leighton

Optimise your customer experience to maximise conversion

UX/UI workshop

2026

User experience (UX) and user interface (UI) design play a critical role in the success of digital products and platforms. When users struggle to navigate, understand or complete actions, conversion drops and internal teams are forced to compensate.

Our UX/UI workshop helps technology leaders and product owners understand how users interact with their products and platforms, identify where experiences break down and define a clear roadmap for improvement.

Our expert team then works with you to map out a plan of action that will help you to improve usability, increase user satisfaction, boost conversion, improve accessibility and inclusivity and give you a competitive advantage.

Book your UX/UI workshop

Embark on a collaborative UX/UI discovery workshop that analyses your digital experience and delivers a prioritised improvement roadmap.

hello@leighton.com

leighton.com

+44 (0)191 305 5140

The challenges we help solve

Organisations typically come to us when they face challenges such as:

- User frustrations and poor experiences causing high user drop-off rates at key points in the journey

- Low conversion metrics but no clear understanding of why

- Increased pressure on internal teams, for example customer service teams who are having to do the work their technology should be doing

- Poor accessibility and useability scores

- Limited understanding of who their users are and what they expect from the experience

What you will get from the workshop

By the end of the workshop, you will have:

- Clearly defined customer personas based on real user behaviours and needs

- Mapped customer journeys showing how users interact with your platform

- Identified points of friction and drop-off in the user experience

- A prioritised list of UX/UI improvements

- A clear roadmap for improving usability, accessibility and conversion

How the workshop works

Our structured assessment provides practical insight into how your products and platforms can evolve.

1 Customer personas

We work with your team to define key user groups, their motivations and their goals.

2 Customer journeys

We map how these users move through your product or platform and what they need at each stage.

3 Improvement opportunities

We identify friction points, usability issues and barriers to conversion.

4 UX/UI roadmap

Following the workshop, we provide prioritised recommendations and a practical roadmap for improving your digital experience.