



**CREATE AN IMPACT,
TOGETHER**

Dec. 2020

WHO ARE WE?

We, UX rescue, are a global initiative that helps organizations and social enterprises.

We provide UX services to organisations and social enterprise who couldn't otherwise access them.

We have over **1500** volunteers across the world. They are eager to help you create a social impact through what they know best, **UX** (User eXperience).



WHAT IS UX?

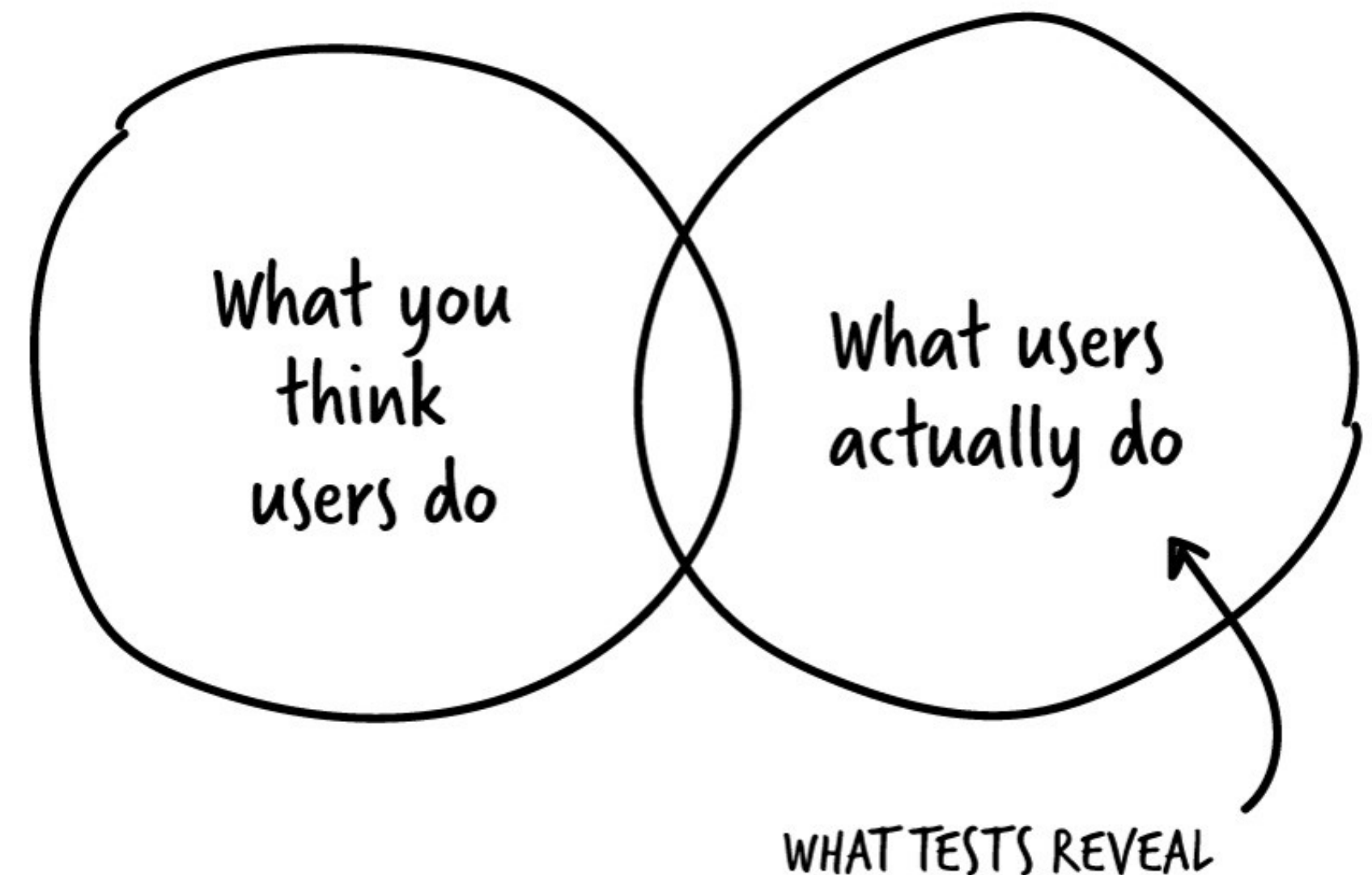
UX stands for User eXperience.

