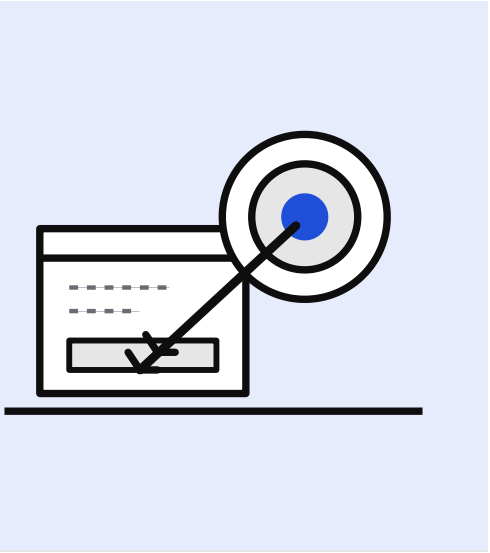
Specialty

# UX strategy

Defines what value a digital product offers, to whom and against which alternatives, to align the user experience with business goals before designing screens.



In Spanish
*Estrategia UX*

Origin
No single founder; reference works by Garrett (2002) and Levy (2015)

## What problem it addresses

You can design a great product that nobody needs. UX strategy first checks that people have that problem and a reason to choose you.

## Principles

### Business goals
What the organization wants to achieve with the product and how it will know it succeeded.

### Value proposition
What problem you solve, for whom, and why your solution beats what they already use.

### Competitive analysis
What other options exist and what gap the market leaves open.

### Validate early
Test ideas with real people before investing in the full design.

## Applications in design

### ✓ Use it like this
Before opening the design tool, write in one sentence who the product is for and what it solves for them, and check it by talking to those people.

### ✗ Avoid
Treating strategy as a document written once and never looked at again.

### 👁 Don't fall for it
A competitor having a feature doesn't mean you need it: ask what value it adds for your users.

## Connections

Uses these methods

- Jobs to be done
- Lean UX
- Value Proposition Canvas

Related to

- Strategic design

## Authors and works

| | | |
|---|---|---|
| 2002 | **Jesse James Garrett** | Placed strategy as the base plane of the user experience, where what the person needs meets what the product aims for. |
| 2015 | **Jaime Levy** | Proposed lightweight tools to join business strategy and UX design, such as provisional personas, competitive research and prototype experiments. |
| 2021 | **Jaime Levy** | In the second edition, added qualitative online research and testing ideas with ads and landing pages. |

### Sources

**Original sources**


- Levy, J. (2015). UX strategy: How to devise innovative digital products that people want. O'Reilly Media.
- Levy, J. (2021). UX strategy: Product strategy techniques for devising innovative digital solutions (2nd ed.). O'Reilly Media. View source (https://www.oreilly.com/library/view/ux-strategy-2nd/9781492052425/)
- Garrett, J. J. (2002). The elements of user experience: User-centered design for the web. New Riders.


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