

Scope of Work

Product Experience Assessment Framework

Owning Department: Digital & AI Center of Excellence

1. Project Overview

Project Name: Product Experience Assessment Framework (PXAF)

Current Phase: Discovery

Date: November 2025

Purpose

To establish a comprehensive Product Experience Assessment Framework that enables the Digital & AI Center of Excellence team to standardize user experience metrics across all digital products and initiatives. This framework will serve as a compliance mechanism ensuring all product launches meet established excellence standards before deployment.

Background

As the Digital & AI Center of Excellence team, we support multiple entities and product owners launching digital products and initiatives aimed at improving organizational productivity.

Currently, there is no standardized mechanism to ensure these products meet consistent user experience standards. This creates risk of:

- Inconsistent user experiences across the digital ecosystem
- Products launching without adequate UX validation
- Lack of baseline metrics to measure improvement claims
- No systematic way to enforce compliance with experience standards

Project Vision

Create an embedded compliance framework where product experience excellence is built into every stage of the product lifecycle, not just audited at the end. Teams will have self-service tools to assess and improve their products continuously, with the Digital & AI Center of

Excellence providing governance through ServiceNow-based audit submissions and approvals. This ensures every product launch delivers demonstrable user experience excellence.

2. Objectives

Primary Objectives

1. Develop a Standardized Scoring System

- Create quantifiable metrics for evaluating product experience across all digital initiatives
- Establish clear scoring criteria that measure UX quality, accessibility, usability, and performance
- Define minimum thresholds for product launch approval

2. Establish Baseline Metrics

- Define organizational benchmarks for product experience excellence
- Create measurement standards applicable across different product types and initiatives
- Enable consistent comparison and tracking of improvements over time

3. Create a Self-Service Audit Toolkit

- Develop comprehensive tools enabling product teams to conduct their own assessments
- Provide guidelines, checklists, and evaluation templates
- Include educational resources to build UX capability across teams

4. Embed Compliance into Product Lifecycle

- Integrate assessment checkpoints throughout the product development process (not just at launch)
- Create stage-gated compliance requirements from conception to deployment
- Ensure continuous alignment with excellence standards throughout development

5. Implement ServiceNow Integration

- Establish audit submission and approval workflow through ServiceNow
- Create centralized tracking and reporting mechanism
- Enable Center of Excellence team to review and approve product launches based on compliance evidence

Secondary Objectives

- Build organizational capability in product experience excellence

- Create transparency in product quality across the organization
 - Reduce post-launch UX issues and rework
 - Foster a culture of user-centered design and continuous improvement
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3. Scope

In Scope - Discovery Phase

Framework Design

- Research and benchmark industry-standard UX assessment frameworks
- Define core evaluation dimensions (e.g., usability, accessibility, performance, design consistency)
- Develop scoring methodology and weighting criteria
- Establish minimum compliance thresholds for product launch approval

Lifecycle Integration Mapping

- Map product development stages across the organization
- Identify optimal assessment checkpoints throughout the lifecycle
- Define compliance requirements for each stage (concept, design, development, testing, launch)
- Design progressive validation approach preventing late-stage failures

Toolkit Components Definition

- Self-assessment questionnaires and checklists
- Evaluation templates and scoring calculators
- Guidelines and best practice documentation
- Training materials and resources
- Evidence collection templates

ServiceNow Workflow Design

- Audit submission process
- Review and approval workflows
- Compliance tracking dashboard requirements
- Reporting and analytics needs
- Integration touchpoints with existing systems

Stakeholder Engagement

- Identify all product owners and entity representatives

- Conduct discovery interviews with key teams
- Understand current pain points and processes
- Gather requirements for toolkit usability
- Build buy-in for compliance framework

Pilot Planning

- Select pilot products/teams for framework testing
- Define success criteria for pilot phase
- Plan pilot timeline and evaluation approach

