



YOUR 2022 GUIDE TO  
**THE UX JOURNEY**



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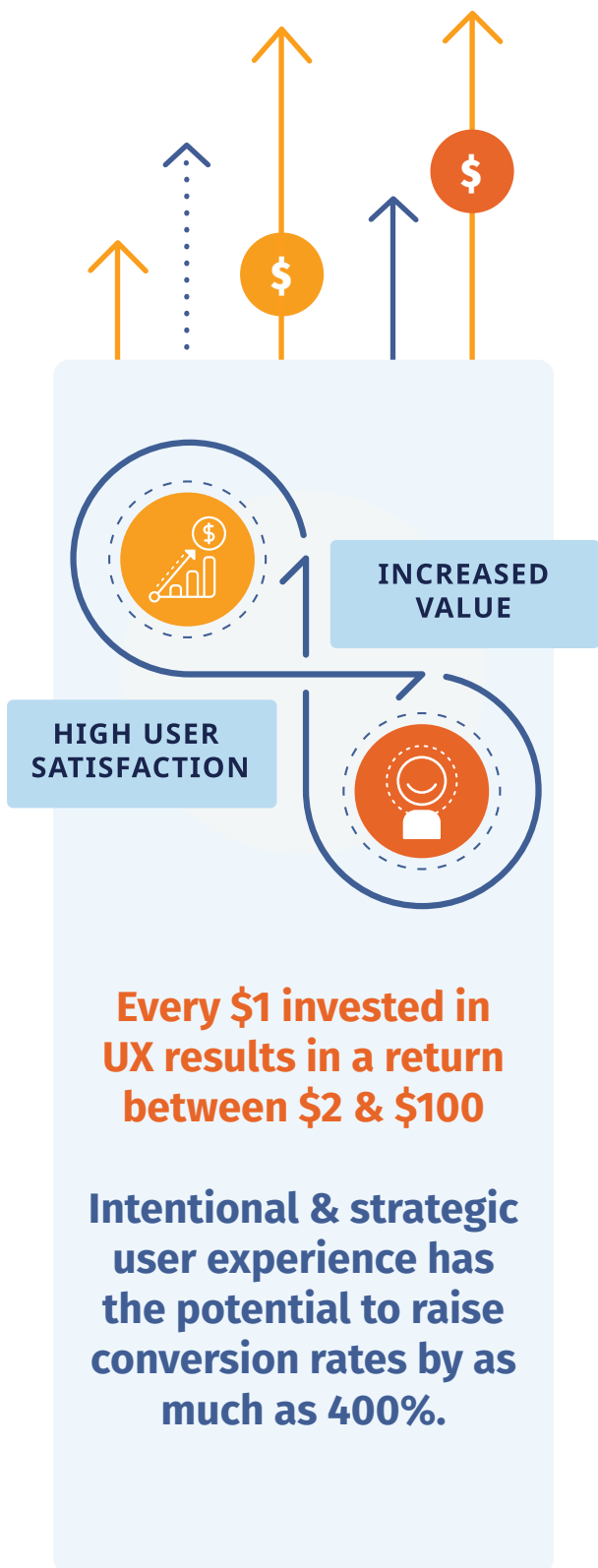
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# YOUR JOURNEY STARTS HERE



