in the optional category and evaluate whether any of those items would answer concerns you have about your site. Then, we will discuss the timeline and pricing for the items you have selected.

Base Pricing

The value of the core exercises is \$10,000. Additional exercises will be reviewed and put together as a package with a fixed price.