

UX Analyst Job Scorecard

Mission.

To produce evidence-led digital solutions for clients based on a detailed understanding of organisational strategy, goals, insights and user research. To grow value for Deeson through building client relationships, ongoing services and growth of the Design Chapter.

Values.

Generosity - Ambition - Curiosity

Competencies.

- **Self-organising** - you take responsibility for your own schedule and workload. You know what's expected of you each week and can confidently discuss competing priorities on your time.
- **Teamwork** - you achieve your goals working with your colleagues and clients - you avoid being the hero and you're never a team of one. You understand the reasons for our baseline standards and you stick to them.
- **Integrity** - you set clear commitments and expectations and you do what it takes to meet those commitments.
- **Resilience and tenacity** - you handle the difficult situations. When faced with a challenge, you step up to solve it and do not wait for others to work it out for you.
- **Sensitivity to others** - you are polite and considerate to client and colleagues and understand that we're all working toward the same goal.
- **Strong opinions, lightly held** - you speak up, but you'll listen to critique with open ears.

Impact outcomes.

1. **You provide strategic direction for clients by understanding, setting and maintain a vision for the experience delivered on your projects.**
 - a. You engage with the client and stakeholder group to build a deep understanding of their organisational strategy and project goals.
 - b. You define the business problem and primary objectives of projects so that we understand the high-level challenges we are trying to solve.
 - c. You develop an understanding of the core users.
 - d. You set a clear vision for what the solution needs to achieve and communicate this clearly with the client and project team.

- e. You advocate for the user, client and vision throughout the project so the solution we deliver remains user and goal focused.

2. You deliver solutions for your clients on time and on budget.

- a. You plan user experience activities to meet project timelines so we have a clear delivery plan.
- b. You identify any risks relating to the definition of a solution and raise them to the Delivery Manager so we can plan for and eliminate risk as far as possible.
- c. You work with the technical co-ordinator to ensure the solution is feasible within the agreed budget.
- d. You ensure the team are working with up-to-date information by updating tickets in JIRA with clear and relevant information.
- e. You progress user story tickets through the preparation board, such that we are ready to start Evolutionary Development.

3. You deliver solutions that meet our clients and our own high quality expectations.

- a. You analyse the business requirements to create a complete picture of workflows and requirements to be fulfilled by the solution.
- b. You present research findings, solutions and iterations to stakeholders and gain buy-in on direction to build the client's confidence in the solution.
- c. You test and validate assumptions as required.
- d. You ensure we meet our defined quality criteria, per acceptance criteria and using professional judgement, so that we don't put anything in front of clients that reduces their confidence in our delivery.
- e. You create sample pages during Evolutionary Development to demonstrate the output to clients.

4. You show a passion for the growth and improvement of yourself and the Design Chapter.

- a. You challenge, critique and contribute to the user experience and aesthetic design of solutions to push our levels of quality.
- b. You demonstrate commitment and progress in developing professionally in relevant areas for your role.
- c. You actively contribute ideas for and show a willingness to own and participate in the delivery of quarterly goals for chapter growth.

- d. You produce relevant content related to design, creative and UX to raise the profile of the chapter such as blog posts, speaking at events and delivering brown-bags internally.

5. You take ownership of ongoing analysis and optimisation of client projects.

- a. You ensure the relevant analytics and tracking is in place on delivered solutions so that we can track and analyse data.
- b. You ensure that we have evidence for the impact of our work by analysing data regularly post-launch (months, 1, 2, 3 and 6).
- c. You sell the value of an ongoing Optimisation retainer to clients throughout the project so that we can build long-term relationships and retain clients.
- d. You run appropriate optimisation activities on a monthly basis so we can identify improvements to put into the backlog.
- e. You regularly identify ways to improve monitoring, discover issues and deliver increased value to clients.

6. You log 31 hours of valuable, billable work to client projects each week (or your specific agreed target)

- a. You look forward in Forecast to ensure your planned work is correct and allows you to meet this goal.
- b. You alert your Chapter Lead in advance if you are unable to meet this target.
- c. You prioritise client work up to this target before engaging in other discretionary activities.
- d. You log all work done accurately in Harvest with an appropriate comment.

7. Your project teams achieve an aggregate client satisfaction score of 80+ across active projects.

- a. You manage client expectations so we avoid any unexpected client issues.
- b. You build rapport with clients and make efforts to build strong working relationships.
- c. You challenge the client's preconceptions and assumptions so that we are adding value through our work.
- d. You hold yourself and your teams accountable to a high quality level.
- e. You deliver to agreed deadlines and budgets.