



## J22 The User's Experience (UX) Process: Website Design for the Private Practitioner

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**Learning Overview:** After attending this presentation, attendees will have gained insight into developing a website/landing page using the UX process. This process synchronizes human interactions within an operational system, increasing human well-being and providing optimal system performance.

**Impact on the Forensic Science Community:** This presentation will impact the forensic science community by demonstrating how human factors interact with elements of a system focusing on the UX with purposeful design for websites, landing pages, and mobile apps.

Forensic Document Examiners (FDEs) typically work for government laboratories, as solo practitioners, or a hybrid of both. Statistics indicate that private FDEs charge among the lowest hourly rates (\$260 USD/hr) of all the expert fields but typically receive more engagements per year with an average of 34.<sup>1</sup> Finding a qualified and suitable private examiner relies on marketing, social media, expert referral services, and word of mouth.

Creating good content for a website or social media post depends on the ideal buyer for the services. What companies/industries are connecting to the website? What solutions are they looking for? Once these questions have been addressed, a more detailed picture emerges of how to engage a client and provide a positive UX with the information.

User design interface or UX puts your client's needs first by creating an intuitive process from start to finish. A client's first interaction with an expert is reviewing their website. Websites that lack cohesion, are poorly designed, share outdated information, and are difficult to navigate do not value their client's experience. If an attorney or client becomes frustrated trying to extract relevant information, the potential client may never even contact the expert!

Too often, the business side of a private forensic examiner's workload, especially marketing, eats up an examiner's time and budget, but is rarely discussed. Through this process, experts will learn how design impacts a user's intuitive interaction with information. Focusing on the UX with a website specifically, attendees will understand the philosophy and process behind developing a website from this perspective. From first iteration to final concept, key ideas concerning content, wording, design, and branding are built into the process. Considerations of costs, time, and resources will also be discussed.

Incorporating quality design while focusing on the UX should be part of every branding strategy from the solo practitioner to larger private or government forensic laboratories. A UX directly affects their perceptions positively or negatively about an agency, company, service, and brand. Managing, allocating, and enhancing organizational resources in the most optimal way creates a mainstream process, thereby creating a quality experience for clients and contributors. Attendees will be encouraged to incorporate a dynamic campaign through layout, framework, and design while focusing on the most important factor: the user.

### Reference(s):

<sup>1</sup>. 2019 Expert Witness Fee & Practices Survey Report. ExpertPages.com.

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### Marketing, Business Development, Expert Retention and Selection