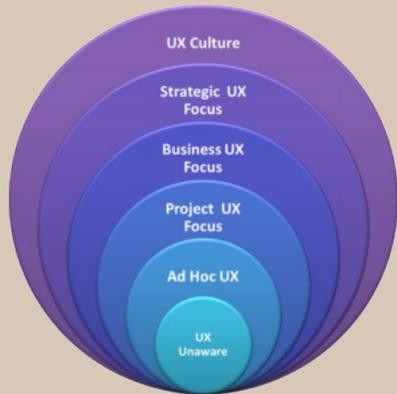


OakenDoor

Experience Design UX Maturity Menu

An organization's ability to benefit from Strategic UX depends on its UX Maturity level. At the highest levels of UX maturity, user and customer experience become the engine of an experience-centric culture that leads to organizational growth and innovation.



Stages of Maturity



Appetizers

Heuristic Evaluation

UX professional judges system elements and interaction against established usability principles

Cognitive Walkthrough

Team simulates user's problem solving process at each step of system interaction

Pluralistic Walkthrough

Team discusses and explores potential usability issues against goals and delivery to market

Proto-Personas

One or more fictional characters based on assumption, peripheral user feedback, and historical user facts

Story Mapping

Details the path the user expects to follow based on proposed system features and functions

User & Task Analysis

Create balance between user and business goals to create an effective, efficient product for the largest portion of the user community

Affinity Diagramming

Organize/group data gathered during research or ideas generated during brainstorming sessions



Sides

Sketching

Wireframes

Mockups

Presentations

Storyboards

Findings analysis report

Audio/Video recordings

Interaction Pattern Library



Entrees

Served with one UX person and one Doc person; multiple sides

User Interviews

A conversational discussion with a user to understand a typical day in their life as well as their personal and professional goals

User Personas

One or more fictional characters representing a job function and derived from many user profiles established during user interviews

Usability Testing

A test of a prototype or user flow based on user's completing tasks within the test and providing feedback about their experience

Contextual Inquiry

Field level research and observation of a user performing their daily tasks

Surveys*

Gather large amounts of user data based on a focused questionnaire about a system or process

Card Sorting*

Study participants group labels according to criteria that make sense to them

*Quantitative study analysis



Dessert

Greater return on investment

Improved brand effectiveness

Reduced support, training, and maintenance

Quicker time to market