Consulting Proposal

We collaborates with businesses of all sizes to enhance customer experience and drive tangible benefits.
We provide digital solutions that enable companies to adapt and thrive at a rapid pace.
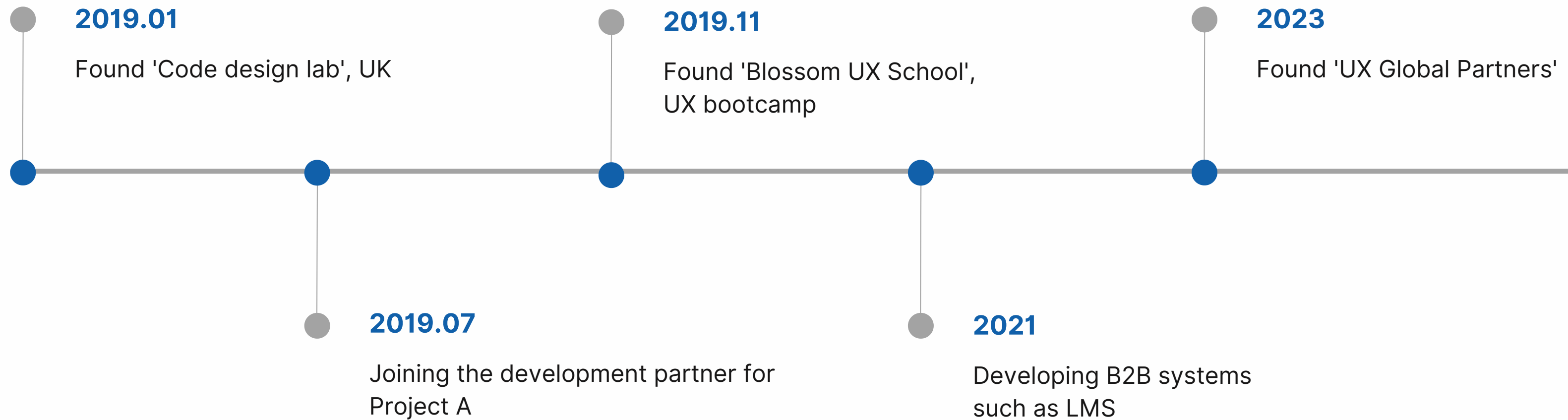
https://uxglobalpartners.com/

Who is UGP?

- Lead UX Designer at a UK FinTech startup
- Planning & consulting for B2B fashion product logistcs management at a UK P company
- Planning & Development of a luxury shopping mall at a UK C company
- Development of a Learning Management System at a UK Y company
- Consulting for a Korean-language website at a major UK law firm
- Consulting & Development for a UK-based major travel agency's website
- Consulting and development for the website of the Paris branch of the Korea Agro-Fisheries & Food Trade Corporation
- Creation and consulting for a math app for a large C franchise academy in Korea
- Consulting for a securities company in Korea

If you answered 'yes' to at least two statements above,
we are a perfect match

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Vison

Our company possesses a UX design specialist with 17 years of experience from a top UK/USA corporation, as well as an expert in product management/ design for global startups and a maketing professional.

2019.01
Found 'Code design lab', UK

2019.11
Found 'Blossom UX School',
UX bootcamp

2023
Found 'UX Global Partners'

2019.07
Joining the development partner for
Project A

2021
Developing B2B systems
such as LMS

Our Business Partners

UGP has been striving for several years to provide better products and services in collaboration with global partner companies around the world

UX. GLOBAL PARTNERS

Service

We leverage design thinking in our work to help shape the development of products and services based on user needs. Our experts have over 12 years of experience designing user workflows, delivering delightful services, and crafting thoughtful interactions. Throughout our journey, we've worked on approximately 100 projects across various industries and backgrounds. We've gained valuable experience and success along the way, making us a seasoned professional in my field.

Our Service Scope
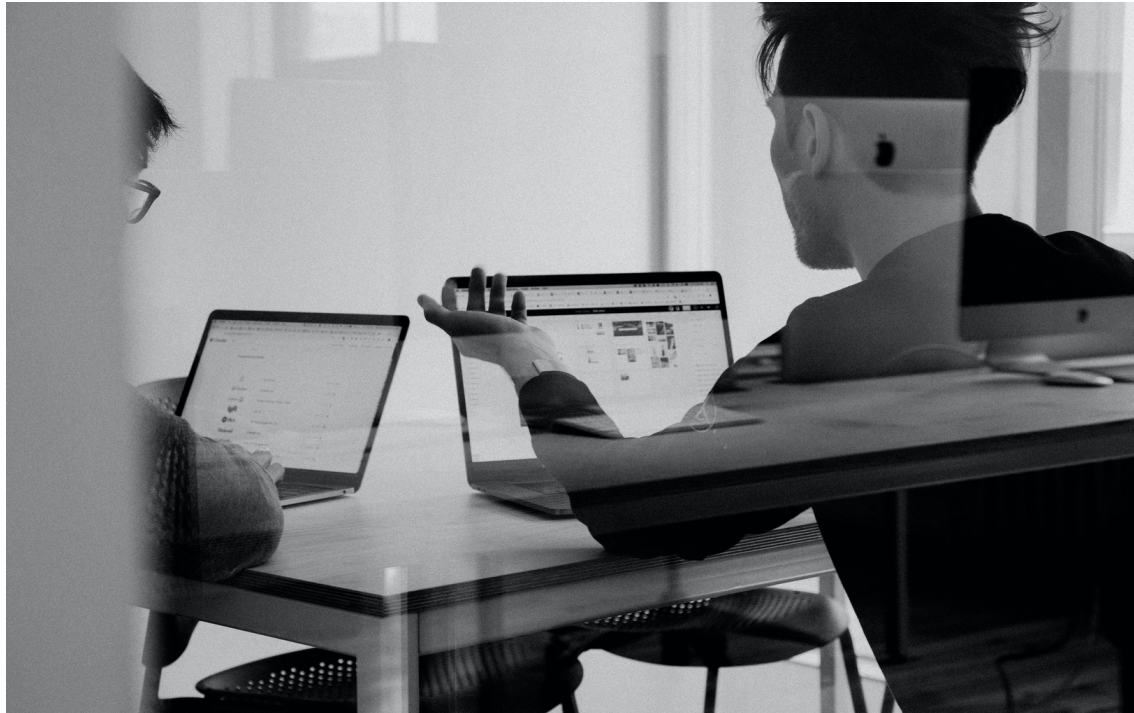
UX Consulting

We assist you in generating ideas by prortizing customer and user needs, and we also identify novel digital opportunities for innovation and gainging a competitve edge.

