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CASE STUDY

RECOVERY CENTER ALIGNS BUSINESS GOALS AND UX THROUGH MOBILE-FIRST WEBSITE

A national addiction and recovery center with inpatient and outpatient treatment options helps build a foundation for lasting recovery close to home. To better fulfill its mission, the organization needed to build a mobile-first website to help clients quickly find affordable professional help.

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THE CHALLENGE:

Aligning business objectives and user experience with an understaffed UX/UI team

The national addiction and recovery center knew that a mobile-first website would help to better serve clients, making it easier to find and schedule professional help to battle addiction. However, the organization was relatively inexperienced in aligning its business needs with the user experience, especially when it came to translating those needs into technical requirements. In addition, the organization lacked robust project management skills and its talented UX/UI team was understaffed.



THE SOLUTION:

Providing the expertise needed to build a business plan and project roadmap

The Judge Consulting team helped to plan, analyze, and design the new website. The team started collaborating with the organization's digital strategy team, building a plan that would be easily consumable across the organization while sparking conversations designed to uncover business requirements and delivery goals. Judge established a Software Development Lifecycle (SDLC) process to combine multiple work streams and helped the UX/UI team create the necessary project oversight. Implementation of the plan included Agile-based stories that captured the acceptance criteria using an INVEST story writing methodology, as well as a Jira-based project within the organization's task management system. Both Judge and the organization's technical teams designed high-fidelity Fignas that stubbed out the UX/UI experience for rapid consumption and implementation.



THE RESULT:

Effective project management and an engaging online experience for users

Judge built a project roadmap and provided budget and resource forecasting to ensure the project met the desired business outcomes and that the organization could complete the new website on time. The improvements in project management and workflow implemented for this project benefited the organization in the long term, improving enterprise-wide communication around future iterations of the website project. In addition, the new mobile-first website offered the organization's clients an intuitive and engaging experience to help improve the outcome of their treatment and recovery.