

Institutionalization Strategy

Take a serious step toward industrial strength
User Experience capabilities...

It might have taken a decade of work. But you are finally ready to move forward toward a professional, organized, process-driven UX operation.

How do you move from piecemeal UX work to serious, accepted, and routine UX operations?

How do you move out of panic and frustration?

How do you fulfill the aspiration?

Institutionalization Strategy provides the premiere, full-spectrum support for the institutionalization of User Experience (UX) within large organizations. Let's start with your corporate goals and work together to make UX routine.

We can help you:

1. Win strong executive support – Governance is key

An executive introductory workshop eliminates misunderstandings that can hold you back.

2. Develop UX-friendly structure and communication channels

Your organizational structure and position must allow for success. We do a channel feedback review, a wide-splash expert review, and calculate your organization's usability quotient.

3. Build the right staffing and infrastructure

Do you have enough people and the right tools? We do an in-depth review of your infrastructure, organizational structure, staff, process, systems and tools, and knowledge management.

4. Kick start where needed

Based on the assessment results, we develop strategies to move fast.

Benefits

- › Get your institutionalization process up and running quickly
- › Identify corporate user experience strengths and weaknesses
- › Lay a research-based foundation for your institutionalization journey
- › Make sure all points of contact are on the same page

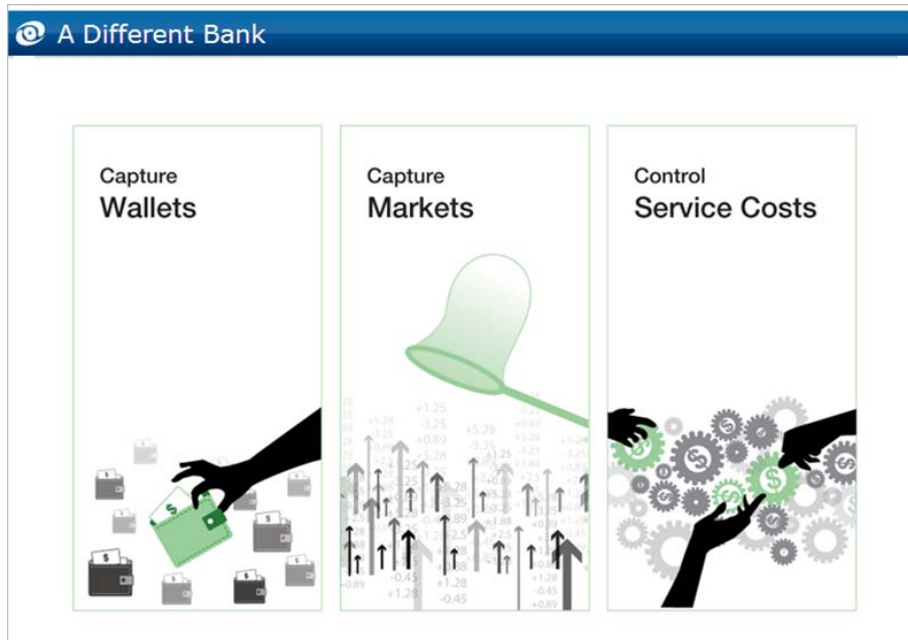
Deliverables

- › Dashboard summary of assessment findings and insights, and an executive feedback session.
- › A roadmap for your organization's institutionalization journey, including documentation of planning results and project descriptions.



