

**I WILL BE
FRANK
WITH YOU**



UX EMERGENCY RESCUE

SUMMARY

A rapid, high-intensity engagement designed to diagnose issues, stabilize the team, and deliver a clear recovery plan. You get fast, senior-level clarity and direction, without needing full-time or 24/7 support, when deadlines slip, pressure rises, or projects go off course.

WHO THIS IS FOR

- Scope confusion or sudden misalignment
- Client frustration or declining trust
- Missed expectations or shifting requirements
- High-volume rework, duplicated effort, or unclear decisions
- Lost momentum or internal conflict
- Project slipping off schedule (or already off schedule)
- Unclear ownership or fragmented communication



ENGAGEMENT DETAILS

Immediate Diagnostic

Identify root causes across UX, product, engineering, and business
Map red flags, risks, and dependencies
Surface blind spots impacting delivery

Clarity & Alignment

Rebuild shared understanding of goals and scope
Establish decision-making structure
Resolve miscommunications and team disconnects

Rapid UX & Experience Triage

Evaluate usability, flows, and blockers
Clarify must-fix issues vs. acceptable risk
Prioritize high-impact UX fixes

Recovery Roadmap

2–3 week stabilization plan
90-day recovery + optimization roadmap
Clear ownership and sequencing

**The goal: Stop the bleeding.
Restore alignment. Move forward.**

3-PHASE STRUCTURE

PHASE 1 - DIAGNOSE

A fast, comprehensive assessment.

- Stakeholder reset conversations
- Rapid UX audit (flows, usability, friction)
- Content and experience review
- Scope + timeline analysis
- Requirements + expectations review
- Team/process analysis
- Risk + dependency mapping

Output: Critical Issues Report and Risk Map.

PHASE 2 - STABILIZE

Resolve confusion, reduce risk, and restore alignment.

- Re-align on goals, scope, and expectations
- Clarify decision authority
- Triage UX issues
- Set communication and workflow cadence
- Provide immediate UX direction to unblock teams
- Rebuild client confidence (if applicable)

Output: Stabilization Plan + Immediate Priorities + Alignment Summary.

PHASE 3 - RECOVER

Deliver the actionable plan forward.

- 90-day roadmap
- Quick wins (next 1–2 weeks)
- Core initiatives (6–12 weeks)
- Team + process recommendations
- UX + product milestones
- Backup plan and pivot plan

Output: Recovery Roadmap and Leadership Presentation.

20-MINUTE INTRO CALL

Assess situation, identify risks and determine engagement length and kickoff.

WHAT IT LOOKS LIKE

- Critical Issues Report
- Alignment & Expectations Summary
- UX Triage Audit
- Risk Map (Red/Yellow/Green)
- Stabilization Plan (2–3 weeks)
- 90-Day Recovery Roadmap (Plan A / Plan B / Plan C)
- Team + Process Recommendations
- One 60-minute leadership/team presentation

WHY THIS WORKS

Leveraging my unique strengths you'll get:



Strategic Foresight

Experience in identifying issues early and understanding how they cascade through design, product, engineering, and client relationships.



Business Owner Lens

I understand financial, operational, and delivery pressure, and bring that clarity to my recommendations.



Cross-Disciplinary Clarity

I speak credibly to design, research, engineering, content, and leadership simultaneously.



Stabilizing Presence

Calm, direct, structured. I bring teams back to clarity quickly.



Backup & Pivot Planning

When things are shaky, I provide more than a plan, I provide a plan that can't fail.

TIME & INVESTMENT

COMMITMENT

Light and focused

Kickoff (45 minutes)
Daily 15-minute check-ins (first week)
Weekly leadership sync
Ad-hoc alignment as needed

Typical ranges:

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2 Weeks: \$4,000–\$7,500
3 Weeks: \$6,500–\$12,500

Surcharges apply for <48 hrs. emergencies

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