



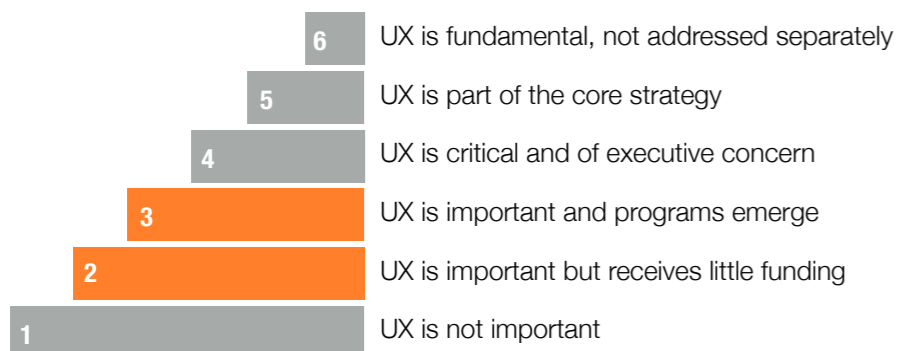
Current State of Design

- Who are the users? What is known about them?
- Who's the competition?
- How is design currently run (strategically and tactically)?
- What's the current level of UX maturity? **a**
- What are the current design issues?
 - Inconsistent application experience
 - Lack of design guidelines **b**
 - Consulting design focus

Future State of Design

- Address the current issues, any low-hanging fruit?
- Align UX goals with business goals
 - Be SMART (Specific, Measurable, Actionable, Relevant, Trackable)
- Lean and agile design
- Think big picture
 - How can we differentiate ourselves?
 - How can design influence the overall user experience?
- Define design principles
 - Establish a visual language
 - Embody the brand in product design
- A culture of design
- Fostering innovation (discovering the why, ideation and stories)

a The UX Maturity Model



adapted from johnnyholland.org

Design Process

- Sprint 0
 - High level UX overview
 - Current product/competitive analysis
 - Ideation and stories
 - Day in the life/customer journey mapping
- Design Sprints (run ahead of engineering sprints)
 - Identify stories
 - Develop sketches, interaction model, wireframes, mockups
 - Feedback from team members and user pool
 - Light documentation
 - Implement front end
- Summative usability testing

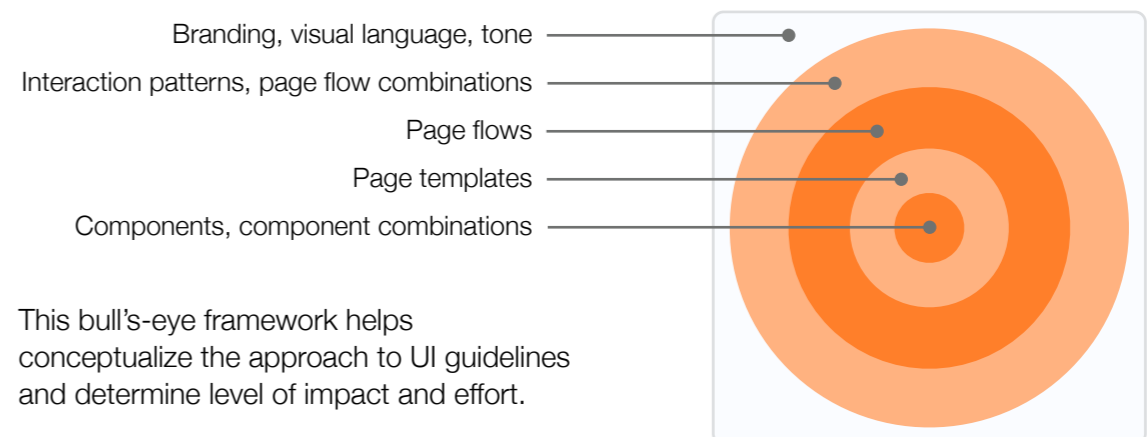
Design Principle Examples

- Transparency in process and output
- Engage users in collaborative design
- The visual design should serve the content
- Our user experience is unique and recognizable
- Specific target times (by product) for task completion
- Mistakes should be minimized and easy to fix

Further Reading

- <http://johnnyholland.org/2010/04/planning-your-ux-strategy/>
- <http://www.lukew.com/ff/entry.asp?854>

b Design Guidelines



adapted from Beier, Vaughan, ACM CHI