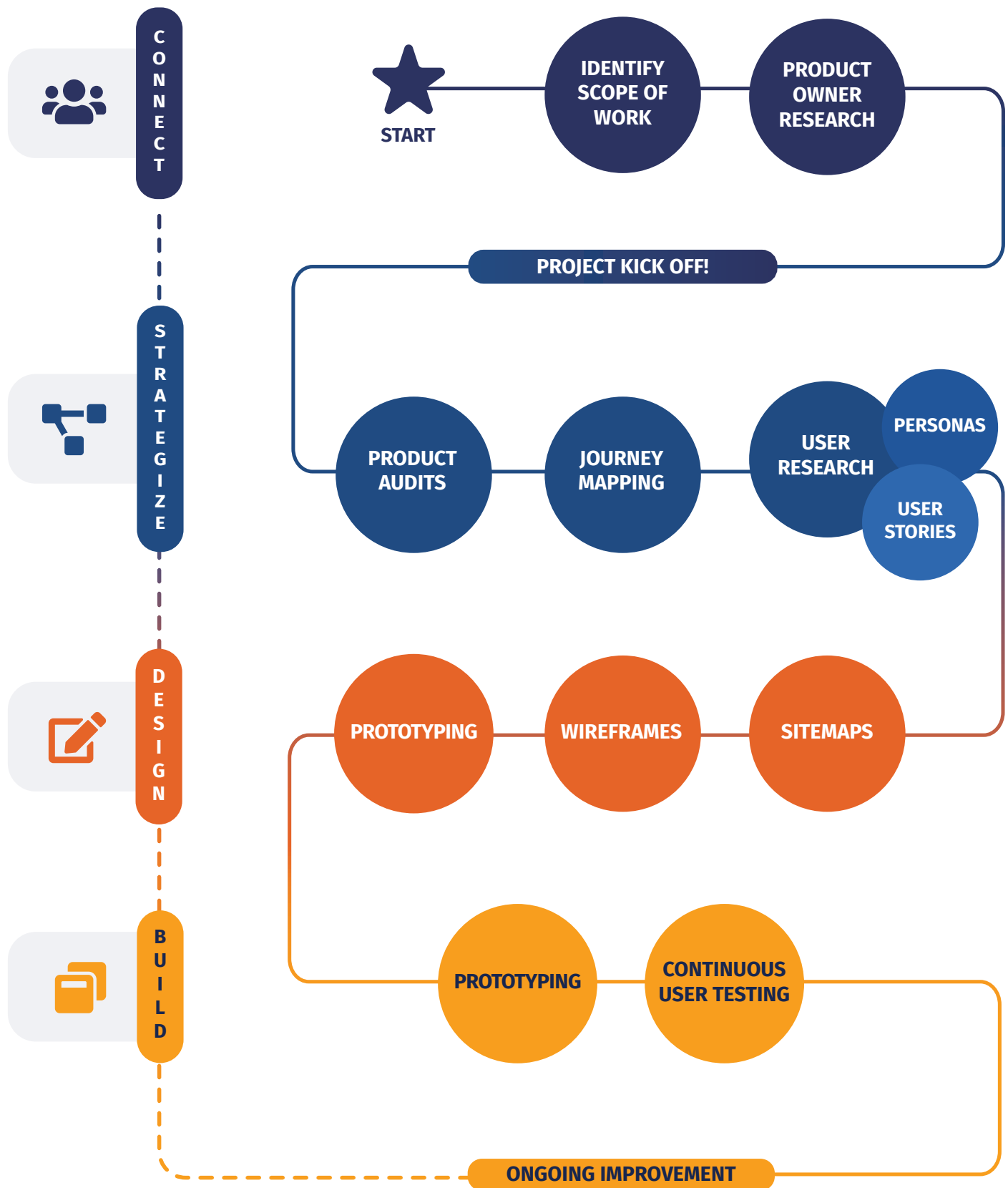
## UX PAYS OFF...

With numbers like that on the line, it's no surprise that businesses around the globe are investing more time and energy in user experience. If you're interested in improving user experience in your products and reaping the benefits, this guide is here to help. This is not a "how-to" guide for doing UX (there are a lot of great resources for this out there, and we've even linked some of our favorites in the resources section on the last page) – rather, consider this your introduction to what a successful UX practice and team looks like. We'll cover what the user experience process looks like, how and where to find UX talent (there may be some in your own company right now), and how to set your UX practice up for success.

**Ready to bring your UX practice to life? LET'S DIG IN.**



# THE UX PROCESS



## Connect and Clarify

### IDENTIFY SCOPE OF WORK

What does the project need to accomplish?  
Develop a high-level concept for the product

### PRODUCT OWNER RESEARCH

Gain insights from key stakeholders on the goals for the product

### PROJECT KICK OFF

Product team and stakeholders determine expectations and strategy for project before launch

## Learn and Strategize

### JOURNEY MAPPING

Create a visual representation of the journey the user will take through the product

### PRODUCT AUDITS

Conduct a full audit of the existing product, if one exists, to identify potential pain points and improvements

### USER RESEARCH

Detailed interviews with users exploring their needs, wants, and struggles to inform product decisions

### PERSONAS

Create fictional representations of different types of users

### USER STORIES

Create “stories” that represent a user’s goals and actions with the product

## Design and Prototype

### SITEMAPS

Determine a hierarchy of content that will be intuitive for the user

### WIREFRAMES

A visual interpretation of the basic structure of the screen that identifies where different elements will be placed

These can range from sketch-like “low-fidelity” wireframe to a “high-fidelity” fully rendered version

### PROTOTYPING

An interactive simulation that demonstrates the feel of using the product.

