

Russell Webb | *Real-World Messiness of Product Design*



Career Growth within Design Teams

Management Style | Improved Performance | Tangible results

1586 Battleplan

KPI 1: Raise the visibility of UX initiatives within the business through surveys or feedback mechanisms.

Aim for a target increase of X% in the visibility index.

Assess the visibility of UX initiatives

Gain a comprehensive picture of the UX visibility within the organisation. Develop targeted strategies to increase awareness of the department and its initiatives.

Step 1: Define the Visibility Index ✓

Step 2: UX Discovery Survey ✓

Step 3: Stakeholder Engagement ✓

Step 4: Feedback Mechanisms ✓

Step 5: Reporting & Review ✓

DELIVERED WITH AUTONOMY | SHORT & LONG TERM STRATEGIES

Objective: Raise the visibility of UX initiatives

Any questions? Contact russell@russellwebb.co.uk

Scaling & Mentoring

Hybrid working has its pros and cons. For remote teams often populating your name and skills sets is a challenge. While leading a small creative pod of 1 junior and 1 middleweight designer at Sportingbet, I introduced a global initiative to assess the visibility of UX initiatives. I set broad battleplan headlines, including defining a visibility index, what surveys and Focus Groups could look like, then allowed the individual to gather and analyse results and set targets.

This was an initiative to allow junior and middleweight designers to step-up, to formulate action plans and drive improvement strategies. This was coupled with a growth theme, for the individual to demonstrate they could deliver with autonomy and without clear structure but define specific long-term and short-term objectives.

Outcomes

This resulted in very positive improvements in quality, improved attention and adherence to written instructions, and was backed-up by positive feedback from the stakeholders engaged in the initiative (surveys, focus groups and workshop).

Finally, this set the consistency bar very high enabling individuals to take full ownership and leadership with a **process they define.**



To respect confidentiality agreements, the branding and specific naming have been modified. This product is currently live and serving 10K plus HNW users.

More info: <https://russellwebbdesign.co.uk/solving-complex-user-problems/>

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