

Adevinta

Global UX Team strategy

2024

New beginning for UX



UX Priorities 2024 and beyond

Short-Term (Q1)

UX Roles & Responsibilities

UX Rituals

UX Processes (Collaboration UX/Teams)

UX Gathering

Design principles

Strategy for legacy Design Systems

How do we stay aligned cross vertical

Polaris UX/UI onboarding

Handling shared responsibilities

Measure Success of UX

Global Team Health priorities

Equal Chances for all designers

Mid-Term (Q2 – Q3)

Product Discovery Framework

UX Team Strategy

UX writing process

UX Manager Team Charter

Attrition mitigation plan

UX metrics

UX Titles and Levels

UX Research standards

UX Tooling consolidation

UX Definition of done

Design-Feedback Rules

Research roadmap

Long-Term (Q4 and beyond)

Accessibility assessment (Law 2025)

Learning and development plan

UX Onboarding for new joiners

Unified recruitment strategy / process

Polaris Customer Journey Map / JTBD

UX ratio 0.3 – 1:1

UX team visibility and influence

Product & Business strategic impact

UX quality standards

Closing the feedback loop (UX & Data)

Adevinta wide UX days

Cross pollination across UX and tech

A Team Strategy is...

a clear and coherent plan that outlines the vision, objectives, roles, and actions of a team.

The team strategy will help us to get aligned on our goal, priorities and provides focus to become a global UX team in the Arise organization.

How did we do it?



Diagnosis

How are we doing right now?
Which challenges we have? Which
things we would like to improve?



Where we want to be

Where we want to be in 3 years
time? Which are our strategic
pillars to achieve that.



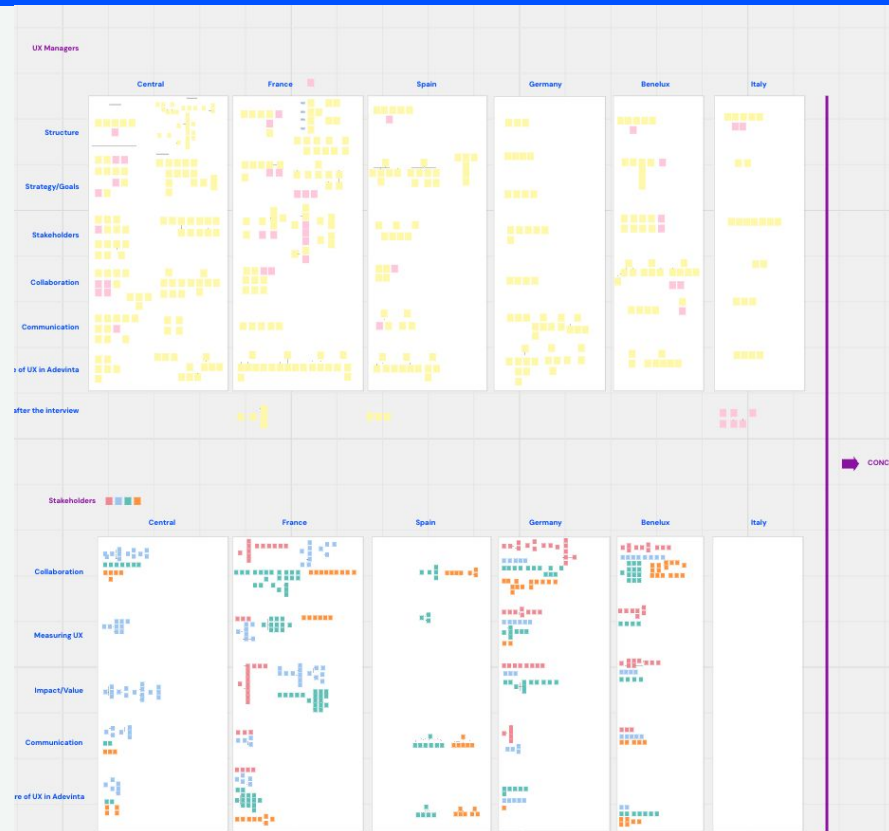
Our plan to get there

Which is our action agenda to get
where we want to be? Which are
the concrete actions we will do?

Diagnosis

Process

1. 1h interviews with UX managers
2. Questionnaires to 4 stakeholders from each market (Product / Tech/ Data/ Business)
3. Business priorities highlights
4. Data analysis to summarise learnings cross markets
5. SWOT Analysis
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats



Strengths

Large variety of UX specialists

We have many different specialists within the new global ux team: ui, design ops, research, content ...