## Build the Solution

### CONTINUOUS USER TESTING

Throughout development, the team continues working with users to ensure the solution matches user needs

### ONGOING IMPROVEMENT

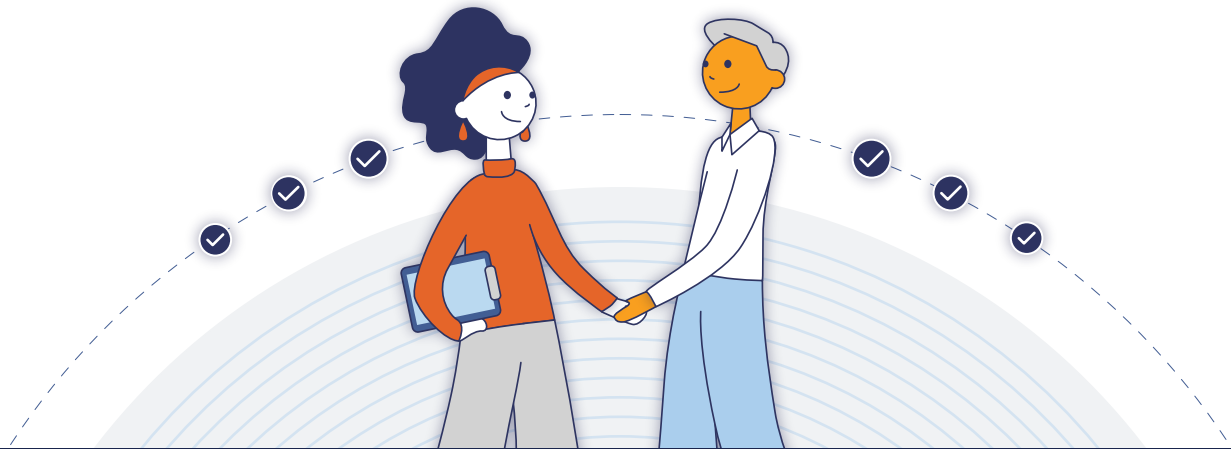
Continuing to test and survey users and identify opportunities for improvement is a critical part of incorporating UX into your process beyond the launch date



**Sami Weber-Schrank**  
Product Design  
Architect

“Designing for UX adds another layer to the visual design. It takes user research and strategy, to better inform the design decisions we make. The decisions are intentional and backed by data, which focuses on helping improve a product or website’s overall user experience.”

# FINDING UX TALENT



**SHAWN SPARTZ**  
Creative Director

“It comes down to the passion of the people – you can find people with these skillsets, but it’s hard to find someone where what makes them happy is building beautiful solutions for people that make their life easier.”

## Where do you find UXers?

A great UX employee may seem like a unicorn: they demonstrate a unique mix of skills, with the ability to think analytically as well as visually, and they can be equally difficult to find. But any rare talent is easier to identify when you know where to look.

The most important thing to look for when you’re hiring for UX is the correct mindset. A successful UXer is always looking for opportunities to improve a process and make it more efficient and understandable. Kind-hearted, empathetic people are always going to find the best experience for the users, because they’re practiced thinking of someone else and not only yourself. It’s hard to step out of your own perception and what you like to put yourself in someone else’s shoes and walk in those shoes as long as you need to figure things out.

In addition to that sense of empathy, both the analytical/strategy/research side and the imagery/color/design side are important for UX. Know that it’s very rare to find someone who can do both of those equally. Instead, aim to overlap in your team so both types of people can be at the table and challenge each other.

## Where can you find people with the UX mindset? Consider the following:

### Curious Designers

Graphic designers, product designers, and more – if they're used to creating something and have an appetite for knowledge and finding the “why” behind what they make, they may be right for UX. The majority of designers are intuitive and empathy-driven. They've gotten into design because of what inspires them, and they often have good listening skills and can pick up on things people aren't explicitly saying. However, there are differences between different types of designers. An “order taker” designer will not be helpful in the UX process. You need to be ready to poke holes and challenge things.

### Analytical Writers

Writers who have found success in content marketing or journalism are also great candidates for UX roles. They're trained to capture interest in a short headline, an email subject line, or a social media post, and they have to have gained an understanding of what makes sense as a headline vs. subhead vs. supporting content. UX is a content-first approach, and these writers understand how humans consume content.

