



8 WEST IMPACT ENGAGEMENTS

Experience Design Optimisation

5–7 Days | Virtual or On-Site

Fixed-Fee Engagement [\$14,000–\$18,000]



Workshop Overview

A fixed-fee, evidence-led engagement designed to identify experience risk, reduce friction, and unlock measurable commercial value across digital and ecommerce journeys.

The Experience Design Optimisation Engagement provides a structured evaluation of design, UX, and conversion effectiveness across priority journeys. It focuses on how clearly an experience communicates, how confidently it supports decisions, and how efficiently it moves customers toward completion. Findings are translated into a prioritised roadmap aligned to commercial impact, effort, and feasibility.

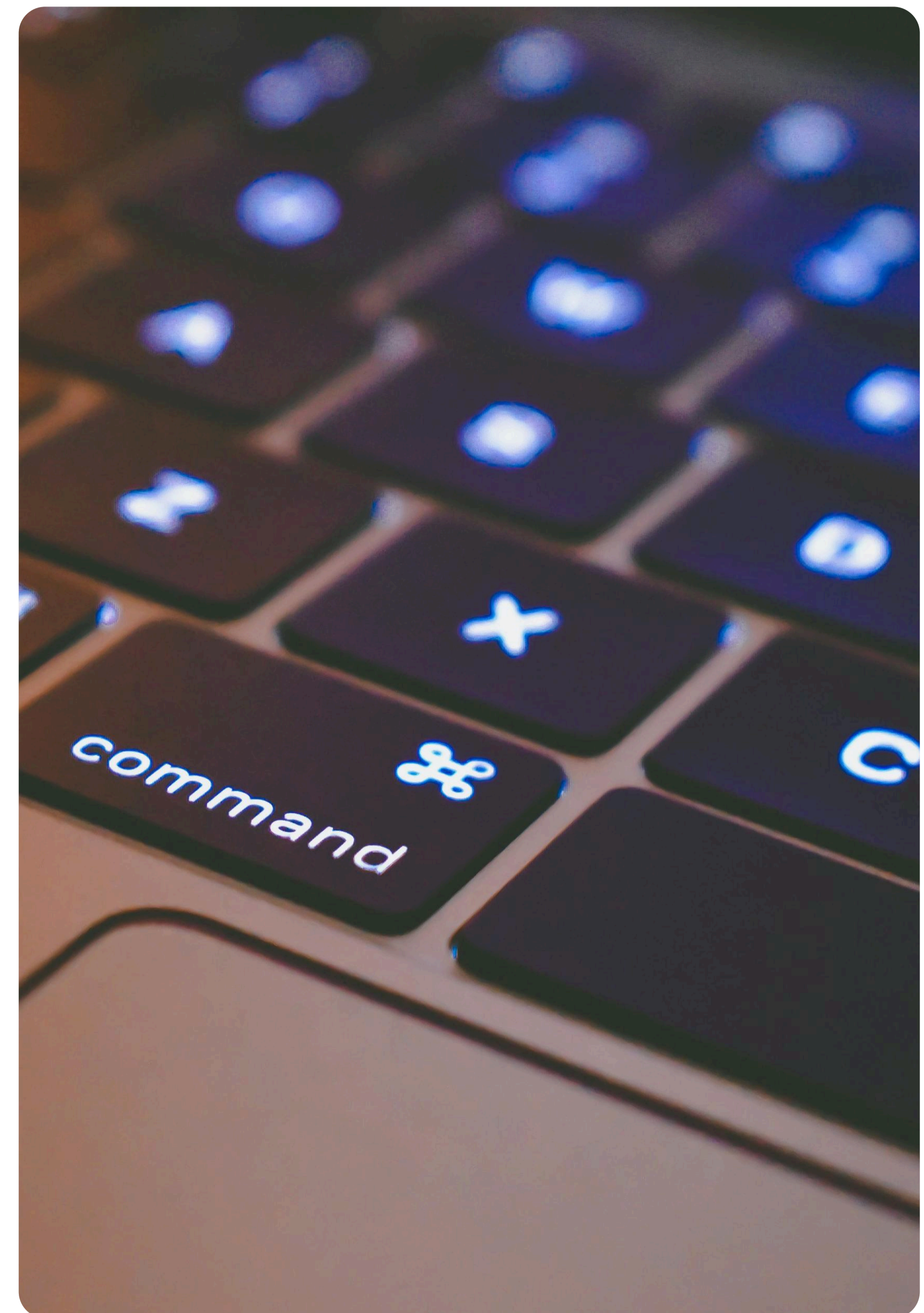


The State of Digital Experience Today

**Most digital experiences are not broken.
They are inefficient.**

Over time, small UX and design issues compound into experience debt, quietly eroding conversion, trust, and brand perception. As expectations rise through AI-enabled discovery, unified commerce platforms, and agentic experiences, this inefficiency becomes increasingly visible to customers.

