

# Product Experience Assessment Framework

## Executive Approval Request

**Prepared by:** Haider, Digital Experience Architecture Team

**Department:** Digital & AI Center of Excellence

**Date:** November 2025

**Decision Required:** Approve Phase One (12-month implementation)

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## Executive Summary

**The Problem:** Digital products launch across Aramco without standardized UX validation, creating:

- Inconsistent user experiences harming productivity
- No baseline metrics to validate improvement claims
- Compliance gaps (accessibility, usability standards)
- Costly post-launch rework

**The Solution:** Two-phase framework establishing systematic product experience assessment:

- **Phase One (12 months):** Foundation built on international standards (WCAG, Nielsen heuristics, ISO 9241)
- **Phase Two (12-18 months):** Industry-specific enhancements for oil & gas operations

### Expected Outcome:

- 100% product compliance with UX standards before launch
  - Baseline quality metrics across digital portfolio
  - Self-service toolkit enabling teams to assess independently
  - ServiceNow-integrated audit trail for governance
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## Phase One: Foundation (12 Months)

## **Core Framework Components**

### **Three Assessment Dimensions:**

1. **Accessibility Compliance** - WCAG 2.1 Level AA (legal requirement)
2. **Usability Quality** - Nielsen heuristics + ISO 9241 evaluation
3. **Performance Standards** - Industry-validated benchmarks

### **Two Strategic Checkpoints:**

1. **Design Review** - Before development begins
2. **Pre-Launch Audit** - Two weeks before deployment

### **Self-Service Toolkit:**

- Assessment templates (Word/Excel format)
- Step-by-step checklists
- Evidence collection guides
- ServiceNow submission forms

### **Governance:**

- Teams self-assess using toolkit
- Submit evidence via ServiceNow
- Digital & AI CoE reviews and approves
- No product launch without approval

## **Why Build on Existing Standards?**

### **Immediate Benefits:**

- Credibility from day one (30+ years of validation)
- Faster development (adapt vs. invent)
- Defensible criteria (not subjective opinions)
- Reduced organizational resistance (familiar concepts)

**Phase Two Evolution:** Add oil & gas specifics after validation:

- ISA-101 for control systems
  - Field application requirements (limited connectivity)
  - Safety-critical system standards
  - Operational context unique to energy sector
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# Implementation Timeline

## Quarter 1: Discovery & Foundation (Months 1-3)

- Conduct 15-20 stakeholder interviews
- Research and validate standards approach
- Design framework specifications
- **Deliverable:** Framework Design Document + Interview Findings

## Quarter 2: Build & Validate (Months 4-6)

- Create toolkit templates and guidelines
- Configure ServiceNow integration
- Validate with friendly stakeholders
- **Deliverable:** Complete Toolkit + Operational ServiceNow

## Quarter 3: Pilot & Refine (Months 7-9)

- Run 3-5 pilot products through checkpoints
- Gather usage data and feedback
- Refine framework based on learnings
- **Deliverable:** Pilot Results + Framework Refinements

## Quarter 4: Scale & Establish (Months 10-12)

- Train organization-wide
- Rollout mandatory compliance
- Monitor adoption and support teams
- **Deliverable:** Operational Framework + Phase Two Recommendations

## Key Decision Gates

- **Month 3:** Approve framework design
- **Month 6:** Approve toolkit and ServiceNow readiness
- **Month 9:** Approve organizational rollout
- **Month 12:** Approve Phase Two scope and investment

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# Resource Requirements

## Phase One (12 Months)

<b>Resource</b>	<b>Commitment</b>
Program Lead (Haider)	10-12 hrs/week
Supporting DXA Team	4-6 hrs/week
ServiceNow Team	60-80 hrs
Stakeholder Interviews	15-20 hrs
Leadership Reviews	8-10 hrs

## Training Requirements

<b>Training Program</b>	<b>Purpose</b>
Nielsen Norman Group Training (2-3 people)	UX evaluation methodology
Accessibility Certification (IAAP)	WCAG expertise
Research Methods Training	Assessment design
Industrial HMI Standards (ISA)	Oil & gas context
Optional External Validation	Framework design review
Miscellaneous (materials, tools)	Workshops, supplies

**Note:** Training investment builds lasting team expertise extending beyond this initiative.

## Phase Two (Estimated)

- Timeline: 12-18 months after Phase One
  - Resources: Full-time dedication or multiple team members
  - Budget: \$80K-150K (custom software, advanced ServiceNow, training scale-up)
  - Scope: Determined by Phase One results and organizational readiness
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## Success Metrics

### Phase One Outcomes

**Quantitative:**

- 100% compliance rate for new product launches
- Assessment completion time: <2 hours per checkpoint
- Approval cycle time: <5 business days
- Baseline product quality scores established

#### **Qualitative:**

- 80%+ stakeholder satisfaction with framework
- Teams independently complete assessments (minimal coaching)
- Organizational awareness of UX standards
- Clear Phase Two enhancement priorities identified

#### **Long-Term Impact (Post Phase Two)**

- 30% reduction in post-launch UX issues
  - Average product quality improvement: 20%+
  - 50% reduction in CoE manual review time
  - Consistent experience across digital portfolio
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### **Risk Assessment**

<b>Risk</b>	<b>Impact</b>	<b>Mitigation</b>
Stakeholder resistance to compliance	High	Co-design approach, executive mandate, frame as enablement
ServiceNow integration delays	Medium	Start with manual process, phase automation
One-size-fits-all doesn't fit diverse products	High	Flexible framework with customization options
DXA team capacity constraints	High	Clear scope boundaries, realistic 12-month timeline
Framework too complex, low adoption	Medium	Simple templates, comprehensive training, pilot validation

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### **Strategic Alignment**

#### **Supports Organizational Priorities:**

- **Digital Transformation** - Ensures digital investments deliver user value

- **Operational Excellence** - Standardizes quality across products
  - **Compliance & Governance** - Systematic validation with audit trails
  - **Employee Productivity** - Better tools drive better outcomes
  - **Innovation Culture** - Learning-based, iterative approach
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## Recommendation

**Approve Phase One implementation** of the Product Experience Assessment Framework.

- Why Approve:** ✓ Standards-based approach provides immediate credibility
- ✓ Modest investment with high ROI potential
  - ✓ Phased risk management (prove value before Phase Two)
  - ✓ Realistic timeline accounting for capacity constraints
  - ✓ Builds permanent organizational capability
  - ✓ Addresses critical gap in current processes

**What This Approval Includes:**

- 12-month Phase One implementation authority
- DXA team time commitment (~10-12 hrs/week)
- ServiceNow team integration support (~60-80 hrs)
- Authority to engage stakeholders for interviews and pilots
- Training investment for capability building

**What This Does NOT Commit:**

- Phase Two expansion (separate decision at Month 12)
  - Additional headcount or resources beyond stated
  - Changes to existing product development processes (only adds checkpoints)
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## Immediate Next Steps (Upon Approval)

**Week 1-2:**

- Finalize detailed project plan
- Assign team roles and responsibilities
- Identify and schedule stakeholder interviews
- Engage ServiceNow team

**Month 1-3:**

- Complete discovery interviews
- Design framework specifications
- Begin team training programs
- Present framework design for approval

**Approval Decision Required By:** [Date]

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## Questions?

### Contact:

Haider  
Digital Experience Architecture Team  
Digital & AI Center of Excellence  
[Contact Information]

### For Discussion:

- Framework design details
- Resource allocation specifics
- Timeline adjustments
- Integration with existing governance

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**Document Version:** 1.0

**Last Updated:** November 2025

**Next Review:** Quarterly milestone gates