Setting Up and Developing a UX Governance

Often when we say "User Experience," we see faces frowning and heads spinning. What the ?&#! is User Experience? Why is somebody talking about developing a UX team in my company? How is that UX thing going to help my organization? Why should I invest in this group of people that comes with questions and post-its?

For us UXers, is not an easy task either. For years, we have been unicorns and evangelists of our own discipline, trying to convince – successfully and unsuccessfully – companies and organizations that the users are the ones who have all the answers. Now we want to go one step further. We are encouraging these companies and organizations to set up and develop a UX Government that can lead, create and address the user needs towards better development of the different areas that are part of them.

This course will help you to organize all the tools and people you need to set up and develop a UX Government in your company or organization, including all the required laws and rules that are necessary to keep that Government running smoothly and all the KPIs to measure the success and failure of the User Experience Governance.

Course Objectives

After this course, students will be able to:

- Identify the key areas when setting up a UX Government
- Create and develop UX Governance standards
- Analyze, develop and set up UX Governance KPIs
- Advocate for a UX Governance within a company or organization

Course Methodology

- Four 90-minute online lectures on Wednesdays at 12PM EST: Oct 25, Nov 1, 8, and 15
- Weekly assignments and readings
- Final project assignment due two weeks after last lecture.
- This course will be conducted only in Spanish.

Price
- Students: $100
- UXPA Members: $400
- Non-members: $700

Course Contents

Lecture 1: Setting up a UX Government

- You are the chosen one: What is a UX Government and why we should advocate for one
- The Structure Dilemma: Where does a UX Government fit in your organization?
- UX Government: Team of one or more? Who should be part of it?

Lecture 2: UX Governance Standards

- Develop testing and research standards: recruiting, interviewing
- Usability, findability, and accessibility rules according to international standards
- The importance of design and technical teams in standard developing

Lecture 3: Analyze, Develop and Set Up UX Governance KPIs

- Set your UX Governance KPIs
- Quantitative or Qualitative Data? When and where to use it?
- Developing your KPI pyramid: Correlation of UX department/area KPIs to UX company/organization ones

Lecture 4: Advocate for a UX Governance within a Company or Organization

- Identifying internal users and developing personas within your organization
- Influencers or destroyers? Identify your allies
- Develop a UX Governance strategy for your organization

Presenter

Claudia Gutiérrez, Digital Director and Professor, Universidad Católica de Chile

Claudia is a UX Professional with 19+ years of experience in the digital field. She has experience in UX Management for large scale projects such as telecoms, airlines, and government. Currently she leads the Digital Strategy for the most important university in Chile, where she manages UX for 800+ sites, apps and social media. She is currently interested in applying UX in Big Data projects through web ontologies and microservices technologies. She also teaches UX courses in Undergraduate and Graduate programs of the Communications and Engineering schools of Universidad Católica de Chile.

She is an active member of UXPA – currently Director of Publications and former Regional Director for Latin America. She also manages the translation team for UX Magazine.