

LO4: UX STRATEGY

UX strategy should be aligned with the business goals.

A ux strategy has a

- Why - The business goals
- What - UX vision
- How - Measure of success
- Who - Team
- When - DPLs, schedules, communication

1. Why - Business goals

Describes the objectives and direction of the company.

Initially, identify business goals, then the usability goals.

Types of business goals,

- Tactical - Daily work
- Strategic - Competition
- Corporate - Business of the company

Usability - A measure of how well a user can use a design or product to achieve a goal.

Measured using effectiveness, efficiency and satisfaction.

Uses wireframes to final product.

Usability goals

- Effective
- Efficient
- Safe
- Utility
- Easy
- Memorable

To find goals -

Interviews with management and stakeholders, reviewing corporate communications (corporate, annual reports), interactions with real users, benchmarking, user research, and design analysis.

The Human Element Usability Matrix

A method to develop UX goals from business goals

1. Business goals

Issues

Business objectives

UX Goals

2. What - UX vision

Describes concepts, goals and ideas

Focuses on the goal as a whole, not the implementation.

3. How - Measure of success

Determine coverage of goals

e.g:- Assessing success of the product

Assessing success of the project

Usually, usability metrics support product metrics

e.g:- less no. of click = Efficiency, better UX

Benchmarking

Evaluate metrics against existing ones

Human Centred Usability Matrix can be expanded to include these

4. Who - Team

Developers, BA, QAE, UI/UX engineer, PM, marketing - (cross-functional team)

Whole team should be involved.

5. When - DDIs, schedules, communication

Using communication to capture feedback.

Measure progress, commitment

Inform on DDIs.

Demo on income or costs.