

How to Scale Experience Product Teams?

1. Scale by Persona



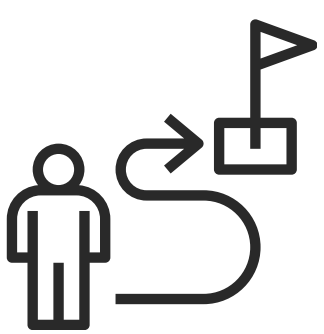
Pros:

- ✓ Focuses on user needs
- ✓ Leads to personalized experiences

Cons:

- ✗ Not suitable when the scope for a persona is too large
- ✗ Might lead to more dependencies

2. Scale by User Journey



Pros:

- ✓ Focuses on end-to-end user journey experience
- ✓ Identifies pain points

Cons:

- ✗ Not suitable for complex journeys
- ✗ Doesn't consider the whole user experience within a product
- ✗ Might lead to more dependencies

3. Scale by a Step in the User's Journey



Pros:

- ✓ Helps identify pain points in the user's journey
- ✓ Can be effective for products with complex user journeys

Cons:

- ✗ Can be challenging to track the entire user journey
- ✗ Difficult to keep a cohesive UX
- ✗ Might lead to more dependencies

4. Scale by Feature Set



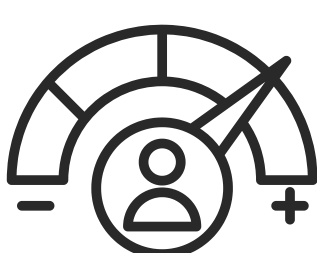
Pros:

- ✓ Clear definition of the team's boundaries
- ✓ Can lead to less technical dependencies between teams

Cons:

- ✗ Can lead to teams working in silos
- ✗ More challenging to focus on the outcomes
- ✗ Difficult to keep a cohesive UX

5. Scale by KPI



Pros:

- ✓ Helps to focus teams on achieving business goals
- ✓ Suitable for growth product teams

Cons:

- ✗ Limited use outside growth teams
- ✗ Difficult to scale if KPIs change frequently