

## Problem

- UX consultants face problems related to design acceptance
- due to organizational constraints (technology, people, budget).
- Most traditional UX processes do not account for the business perspective and fail to deliver on stakeholder buy-in.

## & Analysis

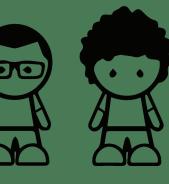




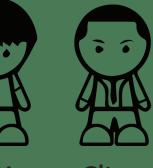
Analyst Researcher



Evaluate







Analyst Designer Researcher

## Impact

- The revised UX process recognizes client priorities and development constraints in agile projects.
- The pilot study provided a suitable solution to UW-IT for the redesign of the online registration system.
- With futher R&D the model can enable UX consultants to be more effective in delivering solutions that account for development feasibility.







Analyst

Understand the organization's culture and values

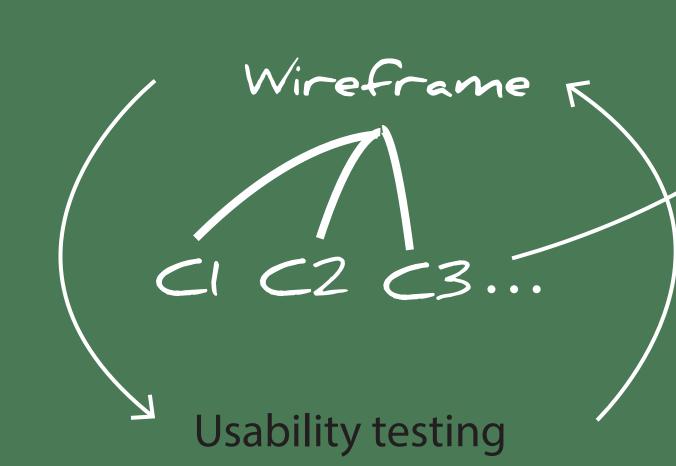
Perform market trend/ competitive analysis

Conduct user research

Create taskflow diagram

Create wireframes & prototypes

Divide wireframe into components



Estimate points for design components



P = estimated development effort

Estimate implementation effort



TX-1

x = current sprint  $P_{\times}$  = points to commit

HX = dev work hours per day

DX = number of devs

>x = days per sprint

 $U_{\times}$  = dev unavailability in days  $V_{\times -1}$  = velocity of previous sprint  $T_{\times -1}$  = available hours in previous sprint

Evaluate and deliver estimated resources

