

COMPONENTS OF UX STRATEGY



A **UX strategy** is a plan of actions designed to reach an improved future state of the organization's user experience over an established period of time.

Vision Example:

Deliver a caring and convenient digital healthcare experience for patients and providers.

Goal Example:

User: Increase healthcare access and convenience.
Business: Grow/maintain patient and provider populations.

- 20% increase in new patients
- 30% increase in telehealth usage
- Flat for providers and patients

Plan Formats:

- **Roadmaps**
- **Presentation decks**
- **Spreadsheets**
- **Digital or physical whiteboards**