Build a Rockstar UX Team
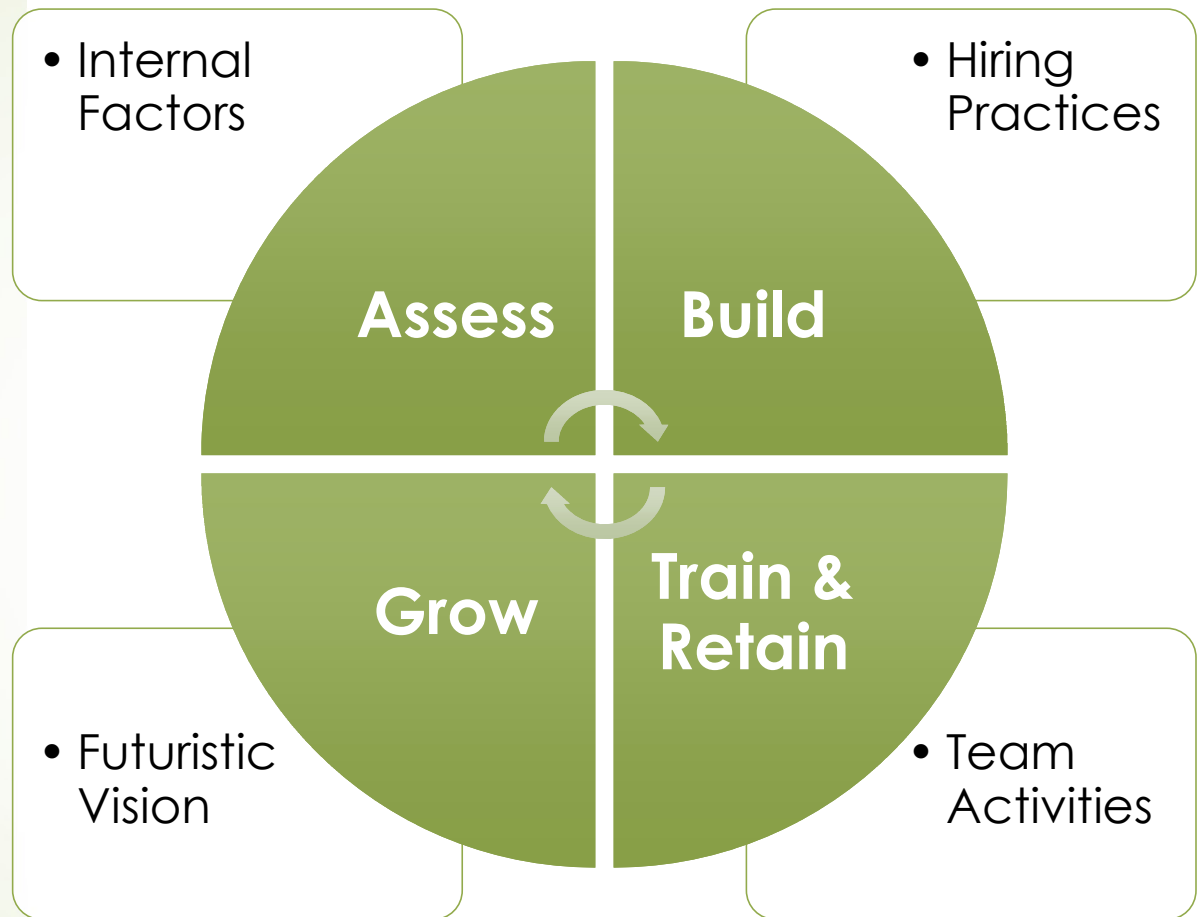
…or become part of one!

A bit about me…

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How many of you are managing UX teams?

- What do you like about it?

- What do you find particularly hard?

The **Best Practice** Pillars

- Internal Factors

- Hiring Practices

Assess

Build

Grow

Train & Retain

- Futuristic Vision

- Team Activities

STEP 1: Assess

- Every company and their needs are unique
- Drink your own Kool-Aid
    - Understand "your organization" first

