

# Managing a Global UX Vision in an Agile Environment

William Baxter

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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



# Analogous Problems

- Technical architecture
- Cross-product branding
- Product vision



# Main Trade-Off

- Innovation vs Consistency



# 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!

- William Baxter
- [web@superscript.com](mailto:web@superscript.com)
- <http://www.superscript.com/>

