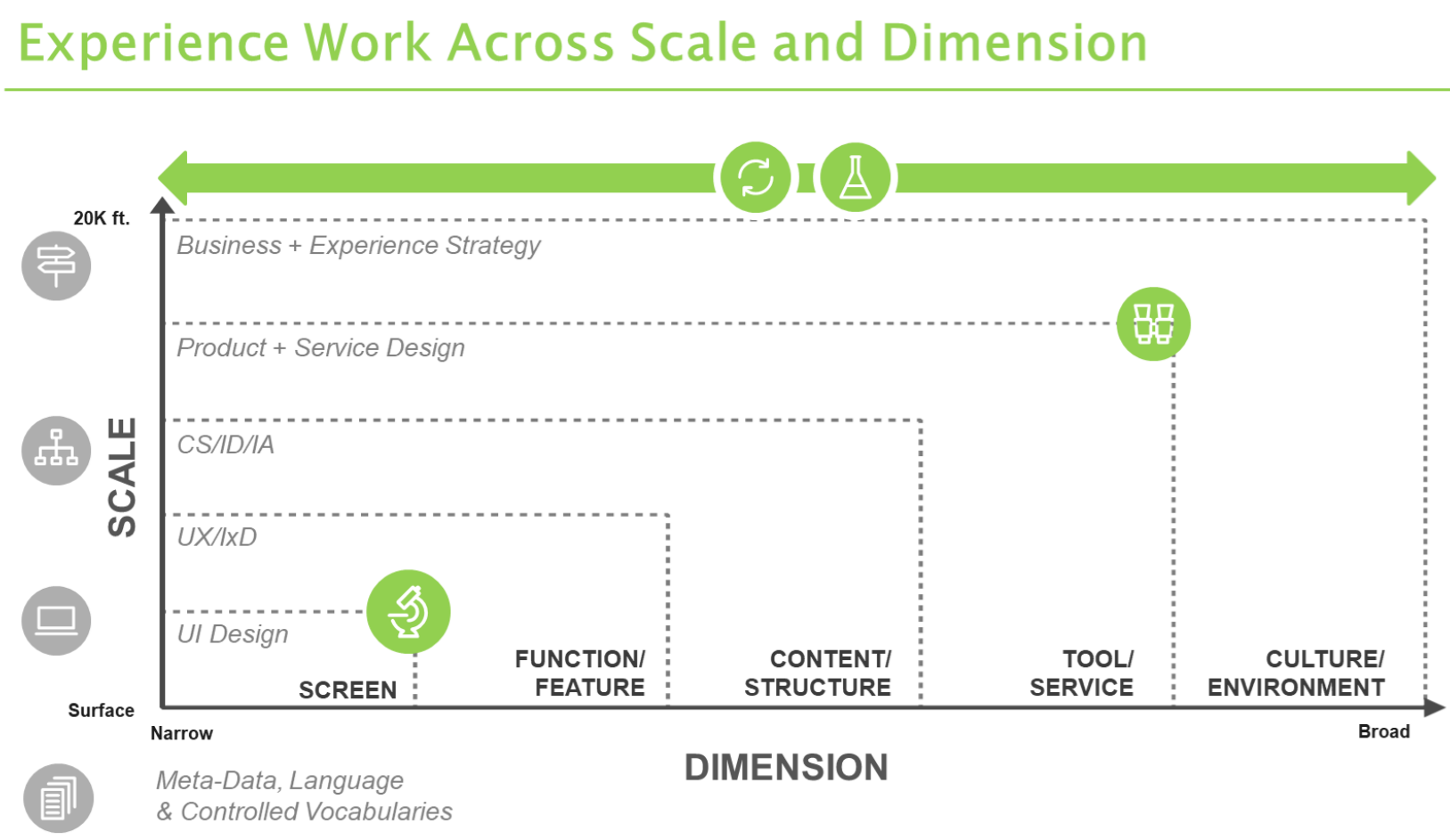
Overcoming the Complexity of the "Design Box" to Deliver Strategic Value

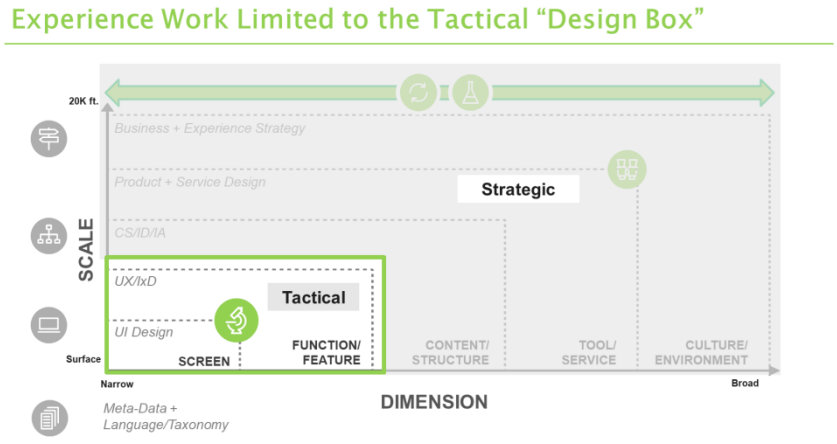
Building organizations, teams, and cultures to deliver and sustain successful product and service solutions over the long run is a complex act for organizations and teams of all stripes and sizes. Success requires meaningful definitions, shared understanding, common terms, and ways of working to serve as foundations to work across diverse situations, ranges of complexity, and a variety of challenge spaces.