Assessing the Org UX Maturity

Knowing where your Organization stands is important

Corporate UX: Maturity Model

Stage 1: Hostility Toward Usability

Stage 2: Developer-Centered User Experience

Stage 3: Skunkworks User Experience

Stage 4: Dedicated UX Budget

Stage 5: Managed UX

Stage 6/7: Systematic and Integrated UX

Stage 8: UX Driven Organization

Best Practice Pillars + UX Maturity

- Internal Factors

- Hiring Practices

Assess

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- Futuristic Vision

- Team Activities

Stage 1: Hostility Toward Usability

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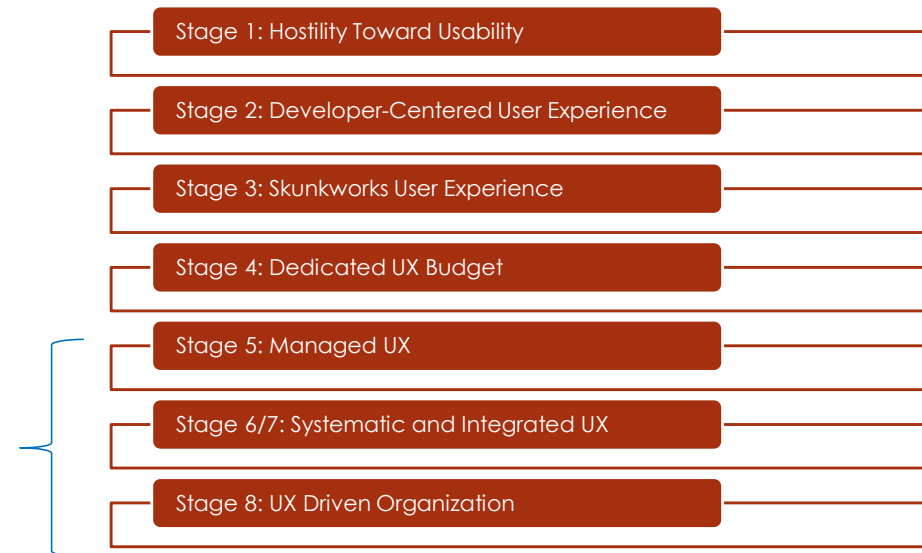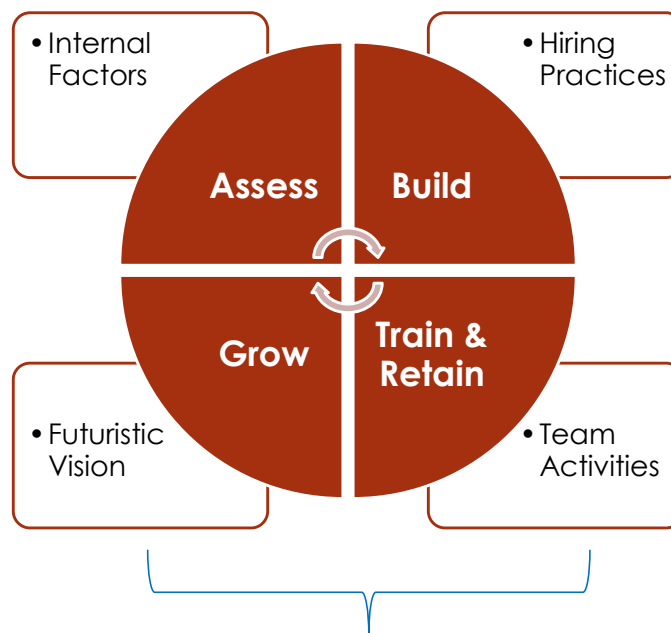
Assessing your **Team Needs**

- Black & White way of looking at strengths and weakness's

Individual Skill-Sets

	User Reserach	Information Architecture	Interaction Design	Visual Design	Prototype	Usability Testing
Alex	0	3	5	3	5	1
Josh	0	0	3	5	3	1
Meg	3	2	1	0	1	5
Claire	0	1	5	4	3	1
Average Total	.75	1.5	3.5	3	3	2

Project Needs

	User Reserach	Information Architecture	Interaction Design	Visual Design	Prototype	Usability Testing
Project 1	5	2	2	0	1	1
Project 2	3	1	1	0	3	0
Project 3	2	2	5	4	4	3
Project 4	0	1	5	3	4	1
Project 9	4	3	2	1	1	1
Project 10	3	2	5	3	4	1
Average Total	4	2	3	3	2	2

	User Reserach	Information Architecture	Interaction Design	Visual Design	Prototype	Usability Testing
Skillset Average Total	.75	1.5	3.5	3	3	2
Project Average Total	4	2	3	3	2	2

Marrying the **Two**!

STEP 2: Building Your Team

The best practices you can follow...

