

## 950.0 - Design Team Mission Statement

Started: 03-Dec-2021

### Design Brief:

[https://miro.com/app/board/o9J\\_lfwjMlk=/?moveToWidget=3458764514431473935&cot=14](https://miro.com/app/board/o9J_lfwjMlk=/?moveToWidget=3458764514431473935&cot=14)

### Link to this board:

[https://miro.com/app/board/uXjVOdyDgmg=?invite\\_link\\_id=500958347242](https://miro.com/app/board/uXjVOdyDgmg=?invite_link_id=500958347242)

### Reference:

[https://www.nngroup.com/articles/ux-team-mission-statement/?utm\\_source=Alertbox&utm\\_campaign=ca8e0c50be-EMAIL\\_CAMPAIGN\\_2020\\_11\\_12\\_08\\_52\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_7f29a2b335-ca8e0c50be-40623825](https://www.nngroup.com/articles/ux-team-mission-statement/?utm_source=Alertbox&utm_campaign=ca8e0c50be-EMAIL_CAMPAIGN_2020_11_12_08_52_COPY_01&utm_medium=email&utm_term=0_7f29a2b335-ca8e0c50be-40623825)

### UX Team Collaborators:

1. Mike McGuire
2. Lina Vu
3. Cynthia Marquez
4. Chris Gervais
5. Ken Kongkatong

### Timeline:

1. Session 1 - 03-Dec-21, 2 hours
2. Session 2 - 06-Dec-21, 1.5 hours
3. Session 3 - 07-Dec-21, 1 hour

### Additional Notes:

- [write here]

## 950.1 - Design Team Mission Statement - Introduction

### 950.1.1. Objective:

- Create a team mission statement collaboratively. Make sure everybody understands what a mission statement is and abstract the core purpose and value of our team by identifying themes in stories of value about who we are, what we do, and how we create value within our organization.

### 950.1.2. What is a Team Vision Statement?

- A vision statement is an aspirational statement that answers the question:
  - What do we want to become in n years?
  - Who do we aim to be in an aspirational yet reasonable amount of time
- A vision statement captures what we want to become
- Generally most useful at levels higher than individual teams
- [What is our company vision statement?](#)



### Technights Vision Statement

- To be THE knowledge platform for the Semiconductor Industry

### 950.1.3. What is a Team Mission Statement?

- A mission statement answers the question:
  - What collective value do we generate now?
  - What do we do as a group that helps realize that aspirational vision?
- A mission statement captures who we are and how we provide value now

### 950.1.4. Our mission statement will:

- Help us align internally about the value and services we provide to the rest of the organization
- Help us to consistently express that value to external partners
- Help us to prioritize work requests and projects
- Inform us how to strategically add skills and roles as we grow our team
- **Describe to the rest of the organization the value provided by our team** (and the individuals on our team)



### 950.1.5. The Key Elements of a Mission Statement

Focus the statement on these four elements.

- Value - What is the value of the business to both customers and employees?
- Inspiration - Why should people want to work for the company?
- Plausibility - Make it sound reasonable
- Specificity - Tie it back to the business

#### Value:

- To create and promote great-tasting, healthier, organic beverages

#### Inspiration:

- To grow our business with the same honesty and integrity we use to craft our products

Honest Tea is not promising to cure cancer, only to make a healthy product. They also point out they create organic beverages that taste great, tying the statement back to the business brand.

### 950.1.6. Sample UX Team Mission Statements

1. Airbnb
  - Provide agility to the whole product organization through centralized tools, systems and services that enhance speed and quality of execution.
  - [Source: <https://airbnb.design/designops-airbnb/>]
2. Salesforce
  - Make work awesome, and make awesome work.
  - [Source: <https://medium.com/salesforce-ux/scaling-the-designs-and-ux-at-salesforce-ux>]
3. Athena Health
  - Increase return on R&D investment and accelerate customer value delivery by providing systems that prevent unnecessary reinvention.
  - [Source: <https://medium.com/@senniferrariello/5af4d453d5c3>]
4. Home Depot
  - Help drive developer efficiency and UI consistency.
  - [Source: <https://www.invisionapp.com/inside-design/scaling-design-at-hd/>]

### 950.1.7. Team Comments:



950.2.1. Objective:

- Think about and capture things about our team, projects, activities and interactions that we want to start doing, keep doing, or stop doing.

