

UX strategy blueprint

Challenges

What problems are you trying to solve?

Aspirations

What are the ideal desired outcomes? What do you want to achieve?

Focus areas

What is the scope of the strategy? What will you focus on for the most impact?

Guiding principles

How will you overcome the challenges? What specific mantras will guide teams?

Activities

What types of activities solve the problems? What capabilities achieve your aspirations?

Measurements

What types of measurements will you employ? What metrics will be used to gauge success?



<https://slickplan.com/blog/ux-strategy>