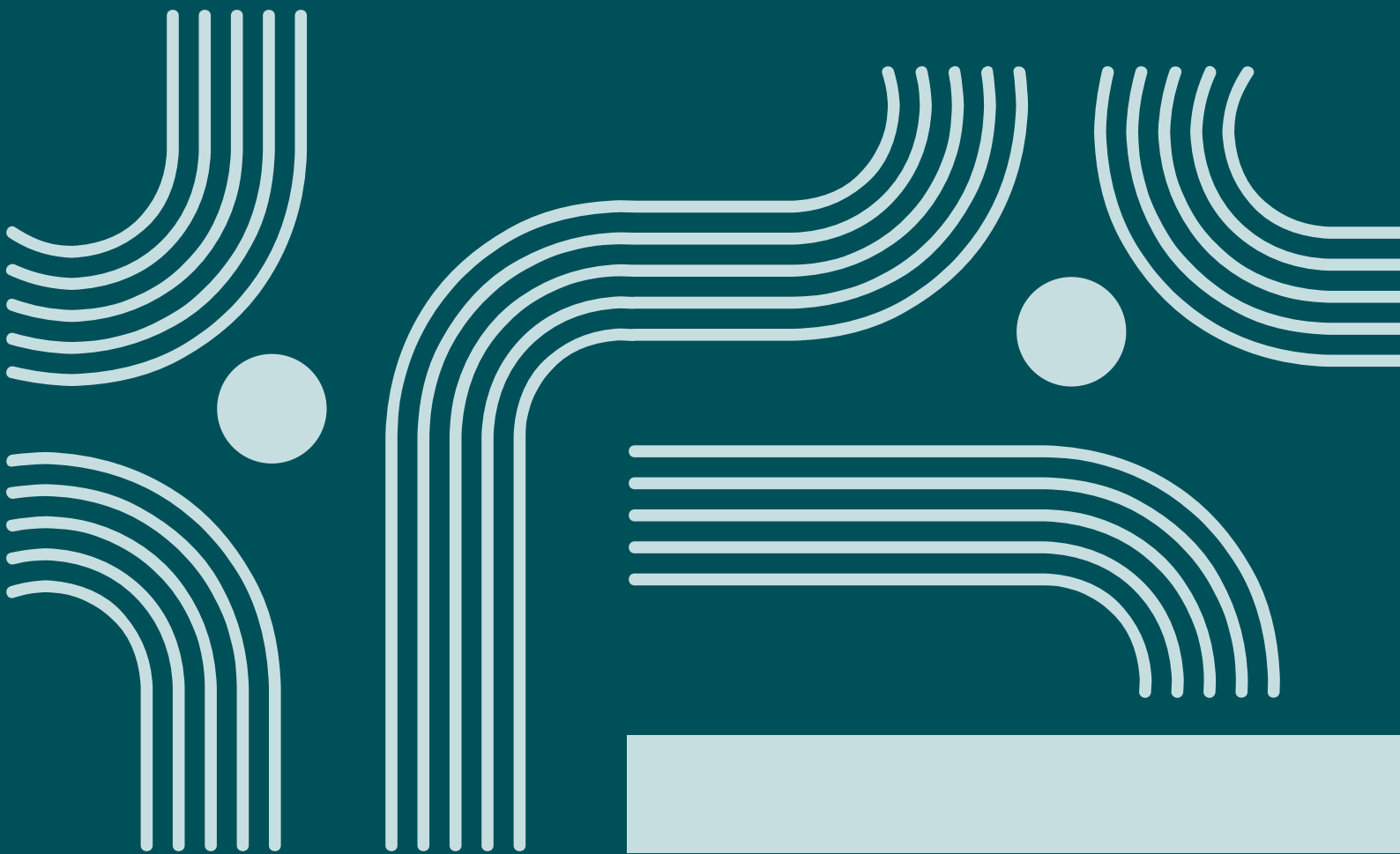Design for Outcome

UX Clarity Sprint

Get clear on your users, your goals, and your next move - before you design.

Know your Problem before you start Design

Most teams jump straight into design. Smart teams stop first to ask:
"**What problem are we solving—and for whom?**"

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What is a UX Clarity Sprint?

The UX Clarity Sprint is a flexible, outcome-focused engagement that helps product and marketing teams uncover real user needs, align internal goals, and prioritize the right next steps—before jumping into design.

Whether you're planning a redesign, launching a new product, or simply unsure what's working for your users, this sprint gives you the clarity and direction to move forward with confidence.

It's not about slowing down—it's about making smarter decisions faster.

↘ Who it's for:

- Mid-sized businesses and startups with small or no design teams
- Product and marketing teams preparing for change
- Founders or managers struggling with unclear UX direction

↘ Why it works:

- It's modular—pick the clarity you need most
- It's collaborative—your team is involved, not sidelined
- It's practical—you get clear outcomes, not just reports

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Choose the Clarity You Need

The UX Clarity Sprint is made up of four standalone modules, each designed to answer a key strategic question.

1

Where are we now?

Get aligned on your business goals, UX challenges, and market position.

2

What do our users really need?

Stop guessing—hear directly from users and uncover what actually matters.

3

What should we do next?

Turn insights into priorities and align your team around the right problems.

4

How could this look in action?