UX Research

We help you understand your customers' needs, motivations, and challenges, forming a foundation for action and opportunity.

UX Planning

We quickly turn your ideas into visual concepts and interactive prototypes, making it easy to share and gather valuable feedback from customers and stakeholders.

UX Consulting

A UX consultant guides organizations in improving the user experience of their digital products/services. We use user-centered design principles, research, and strategies to optimize usability. Through interviews, surveys, and tests, We identify areas for improvement and provide recommendations. We collaborate with teams to implement these recommendations and create intuitive user interfaces. By staying updated and conducting workshops, We empower teams to embrace user-centered design, ultimately helping businesses create user-friendly digital solutions.

- ✅ Concept Screening
- ✅ Go-to-market strategy
- ✅ Market Potential
- ✅ Critical features

Duration : 2-8 weeks

UX Research

A UX researcher studies user behaviors and needs to improve user-centered digital products. We use interviews, surveys, and testing to uncover insights. We analyze data and give recommendations to design teams. Collaborating with designers, product managers, and developers, we integrate user insights for evidence-based decisions. We refine designs based on feedback and continuously assess usability. By staying updated, we apply the latest methodologies for effective user experiences.

- ✅ Design evaluation
- ✅ Usability & UX testing
- ✅ Service trial research
- ✅ Data analytics

Duration : 1-3 weeks

UX Planning

We swiftly transform new proposition and product ideas into tangible concepts through easily shareable design concepts, mock-ups, and interactive prototypes. This allows you to showcase your ideas to both customers and internal stakeholders, brining them to life and gathering valuable feedback.

- Infulential insights
- Market orientation survey
- Audience & user Personas
- Customer Jorney Maps

Duration : 1-3 weeks
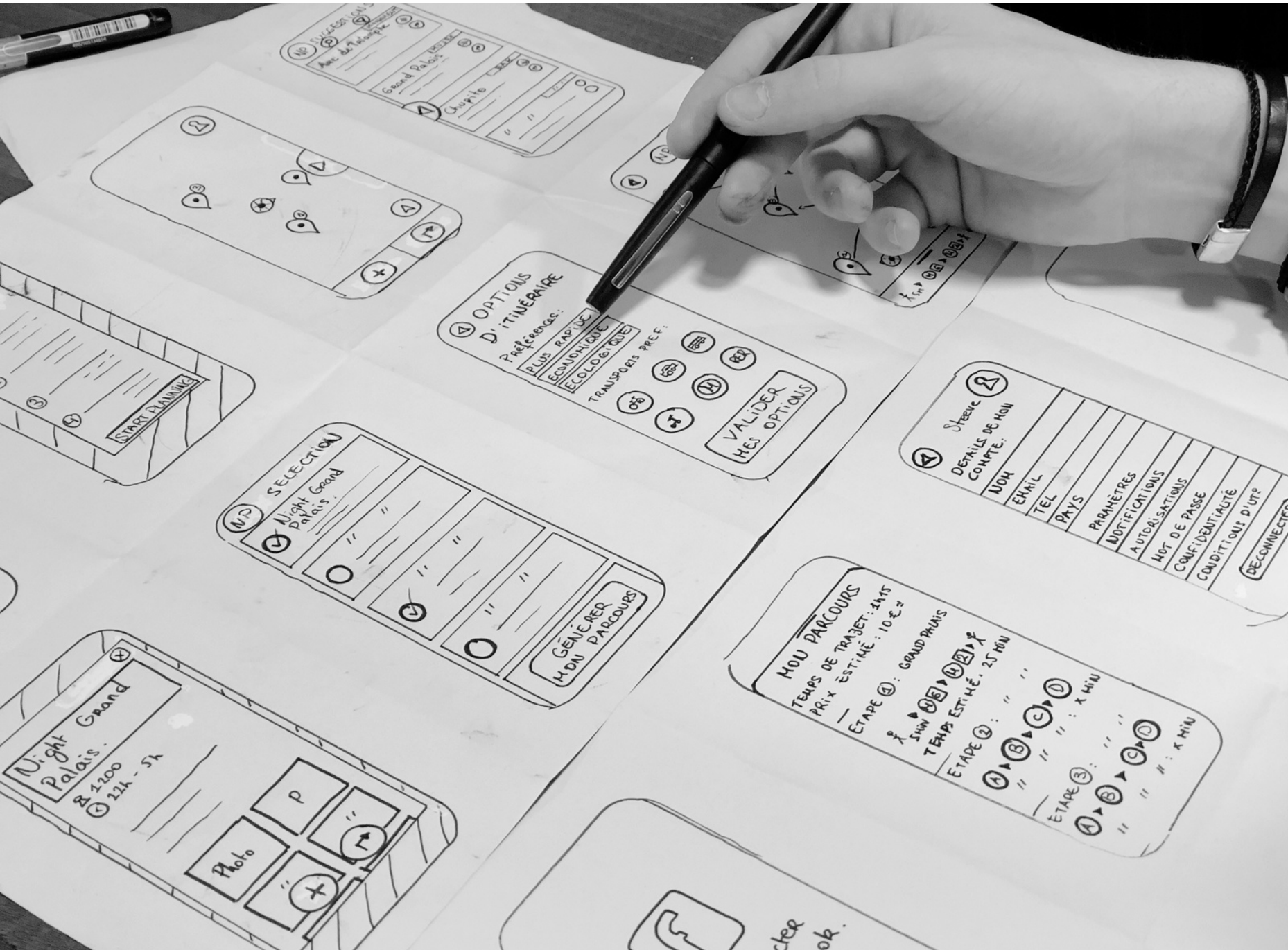
Wireframing

We create detailed wireframes that provide a clear blueprint of your product, ensuring intuitive navigation, content hierarchy, and efficient user interactions. Our service enables rapid iteration, efficient communication, and cost savings by identifying and addressing design flaws early in the process.