Start

Stop

Continue

Activities that may:

- Improve processes
- Reduce waste
- Have positive impact on how the team operates

Activities that:

- Are inefficient
- Waste time or resources
- Have a negative impact on how people feel or the way the team works

Activities that:

- The team has tried and were successful
- That are not yet part of common practice

Establish a design team charter and guidelines	Provide more information on how to work with the team	Review meeting agendas to ensure they are concise	Dedicate part of the day to do work	Review meeting agendas to ensure they are concise
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Long daily meetings	Splitting tasks in multiple tasks	High fidelity work in Miro
Daily meetings required?		Facetime (Miro) observations

Small design conversations, on management	Helping other teams take the feedback	Roundtable with the	Regular UX meetings	1:1 meeting with UX manager
Meeting not available	Using strategic projects for feedback	Solve design problems strategically	Regular 30-45-90 reviews	Collaborate - 5 heads better than 1
Proposing more than 1 concept	Design process, communication and management	Review UX foring stakeholders together	UX team budget and of each member	Review team process and design
Standard review and feedback (10-15 min)	Continue to produce new designs and using them	UX team budget and of each member		



## 950.3 - Design Team Mission Statement - Stories of Value

### 950.3.1. Objective:

- Think about the projects and work that you have done with the team at Technights. Write out a clear yet concise narrative that describes specific incidents when the team felt its value was realized.

### Examples:

- Last month, we held a research-engagement workshop with engineering and saw recommendations that met real user needs included in the next sprint.
- We conducted a survey to understand where our designers face roadblocks and were able to use the results to obtain a company-wide license for UserZoom to better support them.

#### Story of Value:

##### SemioWeek Redesign

Last month at the request of the CEO we examined an acquisition company PowerPoint, SemioWeek newsletter, brainstormed a plan to investigate what it could be, made several prototypes and reviewed with stakeholders to help advance a redesign initiative with Product Marketing.

#### Story of Value:

##### Seminars in Platform

Web seminars has become the new norm since the pandemic and TIS current platform to host these sessions was blocking users from Asia. As a way to also build a T1 ecosystem it's important to keep them in the platform. A solution to this was looking at a streaming platform, Live Webinar. I analyzed how LW works in order to find any gaps and identify strengths. After this, I created a Seminars page which would live in TISApp and UI items such as navigation were considered. I communicated with the customer success team on items and also worked alongside Chris for the final iterations of the design.

#### Story of Value:

##### Component Pricing Analysis (CPA)

Few weeks ago, I had a request to redesign the CPA Pricing Analysis. I collaborated with Filipe (TPM) and Narinder (PO) to understand the project/features' requirements, analyzed the current UI designed by previous team, then defined UX problems. I connected with couple of people who have expertise in data visualization to collect inputs and feedback. I also worked closely with our UX team to collect feedback and ensure the updated UI aligned with the Platform UI. The design was not only a reference resource for the development team but was also used in the presentation to customers to introduce about the new product.

#### Story of Value:

##### CPA-Updated UX/UI

As CPA will be built as a content module for the Unified Web Application, it is critical that its user interface has consistent look and feel as other modules in the Platform. In the last two weeks I have been working on analyzing the current UIs and identifying the patterns, components, elements that need to be redesigned and creating high fidelity prototypes to illustrate those changes. I worked closely with Chris and other UX team members to ensure the updated UI aligned with the Platform. All potential UX/UI changes were communicated clearly with Filipe (TPM) in advance, so the development team has a clear vision of the product. This enables the team to allocate implementation timeline more efficiently.

#### Story of Value:

##### Trial Users Simplified Search on the Platform

I am in the exploratory phase of how we can offer trial users a better experience with search in TISApp so they can see the value of the platform which can lead to conversions while accounting for their goals, needs, and behaviours.