Our value is higher when we participate in all the stages of P&T

Our stakeholders perceive more value when we participate in all the phases of the product life cycle

We are perceived as the main advocates of our users and clients

We are the voice of the user and we are perceived as the experts to understand user needs and desires.

We have strong partnerships, especially with Product

We partner very well with different stakeholders but we have deeper connection with Product

Weaknesses

We are not bringing as much value when we are not embedded

UX/Product designers struggle sometimes when they are assigned to too many teams

Sometimes we are reactive delivering insights

Perceived for some of our stakeholders, we understand we could be more proactive on this

When UX resources are short we are more focused on Delivery

We become less strategic when we do not cover the discovery part of the product development process

Measuring our impact is hard

In general we struggle to directly link our work with the impact for the business

Opportunities

Define new WoW for Product Design and Research at scale

Clearly detected as an opportunity to ensure aligned ways of working across the different tribes

Partner with Data Analytics to do a smarter processing of user insights

Combining qual. and quant. insights to increase value and allowing for better decision making

Learning together using the great expertise we have in UX

We can develop ourselves by leveraging the different expertises in our team

Communicate insights more effectively to impact the decision making process

Opportunity to use better insights to influence the strategic product and business decisions

Threats

Cultural differences and language barriers

We need to ensure to transform this thread into a opportunity for growth

Creating new silos across tribes

The new organization can lead to more silos being created between the different tribes.

Mixed ways of working in the same tribes

Teams coming from different marketplaces with different ways of working will be mixed

Heads of UX not at the same level as P&T duo

We need to ensure to establish good relationships with the duo and maximise alignment

External Analysis

How did we collect learnings from external companies?

Next steps on external analysis:

- You can **take a look** into the [miro board](#) (password: Strategy)
- 1h session to share the insights on the **12th of April**

1

We collect +70 articles, podcasts, videos in a MIRO board taking notes of the relevant highlights.



Collection

2

We summarize all the information obtained by topic.

STRUCTURE OF UX TEAMS

HOW TO COLLABORATE

UX PROCESSES

UX METRICS

COMMUNICATION & EVAGELIZATION

Summary

3

We look for examples, actions and tactics other companies do like:

Pair design



Communities of Practice



Cross functional reviews



Psychological safety practices



Examples, actions & tactics

Moving forward to the next step



Diagnosis

How are we doing right now?
Which challenges we have? Which
things we would like to improve?



Where we want to be

Where we want to be in 3 years
time? Which are our strategic
pillars to achieve that.



Our plan to get there

Which is our action agenda to get
where we want to be? Which are
the concrete actions we will do?

VISION

Adevinta is user-centric and builds products that people love

MISSION

We understand people's needs and meet them by designing experiences that are useful, usable, desirable and successful

VISION

Adevinta is user-centric and builds products that people love

MISSION

We understand people's needs and meet them by designing experiences that are useful, usable, desirable and successful

VISION

Adevinta is user-centric and builds products that people love

MISSION

We understand people's needs and meet them by designing experiences that are useful, usable, desirable and successful

1. Foundational

Global UX team is ONE team

VISION

Adevinta is user-centric and builds products that people love

MISSION

We understand people's needs and meet them by designing experiences that are useful, usable, desirable and successful

