

UX Strategy Fundamentals

HARNESSING UX STRATEGY



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Summary



UX Strategy is an emerging discipline
Introduction to UX Strategy by looking at the thought leaders' definitions

What type of organizations can benefit from UX Strategy

Get ready to sell the concept from different angles

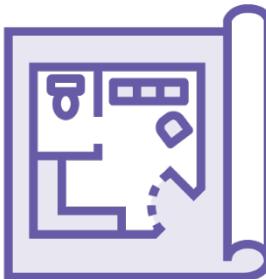
- Financial commitment
- Time allocation
- Design leadership



A UX Strategy Story



David | UX Designer



UX Strategy



Enterprise



New product



Jane | CPO



Non-profit



UX Strategy Thought Leaders



Jaime Levy



Jared Spool



Nomensa



“The vision of a solution that needs to be validated with real potential customer to prove that it’s desired in the marketplace.”

Jaime Levy



“It’s about mustering all UX resources an organization can bear with the primary goal of improving the lives of the organization’s customers, employees, and other users.”

Jared Spool



“An experience design process that plans, identifies and underwrites the implementation of the necessary value differentiators a brand needs to create a sustainable, competitive advantage.”

Nomensa



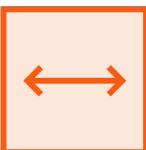
UX Strategy Themes



Timing when within the product development cycle the UX strategy takes place



Beneficiaries who expand beyond the end-user



The process is composed of activities that will help align the team on the problem they are trying to solve



UX Strategy Themes



Delivering value to the customer that also increases the overall value of the organization



Experience design is the strategic bet



Definition Building Blocks

Timing

When within the development cycle

Beneficiaries

Customers, donors, buyers, team members

Process

Activities, frameworks, methods

Value

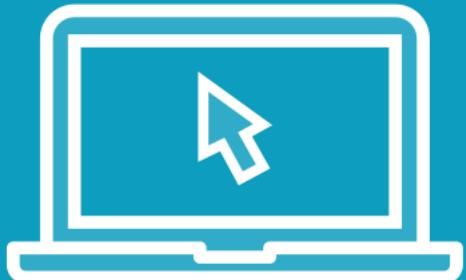
Addressing underserve needs

Experience Design

The bet



Demo



Explore how to use the UX Strategy definition building blocks:

- Timing
- Beneficiaries
- Process
- Value
- Experience Design

Help David define what UX Strategy for both organisations.

Draft your own UX Strategy definition.





Enterprise

UX Strategy Definition

Timing

Value

Beneficiaries

Experience
Design

Process





Non-profit

UX Strategy Definition

Timing

Value

Beneficiaries

Experience
Design

Process





Your organization

UX Strategy Definition

Timing

Value

Beneficiaries

Experience
Design

Process



What Is Not a UX Strategy



Definition Building Blocks

Timing

When within the development cycle

Beneficiaries

Customers, donors, buyers, team members

Process

Activities, frameworks, methods

Value

Addressing underserve needs

Experience Design

The bet



If one of the building blocks are missing

If the strategy definition is device or solution focused

Trying to replace another type of business strategy

What Is Not a UX Strategy



“UX Strategy goes beyond just one digital product or online experience. It spans dozens of different digital product, services and platforms; it interconnects all members of a digital interface family.”

Jaime Levy





Non-profit

UX Strategy Definition

UX Strategy is the activities we pursue to create new services for underprivileged women to higher their chances to go to college, while our donors feel empowered to enable this services through products that are tailored for their needs.

