

# 10 Principles to Optimize User Experience

- 1 Engage with end-users and business stakeholders to identify unspoken needs and pain-points.
- 2 Facilitate an agile and iterative dialogue about UX via storyboards and interactive prototypes.
- 3 Envision and prototype persona specific journeys to visualize the broader Art-of-Possible.
- 4 Align objectives, both Business as well as UX to drive usage, customer satisfaction, loyalty, and ROI.
- 5 Make data-driven design decisions by encouraging research in Discovery Workshops. *It's a differentiator.*
- 6 Allocate responsibilities to own, estimate, and optimize UX throughout the solution lifecycle and document anticipated risks.
- 7 Reduce dissatisfaction first, then ideate on new and innovative attributes intended for effortlessness.
- 8 Leverage external expertise. Align success goals to benefit from design partner service offerings.
- 9 Innovate at scale. Keep enterprise-wide UX coherent and consistent with a solid design system governance.
- 10 Contemplate how end-user workflows span multiple solutions and accordingly evolve UX Strategy across the portfolio.

**Design for end-users. Identify and deliver moments that matter most on the customer journey. Create utility, convenience, value, and effortlessness.**

Customer Success

**“Moved ideas to demonstrable business value. From hardware, software to services, now we are able to provide a complete portfolio view to our business.”**

Analytics and Data Team,  
Fortune 500 HiTech Giant

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## Get Started Now

Intelligaia creates compelling Customer Experience (CX) across multi experiences.

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