In Scope - Full Initiative

- Framework development and documentation
 - Toolkit creation and deployment
 - ServiceNow integration and configuration
 - Training and change management
 - Pilot execution and refinement
 - Full organizational rollout
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4. Deliverables

Discovery Phase Deliverables

D1: Framework Design Document

- Comprehensive assessment framework specification
- Scoring model with dimensions, criteria, and weighting
- Compliance thresholds and approval gates
- Benchmarking analysis and rationale

D2: Lifecycle Integration Blueprint

- Product lifecycle stage mapping
- Assessment checkpoint definitions for each stage
- Stage-specific compliance requirements
- Progressive validation roadmap

D3: Toolkit Specification

- Detailed requirements for all toolkit components
- User experience design for self-service tools
- Content outline for guidelines and templates

- Training curriculum structure

D4: ServiceNow Integration Design

- Workflow diagrams and process maps
- Form and dashboard mockups
- Integration architecture specification
- Data model and reporting requirements

D5: Stakeholder Analysis & Requirements Report

- Stakeholder mapping
- Interview findings and insights
- Requirements consolidation
- Gap analysis of current vs. desired state

D6: Pilot Plan

- Pilot scope and objectives
- Selected pilot products/teams
- Timeline and milestones
- Success metrics and evaluation criteria

D7: Implementation Roadmap

- Phased rollout plan
- Resource requirements
- Risk assessment and mitigation strategies
- Change management approach

Post-Discovery Deliverables (Future Phases)

- Complete Product Experience Assessment Toolkit
- ServiceNow integrated audit system
- Training materials and certification program
- Governance documentation and runbooks
- Pilot results and lessons learned report
- Full rollout communication plan

5. Timeline & Milestones

Discovery Phase Timeline

Duration: [To be determined - typically 8-12 weeks]

Phase 1: Research & Foundation (Weeks 1-3)

- Week 1: Project kickoff and stakeholder identification
- Week 2-3: Industry research and framework benchmarking
- Week 3: Initial framework design concepts
- **Milestone 1:** Framework approach approval

Phase 2: Requirements & Design (Weeks 4-6)

- Week 4: Stakeholder interviews and discovery sessions
- Week 5: Lifecycle mapping and checkpoint definition
- Week 6: Toolkit components specification
- **Milestone 2:** Requirements document and design specifications complete

Phase 3: Integration Planning (Weeks 7-9)

- Week 7: ServiceNow workflow design
- Week 8: Integration architecture planning
- Week 9: Dashboard and reporting design
- **Milestone 3:** ServiceNow integration blueprint approved

Phase 4: Validation & Pilot Planning (Weeks 10-12)

- Week 10: Stakeholder review sessions and refinement
- Week 11: Pilot team selection and planning
- Week 12: Final documentation and roadmap development
- **Milestone 4:** Discovery phase completion and implementation approval

Key Decision Points

- **Week 3:** Approve framework scoring model
- **Week 6:** Confirm lifecycle integration approach
- **Week 9:** Approve ServiceNow design
- **Week 12:** Go/No-Go decision for implementation phase

Dependencies

- Stakeholder availability for interviews (Weeks 4-5)
 - ServiceNow technical team engagement (Weeks 7-9)
 - Leadership review and approval cycles (Weeks 3, 6, 9, 12)
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6. Roles & Responsibilities

Center of Excellence Team

Program Lead

- Overall initiative ownership and strategic direction
- Stakeholder management and executive communication
- Budget and resource allocation
- Final decision authority on framework design

UX/Product Experience Lead

- Framework design and methodology development
- Assessment criteria and scoring model definition
- Toolkit content creation and standards documentation
- Quality assurance of deliverables

Process/Compliance Lead

- Lifecycle integration design
- Compliance requirements definition
- Governance model and policy development
- Audit workflow design

Technical Lead

- ServiceNow integration architecture
- Technical feasibility assessment
- System integration requirements
- Technical documentation

Change Management Lead

- Stakeholder engagement strategy
- Training program development
- Communication planning
- Adoption metrics and tracking

