



**AGENT  
ZERO**  
MISSION UX  
TM

Agent Zero Mission UX

## Everything UX

### User Experience [UX] Design

We all want to build websites on a solid foundation and user experience should be a top priority. User experience is defined as the overall experience of a person using a product (like a website or application) and how easy or pleasing they find this experience to be.

Agent Zero's mission is to support agencies & partners with UX services as they look to deliver compelling website projects to their clients.

A successful user experience will fulfill the website business goals and functional requirements for all key stakeholders.

Agent Zero will help ensure everyone speaks the same language - from business leaders to marketing to the creative and development teams. Everyone wins.

### Agent Zero Mission UX

*(it's like buying insurance to make sure your next web project is successful.)*

Call (612) 669-5807 or email [info@AgentZeroUX.com](mailto:info@AgentZeroUX.com).

Everything

**UX**



## Mission **UX** Menu of Services

Since this is a menu style list of services - you decide what UX supports are needed from the Agent Zero team. Some clients and agency partners provide specific background like competitive audit, use cases and requirements while others request assistance in these areas.

### Research

User-centric design research is important to discover and validate both what we know and don't know about expected user behavior on a given site.

### Use Cases

Translating key audiences into specific actions you want them to take on a website is key to user experience and will help define what measurable success looks like.

### Sitemap

Assembling a proper sitemap early in the process will help guide site architecture, navigation, content and data planning along with the overall project scope.

### Website UI (Creative) Design

Website design ensures the user experience is professional and engaging while projecting a company's brand across the entire site experience. Good website design will unify this experience and help the user consume messaging in a way that is both meaningful and inviting.

### Requirements

Identifying and collecting business and functional requirements is key to successful UX design and will inform the creative process and development roadmap (technical requirements) to follow.

### Site Audit & Competitive Frame

An objective assessment of the current site along with competitor sites will uncover strengths and weaknesses while we calibrate against our competition. This process may also include inspiration sites to help broaden perspectives.

### Wireframe Development

Wireframe development is critical to defining the overall user experience and will ensure all functional requirements are met along with fulfilling the priority use cases identified for each key user group. It will also drive the creative process to follow.

### Consulting

Informed and objective feedback throughout the website project life cycle is important to ensure the UX vision is carried through from creative to site buildout.

**Agent Zero bills a flat rate of \$100/hr for all UX services listed. Contact us today to discuss your next project! Call (612) 669-5807 or email [info@AgentZeroUX.com](mailto:info@AgentZeroUX.com).**