

# Delivering the UX Strategy

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# Summary



We will learn about two delivery methods: Google Design Sprints and Dual-Track Agile

How to integrate Brand Personality into a roadmap

Once the Minimum Awesome Product is released have a plan for reviewing its success and what to do next



# Design Sprints vs. Development Sprints

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# The Design Sprint

The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers.



# Google Venture Design Sprint

## Pre-Monday

The right *challenge* and  
the right *team*

## Tuesday

Focus on the solutions  
Review of existing ideas  
to remix and improve



## Thursday

**“Fake it” philosophy**  
Turn that storyboard into  
a prototype



## Monday

### Agree on a long-term goal

Ask the experts and pick a problem  
that you can solve in one week

## Wednesday

Critique each  
solution, and *decide*  
From sketches into  
storyboard

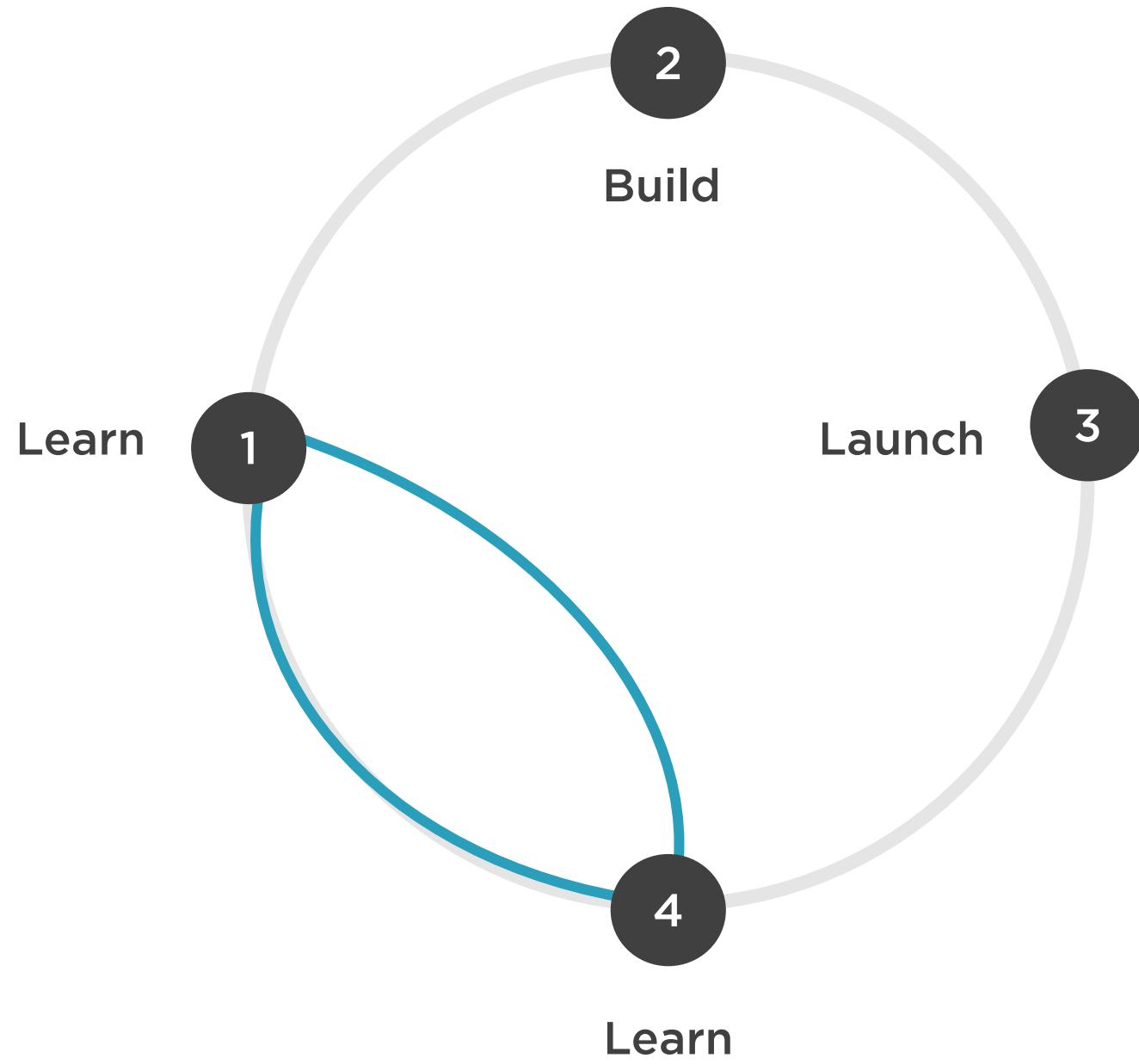


## Friday

### Interview customers and *learn*

You'll know just what to do next

