Tegra118

UX Transformation Tests

Benchmarks to demonstrate modern product delivery

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Introduction

How we plan to check UX is on-track

In previous literature references to the NNGroup and Jared Spool maturity scales have been shared as a tool to describe the UCD capability. Here we will lay out a plan to demonstrate achieving the goals described in each scale.

To recap the scales, our current state and target goals:

Scale	Current	Goal
NNG UX Maturity	Level 2 of 8	Level 5 of 8
UIE Research Maturity	Stage 1 of 6	Stage 4 of 6

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Outcomes over Outputs

Impact and Tactical goals

Our goal is to have a positive impact on the business outcome. These things are harder to measure with a longer lag, so we will also declare tactical outputs as leading metrics towards those high level goals.

It is believed a more mature UX operations will lead to improved insights and designs delivered. So at a high level we will gauge our capability against these two scales set out by leading UX institutions.

Scale	Current	Goal
NNG UX Maturity	Level 2 of 8	Level 5 of 8
UIE Research Maturity	Stage 1 of 6	Stage 4 of 6

Source:
https://articles.uie.com/increasing-an-organizations-ux-design-maturity-our-not-so-secret-sauce/
https://www.nngroup.com/articles/ux-maturity-stages-1-4/

Product Measures

UX metrics to track our impact

We plan to adopt the UX metric categories outlined by UIE's Jared Spool. We will want to develop a healthy mix of metrics that cover these categories to help us understand we are doing a good job.

Metric	Type	Current	Goal
TBD	n/a	n/a	n/a
TBD	n/a	n/a	n/a
TBD	n/a	n/a	n/a

Collaborative effort

In order to establish these goals we'll need to collaborate with the business to understand the user behaviours that lead to business outcomes.

UX Capabilities

What should the organisation expect from UX

The UX team should empower your organisation to do several things both
new and better than before.

Item	Current	Goal
Conduct usability studies and customer value interviews	No formal studies	Monthly reports
Provide conceptual mapping of products and services	No maps	"As Is" org mapped
Facilitate new product development big bets	Engaged with UWP	Capacity to support design sprints
Provide Management Information to drive business strategy	No research undertaken	Longitudual studies delivered quarterly
Produce artefacts needed for delivery teams	Commencing UWP delivery artefacts	UWP + 1
Invalidate ideas with data informed experimentation	No experimentation conducted to date	Weekly experimentation
Support the ongoing development and optimisation of products	UWP + RBC, LPL, Primerica	Capacity to support all clients

UX Artefacts

Things UX craft

The things we make are our tactical outputs, they go beyond UIs and we'll expect that the design team will deliver the following:

Item	Forecast	Test
UI designs	Ongoing (quarterly review)	Coverage: Minimum 1 UI artefact for each user story that has a front-end
Design System v2	Q3 2021	Publicly accessible | component coverage 80% (UI 100%, code 50%, content 20%)
Service Blueprints v1	Q1 2021	Complete 'as is' Service Blueprint for UWP. Stretch goal: Bespoke versions for each client
Service Blueprints v1.5	Q1 2021	'To be' Service Blueprints for UWP
Service Blueprints v2	Q3 2021	Complete 'as is' Service Blueprint organisation wide.
Learning Milestones	Ongoing (quarterly review)	Minimum 1 per quarter. Stretch 1 per month
User conceptual maps	Q3 2021	Coverage: Minimum 1 map artefact for each user story (user flow, story map, etc)
Experiments	Ongoing (quarterly review)	Coverage: 4 per month†

† Denotes coverage per team. Multiple per team

UX Artefacts

Item	Forecast	Test
Customer Interviews v1	Q1 2021	Coverage: Minimum 20 Customer Interviews†
Internal Interviews	Q1 2021	Coverage: TBD (blocked by Service Blueprint)
Customer Interviews v2	Ongoing (quarterly review)	Coverage: Minimum 4 per month†
Content audit	Q3 2021	Content audit report produced for each product team
Proto-personas v1	Q1 2021	Minimum 1 genuine persona for each core 'personas'
Personas	Q2 2021	Data informed persona per proto-persona
User conceptual maps	Q3 2021	Coverage: Minimum 1 map artefact for each user story (user flow, story map, etc)
Experiments	Ongoing (quarterly review)	Coverage: 4 per month | 10% success rate
Customer interviews	Q1 2021	20 customer interviews

† Denotes coverage per team. Multiple per team

Organisational Culture
Structure and methodologies

In order for UCD to become a pillar of the organisation a change in culture to make room for its influence needs to be made.

Change required	Current	Goal
Adopted shared ways of working that incorporate UX	Prince2 + SCRUM	Agile + Lean
Empowered discovery teams	Requirements driven	Requirements driver
Engineers incorporated into discovery	No engineers	Lead Engineers (minimum)