

A decorative graphic consisting of a horizontal orange line that spans most of the width of the slide. On the left side, there is a small dark blue rectangle, and below it, a larger dark blue square.

Managing a Global UX Vision in an Agile Environment

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Context

- Whole-brand UX
- Multiple agile teams
- Desire for team autonomy



Pain Points

- UX inconsistency
- Brand misalignment
- Major UX update transitions
- Difficulty of UX update

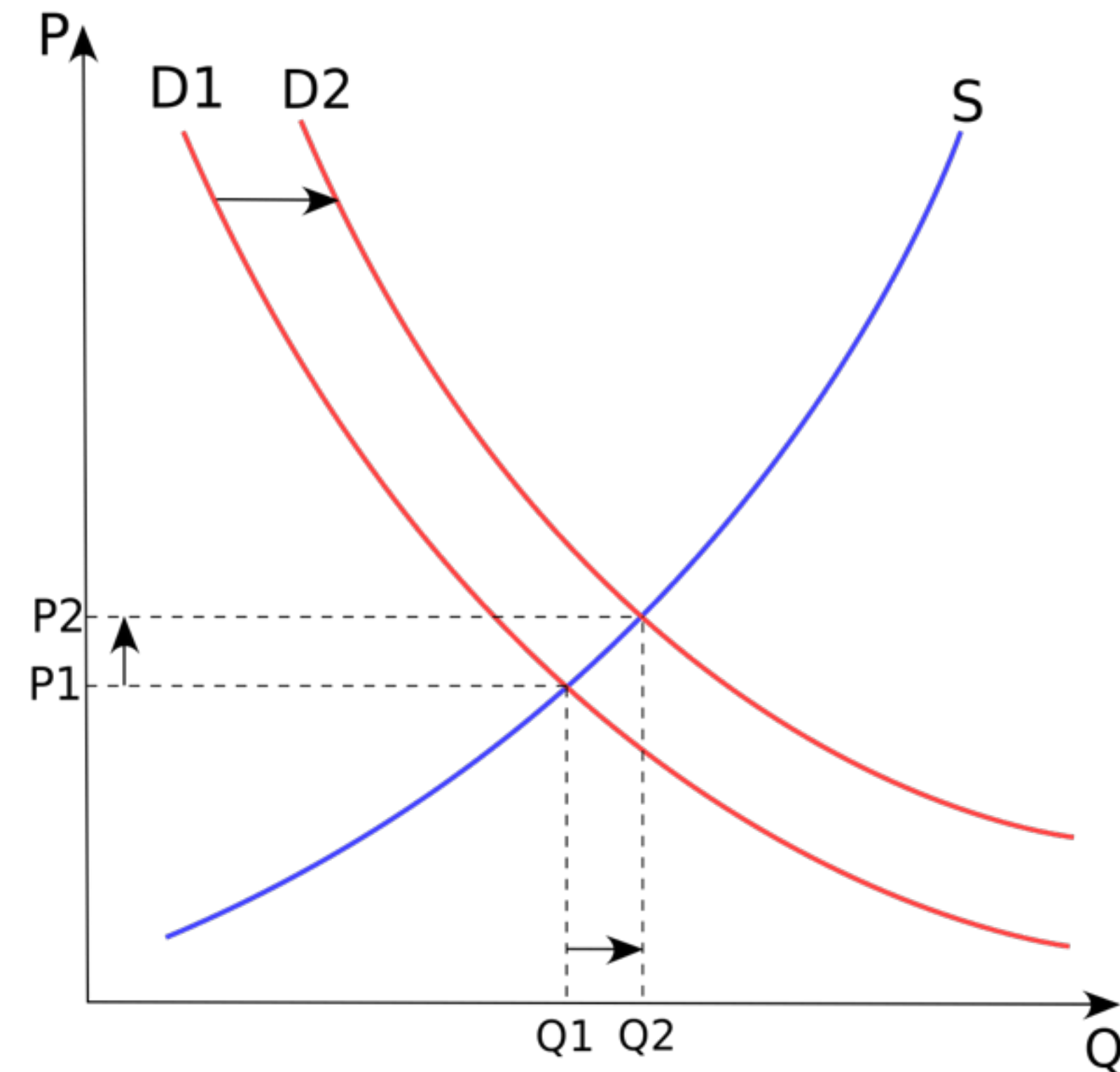


Pain Points

- What are your top pain points related to Global UX management?
- Spend 1 minute discussing with your table.