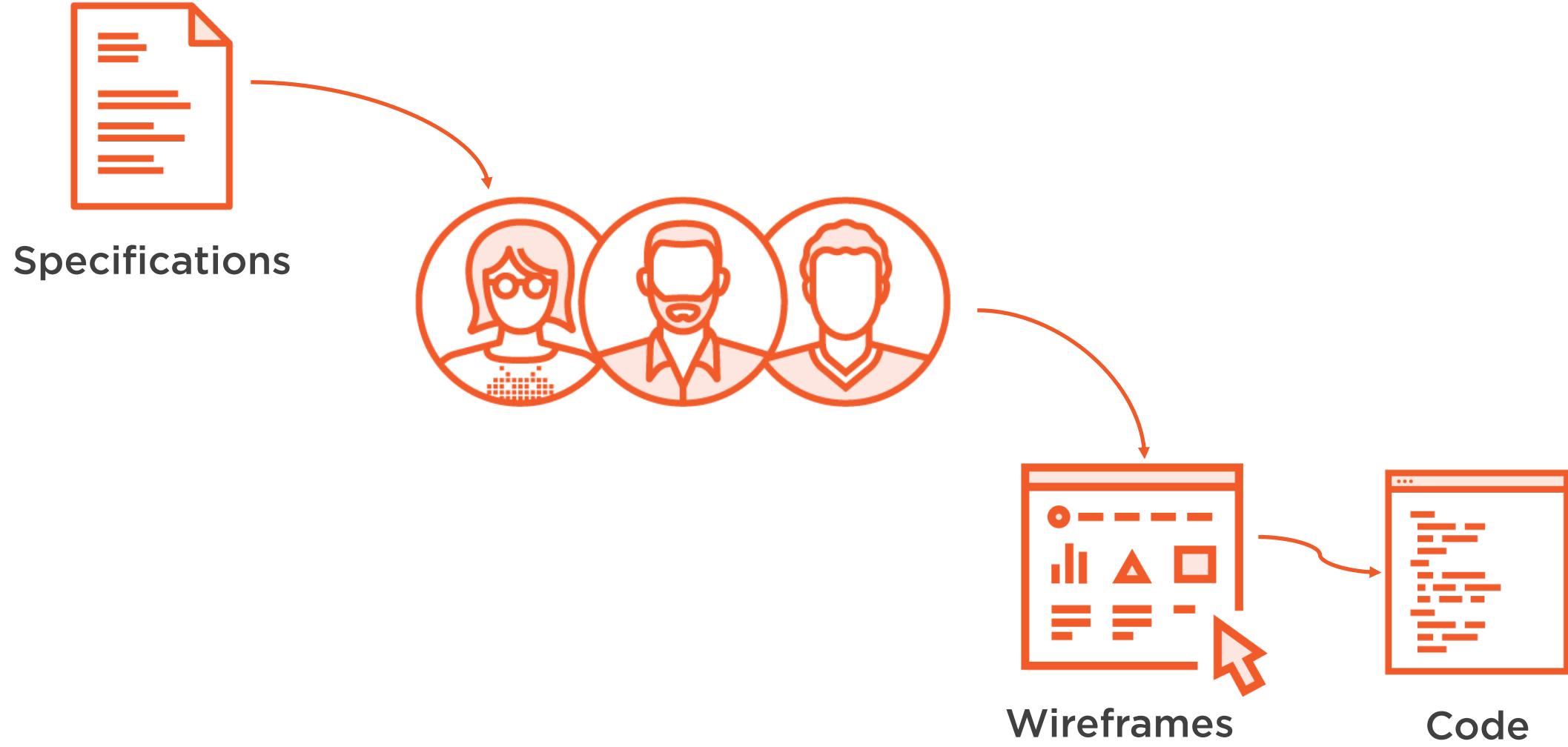




The sprint gives teams a shortcut to learning without building and launching



# Previous Development of a New Product



# Dual-track Agile

**Objective**

**Discovery could be executed with Design Sprints**

**Delivery with Development Sprints**





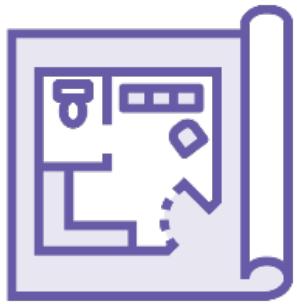


# Creating a Roadmap

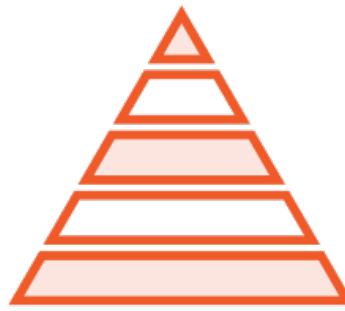
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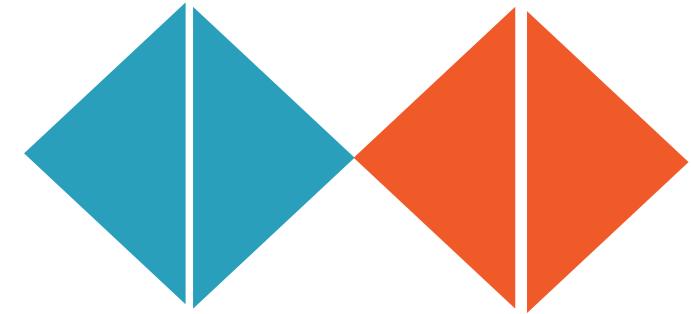
# Three Workstreams