### Creative Counselors

Someone with a background in psychology, whether it's counseling, therapy, or coming from the academic side, naturally leans toward a career in UX. They want to get into someone's mind.

### Hospitality Heroes

In the field of hospitality, guest experience is everything. Even if your focus isn't on UX, you have no choice but to do it – hospitality staff are trained to be there to help guests through the experience that they're looking to have and making it as pleasant of a journey as possible. They're “people” people and are genuinely interested in that aspect, which can be rare in IT. Their experience working with the public has primed them for effective user interviews and good communication with clients.



**Megan Heller**  
UX Product Architect

“Transitioning from the hospitality industry into UX was a very natural career progression. In hospitality, you are taught to make your ‘user’s’ experience the best it can possibly be, so that is always front of mind. Interacting with people, asking them who they, what brought them here, how can you help them find what they need - these are things that translate directly into UX in the digital space.”

## Talented Teachers

Teachers already have expertise in engaging others in discussion and facilitating in large group settings – crucial skills for a UX researcher. They know how to guide a group to uncovering the solution to a problem and are experienced working with different learning styles. Plus, a commitment to lifelong learning indicates a curious mind and an eagerness to continue searching for new, better solutions.



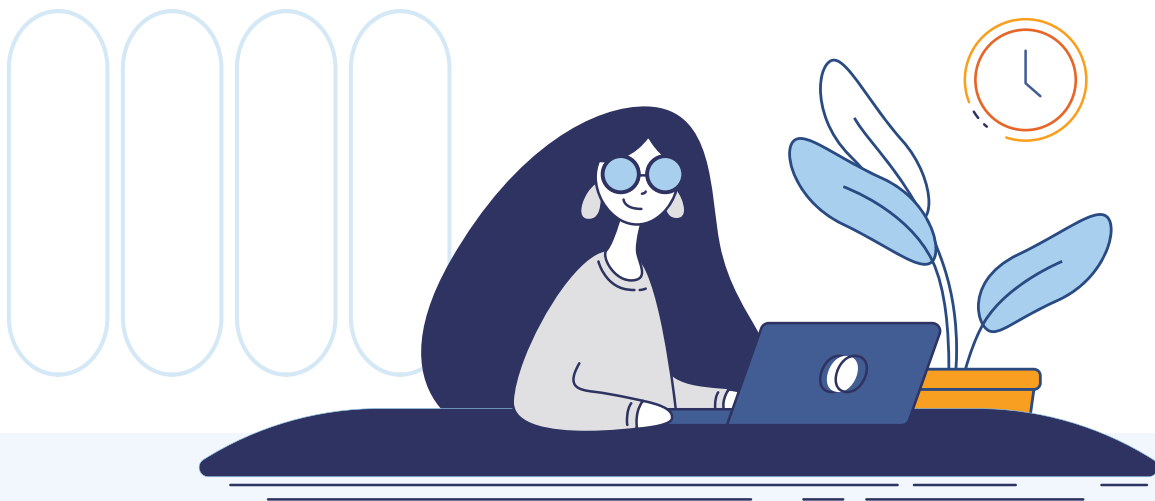
**Kevin Jennings**

UX Lead

“Teachers already have expertise in engaging others in discussion and facilitating in large group settings – crucial skills for a UX researcher. They know how to guide a group to uncovering the solution to a problem and are experienced working with different learning styles. Plus, a commitment to lifelong learning indicates a curious mind and an eagerness to continue searching for new, better solutions.”

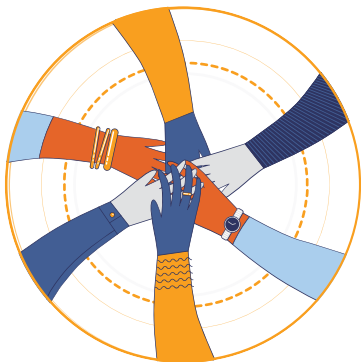
## There may even be future UXers within your existing staff!

At one of our clients, a company hackathon revealed budding UX talent. A member of the customer support team focused on the way that people were signing up and brought a concept for a new process that centered on their users. She was able to combine what she knew about the users from working directly with them and her internal knowledge to identify an opportunity to add efficiency and a better experience. We were able to pull her into our project to showcase the thought process and introduce her to the software and tools that are part of UX, and now she’s moving into a new UX role on their team.