Hiring is a **2-way street!**

Job Description is the KEY

- Don't COPY-PASTE

- Its like **Hiring Manager's resume** – will you put it together by combining 4 from the internet?

- HR and Recruiting is your FRIEND

- Keeping this updated every 6 months also resets expectations of "current team" members
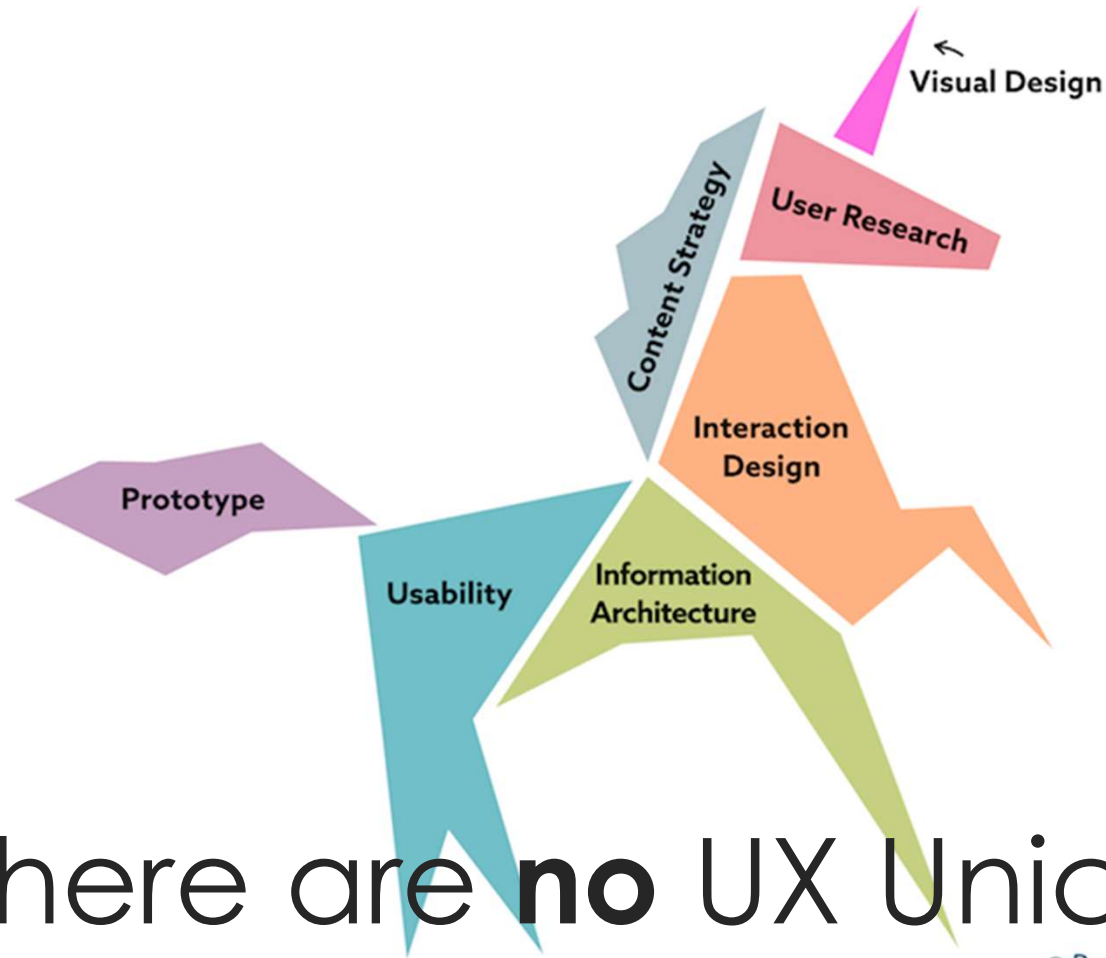
There are **no** UX Unicorns

