UX Strategy Blueprint

Challenges

What problems are your trying to solve? What obstacles must you overcome?

Lack of coherency Migration of customers **Deteriorating image Internal constraints**

Aspirations

What are the ideal desired outcomes? What do you want to achieve?

EXAMPLES Unification of experiences Accelerated adoption Market recognition Transformational impact on users

Focus Areas

What is the scope of the strategy? What will you focus on for the most impact?

TYPES Users and persona Regions, languages, cultures Services and products User cases and scenarios Areas of UX (e.g., IA, content)

Guiding Principles

How will you overcome the challenges? What specific mantras will guide teams?

EXAMPLES Particular sequence of activities Approach to persuasion **Coordination of touchpoints** Differentiation ploy

Activities

What types of activites solve the problems? What capabilities achieve your aspirations?

TYPES Research methods Information architecture **Design activities** Prototyping and testing Best practice and patterns Skill development

What types of measurements will you employ? What metrics will be used to gauge success?

EXAMPLES Increase in user satisfaction (e.g, SUS) Better task completion Higher frequency of use Increased self support

Measurements