Visualize ideas with wireframes to support decision-making and next steps.

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BUSINESS & MARKET CLARITY

Where are we now?

↘ What this module helps you with

This module is about clarity—inside your team, your product, and your market.
It's ideal if:

- Your team is planning a redesign but unsure where to start
- Stakeholders have different ideas about what matters
- You're struggling to prioritize UX work or justify decisions
- You've outgrown your current website or product experience

↘ What your team gets:

A fast, focused overview of your current UX—from the inside and outside—so you can stop guessing, get aligned, and make smarter decisions moving forward.

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BUSINESS & MARKET CLARITY

Timeframe: ~1 week | **Investment:** CAD $4,500–5,000

What's included

Stakeholder interviews
(Up to 4 interviews, 1 hour each)
To identify goals, pain points, and success metrics

UX Review
(Up to 3 user flows or 5 core pages)
To evaluate usability, clarity, and alignment with user needs

Competitor Scan
(Up to 4 organizations)
To review high-level patterns, positioning, and messaging trends

Deliverables

→ **Current State Snapshot**
Summary of internal insights, UX gaps, and market context

→ **Top 3-5 opportunity areas**

→ **Quick win recommendations**

CUSTOMER INSIGHTS

What do our users really need?

What this module helps you with

This module helps you validate (or challenge) internal assumptions by listening directly to your users.
It's ideal if:

- You're building or refining a product, but don't know what users care about most
- You've relied on internal feedback, analytics, or opinions—but not real conversations
- You want to connect with your audience in their words, not just personas

What your team gets:

Clear, actionable insight into what your users need, expect, and struggle with—so you can make product and design decisions with confidence.

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CUSTOMER INSIGHTS

Timeframe: ~1-1.5 weeks | **Investment:** CAD $5,000–6,000

What's included

User interviews

(Up to 8 interviews, 45-60 minutes each)
To identify goals, pain points, and expectations

UX Analysis

To synthesize findings and behaviour patterns

Optional: Persona Sketch

1-page summary of needs, behaviours and motivations

Deliverables

→ **User Insight Deck**
Key themes, user quotes and unmet needs

→ **Optional: Lightweight customer profiles**

OPPORTUNITY & PRIORITIZATION

What should we do next?

What this module helps you with

Even with good research or ideas, teams often get stuck deciding what to do next. This module helps teams cut through the noise, make decisions, and get everyone moving in the same direction. It's ideal if:

- You've done some research but don't know how to use it
- You have too many ideas and need to prioritize
- Different stakeholders are pulling in different directions

What your team gets:

A collaborative, structured process that brings your team together to turn insight into action—so you leave with direction, not just ideas.

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What's included

Pre-Workshop Planning Call

To set workshop goals, and align on outcomes

1-2 Day Facilitated Workshop

(Remote or in-person)
Journey mapping, problem framing, prioritization

Post-Workshop Summary & Recommendations

Deliverables

→ **Workshop Summary Board**
Key themes, aligned goals, co-created ideas

→ **UX Opportunity Map**

→ **Optional: 1-Page UX Strategy Brief**

DESIGN KICKSTART

How could this look in action?

What this module helps you with

Once your team has clarity and priorities, it's often helpful to see what that could look like—before investing in full-scale design. This module helps turn insights and ideas into rough wireframes so your team can align visually and keep moving.

It's ideal if:

- You want to test ideas with stakeholders or users
- You need a visual reference to support discussions or funding
- You're unsure how a flow or feature could actually be structured

What your team gets:

Clear, mid-fidelity wireframes of your most important flows or content areas—so you can validate direction, build alignment, or start prototyping.

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DESIGN KICKSTART

Timeframe: ~1-2 weeks | **Investment:** CAD $5,000–7,000

What's included

Wireframes

(Up to 3 UX flows or 10 page modules)
Includes annotations

Optional: Unmoderated User Test

Collecting user feedback

Deliverables

→ **Mid-Fidelity Wireframes**

→ **Design Rationale Summary**

Summary

UX Clarity Sprints at a glance.

Module 1: **Where are we now?** $4,500 - $5,000	What it solves: Business & market clarity; internal alignment	Best for: Redesign prep, product reviews, team alignment
Module 2: **What do our users really want?** $5,000 - $6,000	What it solves: Low customer engagement, lack of customer insights	Best for: Define product-market fit, feature planning
Module 3: **What should we do next?** $4,500 - $6,000	What it solves: Overwhelm & lack of priorities	Best for: Team alignment, roadmapping, prioritize ideas
Module 4: **How could this look in action?** $5,000 - $7,000	What it solves: Visual reference, decision frictions	Best for: Visualizing ideas, stakeholder buy-in, quick validation

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Next Steps

Ways to work with me (choose your format):

Format	Description	Investment
Full UX Clarity Sprint	All 3 core modules + optional wireframes	CAD $15,000–20,000
Lite Sprint	Choose 1-2 modules based on your needs	CAD $4,500–10,000
Design Kickstart	Wireframes + layout concepts to visualize direction	CAD $5,000–7,000

Note: All pricing is project-based and will be tailored to scope.

Ready to bring clarity to your UX?

Book a 30-min Discovery Call

Email me: **frauke.seewald@gmail.com**

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Have a wonderful day