@RainbowliciousD
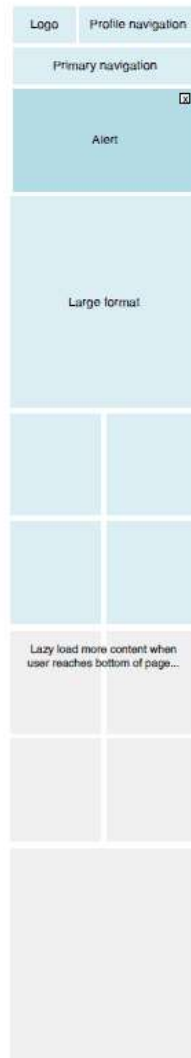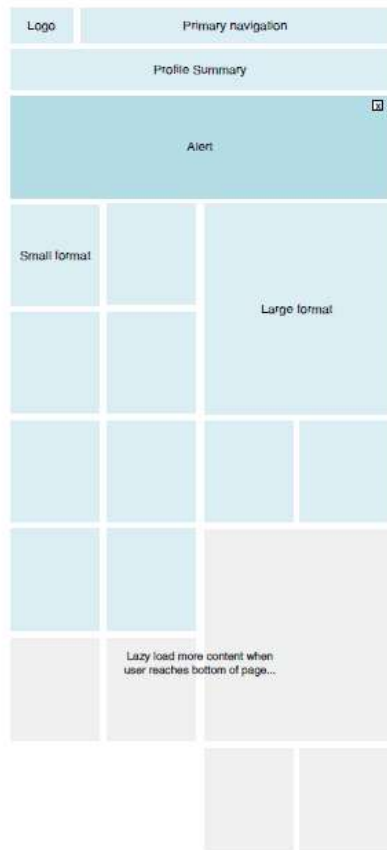
Hiring is a Process and not just an interview

- HR Screen
- 1/1 with you
- At Home Design or Research Exercise
- Group Interview

- **Involve Team members** in the hiring process

Get the **right people** on the bus!

The Right People in the Right Seats
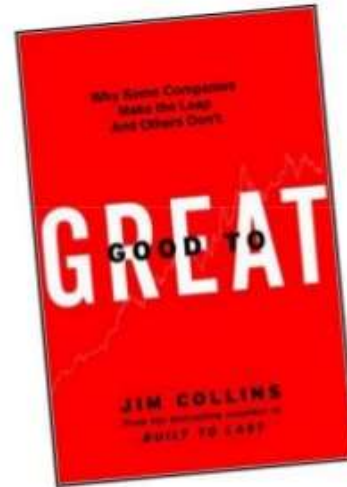
- Put the right people on the bus.
- Get the wrong people off the bus.
- Put the people in the right seats on the bus.
- The bus will take you where you want to go.

EMPOWER

Don't just stop at hiring best talent

..follow by **right team structure, skills and process**

Landing on the "right team structure"
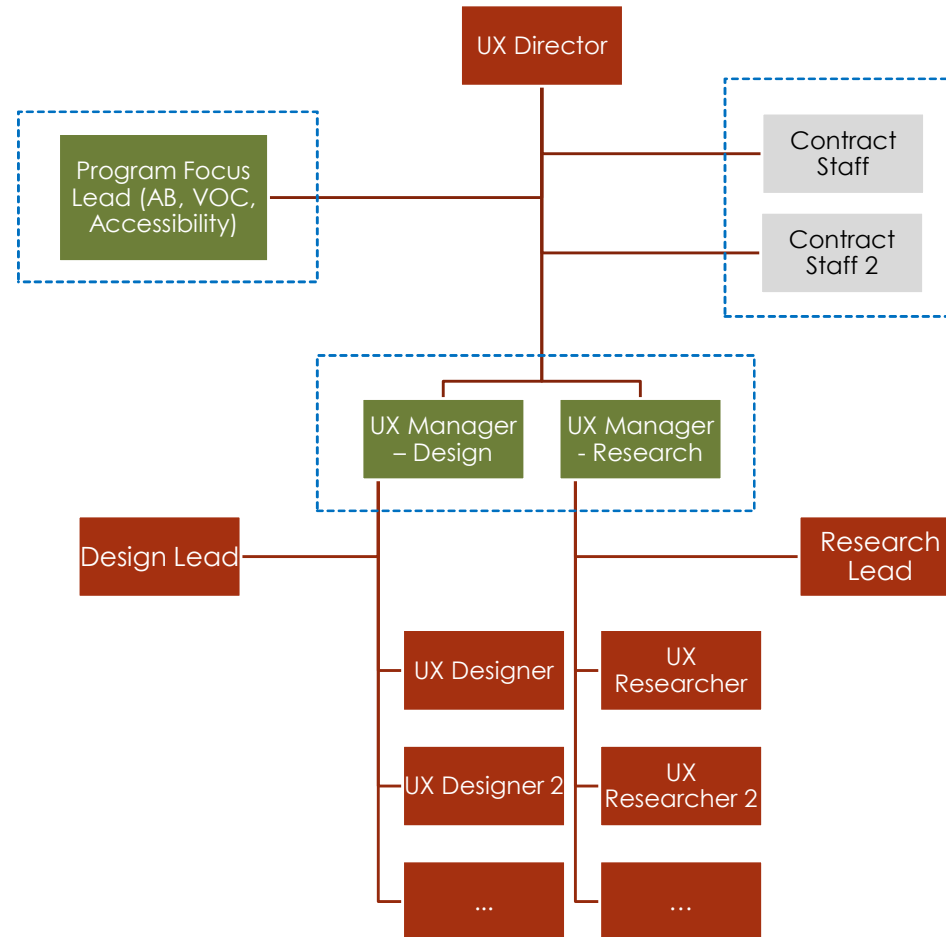
Good Structure instills Trust with more responsibility