UX Strategy



Branding  
Personality



UX



# SPRINT 0



UX Strategy

**Monday**  
Kick-off workshop



# SPRINT 1



UX Strategy

**Friday**

Beneficiaries and  
stakeholder mapping

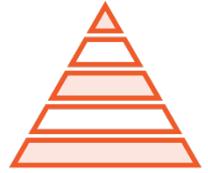
**Tuesday**

Team formation and  
debrief

**Monday**

Product Design  
team RACI





# SPRINT 1

Branding  
Personality

**Tuesday**

Collection of studies  
around branding

**Thursday**

List archetype  
assumptions from 1st  
decided user group

**Wednesday**

Engage with “manage  
closely” stakeholders

**Wednesday**

Initial industry trends  
research

**Tuesday**

Framework  
definition

**Friday**

Set timelines &  
key milestones



# SPRINT 2



UX Strategy

**Wednesday**

User needs prioritization workshop

**Tuesday**

Data hierarchy exploration

**Wednesday**

Agreement on new product definition: mission & vision

**Thursday**

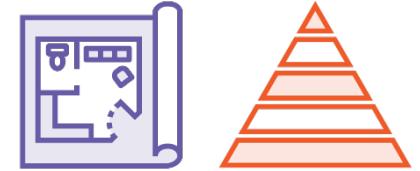
Set timelines & key milestones for UX

**Thursday**

Data hierarchy validation



# SPRINT 2



Combined

**Monday**

Branding' stakeholders mapping

**Friday**

Consensus how the new product plays in the other product ecosystem

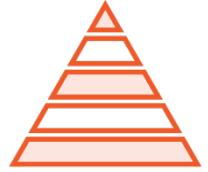
**Tuesday**

Communicate branding timelines to the wider team

**Thursday**

Personality traits workshop preparation





## Branding Personality

# SPRINT 2

**Tuesday**

'Validate' key brand user groups archetypes & their needs



**Thursday**

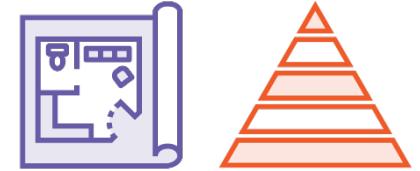
Personality Traits workshop

**Wednesday**

Industry trends analysis + prep workshop material



# SPRINT 3



Combined

**Monday**

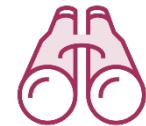
Document brand positioning

**Thursday**

Design principles & methods of engagement workshop

**Wednesday**

Qualitative research on value proposition



**Tuesday**

Design principles workshop prep

**Wednesday**

Value proposition workshop

**Monday**

Naming workshop prep

**Friday**

Refinement of design principles, positioning + naming workshop



# SPRINT 3



UX

**Monday**

Conceptual model exploration

**Thursday**

Conceptual model + data points workshop

**Thursday**

Information Architecture workshop

**Wednesday**

MVP UX Challenge 1  
(looking after the first user need)

**Wednesday**

MVP UX Challenge 1,  
validating first round of IA and concept model



# SPRINT 4

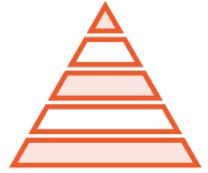


UX Strategy

**Friday**

**Problem-solution Fit**  
Validate market needs





## Branding Personality

# SPRINT 4

**Monday**

Revisit & create moodboards as exploration

**Friday**

Problem-solution Fit  
Validate market needs

**Wednesday**

Logo exploration

**Wednesday**

Qualitative research on naming



**Tuesday**

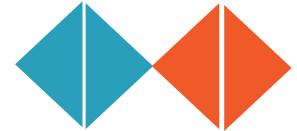
Agreement on visual route to take

**Thursday**

Show & tell of initial Visual Design prototype



# SPRINT 4



UX

**Monday**

MVP UX Challenge 2  
(iterate from  
learnings from UXR)

**Friday**

Problem-solution Fit  
Validate market needs

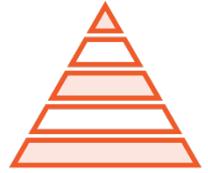
**Wednesday**

MVP UX  
Challenge 3  
(second user need)

**Wednesday**

MVP UX Challenges  
2 & 3 user research





## Branding Personality

# SPRINT 5

**Monday**

Creation of UI elements & methods of engagement

**Monday**

Agree on logo design

**Wednesday**

Socialize the new Visual Lexicon

**Wednesday**

Qualitative research on UI



**Tuesday**

Implement learnings from research



# SPRINT 5



UX

**Monday**

MVP UX Challenge 4  
(UX Challenge 1, 2 & 3  
combined)

**Monday**

MVP UX Challenge  
4 + theme integrated  
in the IA

**Wednesday**

UX Challenges 4  
user research



**Wednesday**

UX Challenges 4 &  
theme user research



# SPRINT 6



Combined

**Monday**

UI/UX Exploration

**Thursday**

Usability testing of pre-MVP



**Wednesday**

Agree on how to implement methods of engagement

**Friday**

MVP for key beneficiary group launched



# SPRINT 6



Combined

**Monday**

MAP UX Challenge 5  
(third user needs)