Timing

Value

Beneficiaries

Experience
Design

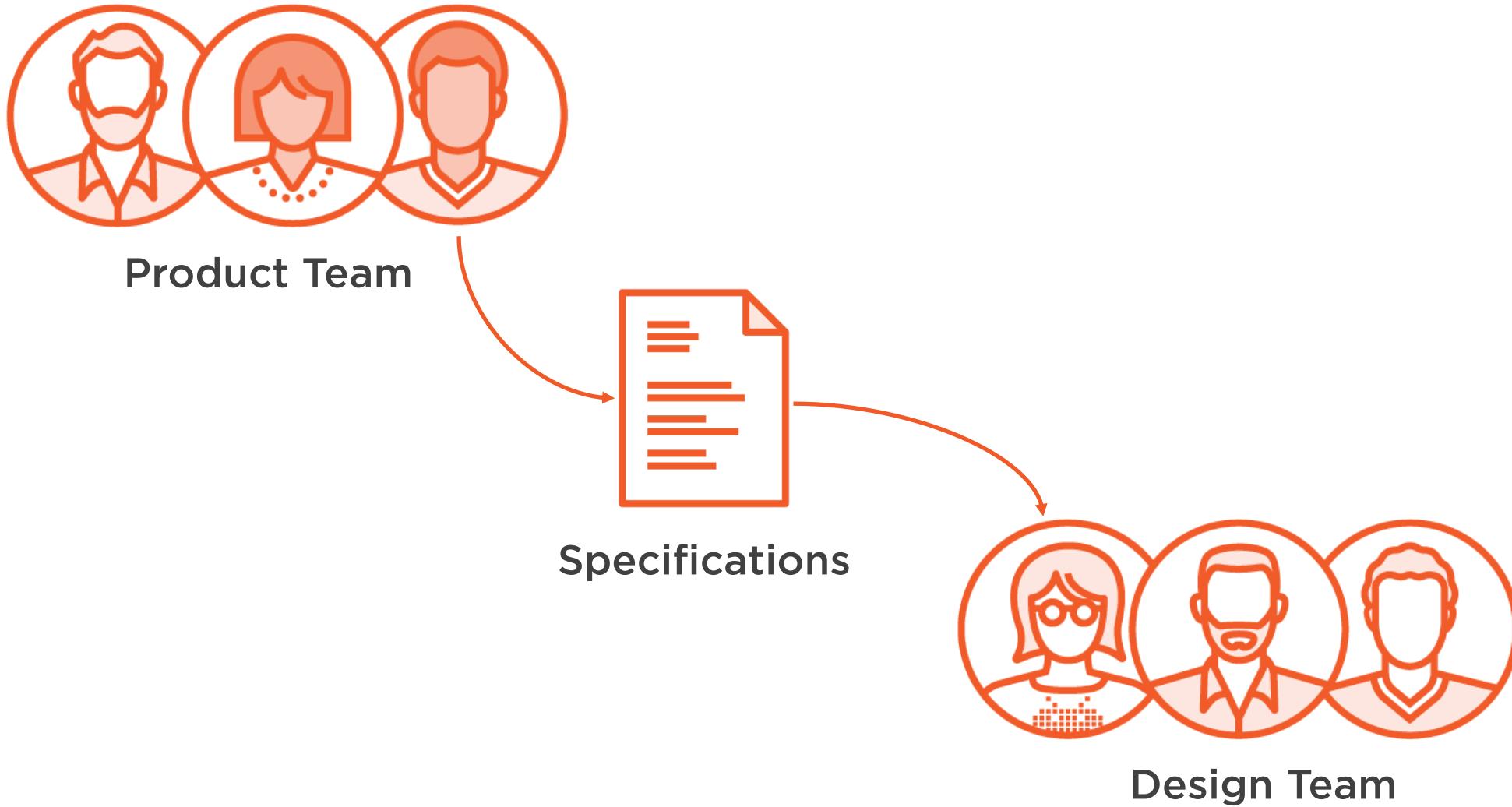
Process



Type of Organisations Ideal for Implementing UX Strategy



Previous Development of a New Product



Missed Opportunity



Designers

Access to insights from user research or observations from the call centres



Timing

Not available at the right time to influence the strategy





Alex

UX Strategy is a hot topic in professional social media channels

Reach out to your network to learn how they are practicing UX Strategy in their organization

People with experience in different type of organizations modifying the approach to suit the organization





David Shares His UX Strategy Story



Alex

UX Strategy can be practice in other type of organizations

Some investors compete with design for example Designer Fund exclusively funds startups co-founded by designers.

UX Strategy is a differentiator for start-ups

Enterprises are using UX Strategy

2015 MIT Sloan report, digital strategy drives digital maturity



“Implementing a UX strategy gives businesses the chance to reimagine themselves for a new era.”

Cassandra Naji





Conclusion

UX strategy can be implemented in a wide variety of organizations

Organization needs to be open to investing in listening to their end-users





Type of Commitment to Execute a UX Strategy



Financial commitment

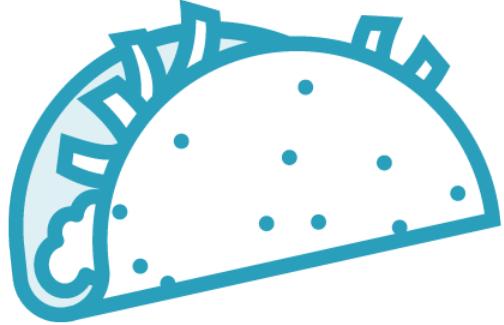
To get a good understanding of your customer needs, your organization needs to invest in UX Research

UX Research is a crucial investment in developing a UX Strategy

The investment depends on your target audience and context



Let's Go over Two Types of Start-ups



Planning daily meals

A high percentage of the population has experience with planning meals



Family Court Tools

A tiny percentage of the population has experience with the complexities of family law



Financial commitment

To assess the financial commitment answer the following questions

- Does research need a specialized recruitment effort?
- Do you have access to the environment to understand the context?
- Is the research budget flexible for any unknown complexities?



Time commitment

Listening to customer requires times

Making sure the team is available for different activities

- To be part of the design process
- To be in a better position to create the best product when they understand the customers' needs and pain points



Design Leadership

A voice when strategic decisions are being made

Depending on the design maturity of your organization, leadership could come from

- Design Leader
- Design Advocate

Design leaders: CDO, VP of Design, Product Design Director

Design advocates: non-designer leader that is keeping an eye on the latest trends



Selling the Concept of UX Strategy



Do I really need to get all commitments established to make this successful?

Yes!



Risk of Not Tackling the Commitments



Without time commitment the team never gets to buy into the process



Without design leadership, a design representative never gets to be in the critical conversations related to strategy



You might end up with customer insights but without the right outcomes



Return on Investment

Ability to develop technology has been commoditized

New differentiators are coming into play

Before companies would release software that needed

- User Manuals
- Specialized Training

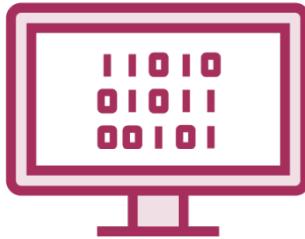
Because it was the only software around that solved that problem



A Return on Investment Story



Travel agency



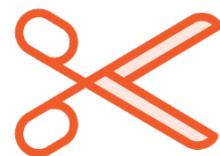
Legacy booking system



Travel agent



9 months of training



Cut down time



User-friendly



Return on Investment

Proves UX Strategy as a business strategy

Tie the UX Strategy as an opportunity to

- Save money
- Generate money or market share

A good ROI argument will make it almost irrational to deny the investment

Find resources in the project files



Time Investment

Negotiate time for Product Discovery by bringing up

- Levels of confidence
- Right market fit

Getting the right product/market fit reduces waste not only design but also in engineering efforts

Negotiate time for the team to understand user needs and be part of the design process