- Clear path for promotion
- Facilitates Delegation
  - Delegation is hard & Its **not** passing every request you get to your staff

Team Skills: UX Design + Program Focus

Adobe **Target**

- Plan & Design
- Execute
- Report and Implement

Accessibility

- Audit
- Remediation

Impacts/**Analytics**

- Before/After
- **Assist** in UX Analytics

UX Design - Production and Governance

Information Architecture	Interaction Design	Visual Design	Prototype Engineering
The interface structure and navigation scheme	The page-level layout, task fulfillment, and component flow	The consistent visual treatment of elements and components	The functioning composition of proposed interactive concepts

Information Architecture

Groundwork
- Contextual analysis
- Business process
- Business rules
- Product branding
- Product roadmap
- UI roadmap
- Corporate & product strategy
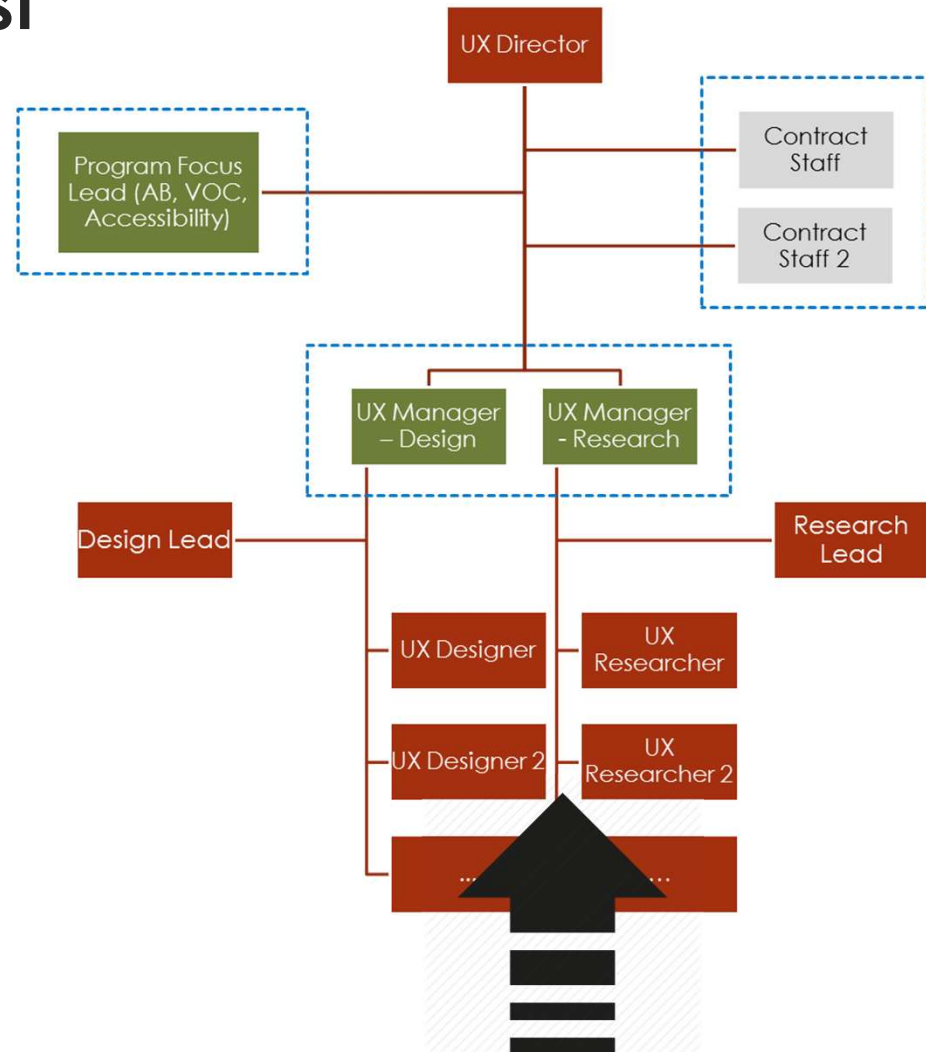- Re-findability

