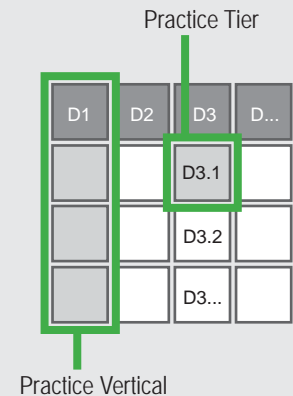# UX Design Practice Verticals

Proposed first-order segmentation* contributed by Nathaniel Davis

Business Context Analysis [1]	Usability Engineering [1]	User Experience Planning [2]	Content Publishing [5]	Information Architecture [3]	Interaction Design [5]	Visual & Information Design [5]	Computer Science [4,6]
Context Map	Synthesis	UX Brief	Content	Navigation	Wireframe	Graphics	Front-end Code
Performance Measures	Primary Research	Personas	Editing	Information Organization	Interaction	Layout	Database Design
Product / Service Definitions	Testing	Engagement Definitions	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	Logistics	UXD Management	Content Management	IA Management	Conventions	Art Direction	Infrastructure
Mission / Vision	Research Design	UX Strategy	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture
Business Model	Analytics	Research	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics

User Experience Design

MSeg [563421]
Linear CSeg - Extract

*Extraction

Practical Uses of the UX Design Practice Verticals Chart

- Use for individual skills assessment for IA and UX design professionals

- Use as a guide for applying UX design deliverables to a project

- Use for gap analysis for evaluating UX design deliverables

Practice Tier

D1	D2	D3	D...
		D3.1	
		D3.2	
		D3...	

Practice Vertical

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