✓ Target Insights

✓ Structure & Functionality

✓ User Flows

✓ Usability Test & Validate

Duration : 1-3 weeks

Prototyping

We create interactive prototypes that allow you to test, refine, and validate your design concepts before development. Our service enables you to visualize user flows, assess usability, and gather valuable feedback, ensuring a seamless and engaging user experience.

✅ Low-Fidelity Wireframes

✅ Interactive Prototypes

✅ Incorporate Visual Design Elemets

✅ Usability Test & Iterate

Duration : 1-3 weeks

Development

From front-end coding to back-end development, We transforms wireframes into fully functional and intuitive user interfaces. We prioritize cross-device compatibility, performance optimization, and accessibility to ensure a seamless user experience across platforms.

- ✓ Front-End & Back-End Development
- ✓ Quality Assurance & Testing
- ✓ User Acceptance Testing
- ✓ Launch & Post-Launch Support

Duration : 1-3 weeks
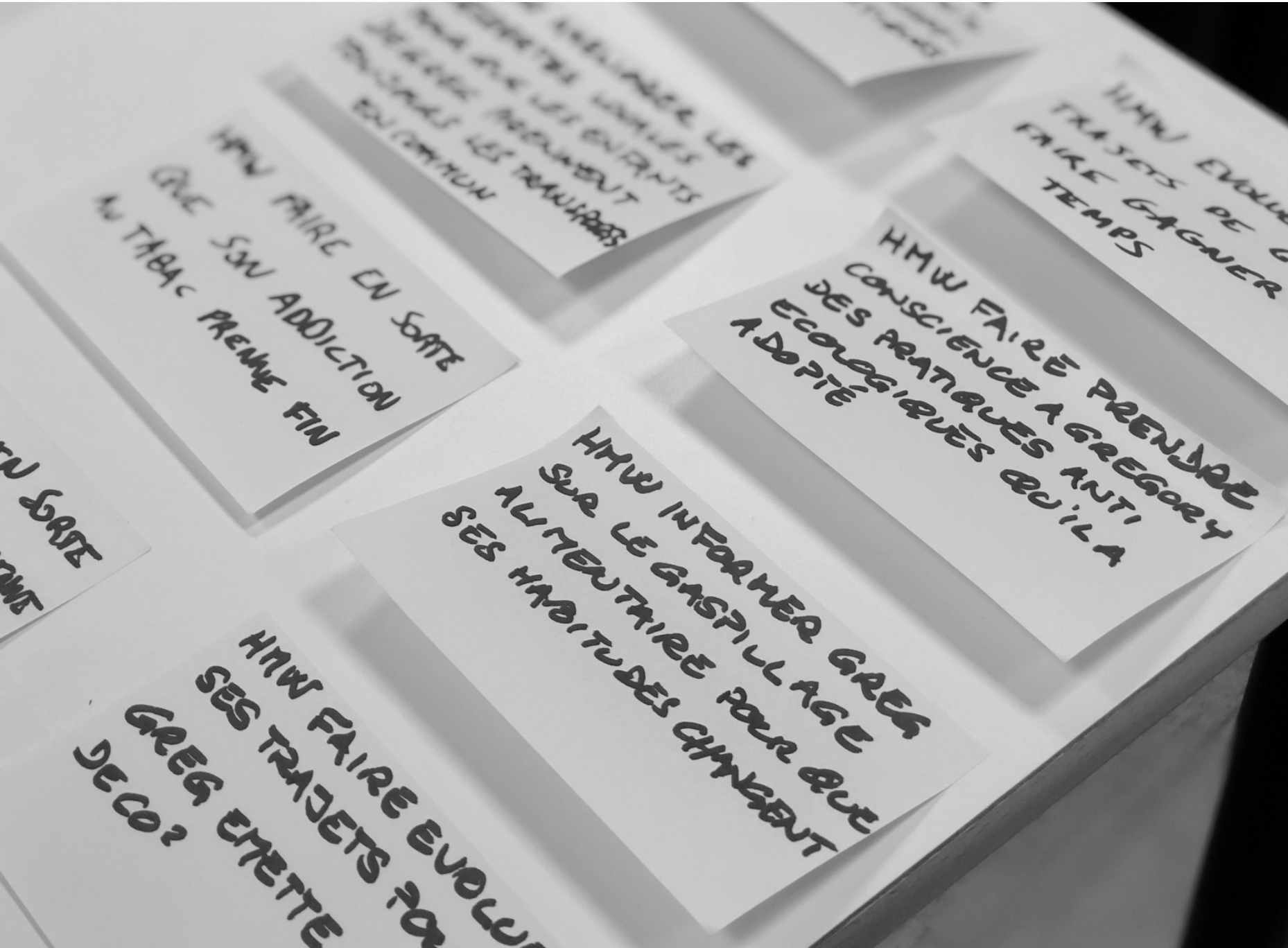
Methods

We employ a variety of design methods to drive outcomes for the user, product. and organization. These methods are flexible and we choose approach based on situational needs, adapting design process to changing circumstances.

- ✅ UX/UI Design
- ✅ User Interviews
- ✅ Usability testing
- ✅ Wireframing
- ✅ Prototyping
- ✅ Journey Mapping
- ✅ Storyboarding
- ✅ Teaching
- ✅ Facilitation

Duration : 1-3 weeks

UX GLOBAL PARTNERS

From research, to Insight Service

Collaborative consultancy, sector expertise and creative insight delivery are integral parts of each of our projects.
We can provide a range of outputs to help maximise the impact of your project:

- ✓ Reports
- ✓ Data visualization
- ✓ KPI dashboards
- ✓ Advanced analytics
- ✓ Workshops

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Case Study

We have worked with a multitude of clients and for a variety of companies.
This is a selection of our most recent and relevant user experience design projects.

