



# UX Design Agency

## *Evaluation Checklist* (2026)

A practical, step-by-step checklist that you can use to confidently evaluate and select the right UX design agency in 2026.

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### 1. Strategic Fit & Understanding

- Clearly understands your business goals and product vision
- Defines success metrics
- Asks smart questions about users, market, and constraints

### 2. Research & Discovery

- Offers user research & stakeholder interviews
- Creates persona maps & journey maps
- Includes competitive/market analysis

### 3. UX Process & Methodology

- Offers user research & stakeholder interviews
- Creates persona maps & journey maps
- Includes competitive/market analysis

### 4. UI & Interaction Design Quality

- Balances aesthetics with usability
- Accessibility-first design principles
- Thoughtful micro-interactions & motion where needed

### 5. Portfolio That Shows Impact

- Case studies with problem, decisions & measurable results
- Evidence of user-centric solutions
- Clear explanation of design rationale



## 6. Design System & Scalability

- Provides design systems/UI libraries for consistency
- Plans for future scalability
- Supports multi-platform/omnichannel design thinking

## 7. Collaboration & Team Fit

- Transparent communication style
- Cross-functional team expertise
- Cultural fit & responsiveness

## 8. Pricing & Value

- Transparent pricing (project/retainer/milestone)
- Scope tied to outcomes
- Clear revision limits and timeline clarity

## 9. Red Flags to Avoid

- No clear UX process
- Overemphasis on pretty screens without context
- Little or no user testing
- Poor communication or slow responses
- No post-launch support plan

Choosing the right UX design agency is less about who looks the best and more about who thinks the best for your users and your business. Use this checklist to compare agencies objectively, ask better questions, and avoid costly misalignment early. The right partner will help you make smarter product decisions that scale over time.

Looking for a [\*UX design partner\*](#) that checks every box on this list?

[\*Explore how we help teams\*](#) design with clarity and witness measurable impact.