#### Story of Value:

##### TI Mobile App - Issue Diagnosis and Fixes

When the TI mobile app was released, the app, though usable and yielding value to our users, had several bugs and UX pain points that needed to be addressed in future releases. As a result, we performed an UX review of the app to identify what specifically on our app required updating. We gained a comprehensive understanding of the issues that needed to be fixed and relayed our findings to our stakeholders. Ultimately, the identified issues were subsequently prioritized and planned for development by our Software team. Additionally, as a by-product of the review, the project allowed our team to gain a renewed understanding of the design patterns of the app and how the app worked overall.

#### Story of Value:

##### Atomic Blueprint System Development

Based on extensive new platform UX and UI designs, we created a top-level conceptual document "blueprint" to illustrate and communicate the structural and modular aspects of our UX and UI. We incorporated early feedback from SW ADM's and our TPM's and then presented the blueprint in several sessions to key members of the SW architecture and development teams to help develop a shared understanding and language for future platform development. This week in a development meeting one of the lead developers referenced the supplied design using the language and examples in the blueprint.

#### Story of Value:

##### Narrative Navigation Concept

From only and initial idea discussion with our VP Product, we developed and documented an early customer-view concept of a non-pdf report that illustrates how our extensive content can be linked together to provide increased value, and we presented the concept over a dozen times to different groups in the company to introduce key ideas about linear narratives, data linking, content re-use, and asset embedding for customers. This concept is used to drive cross-team initiatives to advance how we produce and present analysis to customers.

#### Story of Value:

##### VLSI Content Audit

Several months ago, we devoted time and effort to understand the content of our acquisition, VLSIsearch. From this exercise, we identified which content had the most direct value, relevance, and impact to Technights users. The impetus of this initiative was to increase engagement on our platform via the inclusion of new content. Moreover, learnings from the VLSI content audit provided us an understanding of where we could best place VLSI content on our platform to maximize its value for Technights.

#### Story of Value:

##### Design Systems and (re)unified UI

Reviewed legacy software platforms, design patterns, customer feedback, and previous UX team design work and research to generate a clear understanding of the UX/UI that came before. The goal being the creation of a more meaningful, compliant, scalable, and efficient UX/UI for the unified platform. Focus has been on heuristics (usability & design fundamentals), design realities (no access to a lot of pretty pictures and thumbnails), modularity, mobile responsiveness, and ultimately user's jobs to be done. Company stakeholder/team reactions and feedback have been largely positive.

#### Story of Value:

##### Engaging with Internal Tools

This month we began working with internal tools team to understand the state of their current development, what they need from UX, and how we may be able to leverage internal tools in the platform. By asking hard questions and challenging the assumed directions we are gaining more shared understanding of how our tools influence each other and how we need to work together. A recent update to Internal Tools Roadmap includes several key conceptual changes that reflect ideas and concerns raised by the UX representative.

#### Story of Value:

##### Corporate career page

Engaged with HR to redesign the corporate career page to drive more engagement of qualified candidates. Focus on storytelling, showing companies values and purpose. Focus on people stories / team stories, testimonials, building trust, and to 'right-size' and pre-qualify the candidates for their roles. Visual and structural redesign has lead to higher engagement and more qualified candidate applications (true Mike!).

#### Story of Value:

##### BFR Prototype

Working collaboratively with our Ops team, we developed 2 different concepts for our standard BFR report in order to restructure and visualize a future version of the report. The revised concept is being used to drive our Beyond PDF initiative to help various teams understand how we need to adapt or create new processes to produce this future report. A semi-functional prototype of the report was placed in the platform by SW in a skunk-works effort to allow interaction and collect initial feedback from internal and external customers.

W&A.C. Objective:

1. Research individual stories looking for 3 components within the narratives and highlight:
2. People or groups the team supported (those could be users, clients, or internal teams)
3. Actions they took and activities they did to provide that support
3. Changes and results that happened because of their actions

Stories of Value

Identifying People, Actions, and Results

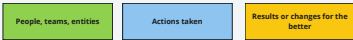
**Round 1:** Last month, we held a research engagement workshop with **design partners** and **user representatives** included in the next sprint that met **great needs**.