This engagement helps organisations surface that hidden friction and prioritise what to fix first, before experience debt undermines growth initiatives.

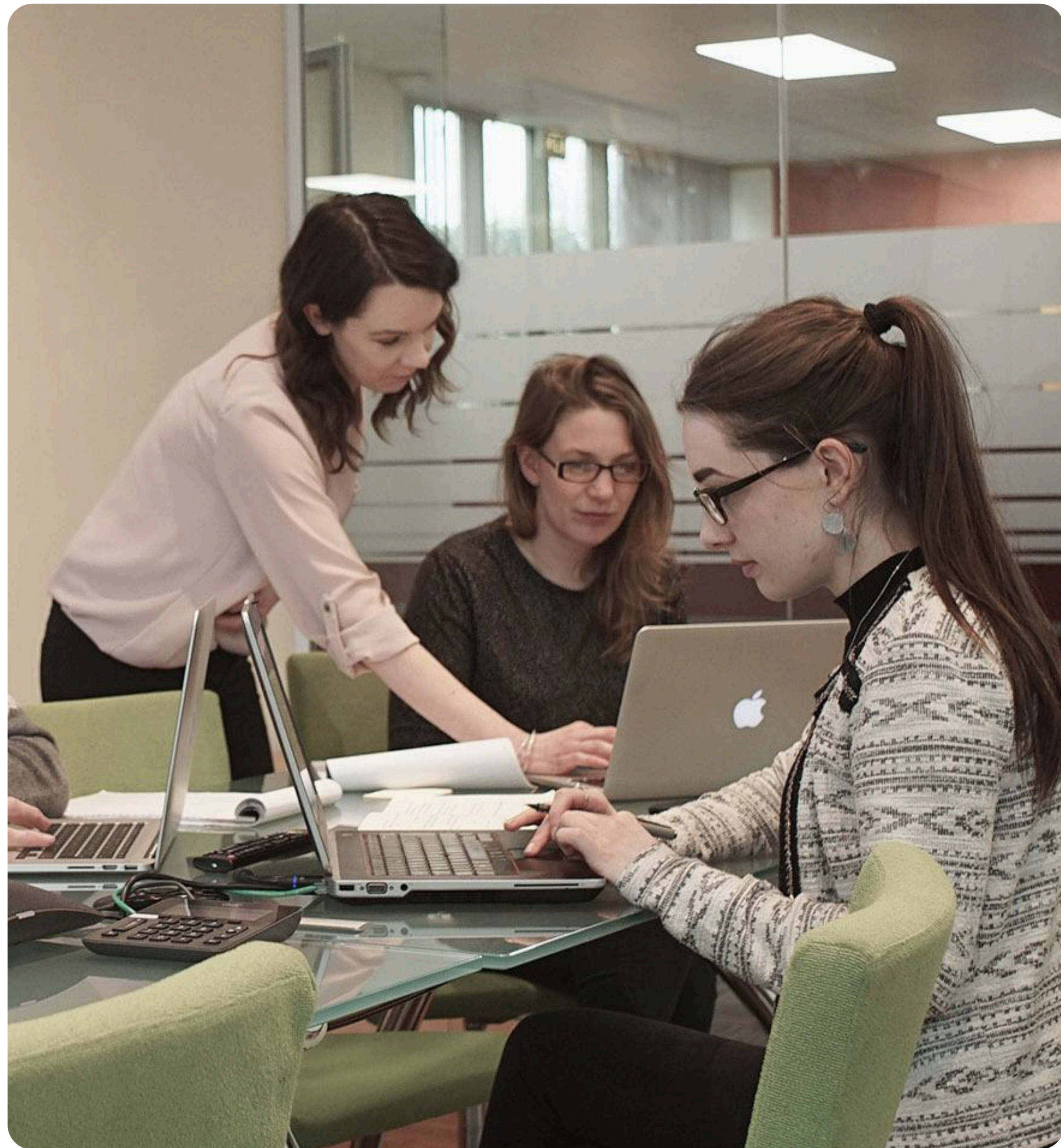


Delivery Format



- + **Virtual-first** engagement
- + **Optional on-site workshops** and executive playback (where required)
- + **Shared digital workspaces** for findings, tracking, and collaboration
- + All deliverables **supplied digitally**
- + **Typical duration:** 5+ days, depending on scope