Key Stakeholders

Product Owners/Entity Representatives

- Participate in discovery interviews
- Provide input on requirements and pain points

- Review and validate framework design
- Participate in pilot testing

ServiceNow Team

- Technical consultation and integration support
- Platform configuration and customization
- Workflow implementation
- System administration

Leadership/Governance Board

- Strategic oversight and alignment
- Approval of framework and compliance thresholds
- Resource approval and prioritization
- Policy endorsement

IT/Development Teams

- Technical input on lifecycle stages
- Integration requirements gathering
- Testing and validation support

RACI Matrix

Activity	CoE Lead	UX Lead	Process Lead	Tech Lead	Product Owners	ServiceNow	Leadership
Framework Design	A	R	C	C	C	I	I
Lifecycle Integration	A	C	R	C	C	I	I
Toolkit Development	A	R	C	I	C	I	I
ServiceNow Design	A	C	C	R	I	C	I
Stakeholder Interviews	A	C	R	I	R	I	I
Final Approvals	I	I	I	I	C	I	A

R = Responsible, **A** = Accountable, **C** = Consulted, **I** = Informed

7. Success Criteria

Discovery Phase Success Metrics

Completeness

- All 7 deliverables completed and approved
- 100% of identified stakeholder groups engaged
- Framework validated with at least 3 pilot candidates identified

Quality

- Framework design peer-reviewed by external UX experts
- ServiceNow design validated by technical team for feasibility
- Stakeholder satisfaction score ≥4.0/5.0 on requirements gathering process

Alignment

- 80%+ stakeholder agreement on proposed framework approach
- Leadership approval obtained for implementation phase
- Budget and resources secured for next phase

Feasibility

- Technical integration confirmed as viable within 6-month timeline
- Toolkit components validated as achievable with available resources
- No critical blockers identified for implementation

Long-term Success Criteria (Post-Implementation)

Adoption

- 100% of new product launches complete required audits
- 90%+ compliance rate with lifecycle checkpoint assessments
- Average audit completion time <2 hours per checkpoint

Quality Improvement

- 30% reduction in post-launch UX issues within 12 months
- Average product experience score improvement of 20%
- 85%+ of products meet minimum compliance threshold on first submission

Efficiency

- 50% reduction in Center of Excellence manual review time
- Self-service toolkit used independently by 90%+ of teams
- Average audit approval cycle time <5 business days

Cultural Impact

- Product owners report increased confidence in UX decisions
- 80%+ of teams view toolkit as valuable (not just compliance burden)
- Measurable increase in user satisfaction across product portfolio

Business Value

- Demonstrable ROI through reduced rework and faster time-to-market
 - Consistent user experience across organizational digital ecosystem
 - Enhanced reputation for product quality and user-centricity
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8. Assumptions & Constraints

Assumptions

Organizational Support

- Leadership is committed to enforcing compliance framework
- Product owners will adopt the framework as mandatory process
- Resources (time, budget, personnel) will be available as needed
- Digital & AI Center of Excellence has authority to gate product launches based on audit results

Technical Environment

- ServiceNow platform is available and can be customized
- Current product development processes are documented
- Teams have basic digital literacy to use self-service tools
- Integration with existing systems is technically feasible

Stakeholder Engagement

- Product owners will participate in discovery activities
- Subject matter experts are available for consultation
- Pilot teams will commit to testing the framework
- Feedback will be provided in a timely manner

Process Maturity

- Organizations have defined product lifecycle stages
- Some form of launch approval process already exists
- Teams understand basic UX principles
- Product owners have accountability for user experience

Constraints

Timeline Constraints

- Discovery phase must be completed within [X weeks/months]
- Implementation must align with organizational planning cycles
- Cannot disrupt existing product launches during transition

Resource Constraints

- Limited Digital & AI Center of Excellence team capacity
- Budget restrictions for tool development and integration
- Dependency on shared resources (ServiceNow team, IT support)
- Competing priorities across product teams