Case studies typically follow a structured format, starting with an introduction to the case, followed by a thorough analysis of the background, context, and relevant theories.
Case studies can be used for academic purposes, to inform policy decisions, or to guide best practices in various industries and professions.

Recent Work

Math GPS <Android App>

We delivered UX design, user testing, UI design, and iterative improvements, resulting in the successful sale of the product to a major educational corporation.

OneTwo <IOS APP>

Researched, created personas, designed UX, on-time delivery. Client's unique product awarded by Korean journal group.

T-Box Pension <Responsive Web>

Conducted research, personas, storyboard. Designed and developed website with intuitive user journey, making it popular among 20s and 30s.

Web&App Planning and Prototyping

- UK B2B luxury shopping mall
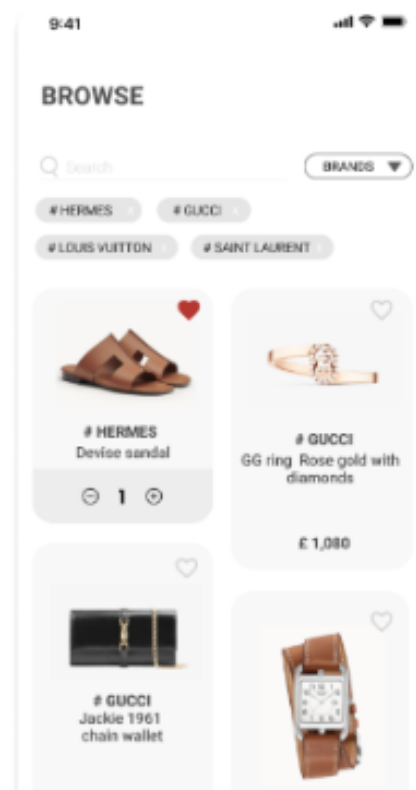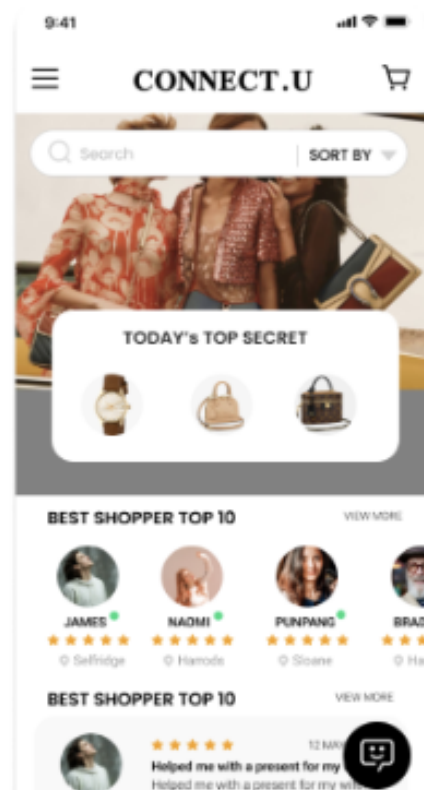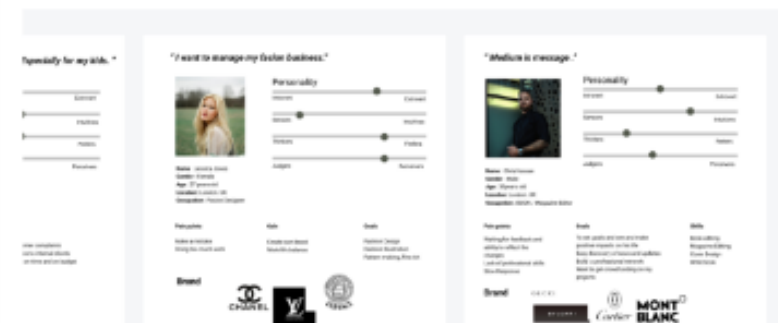
- ✓ Qualitative & Quantitative Research
- ✓ User Interview
- ✓ SWOT / User Persona
- ✓ Completing the flow based on multi-user types
- ✓ Prototyping

Responsive Website

Project of Korean Enterprises' Overseas Expansion

In their role, they had the privilege of leading a development team consisting of two designers and two developers. This involved overseeing their work, fostering collaboration, and ensuring the successful execution of projects. To enhance the effectiveness of their UX strategies, they made use of UX analytics tools, which provided valuable insights and data on user behavior. This enabled them to make data-driven decisions and optimize the user experience for better outcomes.

https://k-foodfan.com/

Responsive Website

Additionally, they have experience working on multi-lingual websites that utilized content management systems (CMS). This involved managing and delivering content in multiple languages, ensuring consistency and seamless user experiences across different language versions of the site.

