Safe at Home UX Studio

Vision
To provide personal care service agencies with well-designed, simple-to-use tools which enhance their business.

Mission
The mission of the UX studio at Safe at home is three-fold:
1. To shape product direction at a strategic level
2. To execute excellent UI at a project/product level
3. To ensure that the products we design and build are products people want to use.

Values
We believe that the user's experience with our products should feel:
- Enjoyable
- Simple
- Productive
- Polite (driven by editorial style)
- Predictable (driven by UI patterns)
- Intelligent (driven by usage patterns)

We believe that a good UX design process is:
- Driven by user goals, solving real user problems
- Informed by data (quantitative & qualitative)
- Tied to business objectives
- A result of cross-disciplinary thinking
- Grounded in best practices
- Systematic: scalable, modular, & pattern-based
- Reasonably constrained by technology
- Refined by cycles of rapid prototyping and iteration; not predicted by up-front specification

We believe that a good UX design process is not:
- Arbitrary
- Executive-driven
- Designed by users
- Specified in complete detail before a line of code is written

Core Competencies

UX studio staff have skills encompassing the following:

1. User research/modeling
2. Prototyping
3. Information architecture
4. Visual design
5. Data visualization
6. Interactive development
7. Editorial

Role in Product Development Process

UX methodologies deliver value at the following points in the product lifecycle, and are ideally deployed as part of an iterative process:

1. Understand the problem

Do we understand what problem this product or feature needs to solve, including its overall goals and metrics?

Benchmark studies | Contextual interviews/shadowing | Internal stakeholder interviews | User Surveys | Usage data analysis | Support ticket analysis | Workflow analyses | Goal/metric definition

2. Identify solution strategy

Have we explored a variety of possible solutions? How do we know it's the one that will most effectively address the problem?

Divergent brainstorming | Storyboards | Conceptual prototypes | Look-and-feel prototypes | Implementation prototypes | Persona development | Hypothesis definition & validation

3. Specify detailed design

What does the development team need to successfully execute on the solution strategy?

Detailed workflows | Detailed wireframes | Visual design specs | Interaction design specs | Look-and-feel prototypes | Implementation prototypes | A/B testing

4. Measure quality

How do we know if the delivered solution is achieving its goals?

Usage data analysis | Surveys | Service desk inquiries | Task analysis | A/B testing

Resources

The UX studio designs and develops resources to be leveraged by the organization:

- Interaction frameworks
- Interaction pattern libraries
- Visual & editorial style guides
- Product quality measurement frameworks

Product quality measures

The UX studio uses the following framework* for articulating and measuring product quality:

Happiness

Measures of user attitudes, often collected via survey (satisfaction, perceived ease-of-use, net promoter score)

Engagement

Level of user involvement, typically measured via behavioral proxies such as frequency, intensity, or depth of interaction over some time period. Examples might include the number of video uploads per user per week.

Adoption

New users of a product or feature. For example: the number of accounts created in the last seven days

Retention

The rate at which existing users are returning. For example: how many of the active users from a given time period are still present in some later time period?

Task

Efficiency (e.g. time to complete a task), effectiveness (e.g. percent of tasks completed), and error rate.

*HEART framework by Google