Deliverables
- Global elements
- Navigation patterns
- Application structure diagram
- Structure diagram & page types
- Information hierarchy
- High-level nomenclature

Interaction Design

Groundwork
- Visual framework
- User feedback
- Labels & content
- Error placement
- User assistance
- Form design & flow
- Button groups & placement
- Page-element hierarchy
- Element key states
- Product branding
- Page-level information hierarchy
- Application-level consistency
- User motivation
- Task context
- Use of UI library components
- Information dashboard content

Deliverables
- User goals
- Functional inventory
- Component requirements
- Layout patterns / page types
- Wireframes
- Storyboards
- Key states

Visual Design

Groundwork
- Visual hierarchy
- Similarity
- Proximity
- Color
- Texture
- Shape
- Direction
- Size
- Typeface
- Context

Deliverables
- Treatment definition
- Mockups
- Style guide
- Key states treatment
- Assets

Prototype Engineering

Groundwork
- Page-element interactive states
- Designer's intentions
- Page template / type
- Technical approach
- Existing UI framework
- UI patterns
- UI components

Deliverables
- UI component library
- Prototypes
- Variations on UI patterns

Team Skills: UX Research + Program Focus

Descriptive — 10%
- Profiles
- Personas
- Surveys

Who?
Uses our web properties
Target audience

Attitudinal — 30%
- ForeSee
- Feedback Tabs (Opinion Lab)
- Surveys

Feel?
When they use our web properties

Behavioral — 20%
- Adobe Analytics
- Localytics
- AppSee/ClickTale
- Hitwise

What?
Do they do on our web properties

Interactive — 40%
- In-lab Usability studies
- Remote UserZoom user tests
- A/B, Exp. Optimization

How?
Do they use our web properties

Empowering UX Members & Process

- **UX Sandbox → Workbox**
- **Shape** the Product Roadmap

Product Management Box

- Roadmaps (Vision)
- Feature Ideas
- Business Requests

UX Design Request
UX Research Request

- **Workbox → UX Sandbox**
- **Work on** the Product Roadmap

UX **Recommendations** Box

- Items that can optimize the product
  - Make more money
  - Less user struggle
  - Increase Loyalty

UX Recommendation Tickets

UX **Services** Box

- UX Analytics
- VOC
- User Studies
- MVT, A/B Testing
- Accessibility

Product Support

Content

Team Process: "Speaking the *users* (IT) language"

For Research Tasks (Research Lead /Mandar)	For Design Tasks (Design Lead /Mandar)	Incoming Requests	For Sharing with Others (Mandar)
• UX Study • UX Monitoring	• Web Design • App Design • Design Governance • Prototyping • Accessibility • A/B Testing • Analytics	• UX Design Request • UX Research Request • Admin (Mandar only)	• UX Recommendations • **ProdUX**

Internal work epics	Request Epics	Epics for Other Boards

STEP 3: Training and Retaining Talent

This is the "hard" part

Team Meetings

- UX Connections
- Our UX Hour
- UX Insights
- UX 3

- **Change it up every 6 months**
- **YOU take the ownership**

Keep your 1/1s

- About You
- About the team
- About where "we are headed"

- **Its <u>not</u> project status meeting**

Be in the trenches once in a while

- Encourage Pair-Design/Research
- Lead by example

- **Leave the TITLE in the door!**

"Anticipate" Training

STEP 4: Keeping the eye on the future

If you don't change – you "will be changed"

Digital UX = CX

- **Get past** just designing **easy to use and intuitive** interfaces
- A path towards **continuous Web Optimization**

Always Have A Story to Tell…

We help guide design decisions and identify improvement opportunities for digital products by studying users' traits, behaviors, and perspectives.

