# 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 activities 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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