# SETTING UP FOR SUCCESS



**Implementing the appropriate systems and tactics is key to ensuring that your investment in UX will pay dividends.**

## **Have an Advocate**

You need an advocate who has enough power within the company to say, “This is important.” Your UX team needs a director or manager to stand up for the team and advocate for why it’s important.

## **Make UX Part of Your Process**

In order to build a successful UX practice, UX needs to be seen as a necessity and not just a “nice to have.” Have it baked into every project, not just a “we’ll see if we include you.” Having UX be part of discovery and sprint 0 in particular will help set up your UX team for success – you want UX and design to be a sprint or two ahead of development.

## **Encourage Collaboration**

Creatives do their best work when they have the ability to work together and bounce ideas off of each other. Even if they’re not on the same project, having the option to talk behind the scenes with other UX team members is a huge help. It’s hard to sharpen your own sword when you don’t have anyone else like you to talk to.

## **Promote Internal Education**

Lunch and learns or other talks are a great opportunity for your company to be introduced to the UX process and what UX can add to a project. When the rest of your team is excited to have UX as part of a project, you know you’re moving in the right direction!

## **Don’t Put UX on an Island**

Although it may seem reasonable to include one UX specialist in your team of developers, you’ll often find the voice for UX gets overridden by other project needs. Their job is to think of the “what if,” which can frustrate the more present-focused developers.

# HOW CAN NVISIA HELP YOU?



## Discovery & Collaboration

Our experienced UX experts can guide your team through the upfront Product Strategy or help identify UX needs that may arise in the future. The UX artifacts created during this process will enable your team to make smart UX choices through the full product engagement. We can also provide specific services (user research, journey mapping, wireframes, etc.) that augment your existing resources.



## Coaching & Mentorship

Our team is available to provide coaching and mentoring during your engagement with nvisia. We can help you identify UX talent within your organization based on mindset, technical skills, or leadership. If you have a team member with an interest in UX, integrating with our team gives them the opportunity to learn more about the process over the course of the project. In addition to new UX talent, our team can help coach your product or lead architects in the UX mindset to assist in closing the gap.

## More Exploration

[Check our UX offerings at Nvisia.com](https://nvisia.com)

Reach out to learn more about how we can collaborate with you on your UX journey.



**Sales Rep.**

✉ [person@nvisia.com](mailto:person@nvisia.com)

# HELPFUL RESOURCES



Tool tips, best practices, and other UX resources from nvisia and around the internet!

## UX Resources

### [Laws of UX](#)

This collection of best practices and design “laws” is a must for UX designers.

### [Humane By Design](#)

A guiding resource for designing ethically humane digital products through patterns focused on user well-being.

### [Nielsen Norman Group](#)

World Leaders in Research-Based User Experience

## Accessibility Guidelines

### [Web Accessibility Guidelines](#)

Accessibility is at the heart of UX. Follow these guidelines to ensure your product is accessible by all.

## Form Design

### [Form Design Best Practices](#)

Improving your form design can make a huge impact on your users’ experience.

## The nvisia 5

### [Learn more about the nvisia 5](#)

Taking time to review the experience a user will have with your product is a critical element for the success of your product. From large-scale issues like navigation—to something as simple as button text—all of these UX elements play a large role in the usability of your product. Our nvisia Creative team has created “the nvisia 5” – five elements of a user experience that you should analyze and review throughout your Agile process.

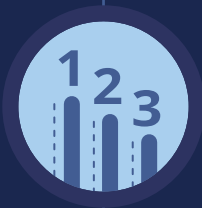
# the nvisia 5

## A UX + USABILITY CHECKLIST



### 1. Accessibility

The task or workflow is accessible for all user types and from all devices.



### 2. Clarity

Visual arrangement and order of items on a page or via a flow is intuitive and explains importance.



### 3. Findability

The workflow, call-to-actions, customer service/help documentation, and search are accessible throughout the experience.



### 4. Efficiency

The task or workflow prioritizes efficiency throughout the experience.



### 5. Consistency

The task or workflow looks and feels consistent throughout the experience.

 Find more tech insights at [www.nvisia.com/insights](http://www.nvisia.com/insights).



# THANKS FOR READING

For more insights, visit [nvisia.com/insights](https://nvisia.com/insights).