

**I WILL BE
FRANK
WITH YOU**



4-WEEK UX STRATEGY AUDIT

SUMMARY

A focused, four-week engagement that identifies the root causes of UX, product, and team misalignment and delivers a clear, actionable strategy plan. This audit is designed for organizations that need senior-level clarity fast, without the overhead of hiring a full-time UX leader.

WHO THIS IS FOR

- Teams scaling quickly without a UX foundation
- Organizations experiencing repeated rework or missed expectations
- Startups burning time and budget due to unclear decision-making
- Agencies dealing with client uncertainty or slipping trust
- Product teams where research exists but doesn't drive decisions
- Leaders blindsided by issues that should have been predictable



ENGAGEMENT DETAILS

Product & Experience

Usability evaluation
Content and structural review
Experience gaps
Competitive landscape

Team & Process

Collaboration patterns
Decision-making health
Workflow friction
Operational risks

Research & Insight Integration

Existing research audit
Insight-to-decision mapping
Gaps + opportunities

Business Alignment

Roadmap feasibility
Stakeholder expectations
Strategic prioritization
Risk mapping

Outcome: a clear, decision-ready roadmap for the next 60–120 days.

THE 4-WEEK STRUCTURE

WEEK 1: ALIGNMENT & DIAGNOSIS

Stakeholder interviews, analytics review, and business objective mapping.

Output: Alignment Summary and Risk Indicators.

WEEK 2: EXPERIENCE & UX HEALTH

Usability, content, and research audits; competitive assessment.

Output: UX Health Report and Experience Gaps.

WEEK 3: SYNTHESIS & STRATEGY

Experience strategy, use-case mapping, prioritization, team/process friction assessment.

Output: Strategic Framework and Friction Map.

WEEK 4: THE FRANK PLAN

The Frank Plan: primary plan, backup plan, and pivot plan.

Output: 90-Day Roadmap, Quick Wins, Mitigation Plan, Leadership Presentation.

20-MINUTE INTRO CALL

We review goals, assess needs, and define the scope. Kickoff within 5 business days.

DELIVERABLES

- UX Health Report
 - Experience Strategy Summary
 - Research Integration Review
 - Team & Process Friction Map
 - 90-Day Roadmap (Plan A / Plan B / Plan C)
 - Risk Map & Mitigation Strategy
 - Recommendations for structure, process, and next steps
 - One 60-minute presentation with leadership and key stakeholders
-

WHY THIS WORKS

You get a fractional UX leader who brings:

- ✓ 20+ years designing and directing UX for agencies, brands, and product teams
- ✓ Real-world business-owner experience (operations, teams, budgets, and delivery)
- ✓ Cross-disciplinary expertise spanning UX, content, research, and product
- ✓ A track record of preventing fires rather than reacting to them
- ✓ A structured, repeatable process that restores clarity and momentum

This is not an audit for designers.
It is a strategic assessment for leadership.

TIME & INVESTMENT COMMITMENT

4 weeks
~8–12 hours of your team's time
Weekly checkpoint (30–45 minutes)

Typical range:
\$4,500–\$12,500
(final pricing based on team size, product complexity, and scope)

Frank Lockwood

Fractional UX Strategy Lead
frank@iwillbefrankwithyou.com

203.793.6199