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UX DESIGN MATRIX FOR STAKEHOLDER ENGAGEMENT

CONSULT

Engagement Style

Seek cross-functional knowledge sharing

Tap into motivators Communicate your aligned goals

Look to energise

UX Output

Low fidelity More face-to-face Some supporting documentation

EDUCATE

Engagement Style Explain the basics of UX Relate purpose during each key phase Start by seeking teams' perspectives Be empathic & encouraging

UX Output

Information sessions Start with work higher in fidelity, show a clear thought process

Cater for longer review periods

LOW

INVOLVE

Engagement Style

Fully engage Introduce new methodologies & tools Seek to co-design solutions Challenge current state & process to make leaner

UX Output

Low fidelity / Rough drafts Less face-to-face Highly visible within team areas

GUIDE

Engagement Style Explain the basics of UX Involve at a high level Clearly articulate the feedback required Be empathic & encouraging

UX Output

Information sessions

Low fidelity / Rough drafts

Facilitated meeting

HIGH

INTEREST IN UX

MATURITY IN UX

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