In summary, their role encompassed team leadership, client communication with government officers, utilization of UX analytics tools for informed decision-making, and working on multi-lingual websites with CMS.
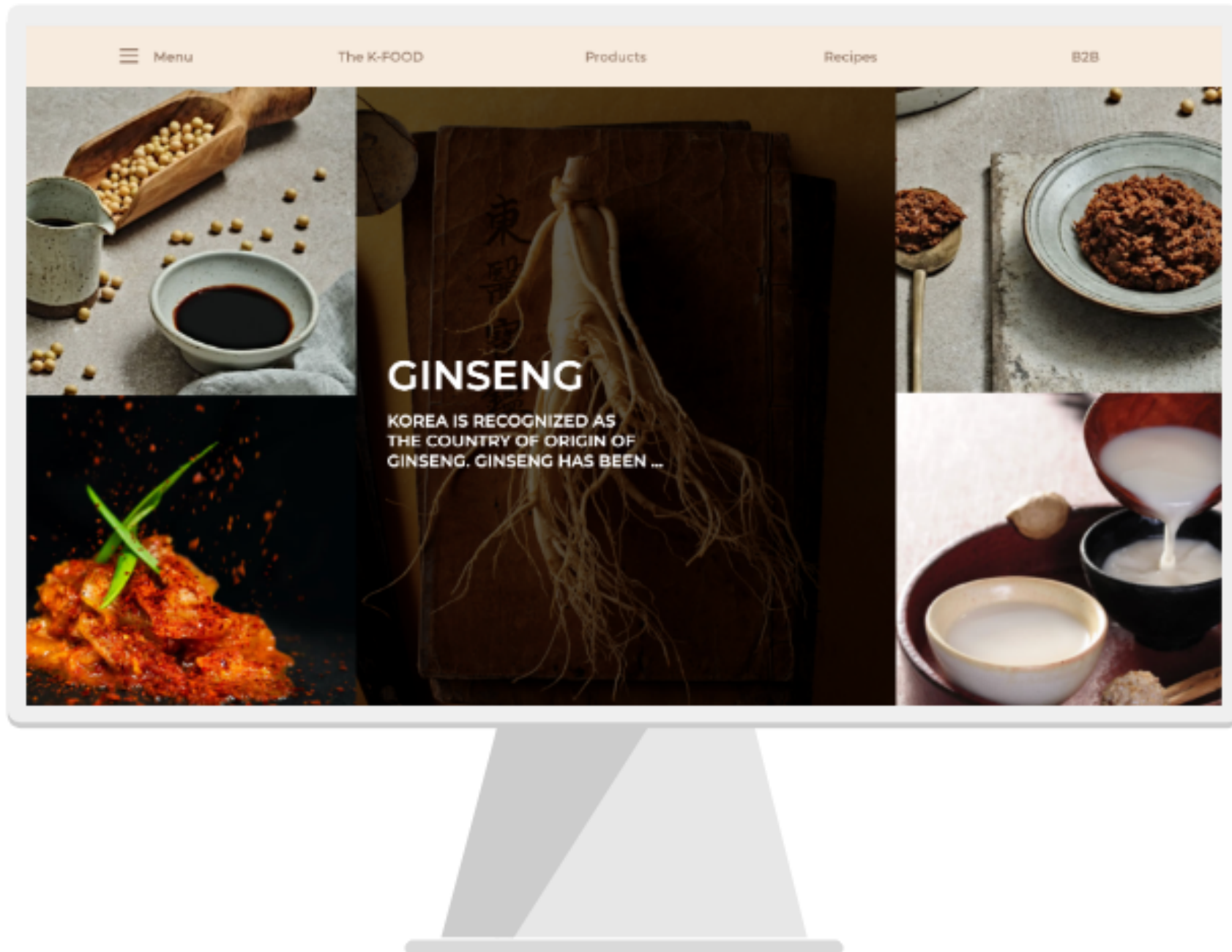
Solution

They undertook a comprehensive redesign of the website, revamping its tone and manner to create a more engaging and user-friendly experience for visitors.

As part of their responsibilities, they developed an efficient and user-friendly admin dashboard that facilitated sustainability and streamlined administrative tasks.

To enhance usability, they implemented an animated header and aligned page layouts, resulting in an improved user experience and easier navigation for users.
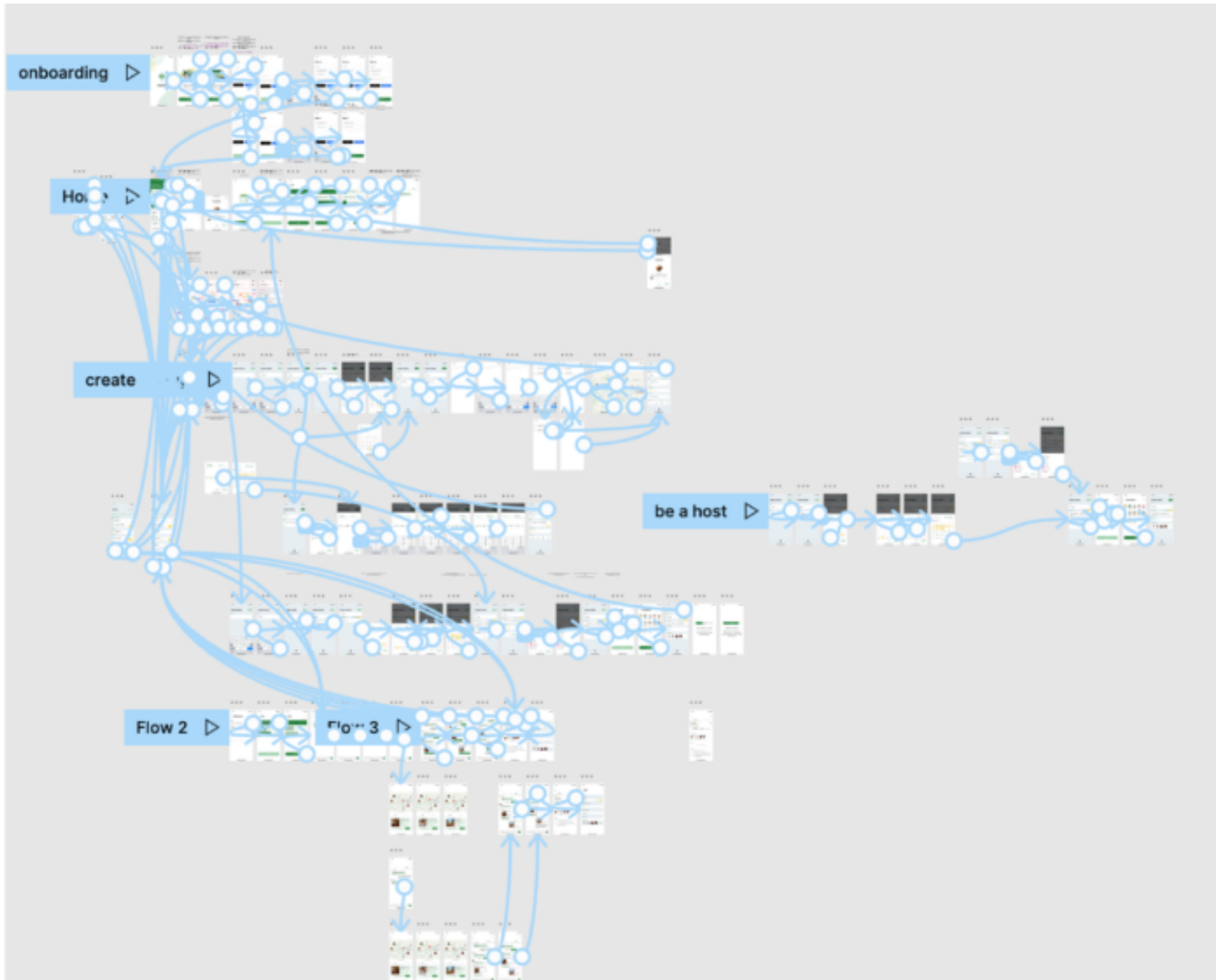
Community App design project

