User Experience Institutionalization Strategy

Building industrial-strength user experience

How to set up and strengthen a mature practice in UX design

HFI has spearheaded the institutionalization of usability in companies throughout the world to make user experience design a routine part of the development process. Since the early 1980s, we've been training staff, writing methods, delivering customized standards, and doing large-scale projects for customers.

Our UX Institutionalization Strategy sessions will help your company build a mature UX practice. We offer these onsite strategy services:

User Experience Workshop
› Two-three week process
› Two days of onsite workshop with Dr. Eric Schaffer, Founder & CEO of HFI
› Overview of how to build a mature UX practice
› Provides an actionable roadmap aligned with HFI's UX maturity model

User Experience Audit
› Three-five week process
› An in-depth assessment of your company's UX practice
› Customized user experience strategy with specific recommendations for building a mature practice

Full User Experience Strategic Plan
› Nine-ten week process
› Evaluation of all channels, designs and products
› In-depth investigation of the current state of your user experience practice
› Robust and detailed recommendations to build a solid mature user experience practice

As you set up a fully mature practice, HFI can provide:
› A complete and seamless suite of training, certification, methods, standards, and knowledge management tools
› Full executive advisory and consultative support in setting up a user experience design practice
› Complete ongoing strategic support

Human Factors International

UX Institutionalization Strategy Levels

Activity	Workshop	Audit	Full Strategic Plan
	2-3 weeks **$20,000 and up**	**3-5 weeks** **$60,000 and up**	**9-10 weeks** **$160,000 and up**
Assessment Phase			
Orientation and Initial Knowldege Transfer	✓	✓	✓
Executive Introductory Workshop		✓	✓
Inward Assessment			
Infrastructure		✓	✓
Organizational Structure		✓	✓
Staff		✓	✓
Process		✓	✓
Systems and Tools		✓	✓
Knowledge Management		✓	✓
Outward Assessment			
Channel Feedback Review			✓
Wide Splash Expert Review			✓
Usability Quotient Calculation			✓
Executive Assessment and Education			
Individual Executive Interviews		✓	✓
Identify Executive Champion(s), Supporters, and Late Adopters		✓	✓
Identify User Experience Objectives			✓
Identify Cultural Needs			✓
Dashboard and Insights Report			✓
Executive Feedback Session			✓
Strategy Phase			
Develop Draft Strategy	✓	✓	✓
Team Planning Workshop			✓
Executive Planning Workshop	✓	✓	✓
Strategy Roadmap	6 months	1 year	2 years
Formal Documentation of Results		✓	✓