1. **Stories**. A good story about a user's experience can help people to see the problem (or opportunity), motivate people to take action, and stick in people's memories long after we're gone.

2. **Proverbs**. High-concept pitches, generative analogies, and experience strategies invoke existing schemas to put the world in a wardrobe.

3. **Personas**. Portraits and profiles of user types (and their goals and behaviors) remind us all that "you are not the user" and serve as an invaluable compass for design and development.

4. **Scenarios**. Positioning personas in natural contexts gets us thinking about how a system fits the lives of real people.

5. **Content Inventories**. Reviewing and describing documents and objects is a prerequisite to effective structure and organization. The artifact (often a spreadsheet) is a sign of due diligence.

6. **Analytics**. We learn by wallowing in interaction, search, and navigation data. And, we teach by uncovering and charting the most pivotal landmarks, portals, paths, and patterns.
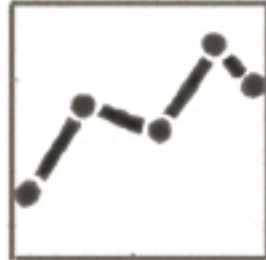
7. **User Surveys**. Asking the same questions of many users across multiple audiences can reveal existing gaps and common needs, and show how they map to customer satisfaction.

8. **Concept Maps**. In the territory of concepts, a good map can help us see where we are and decide what to do by establishing landmarks, clarifying relationships, and identifying true north.

9. **System Maps**. A visual representation of objects and relationships within a system can aid understanding and finding for both stakeholders and users. Shift gears from "as-is" to "to-be" and you have a blueprint for structural redesign.
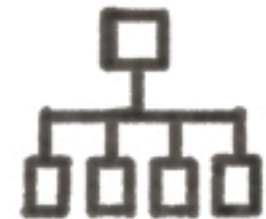
10. **Process Flows**. How do users move through a system? How can we improve these flows? A symbolic depiction can enlighten desire lines and show the benefits of (less) chosen paths.

11. **Wireframes**. Sketches of pages and screens can focus us on structure, organization, navigation, and interaction before investing time and attention in color, typography, and image.

12. **Storyboards**. A series of sketches with narrative displayed in sequence can tell a story and paint a picture by showing interaction between users and systems in context over time.

13. **Concept Designs**. Interface designs and composite art invoke an emotional response and capture people's attention by presenting a high-fidelity image of how the product could look.

14. **Prototypes**. From paper prototypes to pre-alpha software and hardware, working models drive rapid iteration and emotional engagement by showing how a product will look and feel.

15. **Narrative Reports**. Writing is a great tool for thinking and organizing. And, it's hard to beat a written report for presenting detailed results and analysis or formal recommendations. Reports can serve as a container for most other deliverables.

16. **Presentations**. As the lingua franca of business, slideshows (and videos) can be great for telling a story or painting a picture. They can also be dead boring, unless you present in person, hit the highlights, and beware the bullets. Presentations can serve as a container for most other deliverables.

17. **Plans**. Project plans, roadmaps, and schedules guide design and development activity by clarifying roles and responsibilities.

18. **Specifications**. An explicit set of requirements describing the behavior or function of a system is often a necessary element in the transition from design to development.
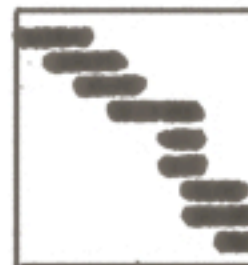
19. **Style Guides**. A manual that defines a set of standards for identity, design, and writing can promote clarity and consistency.

20. **Design Patterns**. A pattern library that shows repeatable solutions to common problems can describe best practices, encourage sharing and reuse, and promote consistency.
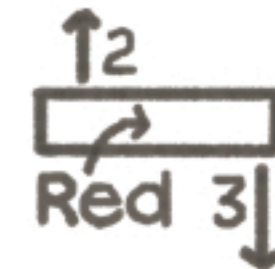
# User Experience Deliverables

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