Project Overview

This project focuses on improving the process of making plans with friends, which can often be frustrating and time-consuming. The project aims to provide a positive experience for individuals who struggle with deciding on a date, time, or location when planning with a group of people.
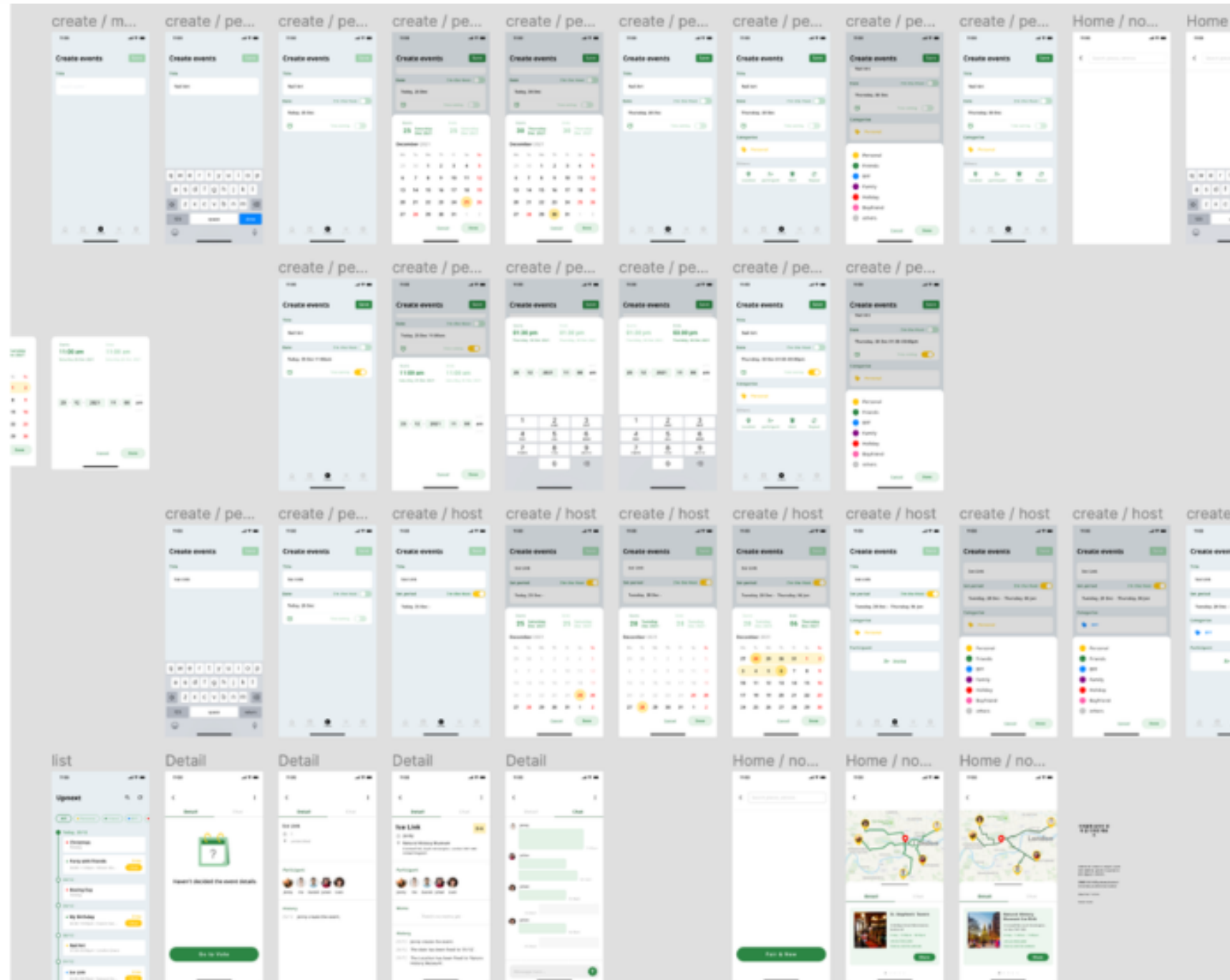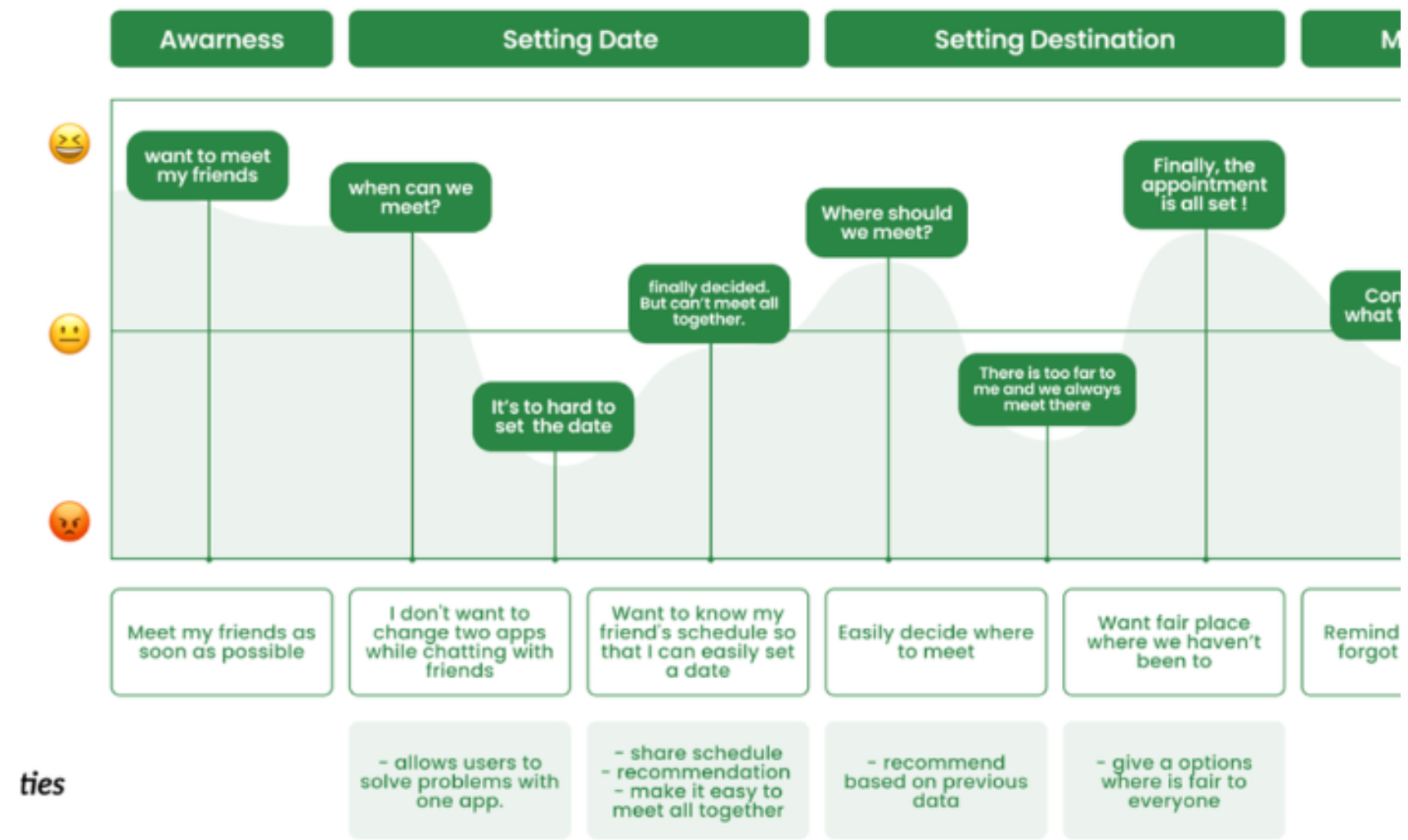
Community App design project