**Round 2:** Last month, we held a research engagement workshop with **design partners** and **user representatives** included in the next sprint that met **great needs**.

**Round 3:** Last month, we held a research engagement workshop with **design partners** and **user representatives** included in the next sprint that met **great needs**.



**Story of Value:**  
Last month at the request of the **CEO**, we **initiated** an acquisition company PowerPrice overview. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.



Talked to VLSI CEO, Dan

**Story of Value:**  
**Business Insights:** Last month at the request of the **CEO**, we **initiated** an **acquisition** company PowerPrice overview. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

different groups = too general

Collaborated with: Ganesh, TM, Frank, CS, Mike, UX, Live Webinar Tech

**Story of Value:**  
**Services in platform:** We **delivered** the **services** that **the platform** and **the current platform** to **test** these services was **blockers**. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

Demoted to Andre, Platform Director, Ritesh VLSI President, Ganesh, TM, Outside Contractor

Collaborated with: Moira, Rachel

**Story of Value:**  
**Component Pricing Analysis (CPI):** Our **analysts** had a **request** to **analyze** the **CPI**. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

Demoted to TM, Early in ADP, Business Dev Development Team, PM Team, VP Product, Director of Platform

UX Director, UX Team, TPM, PM

**Story of Value:**  
**CPI Updated UX/UI:** An **API** will be **built** as a **connect** module for the **Unified Web**. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

**Story of Value:**  
**Design Systems and reworked UI:** **Investment** **delivered** **design systems** and **reworked UI**. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

**Story of Value:**  
**Engaging with Internal Tools:** **Investment** **delivered** **design systems** and **reworked UI**. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

Marketing Team, Web Dev (Jason), UX team

**Story of Value:**  
**Site on the Unified Search on the Platform:** **Investment** **delivered** **design systems** and **reworked UI**. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

**Story of Value:**  
**Corporate career page:** **Investment** **delivered** **design systems** and **reworked UI**. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

Early customer advisors, Director of Platform, TPM, UX Team, QC Lead (Not Outside Contractor?)

**Story of Value:**  
**To Mobile App - Invest Design and Hire:** We **delivered** the **services** that **the platform** and **the current platform** to **test** these services was **blockers**. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

**Story of Value:**  
**HR Prototype:** We **delivered** the **services** that **the platform** and **the current platform** to **test** these services was **blockers**. **Investment** also **presented** us with **high-level principles** and **research**. **Customer**, **design partners**, and **user representatives** included in the next sprint that met **great needs**.

- 950.5.1. Objective:
- Capture the critical elements from 950.4 on post it notes and group into categories

Mission statement to be shared internally across the organization

Finally, these identified elements can be abstracted. They are essentially the potential building blocks for creating a team mission statement. Teams pull out the identified words and phrases and house them on 3 separate boards (one per group/phase). A nice approach is to break the boards into 3 pieces, each group has ownership over their respective category, creates the compiled board, and clarifies and shares themes back to the larger group.

## Category 1 People

## Category 2 Actions

## Category 3 Impact



### 1. Draft Mission Statement

Collaborate and communicate with stakeholders to create a shared vision and understanding of the Technoghts ecosystem.

### 2. Draft Mission Statement

Build UX-rich products and solve design problems strategically.



### 3. Draft Mission Statement

Building UX that enables innovative design solutions.

### 4. Draft Mission Statement

Build intuitive designs to foster team and customer engagement.

### 5. Draft Mission Statement

Create intuitive designs that leverage the way people build, work and interact with our products.



### 6. Draft Mission Statement

Identify and understand the problems that Technoghts and its customers face to create impactful solutions through design.



### 7. Draft Mission Statement

To leverage design and UX across our whole organization in order to build better products that satisfy real users needs, deliver exceptional value and increase company performance.



### 8. Draft Mission Statement

We work with people throughout our company to create shared understanding of our customers, products and business in order to collaboratively build great experiences that deliver extreme value for Technoghts and our customers.



