

Why do we need more User Experience (UX) in our development?

Design as part of UX has become a central function in most businesses: in the past 10 years, especially due to the emergence of design thinking practices and its impact on business performance, many organizations invested in design and UX and have embedded design in their processes and production cycle ([McKinsey 2015](#)). Today, organizations realize the importance of digital experiences to create more meaningful customer relationships and understand the value of UX with designers' creativity, empathy, and innovation as part of their winning strategies. These organizations invest in building up own UX design capabilities to imitate the success of other leaders moving at a world-changing velocity and scale. Organizations often struggle to unlock the full value of their investments, not because of the strategy or the specific UX experts and designers that have been hired, but because the team has not been set up for success organizationally. UX DesignOps (Design Operations) is a human-centered approach to building stronger design teams that support the orchestration of individuals, processes and tools to amplify creativity and impact at scale. Like DevOps, which has revolutionized the development process with an agile, iterative approach, UX DesignOps allows organizations to scale and iterate UX processes across teams and organizations. But rather than thinking of UX DesignOps solely to manage a UX team, handle administrative tasks, or get designers and UX experts to work more efficient, a UX DesignOps team generates value if it is implemented as a strategic function within the organization. UX DesignOps should be treated as a holistic, flexible strategic practice whose goals and activities shift over time to meet the needs of the business and its employees. UX DesignOps goes beyond best practice exchange. It is an organizational approach to establish UX from a solely operational function to a strategic competence throughout the organization. UX DesignOps is about holistically enabling high-performance collaboration between UX Experts and Designers and their partners. Siemens Mobility GmbH established a UX DesignOps team that connects and supports all stakeholders UX representatives in the business units, management, marketing and branding, internal and external partners, and even human resources. The lecture will talk about the challenges but also the solutions that we as Mobility have found or are tackling on the way to a holistic UX approach.

[McKinsey 2015] <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/building-a-design-driven-culture> last visited 05.09.2022