

Creating A UX Strategy Playbook

UX Skill Cards

Use these cards to identify skill gaps in your organization.

Based on the major initiatives your organization wants to accomplish, you'll sort these cards into 4 piles.

Pile 1: **Everybody has these skills, knowledge, and experience.**

Pile 2: **Team has enough skills, knowledge, and experience.**

Pile 3: **Team needs more skills, knowledge, and experience.**

Pile 4: **Team doesn't have any skills, knowledge, and experience.**

Use the blank cards to add additional skills, knowledge, and experience your organization will need to accomplish your major initiatives.

The cards that end up in the **team needs more** and **team doesn't have any** piles are where you'll want to plan your training and hiring for your team.

See **Building The Organization's UX Capacity: A Quick Assessment Exercise** at [Playbook.UIE.com/blog](https://playbook.ue.com/blog) for more information on how to use the skill cards.

<p>Skills, Knowledge, and Experience</p> <h2>Information Architecture</h2> <p>The organization of information, navigation, and wayfinding in your designs.</p>	<p>Skills, Knowledge, and Experience</p> <h2>User Research</h2> <p>Discovering who the users are, what they need, and how they solve their challenges.</p>
<p>Skills, Knowledge, and Experience</p> <h2>Visual Design</h2> <p>Creating a strong visual appearance that communicates the priority of information effectively.</p>	<p>Skills, Knowledge, and Experience</p> <h2>Information Design</h2> <p>Visualizing and interacting with complex data sets and information.</p>
<p>Skills, Knowledge, and Experience</p> <h2>Interaction Design</h2> <p>Creating and communicating natural interactions and workflows to ensure a cohesive user experience.</p>	<p>Skills, Knowledge, and Experience</p> <h2>Design Process Management</h2> <p>Managing and leading an iterative process for delivering designs.</p>
<p>Skills, Knowledge, and Experience</p> <h2>Copywriting & Content Strategy</h2> <p>Managing content production.</p>	<p>Skills, Knowledge, and Experience</p> <h2>Functionality Curation</h2> <p>Deciding what functionality delivered in the product and what will be kept out.</p>
<p>Skills, Knowledge, and Experience</p> <h2>Development Methods</h2> <p>Interacting with developers to ensure efficient and effective delivery of the designs.</p>	<p>Skills, Knowledge, and Experience</p> <h2>Design Communication</h2> <p>Communicating design intention and rendering to development and stakeholders.</p>

<p>Skills, Knowledge, and Experience</p> <h2>Analytics & Measurement</h2> <p>Measuring whether designs are achieving outcomes and identifying scale of issues.</p>	<p>Skills, Knowledge, and Experience</p> <h2>Ethnography</h2> <p>Deep research in the field to gain a greater understanding of user and business needs.</p>
<p>Skills, Knowledge, and Experience</p> <h2>Social Interaction Design</h2> <p>Creating designs that involve multiple users interacting, such as workflows, reviews, and sharing.</p>	<p>Skills, Knowledge, and Experience</p> <h2>Marketing</h2> <p>Communicating the benefits of the designs to customers, peers, and stakeholders.</p>
<p>Skills, Knowledge, and Experience</p> <h2>Technology</h2> <p>Ensuring designs work under technological constraints and capabilities effectively.</p>	<p>Skills, Knowledge, and Experience</p> <h2>Return on Investment</h2> <p>Calculating and communicating the costs and returns of delivering effective designs.</p>
<p>Skills, Knowledge, and Experience</p> <h2>Front-End Development</h2> <p>Creating and maintaining user interfaces that are adaptable to multiple device platforms.</p>	<p>Skills, Knowledge, and Experience</p> <h2>Back-End Development</h2> <p>Creating the data models and transactional systems to support the users' experience.</p>
<p>Skills, Knowledge, and Experience</p> <h2>Competitive Analysis</h2> <p>Knowledge and experience with comparable design approaches to similar user needs.</p>	<p>Skills, Knowledge, and Experience</p>

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