**Thursday**

Usability  
testing of MAP

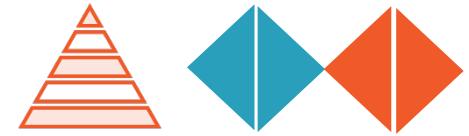


**Wednesday**

Mid-level UI/UX for the  
first user journey



# SPRINT 7



Combined

**Tuesday**

Definition of collateral  
branding elements

**Monday**

Agree on how to  
implement methods of  
engagements

**Thursday**

UI implementation with  
Dev for Phase one

**Wednesday**

Design System  
Phase one

**Wednesday**

UX Research



# SPRINT 8



Combined

**Monday**

Creation of collateral  
branding elements

**Friday**

Ongoing dev  
support

**Friday**

MAP Design Lock down  
and Dev Ready

**Tuesday**

Definition of collateral  
branding elements

**Wednesday**

Ongoing branding  
support





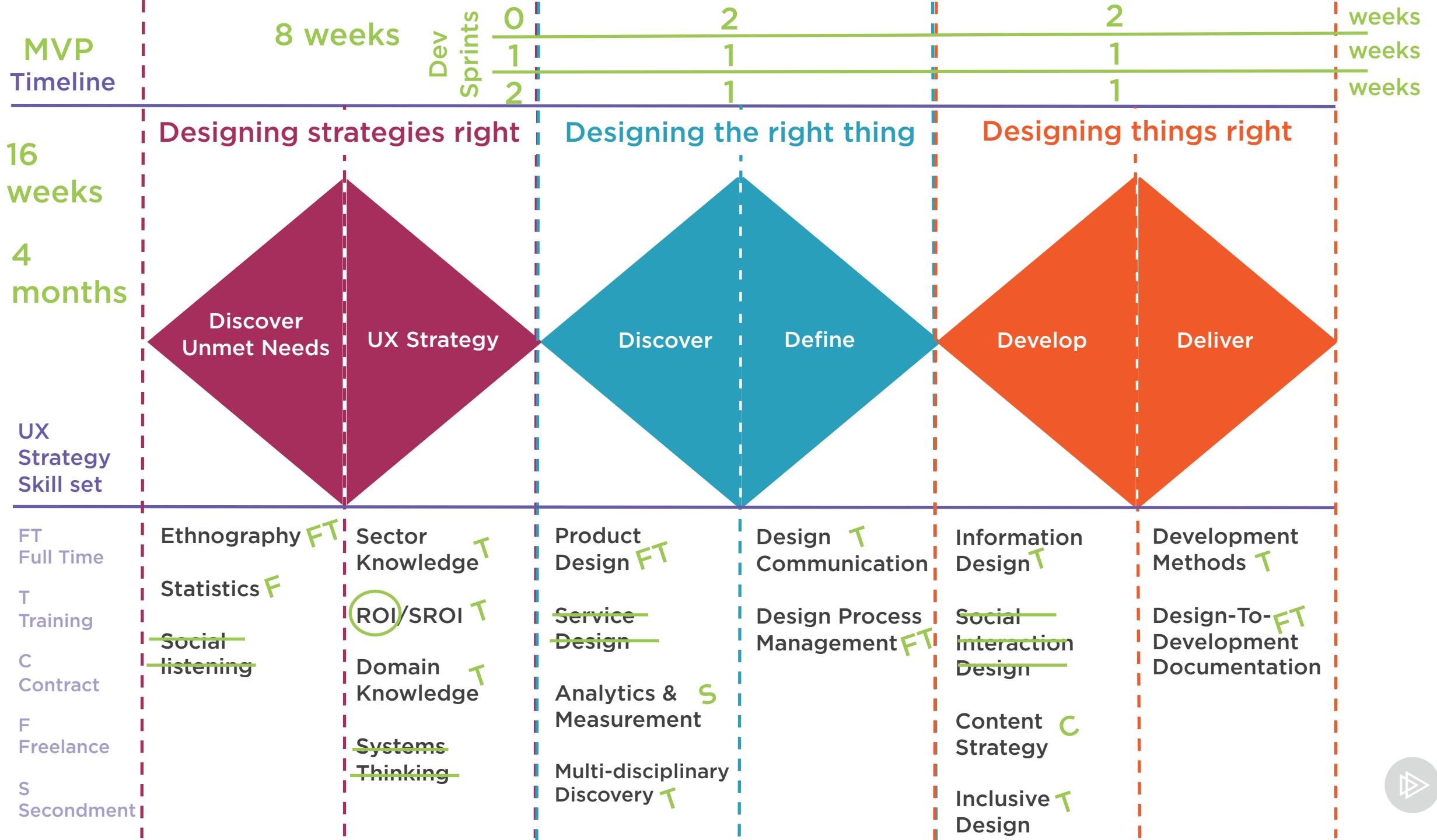
## A Few Things to Consider

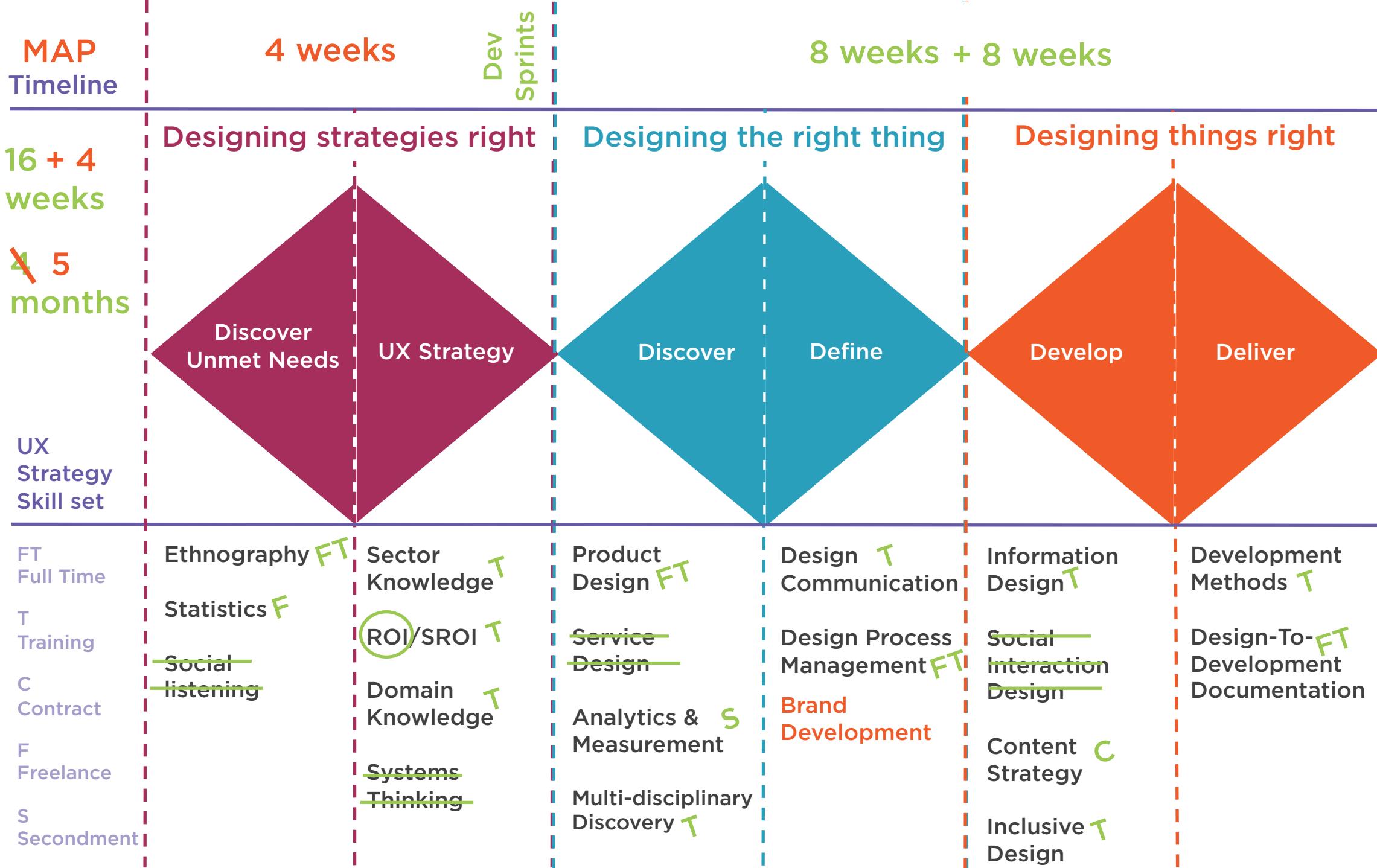
**Don't plan for longer than 10 Design Sprints  
for a brand-new product, planning for an  
existing product should be much shorter**

