UX Strategy Blueprint

Challenges

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

EXAMPLES
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
...

Measurements

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
...

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