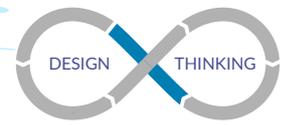


# IMPLEMENT



Develop and launch an optimised user experience.

## Why to include implement

The Implement stage is often forgotten by Design Thinking models that only include the five stages from Empathise to Test. However, we believe that UX input continues as the final design details are agreed, and a product or service launches into the real world. Even after rigorous research, ideation and testing, companies should continuously seek to understand whether they are providing the best user experience possible. Following these steps is important to:

- determine whether the implemented design is successful and offers a competitive advantage for the business
- stay aware of any changes to the user audience, user needs and best practice which may require the design and user experience to be re-visited
- maintain stakeholder awareness of the importance of user experience, in order to keep human-centred design at the core of the business.



## Steps to success

## Top tips

1

### Produce guidelines for implementation.

Produce a set of prioritised guidelines that cover all of the issues identified during testing that need to be addressed by the final design. Where tradeoffs need to be made, or the implementation of elements is phased, ensure that these have been agreed with all stakeholders to prevent any problems during launch.

2

### Develop and launch final product or service.

Maintain a human-centred approach during the final stage of development, by validating the design against the user needs, problem statement and testing insights. Ensure that any remaining decisions are informed by user feedback where possible and continue to record additional questions or unknowns to explore in the future.

3

### Deploy a measurement framework.

Prior to launch, bring the project team together to define what success will look like for the product or service by identifying specific, measurable and time bound goals. Once it is in the market, set up regular review points to assess the metrics within the chosen framework, and have a plan in place to address any downfalls in the user experience.

4

### Continue to learn and iterate.

Once the product or service has launched, keep the project open-ended by assigning responsibilities and ownership of different areas (e.g. personas) to members of the team. Continuously seek to improve the user experience by conducting regular research activities to align with user needs, and update living artefacts such as the customer journey map to ensure that they stay relevant.

5

### Update in line with expert guidelines.

Keep up to date with changes to best practice such as the Web Content Accessibility Guidelines (WCAG) to ensure that the design stays relevant, usable and competitive. Continue to conduct expert and accessibility audits following any changes to the design, using research specialists not involved in the design and development so that results are impartial.

### Continue to look for unmet needs.

Design Thinking doesn't stop when you reach the Implement stage. Continue to look for problems or unmet needs that may spark innovation towards a new idea or improvement to an existing solution. If you need to investigate further, go back to the Empathise stage to develop a deeper understanding of the experience of users through research.

### Set up an advisory panel.

Particularly where a product or service aims to provide a continued user experience, consider creating a pool of users who can be reached for ad hoc research. This type of advisory panel could aim to represent the full user audience, or a specific segment such as those with accessibility needs. However, care should be taken to prevent bias by frequently introducing new users and making feedback anonymous.

### Use user-centred metrics.

Use a framework such as HEART (measuring Happiness, Engagement, Adoption, Retention and Task success), that keeps you focused on the user experience and can be applied at either feature or product level. See an example of [how we used HEART to guide a data sprint for our client Amadeus](#).

### Conduct audits earlier.

If they are not already, think about integrating expert and accessibility audits throughout your product development process. This will allow you to detect and iron out problems that may arise as designs are developed and coded, prior to launch.

If you need help implementing a new user experience, please reach out to our UX team via:

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Discover the [new success criteria in the WCAG 2.2 guidelines](#).