

Sample: one month of Senior UX on call

SAMPLE. This document describes a fictitious energy supplier and a fictitious month of work. Every request, screen, number and note below is invented to show what one month of Senior UX on call, our service of senior user experience (UX) time, produces. The usability principles are real. It is not a real engagement.

Client	Thalpos (fictitious), an electricity supplier selling to households in Greece
Team	The owner of the sign-up journey, one product designer, two developers
Month	Month 1, the month after the team's UX audit of one journey
Service	Senior UX on call: one working day a month of senior UX time, €1,650 plus value added tax (VAT) a month
Senior	Matthaios Mantzios, UXellence

How the month worked

The team kept one shared board with three columns: **Queued**, **Active** and **Delivered**. Anyone on the team could add a request. The journey owner set the order. One request was active at a time, and each was delivered within five working days of becoming active.

The working day was used in parts, as the questions came up, not in one sitting. Codes such as J-01 and S6 are the findings and screens of the team's UX audit of one journey, the month before (see the sample audit report). The heuristics are the ten usability principles published by Jakob Nielsen at Nielsen Norman Group, which the audit used.

#	Request	Added by	Active	Delivered
R1	Decision memo: what to call the three plans	Journey owner	Week 1, Monday	Week 1, Wednesday
R2	Critique of the new document upload screen, in progress	Product designer	Week 1, Wednesday	Week 2, Monday
R3	Review of the new confirmation page and email, before release	Developer	Week 2, Tuesday	Week 2, Thursday
—	The monthly call	—	Week 3, Tuesday	—
R4	Should the native app's sign-up get a progress bar?	Journey owner	Queued for month 2	—

The three requests and the call used the month's day. **R4 waits on the board** and becomes active on day 1 of month 2.

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R1. Decision memo: what to call the three plans

Asked by the journey owner: "The audit said Blue, Green and Flex tell people nothing (finding J-01). Marketing likes the names. Do we rename them, and to what?"

The decision. Keep the brand names, and put a line under each that says who the plan suits. Rename only if the line alone does not move the numbers.

Why.

- People choose a plan by what it costs them and whether it fits their household, not by its name. Today the card shows only the price per kilowatt-hour (kWh), so the name is the only other thing to go on, and it says nothing. That is heuristic 2, match between the system and the real world.
- A line such as «Για σπίτια που καταναλώνουν περισσότερο ρεύμα το βράδυ» (For homes that use more power in the evening) does the work the name cannot. It costs a copy change on three cards.
- Renaming the plans touches bills, contracts, the call-center script and the price list. That is a project, not a fix, and nobody knows yet whether it is needed.

Options we set aside.

Option	Why not now
Rename the plans by use (Day, Evening, Flexible)	Clear, but a change across the business for a gain we can get on the card alone
Keep everything as it is	The audit's numbers say the plan screens lose people who are still deciding (S1, S2)

How you will know. Record the share of people who go from S1 to S2 for two weeks before the change, then two weeks after. If the line under each name does not move it, take the rename to marketing with that number.

What it costs. Three lines of copy, written by your team; we review them as a board request if you want.

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R2. Critique: the new document upload screen

Asked by the product designer: "First draft of the new S6, from finding J-07. Before I take it further, what would you change?"

What we reviewed: three frames from the designer's file (empty, uploading, refused file), on a phone width. These are written notes, so the designer can act on them without a meeting.

What works.

- «Τραβήξτε φωτογραφία» (Take a photo) is now the first option on a phone, ahead of «Επιλέξτε αρχείο» (Choose a file). That matches how 71 in 100 applications start.
- The accepted formats are listed before the person picks a file, not after it fails.

What to change, in order.

1. **Say why a file was refused, and what to do.** The refused state still reads «Σφάλμα αρχείου» (File error). Write the reason and the fix: «Η φωτογραφία είναι πολύ μεγάλη. Τραβήξτε την ξανά ή επιλέξτε

μικρότερο αρχείο.» (This photo is too large. Take it again, or choose a smaller file.) Heuristic 9, help users recognize, diagnose, and recover from errors.

2. **Show both documents on one screen with their own status.** The draft asks for the identity document, then moves to the bill. People with both in hand cannot see that a second upload is coming. Show two rows, each with its own state (to add, uploading, done).
3. **Keep the photo when the person goes back.** In the draft, going back to S5 and returning empties the upload. Heuristic 3, user control and freedom.
4. **Make the progress readable without color.** The uploading state is a colored bar only. Add the percentage as text.

Not for this screen. The upload size limit is a back-end setting. It is the developers' call, and we have added it as a question for the monthly call.

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R3. Review before release: the confirmation page and email

Asked by a developer: "J-10 is built. Can you check the page and the email before Friday's release?"

Reviewed on the test environment, on a phone and a laptop, with a test application.

- **Release it.** The reference number, the three next steps with their dates and the immediate email are all there.
- **One change before release:** the email subject reads «Ειδοποίηση Thalpos» (Thalpos notification). Use «Η αίτησή σας στη Thalpos: αριθμός αναφοράς 4-2219-07» (Your Thalpos application: reference number 4-2219-07) so people can find it later.
- **One change after release:** the second step says «Θα επικοινωνήσουμε μαζί σας» (We will contact you). Say how: by phone or by email, and from which number or address.

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The monthly call

One hour, with the journey owner, the product designer and one developer.

- **The plan names (R1):** the journey owner will record the S1 to S2 numbers this week; copy goes in the next release.
- **The upload screen (R2):** the developers will raise the file size limit and add compression on the device; the designer will take the four notes into the next version.
- **The confirmation (R3):** released on Friday. The team will count the "what happens next" tickets each week from now on.
- **What comes next:** R4, the native app's sign-up, active from day 1 of month 2.

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What one month is not

- **Not design production.** We reviewed the designer's frames and said what to change. Drawing the new screens stayed with the team.
- **Not research.** No users took part. Where a decision needs evidence from users, we say so, and that is a research study.
- **Not a day on site.** The day is used in parts, as the work comes up, in writing and on the monthly call.

What happens next

Month 2 starts with R4. The team can pause or cancel before the next invoice, and a month with no requests carries its day over into the next paid month.

UXellence is a full-lifecycle UX consultancy: strategy, research, product and interface design, design systems, audits and accessibility. Matthaïos Mantzios leads every engagement himself, and we take on a limited number at a time.

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