Designing the "right thing"

Strategy | Pre-Design | Design | Develop | Launch | **Monitor**

Learn & Influence

Assess & Improve
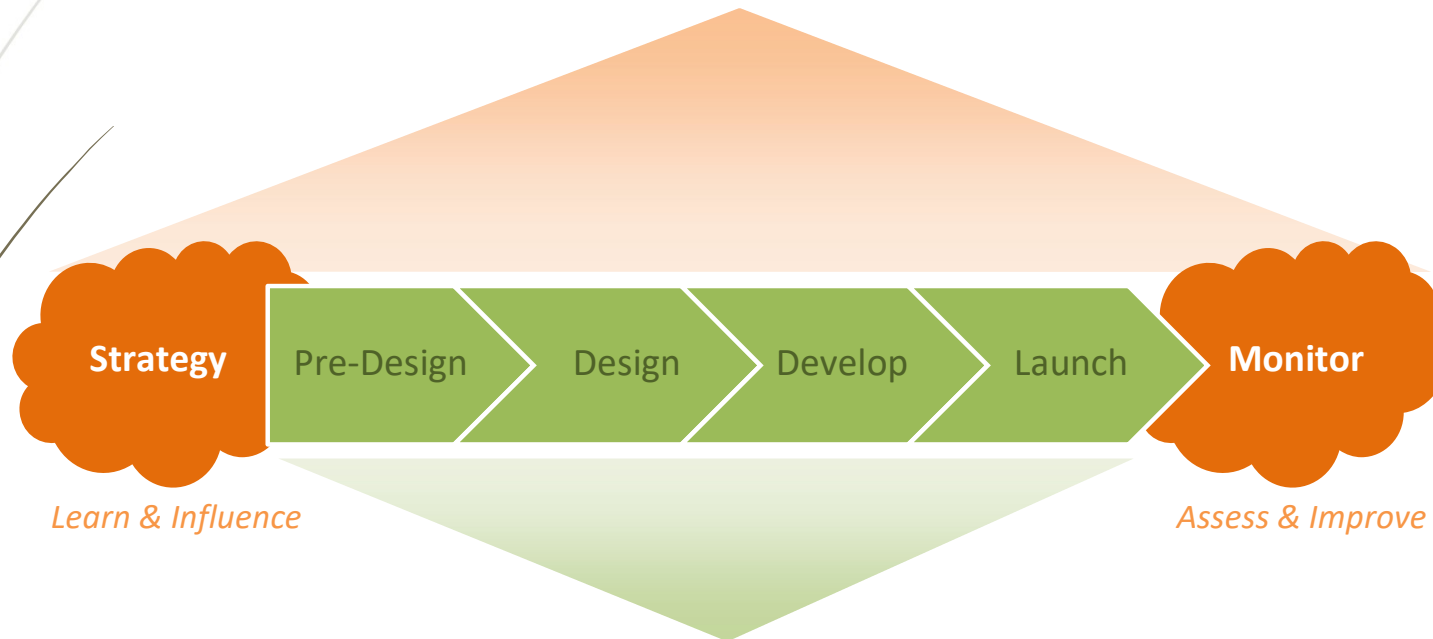
Typical UX involvement
(focus on designing "the thing right")

Expand into new territories
- beyond UX Design and Research

- **A/B or MV Testing**
  - Deployment of best designs real time

- **VOC Program**
  - Building Product Roadmaps through continuous consumer listening

- **WCAG 2.0 Accessibility Program**
  - People with **all abilities** should be able to do business digitally

Moving up the maturity ladder

Some "unspoken things" that will help no matter what.

It's mostly about *Communication*

- Being **Evangelical** about UX and what UX team can do for business, IT and everyone in between.

- **Self-inviting** to other's department meetings

- Having **lunch meetings with purpose** with business champions

- Making **emotional deposits** despite of longer maturity dates

It's mostly about *Communication*

- Advertise **Quarterly Reports**
  - Number of User Tests
  - Total number of Users Reached
  - Number of unique Design Problems solved

Don't forget *Internal Communication*

▶ Keep your team motivated through quarterly/yearly **themes**

- ▶ **Sustainable** UX
- ▶ Its all about **data**
- ▶ **Quantifiable** UX
- ▶ **Best in the mid-west**

Don't forget *Internal Communication*

- Give **Thanks** often
  - Identify individual successes and praise publicly
  - Show how each other's success is helping everyone on the team!

When our Team *clicks* – **You *double click*!**

- Pick one thing to improve at a time
- Do it well and then move onto the next area

Thank you!