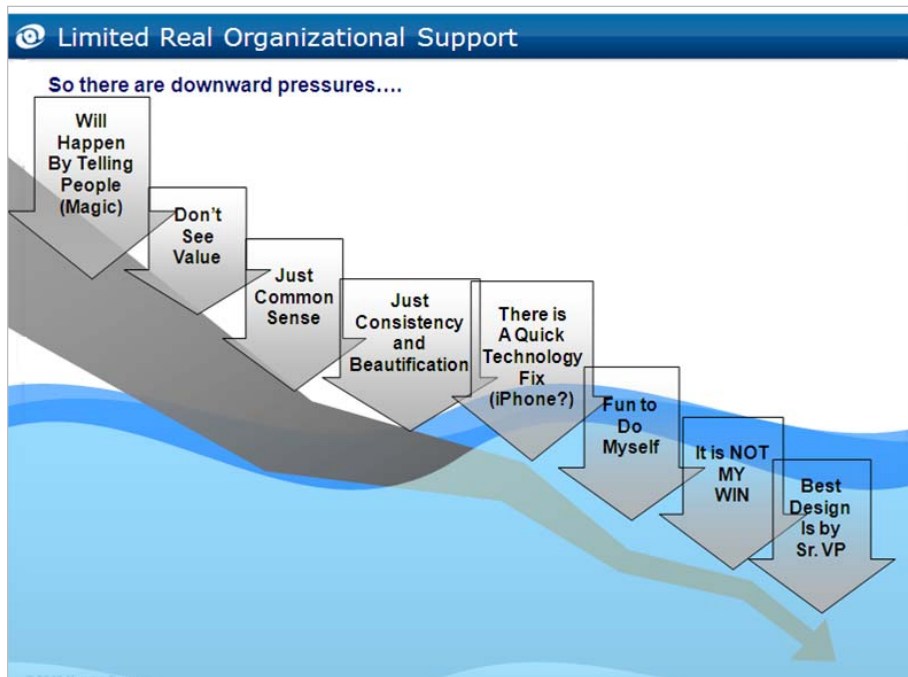
The Internal Value Proposition of UX

The success of UX initiatives is based on alignment with corporate goals.



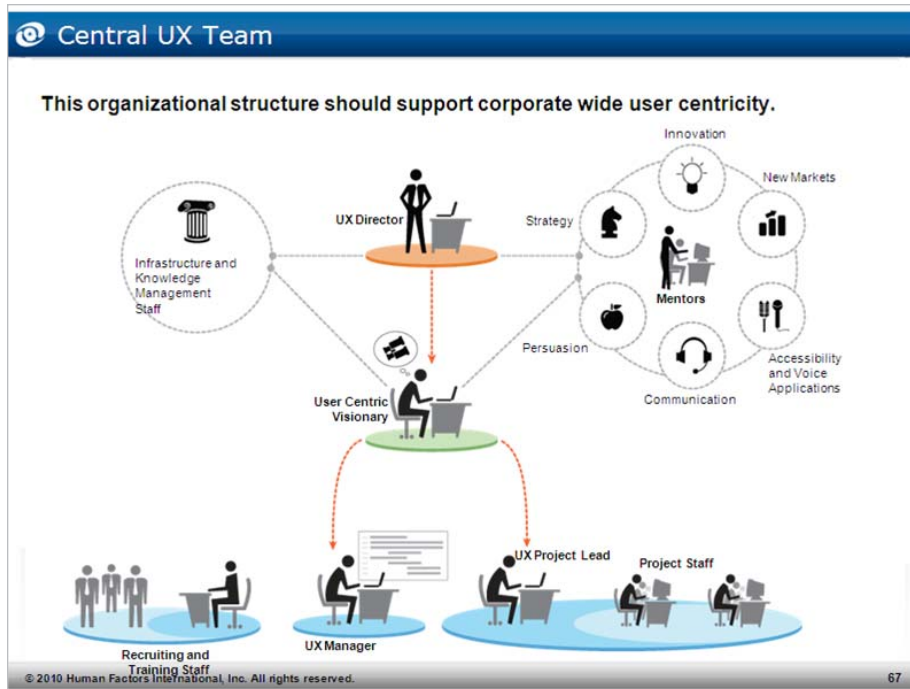
Executive Dynamics

Without executive support, UX activities can quickly take a downward spiral.



The Right Organizational Structure and Staffing Solution

Without proper methods, standards, training, certification, and tools, this is just an empty plan.



UX Roadmap

Institutionalization is a journey toward a professional, organized, process driven, UX operation.