Technical Constraints

- Must work within existing ServiceNow capabilities
- Cannot require extensive custom development
- Must integrate with current technology stack
- Mobile accessibility required for toolkit
- Must support multiple product types and maturity levels

Organizational Constraints

- Cannot add significant burden to product teams' workload
- Must accommodate varying levels of UX maturity across teams
- Need to balance rigor with practical usability
- Cannot delay critical business initiatives
- Must work across different business units/entities with varying processes

Compliance Constraints

- Framework must align with existing governance policies
- Audit trail required for all assessments
- Data privacy and security requirements must be met
- Must support both new products and legacy product improvements

Risks & Mitigation Strategies

Risk: Stakeholder resistance to compliance requirements

- Mitigation: Early engagement, emphasis on value-add vs. gatekeeping, co-design approach

Risk: Framework too complex, low adoption

- Mitigation: Phased approach, self-service design, comprehensive training

Risk: ServiceNow integration delays

- Mitigation: Early technical validation, backup manual process, phased automation

Risk: One-size-fits-all approach doesn't fit all product types

- Mitigation: Flexible framework with customization options, different assessment tracks
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9. Out of Scope

Explicitly Out of Scope for Discovery Phase

Actual Implementation Work

- Building the complete toolkit (only specifications created in discovery)
- ServiceNow configuration and development
- Training content creation (only curriculum design)
- Full organizational rollout
- Pilot execution (only planning)

Product-Specific Work

- Conducting actual audits on existing products
- Fixing UX issues in current products
- Providing consulting services to individual product teams
- Detailed design reviews of specific initiatives

Technical Development

- Custom software development beyond ServiceNow configuration
- Integration with tools outside ServiceNow
- Automated testing or monitoring tools
- Building assessment algorithms or AI-powered scoring

Out of Scope for Overall Initiative

Not Within Framework's Mandate

- Ownership of product design decisions (remains with product owners)
- Day-to-day UX work for product teams
- Competitive product analysis
- Market research and user research for specific products
- Technical performance optimization (unless impacts user experience)
- Security audits or technical code reviews
- Project management of individual product initiatives

Process Ownership Boundaries

- This framework provides assessment and compliance validation
- Product teams retain ownership of actual UX improvement work
- Digital & AI Center of Excellence is not a design agency or UX consultancy
- Teams are responsible for achieving compliance, not the Digital & AI CoE

Technology Limitations

- Creating new platforms or systems beyond ServiceNow integration
- Replacing existing project management or design tools
- Building comprehensive analytics or business intelligence platforms
- Automated UX testing infrastructure

Organizational Change

- Restructuring teams or reporting lines
- Changing budget allocation processes
- Modifying HR policies or job descriptions
- Altering governance structures beyond this specific compliance process

Future Considerations (Potential Phase 2+)

These items are not in current scope but may be considered for future phases:

- AI-powered assessment recommendations
- Automated compliance monitoring and alerts
- Integration with design tools (Figma, Adobe XD)
- Industry benchmarking and competitive analysis features
- Advanced analytics and predictive insights
- Certification program for product excellence
- Community of practice and knowledge sharing platform
- Extended assessment for customer support and service experience

Appendices

Appendix A: Glossary

- **Digital & AI Center of Excellence (Digital & AI CoE):** Department responsible for setting digital and AI standards and governance
- **Product Owner:** Individual or team responsible for digital product/initiative
- **Assessment Checkpoint:** Defined stage in product lifecycle requiring compliance validation
- **Audit:** Formal evaluation of product against framework criteria
- **Compliance Threshold:** Minimum score required for launch approval

Appendix B: References

[To be populated with relevant documents, policies, and research sources]

Appendix C: Stakeholder Contact List

[To be populated during discovery phase]

Document Control

- Version: 1.0 (Discovery Phase)
- Last Updated: November 2025
- Owner: Digital & AI Center of Excellence
- Review Cycle: Updated at end of each project phase