Problem

Many people rely on social media platforms or messaging apps to coordinate plans and meetings.

However, they often encounter difficulties when it comes to deciding on a suitable date or meeting place, especially when multiple individuals are involved.

Community App design project
Solution

It offers a solution by providing a service that utilizes user data to recommend potential dates and fair and new destinations. This service simplifies the process of arranging meetups with friends, making it much easier for individuals to coordinate and finalize plans.
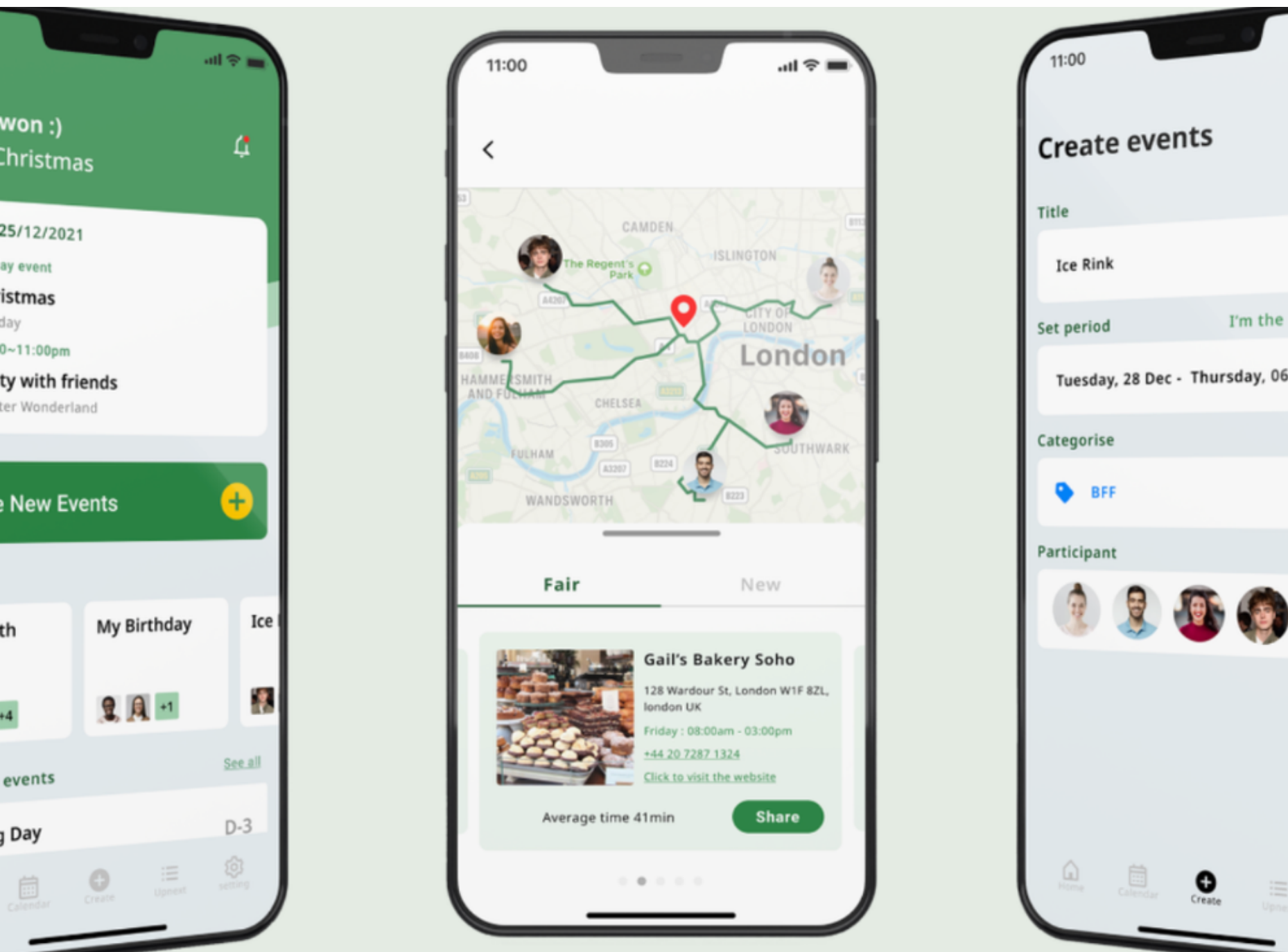
Community App design project final

