

Advanced UX Strategy for Business Impact

Day 1: Defining UX Vision & Strategic Direction

Module 1: Crafting a Clear UX Vision

Objective: Define a strong, actionable UX vision aligned with business outcomes

- UX vision vs product vision vs business strategy
- North Star and experience principles
- Linking vision to customer value and differentiation

Lab: Create a UX vision for a digital product and define 3 experience principles guiding design decisions.

Module 2: Aligning UX Vision to Organizational Goals

Objective: Connect UX vision with measurable business impact

- Mapping UX vision to OKRs and business KPIs
- Identifying value drivers (conversion, retention, engagement)
- Translating vision into strategic themes

Lab: Map a UX vision to business goals and define strategic themes for execution.

Day 2: Data Synthesis & Opportunity Identification

Module 3: Synthesizing Customer Data Across Sources

Objective: Turn fragmented data into strategic insights

- Combining qualitative and quantitative inputs
- Identifying patterns, gaps, and signals

- Avoiding bias and over-reliance on single data sources

Lab: Analyze mixed inputs (analytics, user feedback, surveys) and derive key insights driving UX strategy.

Module 4: Identifying Strategic Opportunities

Objective: Convert insights into high-impact opportunities

- Opportunity mapping and problem framing
- Jobs-to-be-Done for strategic thinking
- Prioritizing opportunity areas

Lab: Create an opportunity map and define top opportunity areas based on synthesized insights.

Day 3: UX Roadmap for Organizational Impact

Module 5: Building a UX Roadmap that Drives Results

Objective: Create outcome-driven UX roadmaps

- UX roadmap vs feature roadmap
- Structuring roadmap around outcomes, not outputs
- Linking initiatives to business impact

Lab: Create a UX roadmap aligned to strategic themes and business goals.

Module 6: Prioritization for Strategic Impact

Objective: Focus on high-value UX initiatives

- Advanced prioritization (RICE, impact modeling)
- Balancing short-term wins and long-term bets
- Managing trade-offs

Lab: Prioritize roadmap initiatives and justify decisions based on impact.

Day 4: Executing UX Strategy

Module 7: Turning Strategy into Action

Objective: Operationalize UX strategy effectively

- Translating roadmap into execution plans
- Integrating with product and engineering workflows
- Ensuring cross-functional alignment

Lab:

Convert a UX roadmap into a sprint-level execution plan with clear deliverables.

Module 8: Driving Adoption & Strategic Influence

Objective: Ensure UX strategy is implemented successfully

- Influencing stakeholders and leadership
- Embedding UX into decision-making
- Managing resistance and change

Lab: Create a stakeholder communication and rollout plan for UX initiatives.

Day 5: UX KPIs, Measurement & Strategy Validation

Module 9: Defining UX KPIs that Matter

Objective: Establish meaningful and measurable UX success metrics

- Linking UX metrics to business outcomes
- Leading vs lagging indicators
- Selecting actionable KPIs

Lab: Define KPIs for a UX initiative and map each to business impact.

Module 10: Measuring & Validating UX Strategy Impact

Objective: Track performance and continuously improve

- Measurement frameworks and feedback loops
- Evaluating success of UX initiatives
- Iterating strategy based on insights

Lab: Design a measurement framework and evaluate success scenarios for a UX roadmap.

Capstone: End-to-End UX Strategy Application

Objective: Apply complete UX strategy process across all focus areas

Lab (Final Project):

Develop a complete UX strategy including:

- UX vision
- Synthesized insights from data
- Strategic opportunities
- UX roadmap
- Execution approach
- KPIs and measurement plan