How We Evaluate Digital Experience



Our evaluation framework is consistent, repeatable, and grounded in behavioural UX principles and ecommerce best practice.

- Clarity & Cognitive Load
- Trust & Reassurance
- Momentum & Flow
- Decision Support
- Consistency & Predictability
- Mobile-first Reality

Common Experience Failure Points

- Homepage ambiguity and unclear value propositions
- PLP fatigue and poor filtering
- Mobile compromise and degraded experiences
- Navigation and category overload
- PDP indecision and lack of reassurance
- Checkout anxiety and friction

Who Should Be Involved

Ecommerce & Digital Leaders
UX / UI Designers
Engineering & QA (as required)

Product Owners & Managers
Marketing, Growth & CRO Teams

Engagement Structure

PRE-ENGAGEMENT ALIGNMENT

Brief executive and key stakeholder kick-off to align on outcomes, success criteria, expectations, and communication plan before Day 1.

PHASE 1 DISCOVERY & EXPERIENCE SCOPING

FOCUS

This phase establishes the commercial and experiential context for the evaluation.

KEY ACTIVITIES

Review business objectives, KPIs, and success metrics
Identify and prioritise critical customer journeys
Review analytics, insights, and prior research
Assess markets, devices, and organisational constraints

OUTPUTS

Includes a confirmed scope, journey list, and experience risk baseline.

CORE PARTICIPANTS

Digital/Ecommerce leadership
Product Owners/Managers
UX/Design representation

Engagement Structure Continued...

PHASE 2 UX, DESIGN & CONVERSION EVALUATION

FOCUS	This phase focuses on identifying friction, confusion, and missed opportunities across priority journeys
KEY ACTIVITIES	Navigation, information architecture, and hierarchy Homepage, PLP, PDP, and checkout UX Content clarity, messaging, and cognitive load Trust, reassurance, and decision-support signals Mobile and responsive experience quality
OUTPUTS	Includes a detailed issue log, annotated evidence, and pattern-level insights
CORE PARTICIPANTS	Led by 8 West with client involvement limited to async clarification and check-ins

Engagement Structure Continued...

PHASE 3 OPTIMISATION ROADMAP & EXECUTIVE PLAYBACK

FOCUS

This phase translates findings into an actionable optimisation plan

KEY ACTIVITIES

Prioritisation based on impact, effort, and feasibility
Identification of quick wins versus structural improvements
Executive playback with recommendations and next steps

OUTPUTS

Include a prioritised Commerce Experience
Optimisation Roadmap and executive summary

CORE PARTICIPANTS

Digital/Ecommerce leadership
Product & Experience owners

What You Will Walk Away With



- + Experience risk register
- + Prioritised opportunity backlog
- + Annotated evidence pack
- + Impact vs effort optimisation roadmap
- + Leadership-ready executive summary

Why 8 West

8 West brings deep experience across UX, ecommerce, accessibility, and enterprise delivery.

We focus on surfacing real experience risk, prioritising what matters most, and delivering practical recommendations teams can act on immediately.

Testimonials



SUNRIDER®

“ 8 West helped transform our website from a bland, legacy design into a modern, sophisticated shopping experience that truly reflects our brand. I’ve now worked with 8 West across three different companies and have been consistently impressed every time. They are top-notch, forward-thinking, and incredibly reliable. Their move into AI-assisted shopping only reinforces why I continue to choose them as a long-term strategic partner. ”

Gareth Hooper
Chief Information Officer

AND SOME OTHER CLIENTS...



Ready to Proceed?

We'll schedule a complimentary discovery call to confirm objectives, participants, and pilot scope.

From there we will finalise timing and kick-off, typically ready to begin within 2 to 4 weeks of approval.



8 WEST CONSULTING

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