### 9. Draft Mission Statement

We use design to understand customers, develop concepts, prototype solutions and create shared vision that helps to drive development of high-value products, experiences and services for our customers around the world.

### 10. Draft Mission Statement

Working openly across our organization, we build shared understanding of ideas and solutions that drive to improve the products, services and experiences we deliver to our global customers.



### 11. Draft Mission Statement

Together, we can build the knowledge platform for the semiconductor industry by leveraging UX design, research and integrative thinking across teams. We aim to understand our users to guide our design decisions to support our customers in advancing the world around us.



### 12. Draft Mission Statement

Through collaboration and iteration, we strive to meet design targets and beyond for our customers and users while considering Technoghts as an ecosystem to be THE knowledge platform for the semiconductor industry.

### 13. Draft Mission Statement

We aim to foster a user-centred corporate culture by leveraging UX design, research and integrative thinking across teams. By understanding and placing the needs of users first, we can identify problems to create viable solutions that will support our customer's innovation and decision making in the semiconductor industry.

### 14. Draft Mission Statement

Technoghts platform exists to support our customer's innovation and decision-making in the semiconductor industry. The UX team exists to analyze, examine, evaluate and understand our users in order to create world-class products. With collaboration across teams we can create the foundation for future success.



### 7.B Draft Mission Statement

To champion design and UX across our whole organization in order to build better products that satisfy real users needs, deliver exceptional and measurable value and increase company performance.



#### 950.1.5. The Key Elements of a Mission Statement

Focus the statement on these four elements.

- Value – "deliver exceptional value, increase company performance"
- Inspiration – "To champion design and UX"
- Plausibility – Sounds reasonable
- Specificity – "exceptional and measurable"

### 9.B Draft Mission Statement

Championing Design to understand customers, develop concepts, prototype solutions and **create shared vision** that helps to drive development of high-value products, experiences and services for our customers around the world.



#### 950.1.5. The Key Elements of a Mission Statement

Focus the statement on these four elements.

- Value – "create shared vision"
- Inspiration – "Championing Design"
- Plausibility – Sounds reasonable
- Specificity – "exceptional and measurable"

### 7.C Draft Mission Statement

**To champion a culture of Design and UX** across our whole organization in order to **build better products that satisfy real users needs**, deliver exceptional and measurable value, and increase company performance.



#### 950.1.5. The Key Elements of a Mission Statement

Focus the statement on these four elements.

- Value – "deliver exceptional value"
- Inspiration – "To champion a culture of design-thinking and UX"
- Plausibility – Sounds reasonably big
- Specificity – "exceptional and measurable value"

### 11.B. Draft Mission Statement

Leveraging research, Design, UX and collaborative thinking **across teams** to understand our users and **guide our decisions and development** to support our customers, increase company performance, and advance the world around us.



#### 950.1.5. The Key Elements of a Mission Statement

Focus the statement on these four elements.

- Value – "support our customers, increase company performance"
- Inspiration – "advance the world around us"
- Plausibility – Sounds reasonable (bit big?)
- Specificity – ?

<b>Mission</b>	Defines what you want to do or achieve
<b>Values</b>	Principles and beliefs that help you pursue this vision
<b>Methods</b>	Actions and steps to take to get the job done
<b>Obstacles</b>	Anything you have to overcome to achieve this vision
<b>Measures</b>	Defines what you want to do or achieve