Users can be a person or collective audience who use your website, product or services.

UX starts by learning users' needs, motivations, and understanding how they interact with various channels (websites, app, service and more).

Once we learn, we design digital products/services based on our research to better serve your users.

You never know what they want until you ask!



WHY DOES IT MATTER?

BAD UX COSTS TOO MUCH TO RISK

88%

**OF PEOPLE ARE LESS LIKELY TO
RETURN TO A WEBSITE WITH
BAD UX.**

*survey source

GOOD UX IS TOO EFFICIENT NOT TO DO

85%

**OF THE PROBLEMS CAN BE
FIXED BY TESTING ONLY 5
USERS.**

*survey source

Let's take an example

BAD UX COSTS TOO MUCH TO RISK - 88%, OF PEOPLE ARE LESS LIKELY TO GO BACK TO A WEBSITE WITH BAD UX.

SURVEY SOURCE - [HTTPS://WWW.INEXTURE.COM/9-UX-STATISTICS-EVERY-COMPANY-CEO-SHOULD-KNOW/](https://www.inexture.com/9-ux-statistics-every-company-ceo-should-know/)

GOOD UX IS TOO EFFICIENT NOT TO DO EFFICIENT NOT TO DO. 85% OF THE PROBLEMS CAN BE FIXED BY TESTING ONLY 5 USERS.

SURVEY SOURCE - [HTTPS://WWW.NNGROUP.COM/ARTICLES/WHY-YOU-ONLY-NEED-TO-TEST-WITH-5-USERS/](https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/)

**NOW COMPARE THIS WITH THE PREVIOUS SLIDE.
WHICH ONE WAS EASIER TO READ?**

UX can be found outside of digital areas



Bad UX



Good UX



HOW CAN WE WORK WITH YOU?



