

Product Experience Assessment Framework

Executive Approval Request

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Department: Digital & AI Center of Excellence

Date: November 2025

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

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)

Resource	Commitment
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

Training Program	Purpose
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

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

Risk Assessment

Risk	Impact	Mitigation
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

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]

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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Last Updated: November 2025

Next Review: Quarterly milestone gates