Prototyping

Prototyping is a crucial step in the design process that involves creating tangible representations of ideas and concepts. It allows designers, developers, and stakeholders to visualize and test product features, interactions, and user interfaces.

By quickly building and iterating on prototypes, teams can gather feedback, validate design choices, and refine the user experience. Prototyping helps bring ideas to life, enabling effective communication, collaboration, and ultimately, the creation of successful and user-friendly products.

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You can get this benefit

Designing for what users want

Reduce Waste UX: Minimize waste through user-centered design. Intuitive experiences aligned with user needs and business goals. Optimize resources, ensure satisfaction. Purposeful design for positive impact.

Improve user productivity

EffiPro UX: Enhancing productivity and efficiency through innovative user-centered design. Unlock your users' potential and maximize efficiency.

Increase customer retention

ProfitMax CX: Boost customer retention and profitability. Develop strategies, enhance loyalty, maximize revenue. Achieve long-term success with data-driven, customer-centric solutions.
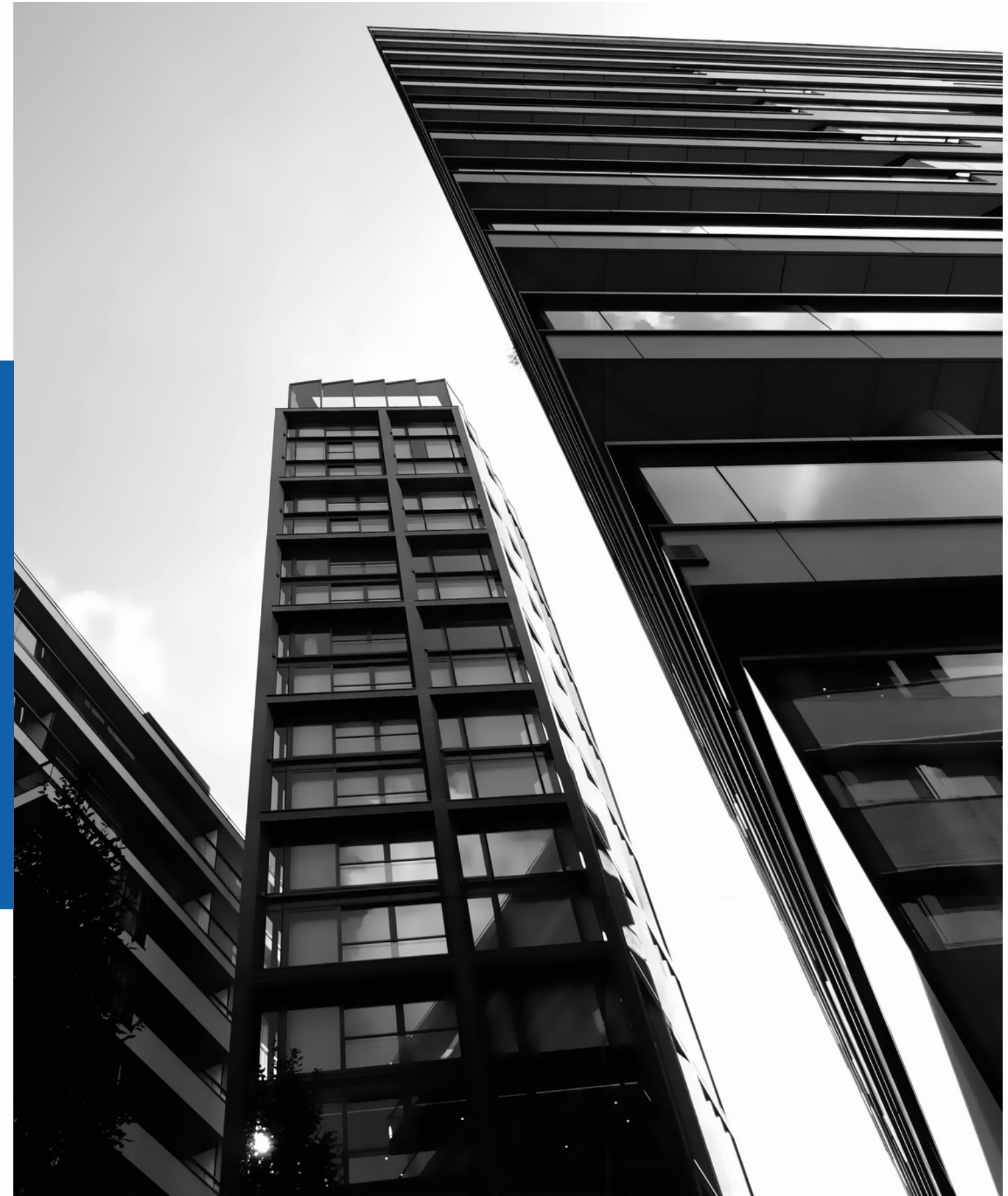
UX GLOBAL PARTNERS

Our Contact

Phone : +44-074-7744-7045

Website : https://uxglobalpartners.com/

Email : uxglobalpartners@gmail.com

Address : Work space | Lock studios 407

Contract Process

contact us(mail, call) ❯ first meeting(online, zoom) ❯ second meeting(offline) ❯ the conclusion of a contract

THANK YOU