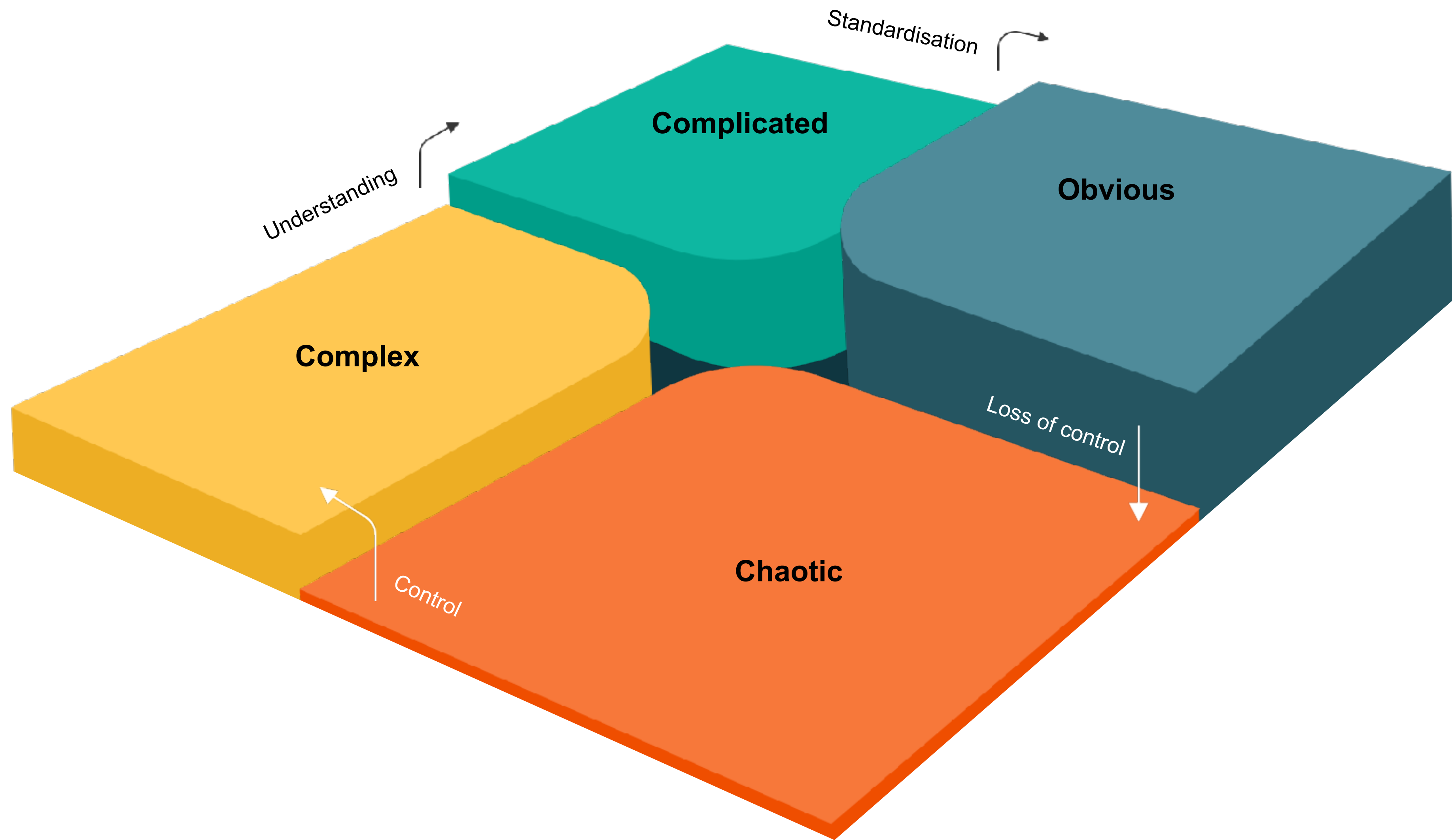


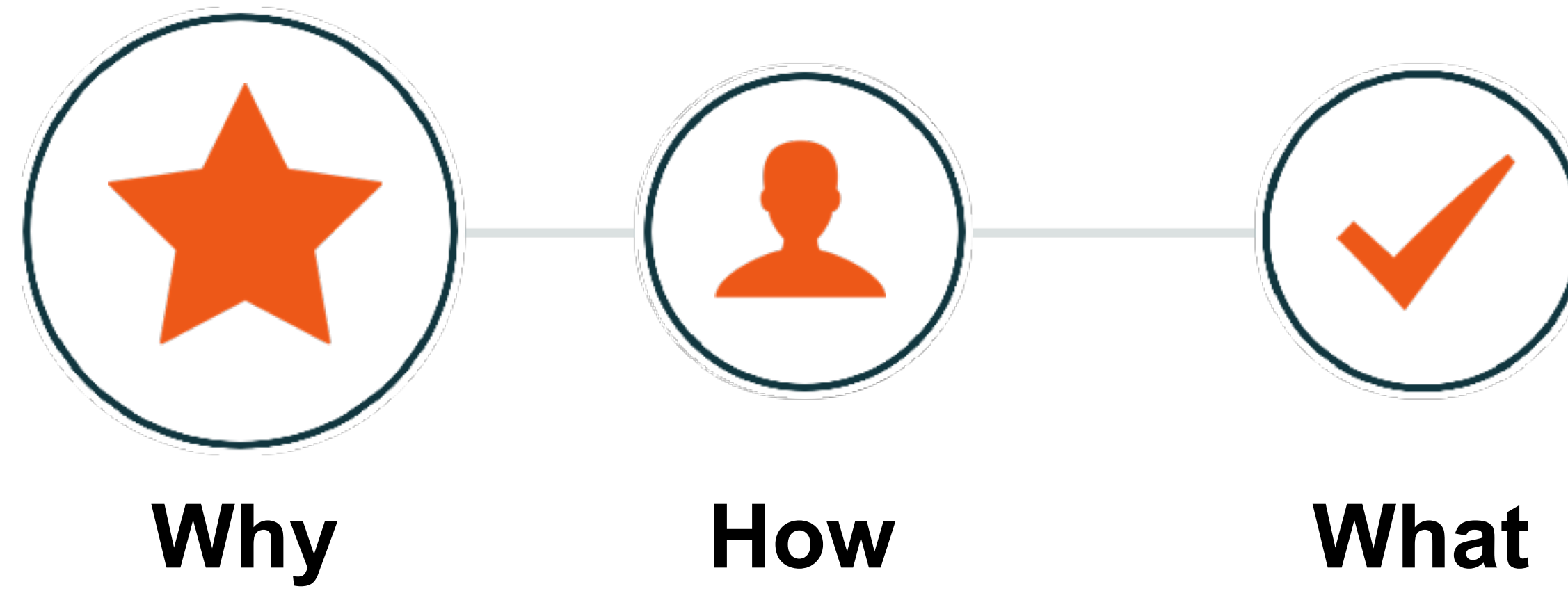
UX OPEN 20 OKT 2017

VÄRDE SOM DESIGNKOMPASS

INGRID DOMINGUES

@ingriddomingues





Why

IMPACT



AIM or SLOGAN
Value for business

DIMENSIONS METRICS
Measuring long-time success

How

USAGE



USERS
Cluster of behaviors or attitudes used for prioritization

NEEDS
Usage goals that can be tested

What

SOLUTION



CAPABILITIES
Qualities of the solution. Use for evaluating solutions or generating suggestions

FUNCTIONS
Requirements or ideas for functionality, content, tonality or organization

← **IMPACT DRIVEN** →



NEEDS DRIVEN
→

IDEA DRIVEN
←

**”STRIVE NOT TO BE A SUCCESS
BUT RATHER TO BE OF VALUE.”**

Albert Einstein