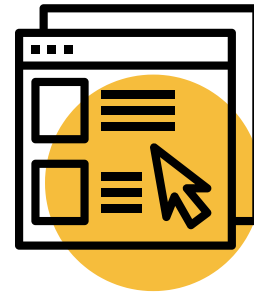
SERVICES WE OFFER

DIGITAL PRODUCTS



Website Design

Creating a website that speaks to your audience and makes them take action



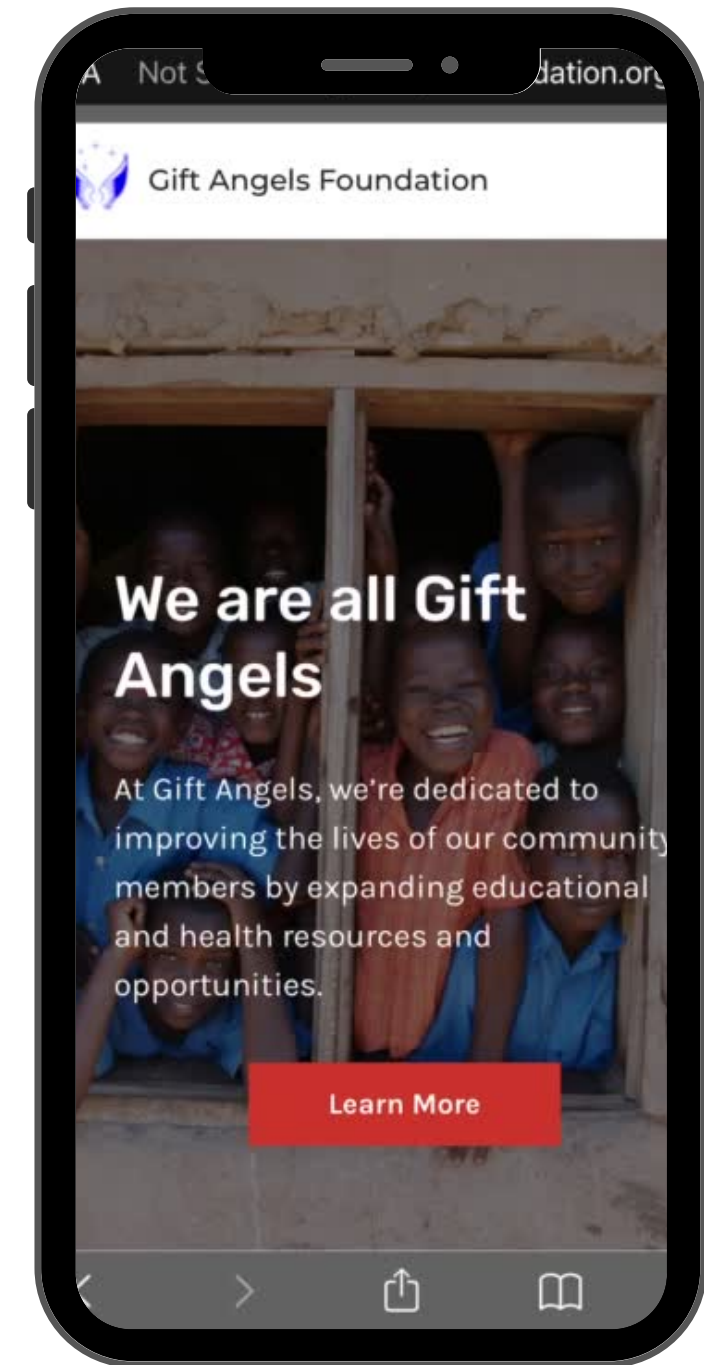
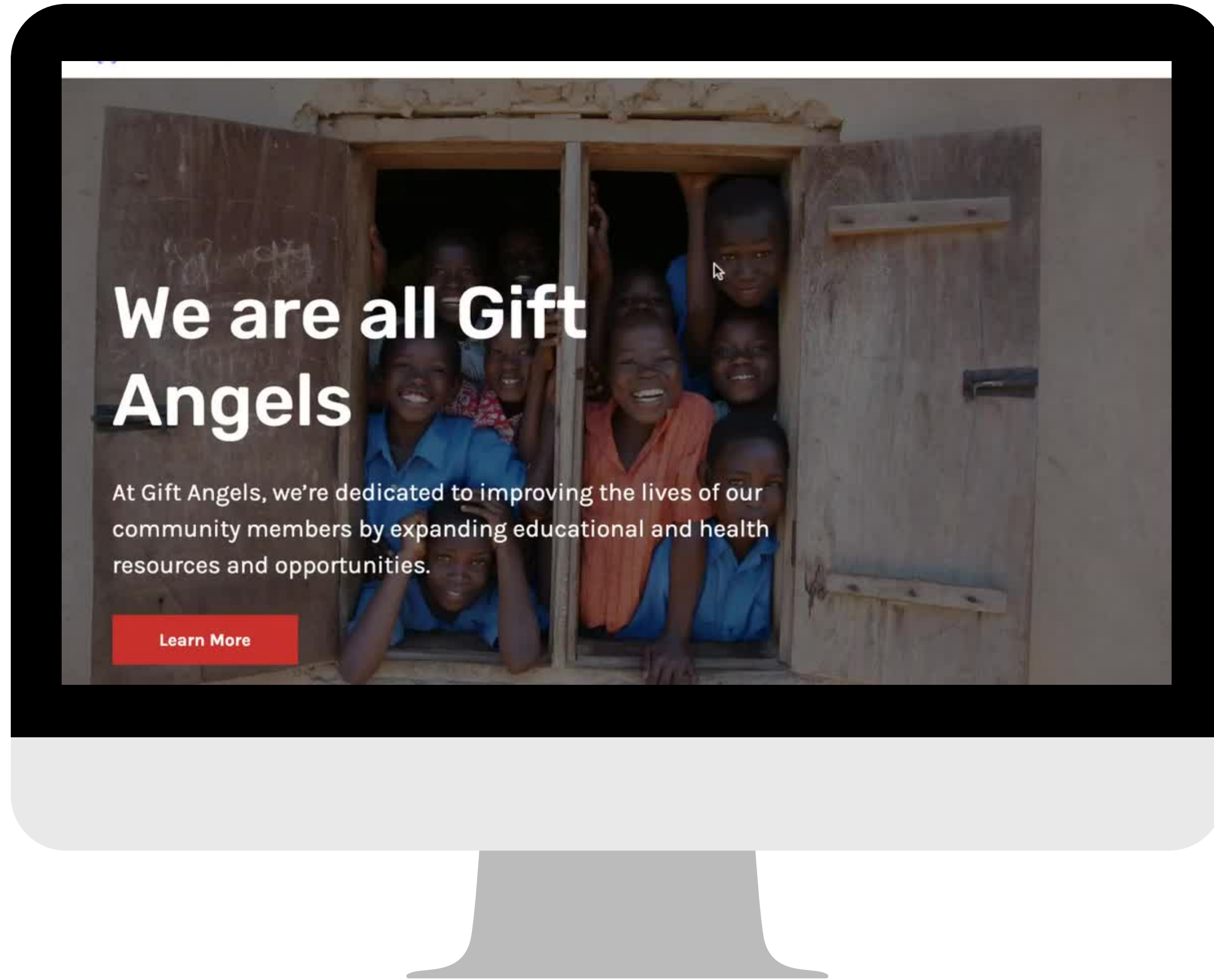
Website/App Redesign

