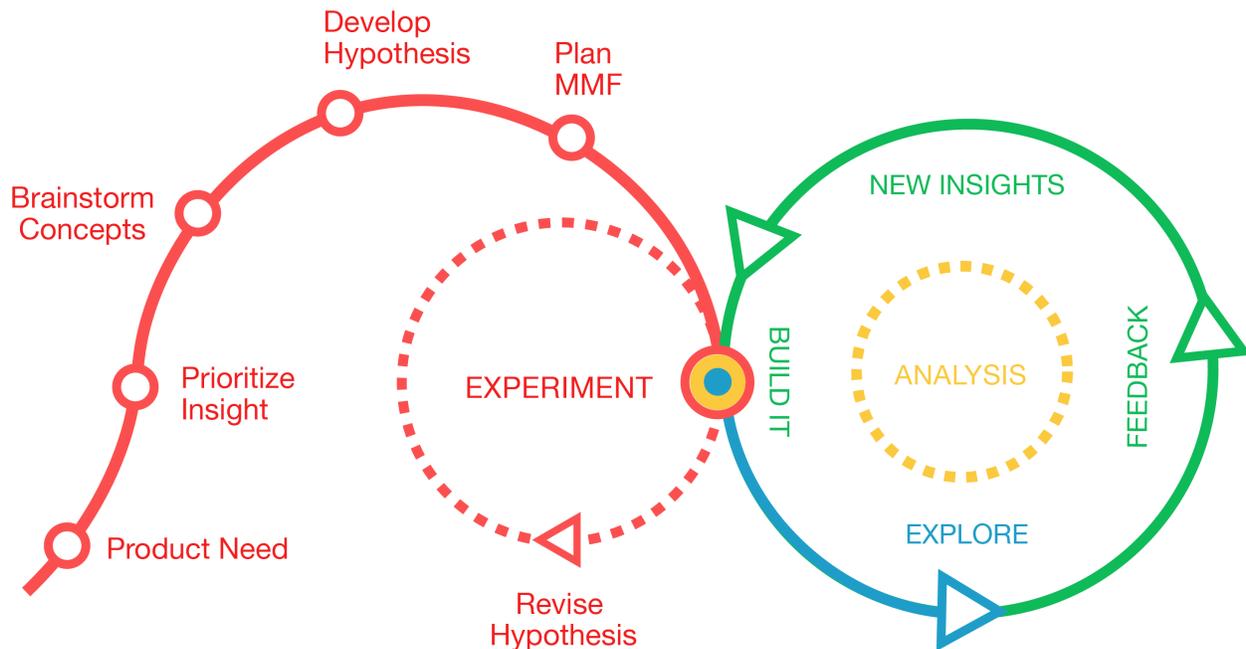


Elyxor UX Approach:

The Elyxor approach to user experience design is centered around rapid iteration through the embrace of lean UX principles. These principles are translated into a mindset, culture and process that powers iterative experimentation on the design side in parallel with agile development. This end result is an efficient mix of discovery, experimentation, collaboration, and delivery. We leverage our design team’s deep technical expertise to take a holistic approach to product design and development.



Traditional approaches to UX are waterfall based and preserve much of the risk associated with shipping a product for the end of the process. Products often fail due to shifting user needs and the inability to find an appropriate starting point. We focus on defining minimum marketable features via iteration in order to bring great products to market in a fast, resourceful way.

Elyxor UX Process:

1) Developing Measurable Benefit Hypotheses

Our approach to UX and product design is as cultural as it is mechanical. Each member of the team accepts from day one that we don’t know what the implementation should be up front. We then focus on developing a hypothesis based on the product’s business requirements and desired result by incrementally challenging our hypothesis to educate ourselves on the users’

true needs. The leading indicators we look for are a quantification of our desired business result.

2) Collaborative Design

We strive to stay away from pixel perfect renderings that are pushed off of the cliff to an engineering team. Our focus in product design centers around a collaborative, cross-functional design model. In the search for truth, we acknowledge that many ideas may fail, but this is necessary in shipping great products. Understanding how to prioritize features is paramount in the design process to meet a reasonable delivery schedule and maintain efficiency. Technical frameworks on the front end and service consumption are also incorporated into the design process as we work through iterations, discussing the technical implications of what will be delivered. Another important goal of collaborative design is to adhere to company design standards and make sure that design accessibility is part of the natural workflow of the team.

3) Build Minimum Marketable Feature

With a hypothesis developed, we then utilize a series of approaches (wireframes, progressive web/mobile technologies, API stubs, etc.) to build testable prototypes that we can get into users' hands quickly with the purpose of validating our design hypothesis. This is where our approach of running agile development in parallel with iteration becomes very valuable. Our designers are able to be a part of the integrated learning cycles as we march toward defining a feature set to plan, build and ship.

4) Developing Personas

One important distinction about our view of persons is that the best way to learn is not from a researcher asking questions, but from being with a user and getting feedback while they interact with the prototypes. We may have domain knowledge that we leverage beforehand, but there is a big difference between interpreting feedback from a researcher asking questions and live interaction. We also view developing and maintaining a deep understanding of primary and secondary user personas is important to any successful product.

5) Evaluating the Prototype

A series of tools can be used to evaluate prototypes, including:

- Direct observation of users interacting with prototypes present a great opportunity to understand context and behavior
- User surveys are good alternatives when direct observation is not possible
- Building analytics into prototypes whenever possible can provide feedback in a streamlined manner and help us to understand the telemetry of an application
- A/B testing allows us to compare two samples and collect data, which during the iteration process is very valuable as it allows us to test different feature sets at once



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These measurable results provide us with the data to refactor and redesign the product as needed. We let the factual evidence determine if our benefit hypothesis is validated or not, filtered by our own human centered design expertise, to determine the end product.