Communicating the (Full) Breadth of Experience Work: It's Not Unitary, it is Wide, High, and Deep.

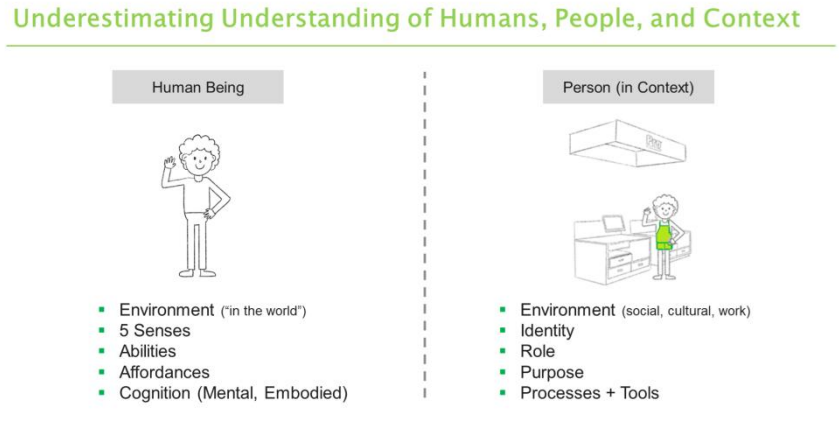


Interdisciplinary teams of Product, Research, Experience, Software Engineering, and other professionals must be aligned, have room to work, and the tools, techniques, and shared language and understanding across scale and dimension to deliver and sustain successful experiences and outcomes.

Identifying (Some) Embedded Blockers to Success: They're Wide-Ranging and Diverse



Common assumptions and ideas about experience work often limit Experience professionals and teams to tactical and narrow work, even in situations where broad strategic consideration and work are required for success.

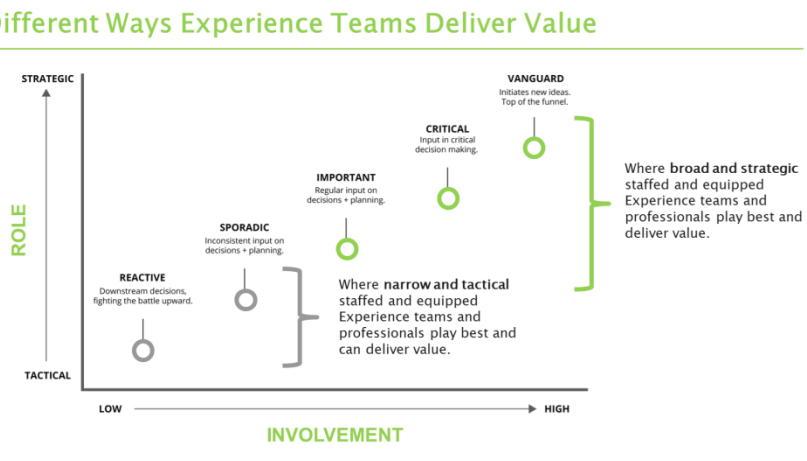


The importance of broader and strategic experience work—such as work needed to understand people and context—as being foundational to delivery and sustaining successful solutions and outcomes is often dismissed, and the cost and success risks greatly underestimated.

Making Room for (the Right) Experience Work: Needs Definitions and Establishing of Role(s)

The building blocks for Experience team's and professional's work to support delivery and sustain success fall under two broad themes:

- Discovery and insights from mixed-method research and systematic feedback loops are foundations to help inform and guide work.
- Regular involvement, input, and room to collaborate as a part of the interdisciplinary teams across all phases of the product lifecycle, using the right tools and techniques for the scale and dimension of the effort and the challenges of the problem space.



Experience teams and professionals can partner and contribute to success in a variety of ways. Expectations and measures of success for experience must be align to:

- Scope and nature of the challenge at hand, and goals of efforts to address them.
- Defined role of Experience within the organization and interdisciplinary teams.
- Capabilities and the nature of involvement of the Experience organization and teams on the spectrum of "narrow and tactical" or "broad and strategic."

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