




Jenny Shen

UX consultancy helping global organizations design
experiences that bring users joy and give them an
edge in the market



Services

Localization

Website Localization
App Localization
Market Research
Localized Marketing

Strategy

Product Roadmap
Product Market Fit Validation
Value Proposition Design
Competitive Analysis

Training

Corporate Training
Workshop Facilitation
Design Leadership
Mentoring / Coaching

Design Sprints

Problem/Opportunity Identification
Ideation, Sketching and Storyboarding
Rapid Prototyping
User Interviews
Testing and Validation

UX/UI Design

Responsive Web Design
Cross-Platform Product Design
Conversion Rate Optimization
Usability Testing and Surveys
Ethnographic Research



UX Strategy

€500 for 2-hour strategy workshop

A solid strategy is a roadmap to get ahead of competition and make sure you are heading in the right direction.

In this laser-focused 2-hour strategy session, you will walk away with clarity and a master plan that breaks down a big idea into actionable steps, milestones and desired outcomes.

What we will do

- Define goals and requirements
- Your team: provide expertise and existing data of the market, your users, business numbers
- Identify the least amount of work we need to do for the maximum results
- Capture the full technological scope of the project
- Identify risks to success
- Prioritize ideas
- Assess users' needs and goals
- Map ideas and knowledge onto a Strategy Canvas

What you'll get

- Strategy Canvas
- Competitive Analysis
- Roadmap for this project
- New ideas
- How Might We statements or user stories
- Identify risks and blockers
- Clearer route to achieving your goals

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Let's work together!

Contact me to:

- Localize your product for European or Asian markets
- Get help validating a product idea, run a design sprint, conduct user research, or improve your user experience design
- Guide your staff on UX strategy and best practices

Get in touch:

jenny@jennyshen.com jennyshen.com +31 622756449

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