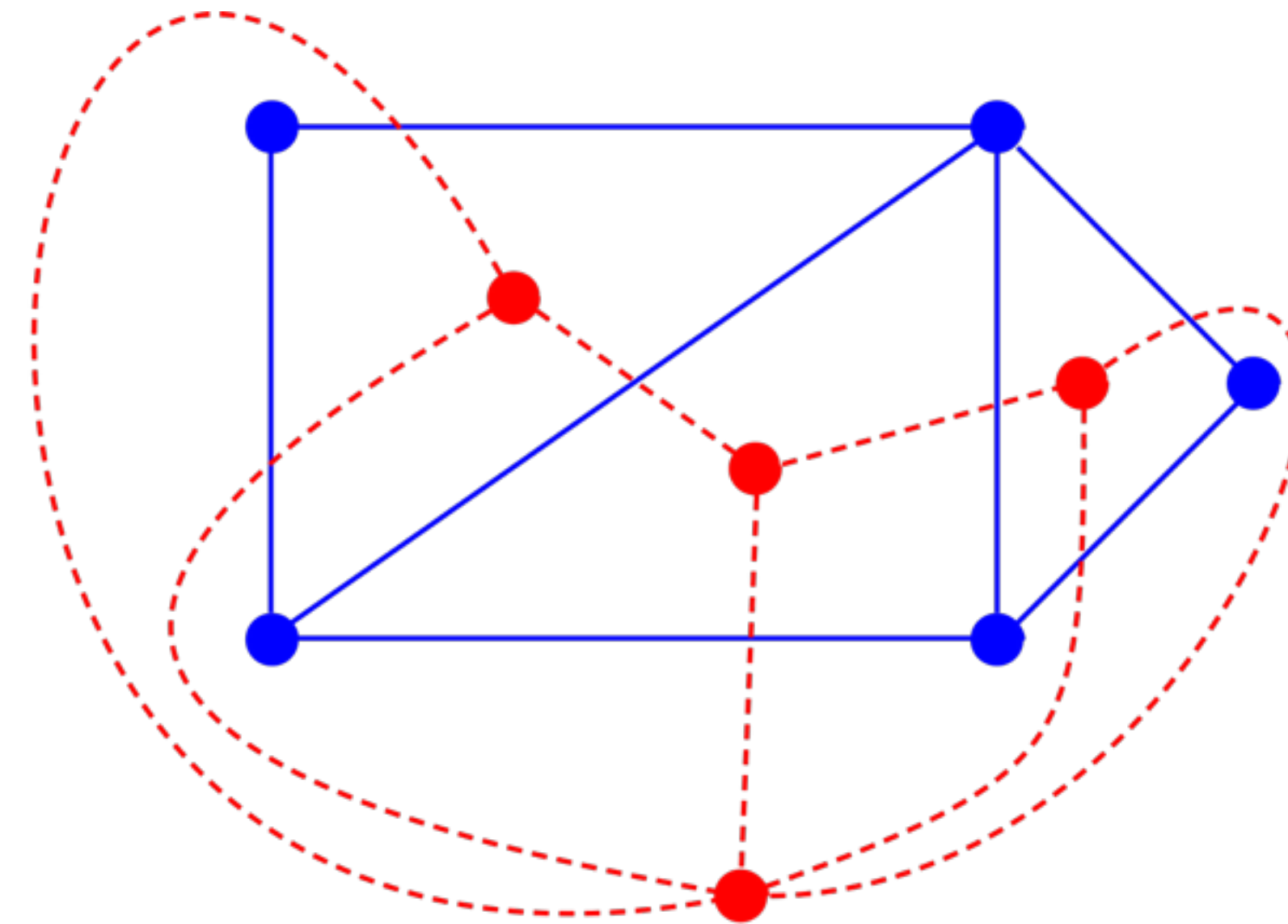
Main Trade-Off

- Innovation vs Consistency



Analogous Problems

- Technical architecture
- Cross-product branding
- Product vision



Analogous Problems

- What are the problems analogous to Global UX Management in your environment?
- Spend 1 minute discussing with your table.

Several Approaches

- Consistency first:
up front design
- Innovation first:
inline design
- Evolutionary:
team innovation and
global integration



Some Recommendations

- Test user tolerance of inconsistency
- Require consistency only as needed
- Establish innovation boundaries for teams
- Align UX at high frequency across teams



Thank You



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