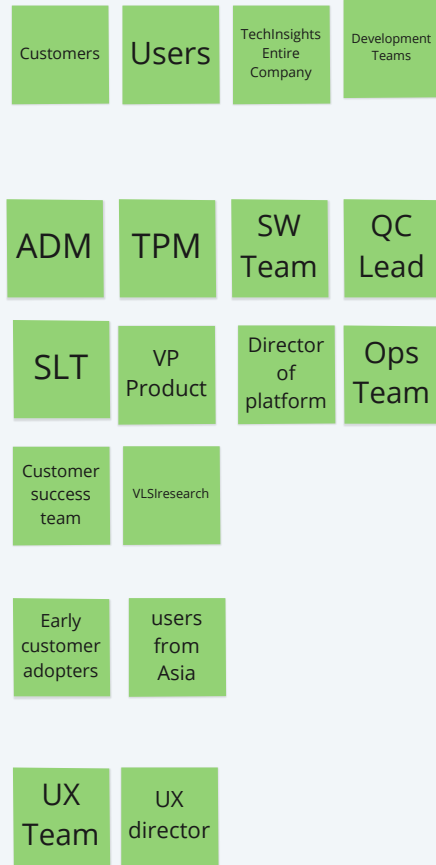
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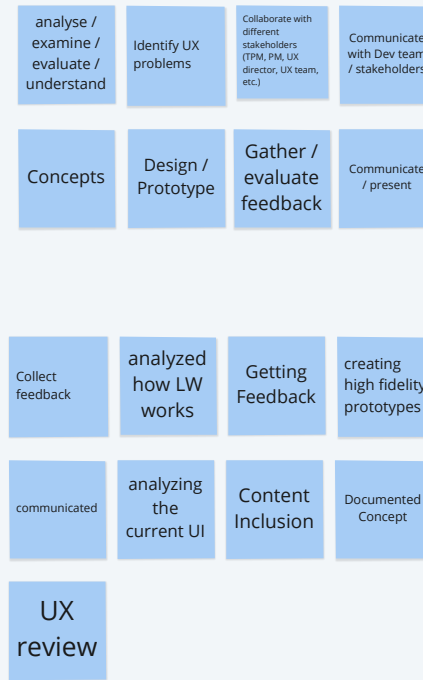
Step 4: Cluster the Identified Critical Elements

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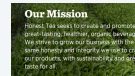
## Category 1 People



## Category 2 Actions



## Category 3 Impact



### Our Mission

Honest Tea seeks to create and produce world-class, healthier, organic beverages. We strive to grow our business with the most innovative and impactful products, our customers, with sustainable and ethical practices.

### 950.1.5. The Key Elements of a Mission Statement

- Focus the statement on these four elements.
- Value - What is the value of the business to both customers and employees?
  - Inspiration - Why should people want to work for the company?
  - Plausibility - Make it sound reasonable
  - Specificity - Tie it back to the business

### Value:

- To create and promote great-tasting, healthier, organic beverages

### Inspiration:

- To grow our business with the same honesty and integrity we use to craft our products

Honest Tea is not promising to cure cancer, only to make a healthy product. They also point out they create organic beverages that taste great, tying the statement back to the business brand.

### 950.1.6. Sample UX Team Mission Statements

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  - Provide agility to the whole product organization through centralized tool, systems and services that enhance speed and quality of execution.
  - (Source: <https://airbnb.design/designops/airbnb/>)
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  - Make work awesome, and make awesome work.
  - (Source: <https://medium.com/salesforce-ux/scaling-the-designops-summit-12e8f03bf479>)
- Athens Health
  - Increase return on R&D investment and accelerate customer value delivery by providing systems that prevent unnecessary reinvention.
  - (Source: <https://medium.com/@jenniferarandebell/safe-644436f1c3>)
- Home Depot
  - Help drive developer efficiency and UI consistency.
  - (Source: <https://www.microsoft.com/inside/design/design-design-team-41-644>)

## 950.8 - Design Team Mission Statement - Formalize Mission Statement



### 950.8.1. Objective:

- refine the candidate mission statements into a single, formalized mission statement

**Are you willing to stand up and say this to the whole company at the next Town Hall?**

### 950.8.1. UX Team Mission Statement

Champion a culture of Design and UX and create a shared vision across our whole organization, to build better products that satisfy real users needs, deliver exceptional and measurable value, and increase company performance.

### 950.8.2. The Key Elements of a Mission Statement

Focus the statement on these four elements.

- Value:
  - "create shared vision"
  - "deliver exceptional and measurable value"
  - "increase company performance"
- Inspiration – "To champion a culture of Design and UX "
- Plausibility – Big, but its what we do
- Specificity – "build better products that satisfy real users needs"