**Don't be too prescriptive, focus on user  
needs not features**

**Things will change, it's inevitable**







# A UX Strategy Story



David | UX Designer



Jane | CPO



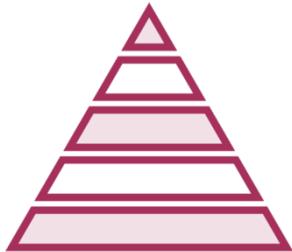
Road Map



MAP



Senior UI Designer



Brand Personality



# How to Measure Success and Iterate after the First Release

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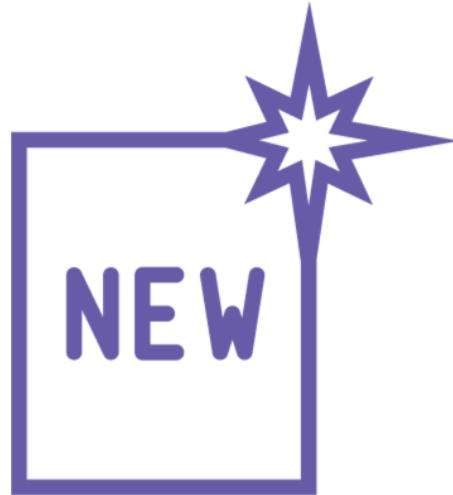




UX Strategy Is a Business Strategy  
**With the ultimate goal of creating products  
and services that make business sense**



# The Three Stages of a Value Proposition



On Paper

Problem-solution Fit





**When you have evidence that customer cares about certain jobs, pains and gains**

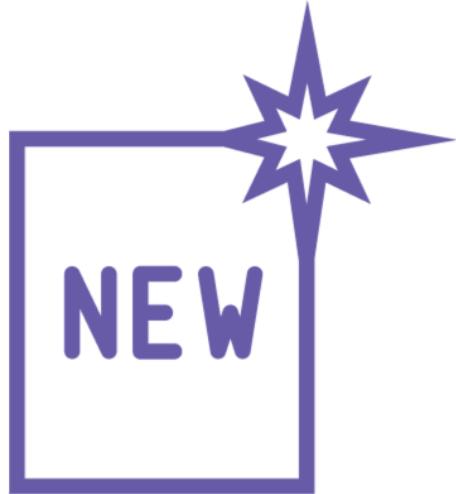
**Design a value proposition that addresses those jobs pains and gains**

**At this stage**

- You don't yet have evidence that your beneficiaries care about your value proposition
- You prototype multiple alternatives
- The fit you have achieved exists mostly on paper



# The Three Stages of a Value Proposition



**On Paper**  
**Problem-solution Fit**



**In The Market**  
**Product-market Fit**





**When you have evidence that your products and services, pain relievers and gain creators are actually creating customer value**

**At this stage**

- Validate or invalidate assumptions
- Inevitably learn that many of your early ideas simply don't create value
- This is a long and iterative process



# The Three Stages of a Value Proposition



**On Paper**  
**Problem-solution Fit**



**In The Market**  
**Product-market Fit**



**In The Bank**  
**Business-model Fit**





**When you have evidence that your value proposition can be embedded in a profitable scalable business model**

**A great value proposition without a great business model may mean suboptimal financial success**

**At this stage**

- Value for the customer as well as value for the organization
- The product is generating more revenue than cost to create and deliver



# The Three Stages of a Value Proposition



**On Paper**  
**Problem-solution Fit**



**In The Market**  
**Product-market Fit**



**In The Bank**  
**Business-model Fit**



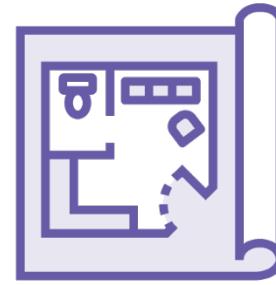
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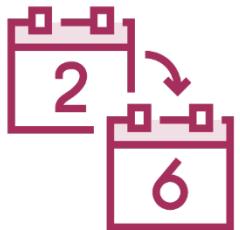
David | UX Designer



Jane | CPO



UX strategy



5 months



MAP



Non-profit



THANK YOU

