BESPIN

UX Designer Personas: Level 1

Level
Beginner

Goal
Literacy

For Platform 327, this Personas Report showcases three levels of maturity for UX designers. These personas describe how BESPIN designers can identify gaps in their practice and execution to improve digital products and services.

SUBCATEGORIES

Unrecognized	Interested	Spot UX design

THE EXPERIENCE

Unrecognized

ABOUT
• UX is "not important"
• The team is focused on meeting the business and technology challenges, without considering the user's experience
• Consumed by shipping something that technically works and meets its business objectives
• Don't keep users front of mind
• Believe if users want it, they'll figure it out
• Relies on intuition about what makes good usability
• Team will transition on their own schedule

CHALLENGES
• Risk in alienating the team by bringing in a design leader playing the UX Police with standards to follow and procedures to adhere to

Interested

ABOUT
• UX is important but receives little support and resources
• An emerging design leader within the team struggles to deliver products and services with improved user experiences.

CHALLENGES
• Lack of formal structure and product ownership leads to breakdowns in product direction
• Team leaders do not ensure access to users which is necessary to do research and testing with which is needed to produce an effective product

Spot UX design

ABOUT
• Teams try to deliver a product with a better user experience than what they've delivered in the past
• First time the team has shown an interest in their users.
• Design leaders need to balance the team progressing at their own rate against introducing basic UX design concepts.

OPPORTUNITIES

Unrecognized

♀ Exposing team members to real users

♀ Help those team members realize they're making design decisions. Those have consequences. Smarter design decisions can get improved outcomes.

Interested

♀ Understand the limitations and constraints the project is in and work with the product owner to ensure the hypotheses are acceptable

♀ Grow the expertise of Airmen UX Novices through basic UX design principles, exposure to embedded UX professionals, and targeted training and coaching

Spot UX design

♀ Design leaders show how iteration with user feedback can improve a design over time.

♀ Team finds glaring issues that are easy to fix.

♀ Teams find basic UX design principles very helpful at this stage.

♀ Restate the team's business goals in terms of user experience goals

UX Designer Personas: Level 2

Level
Intermediate

Goal
Fluency

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SUBCATEGORIES

Invested	Committed

THE EXPERIENCE

ABOUT

• UX is very important and formalized programs emerge

• Executive support to form and grow a centralized UX design team comes to the organization

• UX Design as a Service forms when they create an internal design agency

• An executive invests in creating a centralized, internal design team. That team supplies UX design resources to the product and service teams.

CHALLENGES

• UX Design as a Service teams always find themselves resource-constrained.

• There are more product and service teams that need help than the centralized team can service. The UX design leadership must decide which teams will get the most assistance.

• Design leaders struggle shifting from a reactive approach to design to a proactive approach.

• "Reactive design" is responding to a problem in the moment. Product teams already made decisions of what the product will do, function, its architecture.

ABOUT

UX is critical and executives are actively involved

CHALLENGES

• Good design has led to better business outcomes which leads executives to support UX more

OPPORTUNITIES

💡 Proactive design allows UX designers to observe the larger context of the problems and what the users actually need.

BESPIN
UX Designer Personas: Level 3

Level
Advanced

Goal
Mastery

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SUBCATEGORIES

Engaged	Embedded	Infused

THE EXPERIENCE

Engaged

ABOUT
- UX is one of the core tenets of the organization's strategy
- UX designers are skilled to work with a design system to be able to communicate the larger architecture of an experience
- UX designers are well-versed in the design system's design language and can customize it for their product needs

Embedded

ABOUT
- UX is in the fabric of the organization; not discussed separately
- Teams bring on their own UX design capability, separate from the centralized UX design team, to deliver enhanced user experiences.
- Team hires their own UX professionals. These folks report directly into the team's own management.
- Embedded UX professionals deliver the team long term continuity.

NEED
- Embedded folks need to hear what's happening elsewhere in the organization, to create coherence between all of the organization's products and services.

Infused

ABOUT
- Non-design members of the team have developed sufficient UX design expertise to, alongside the team's UX designers, deliver market-leading user experiences.

OPPORTUNITIES

Engaged
- 💡 Ensure projects have a defined product owner
- 💡 Ensure adequate time is spent on Discovery for the problem, context, and audience

Embedded
- 💡 Saves time from turnover of centralized designers
- 💡 Can design across multiple releases and versions.
- 💡 Can research and develop a deep domain knowledge about the products and the challenges users face.
- 💡 The embedded UX professionals will work closely with the developers and product managers on the product team. This close working relationship will expose their UX skills, knowledge, and experience to the rest of the team.

Infused
- 💡 Non-designers on the team start making good quality UX design decisions. Those decisions result in outcomes that are now much better than before.
- 💡 By spending close time with their team's embedded UX professionals, they start to pick up the basics. Over time, they become design fluent themselves.
- 💡 Designers no longer need to approve or oversee every design decision or to specify every design detail in exacting precision. Good design happens no matter who is making the decisions.