

THE EXPERIENCE PRACTITIONER'S MANIFESTO

THIS BELONGS TO: _____

A PRACTITIONER'S
COMMITMENT TO
DESIGNING AN AWESOME
USER EXPERIENCE



1 I will walk in my user's shoes and immerse myself in their journey before designing anything.

DONE ☒ DATE

2



I will not let my organizational structure get in the way of a great experience design.

DONE ☒ DATE

3



I will be accountable to my user FIRST before others.

DONE ☒ DATE

4 I will perfect the craft of experience design while remaining anchored to the intent of fueling business growth.

DONE ☒ DATE

5



I will design experiences, not screens.

DONE ☒ DATE

6



I will diagnose before I prescribe.

DONE ☒ DATE

7

I will collaborate and push my peers to achieve the best outcomes for our users and business.

DONE ☒ DATE

8



I will catalyze innovation and bring about cultural change through deep customer empathy.

DONE ☒ DATE

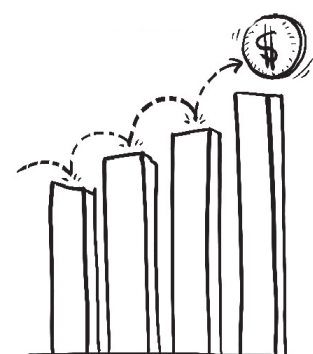
9



I will operate as a partner and always have an experience vision to guide the future state of business decision-making.

DONE ☒ DATE

10



I will drive business growth through the toolkit of experience design.

DONE ☒ DATE

User Experience Design: A practical
playbook to fuel business growth
www.UXDPlaybook.com

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