

## Limina Fact Sheet

## UX Strategy

### Description

Limina will help you establish a leading approach to user experience through developing a long range view of your customers and how their needs will evolve over time. We will help you match their needs with your company vision, product features and functionality.



The UX Strategy outlines a long-term view of your products and the evolving experience you will be providing to your users. The "long view" can tie together iterative development efforts in a coherent manner. It allows your users to have an idea of what to expect from you over time while defining innovative experiences and offerings that can help to retain customers. Having a UX Strategy can also promote unique positioning within your market. Parts of strategy can be made public facing, becoming an explicit part of marketing messaging.

It answers questions like:

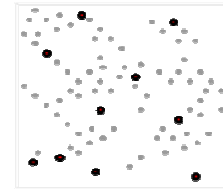
1. How can we make the marketing strategy an actionable reality in our user interface?
2. What is the next level of granularity from the perspective of users' experiences?
3. What feature ideas should we pursue and which should we set aside?

### Methodology

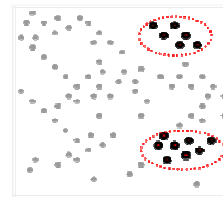
A UX Strategy can take anywhere from four to six weeks depending on the complexity of your products, company, and target user group(s). Limina will run workshops with your executive team to identify the long term strategy for the company and extract how the company strategy is translated into evolving products and maturing user groups.

Our experience strategy workshops will help you to better prioritize features along your development road-map. Clarifying feature selection and prioritization is one of the most valuable aspects of a UX strategy. As illustrated to the right, many companies select new features and functionality at random, instead of looking at the bigger picture and creating more coherent groupings.

Illustrations below: Features available (grey dots) and features chosen (black dots) for future releases



Selecting individual features may not result in as coherent a perception of your company as an innovator.



User Experience Strategy can drive decisions about feature selections and create a coherent story

### Value of a UX Strategy

- Enhances your product's brand value by offering a superior user experience
- Provides the foundation for creating a product that is useful, usable, desirable, and enjoyable
- Sets a clear direction on what your company will invest in and not invest in
- Builds upon broad input and consensus
- Becomes the agreed upon basis for feature ideation, roadmapping, and development
- Ensuring that selected features fit into an overall scheme.
- Assists with moving beyond matching the competition; Avoiding "me too" approach to feature selection
- Reveals enduring areas for innovation, not just singular feature ideas
- Allows for longer term technology development planning