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### **Planning for a Complete User Experience**

As a Lead User Experience Designer, here is a list of value-adds that I can bring to help develop a strong analysis and strategy upon which the structure, design and content of a website can rely and be built. Unfortunately, many times these tasks are over-looked in the planning and development stage of internet/intranet projects. Having one person responsible for overseeing that these efforts are implemented will bring proven long-lasting benefits to the client's investment and long range goals for their online e-marketing efforts:

1. Identify brand identity and ensure that messaging is consistent across various mediums.
2. Build a strong foundation based upon research and discovery so that recommended strategy and design are based upon a sound structure
3. Perform content audit — Outline existing content and assets offered by the current site
4. Analyze and consider ways to improve site structure and taxonomies
5. Prioritize content and strategy recommendations for existing and prospective content going forward
6. Conduct competitive analysis
7. Conduct heuristic evaluation of current site
8. Prepare and participate in stakeholder interviews to determine how client goals can be accomplished to meet business objectives
9. Perform market research and choose the best method to meet and speak with users in order to develop mental models and personas
10. Conduct ethnographic studies of key audience segments in order to translate their tasks and goals into functional website components
11. Organize and set governance for publishing content
12. Meet with analytics experts in order to gauge and integrate metrics and keyword findings into SEO and media campaigns
13. Help clients understand how "COMPANY" uses research findings and analytics to achieve their goals and inform design decisions
14. Develop a "voice" and an editorial style guide for Creative Team to follow
15. Create a system to help govern the presentation, tagging, and use of online content
16. Prepare, oversee, and/or participate in usability studies
17. Communicate with fellow-team members to ensure everyone is on the same page and can work collaboratively to understand and develop actionable items to be integrated into the project plan
18. Connect the brand with key opinion leaders, 3<sup>rd</sup> party sites, and user testimonials to that users find important and compelling
19. Create buzz through social networking and viral campaigns to get the brand noticed
20. Create communities to support initiatives and to aid in collaboration and socialization