

5 Steps to Take Before You Update Your UX

This is an extra resource to go along with the original article:

[How to Know When It's Time to Update Your UX](#)

Step 1: Meet with Your Sales Team

- Find out what objections they're hearing from customers
- Ask for their feedback and suggestions regarding the objections they're hearing
- Identify any trends or common threads

Step 2: Sit Down with Your Customer Support

- Gather a list of the most common complaints from your team
- Ask for their feedback regarding the complaints in the same way you did in step one
- Identify any trends or common threads

Step 3: Conduct One-on-One Interviews

- Use open-ended questions to find out what your customer really thinks
- Avoid using leading questions
- Record your interviews so you can refer back to them later

Step 4: Organize Your Research

- Compile your findings from the first three steps
- Look for common themes, suggestions, or complaints
- Review what you've uncovered with your teams

Step 5: Use Your Insights

- Whenever you make an important business decision, especially with regards to updating your UX, use these insights to your advantage
- If you're still unsure of something, further research is needed
- Repeat this process as necessary