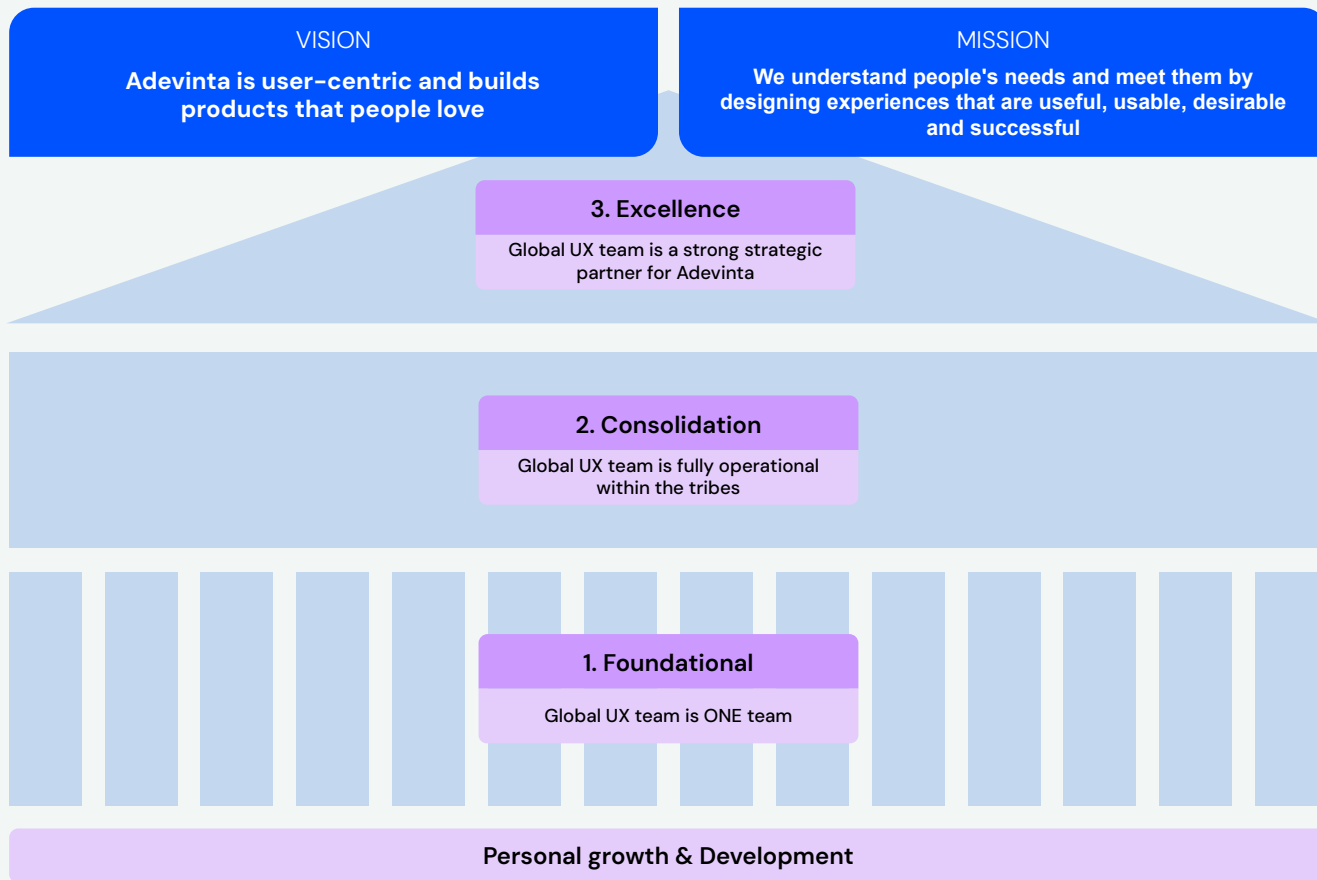
2. Consolidation

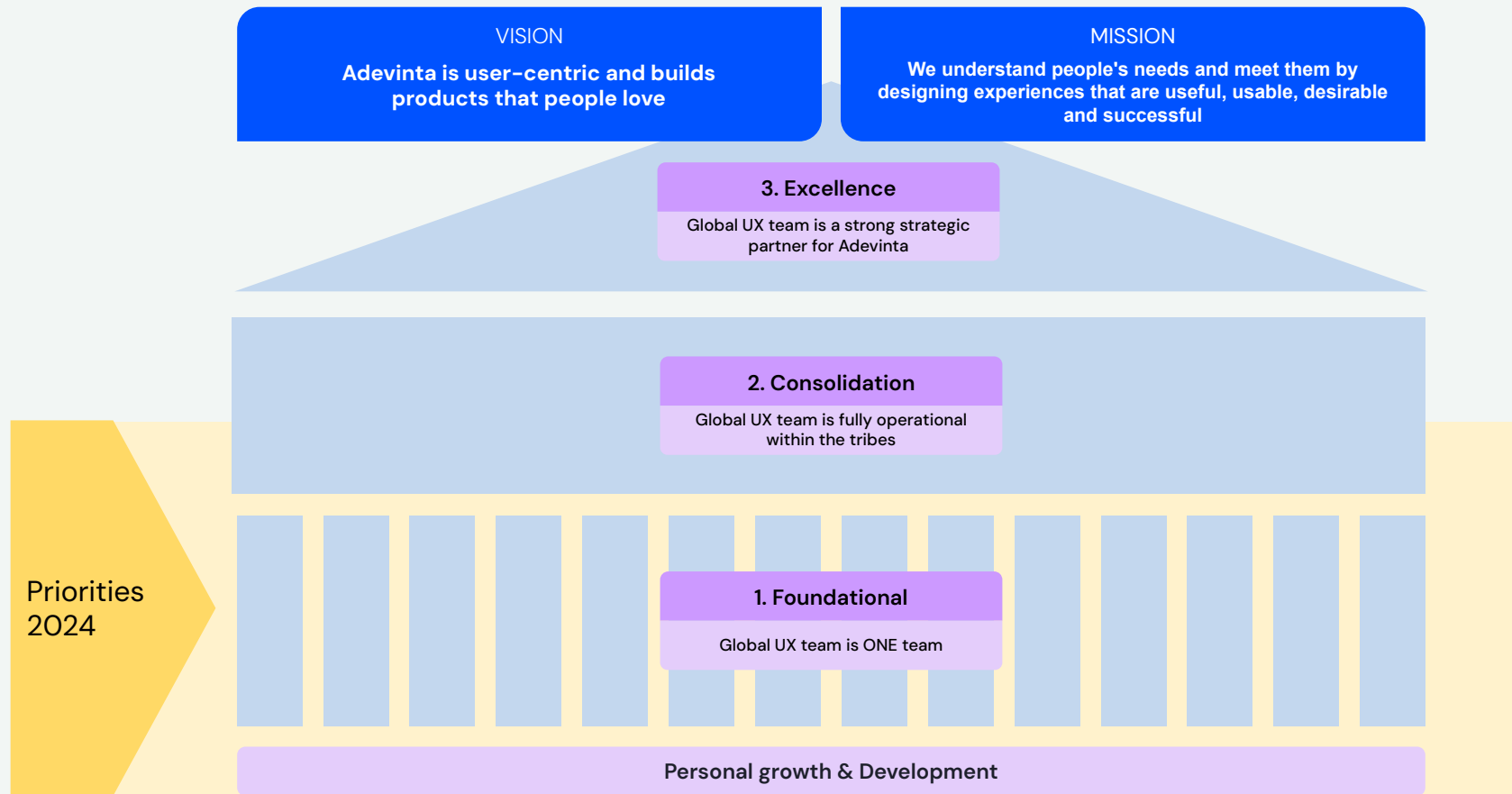
Global UX team is fully operational within the tribes

1. Foundational

Global UX team is ONE team







Moving forward to the next step



Diagnosis

How are we doing right now?
Which challenges we have? Which
things we would like to improve?



Where we want to be

Where we want to be in 3 years
time? Which are our strategic
pillars to achieve that.



Our plan to get there

Which is our action agenda to get
where we want to be? Which are
the concrete actions we will do?

1. Foundational

Global UX team is ONE team

Structuring the Global UX Team

- New teams & managers working smoothly
- UX Roles & Responsibilities
- Levelling
- UX Leadership team

Defining internal processes within UX

- UX Rituals
- Product Discovery framework
- WoW for Research
- WoW for Design

Converging on UX Tooling

- Hiring DesignOps – Tools IC
- Assessing tools portfolio
- Convergence and transition to new tools
- Exploration of tools and features with AI

Converging on UX Metrics / studies

- User metrics convergence
- Barometer in DE and prepare EU5
- Merge User Panels
- Define a Market Research Framework

● Started

2. Consolidation

Global UX team is fully operational within the tribes

Ensuring UX collaboration across tribes

- Fluent UX communication across tribes
- Be knowledgeable about the full user journey and how each domain connects with the other domains

● Started

Establishing mature UX WoW in Product Development cycles

- Impacting at a crew level in the Product vision & roadmap
- UX in the new x-functional set up
- Consolidated UX WoW in Discovery + Delivery
- UX Quality Assurance in Delivery
- Establish a strong relationship with CS

Communicating effectively with others

- TBD

Using smarter user data & processing

- Combining data from different sources
- Sharing insights for strategic conversations with leadership
- Anticipating user needs
- Bring new opportunities to the business

Personal growth & Development

Defining a Learning & Development plan

- UX Buddies Program
- Sharing sessions
- Training opportunities via Adevinta Academies

Establishing a Global Team Health system

- Measuring team satisfaction with metrics
- Take actions to improve the metrics

Unifying recruiting processes

- TBD

Scaling a UX Career framework

- UX Skills Matrix
- Horizontal opportunities

● Started

Thank you / Gracias / Merci / Danke
Grazie / Dank u wel / Obrigado