# **UX Strategy Blueprint**

## Challenges

What problems are you trying to solve? What obstacles must you overcome?

Lack of coherency Migration of customers **Deteriorating image Internal constraints** 

## Aspirations

What are the ideal desired outcomes? What do you want to achieve?

**EXAMPLES** Unification of experiences Accelerated adoption Market recognition Transformational impact on users

#### Focus Areas

What is the scope of the strategy? What will you focus on for the most impact?

**TYPES** Users and persona Regions, languages, cultures Services and products User cases and scenarios Areas of UX (e.g., IA, content)

## Guiding Principles

How will you overcome the challenges? What specific mantras will guide teams?

**EXAMPLES** Particular sequence of activities Approach to persuasion **Coordination of touchpoints** Differentiation ploy

### Activities

What types of activites solve the problems? What capabilities achieve your aspirations?

**TYPES** Research methods Information architecture **Design activities** Prototyping and testing Best practice and patterns Skill development

#### Measurements

What types of measurements will you employ? What metrics will be used to gauge success?

**EXAMPLES** Increase in user satisfaction (e.g, SUS) Better task completion Higher frequency of use Increased self support