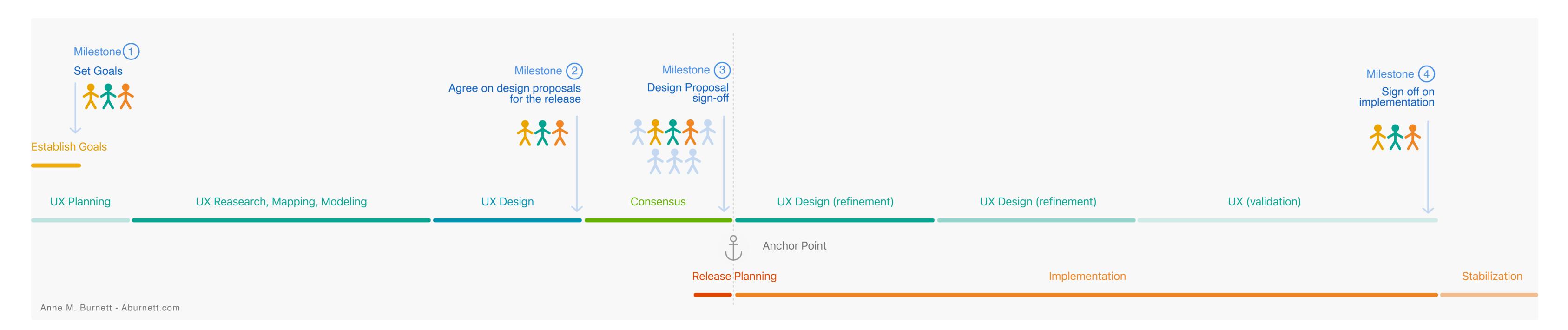
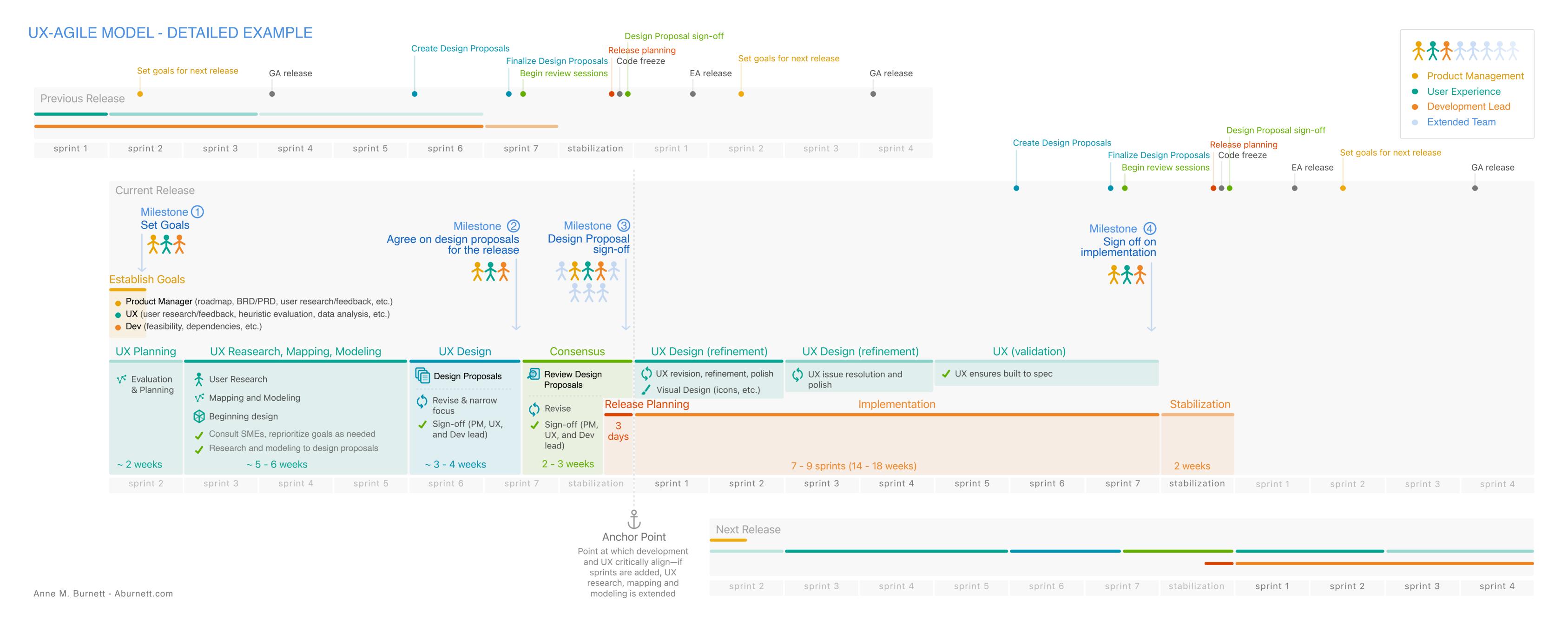
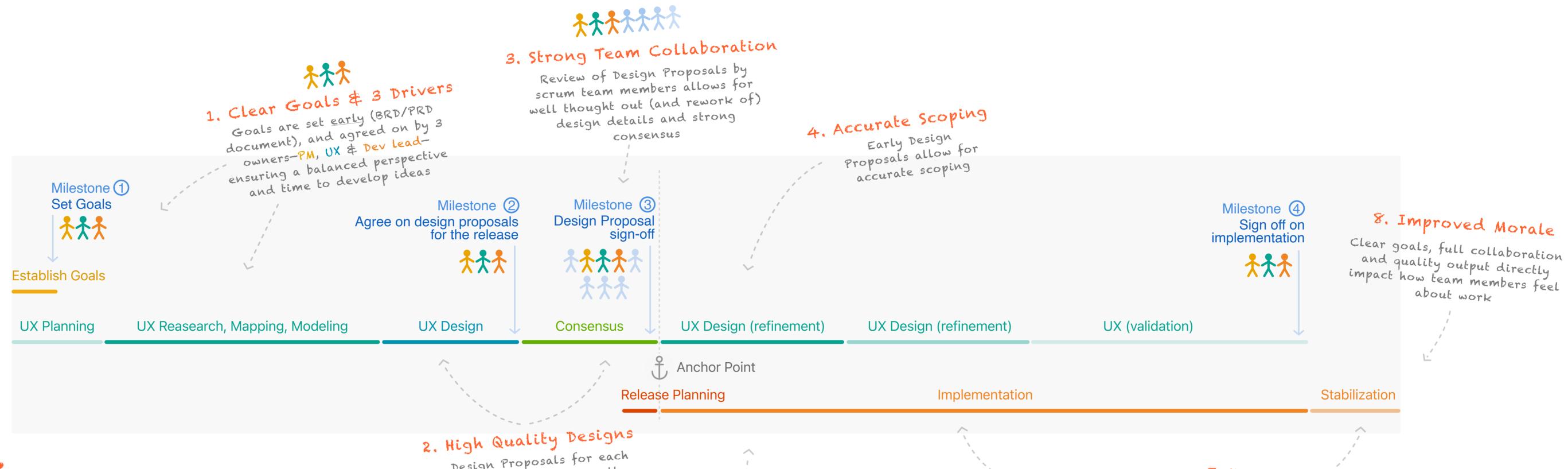
UX-AGILE MODEL - SIMPLE EXAMPLE







< BENEFITS >

- 1. Clear goals & 3 drivers
- 2. High quality designs
- 3. Strong team collaboration
- 4. Accurate scoping
- 5. Early dependency awareness and effective planning
- 6. Reduced UX roadblocks and less churn
- 7. High quality solutions
- 8. Improved morale

Design Proposals for each major feature are well thought out and represent source of truth

5. Dependency Awareness & Effective Planning

Established Design Proposals allow even periphery team members to consider cross-feature and cross-team implications

6. Reduce UX Roadblocks Less Churn

since design is front-loaded for the release, design roadblocks the release, design roadblocks (both UX and development) are (both UX and development) are significantly reduced and leaves significantly reduced and leaves solutions

7. High Quality Solutions

The domino effect of providing clear UX design early in the process, results in solutions that we feel good about and effectively address consumer needs