Updating your website or app with up to date design and content to engage more users



Branding

Creating distinctive and consistent branding to make your organization/enterprise stand out and be memorable



SERVICES WE OFFER

STRATEGIES



Audience Analysis

Understanding the needs of your audience and enhancing the interaction



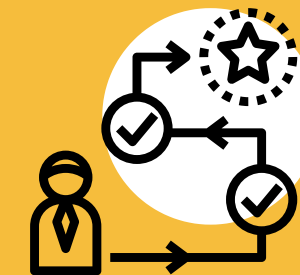
Communication Campaign

Bringing clarity to your communication with your audience (clients, stakeholders, etc.)



Process Enhancement

Uncovering opportunities to simplify your processes, resulting in process efficiencies (e.g., how to recruit volunteers, run your programs etc.)



Executive Strategy

Defining goals aligned with your organisation's vision and designing an execution strategy for those goals.

HOW TO WORK WITH US



SEND AN INQUIRY

Send us an inquiry to tell us a brief story about your organization and how we can help you.



LET'S CHAT

Once the inquiry is received, we will reach out to you to learn more about your needs.



MEET YOUR TEAM

With the information from the chat, we will find you the perfect team of volunteers.



WORK WITH US

You will be working with the team of volunteers. We usually work with you via email, WhatsApp, or weekly meeting.



GET RESULTS

We hope you like the final result!

TESTIMONIAL

"Whenever I look at that website I feel the love of your work , it's nice, beautiful, clear and built with love from UX Rescue. This website has been a life changing story for our organization. It really is something we could achieve only through your tireless work. Thank you very much UX Rescue team."

- Richard, Gift Angels Foundation



UX RESCUE

ORGANIZATIONS

WHO WE ARE THANKFUL TO WORK WITH



Gift Angels Foundation



AND MORE

LET'S WORK TOGETHER!

Want to find volunteers?

[Click here](#) to send us an inquiry

Questions?

Reach out to us at uxrescue1@gmail.com

