

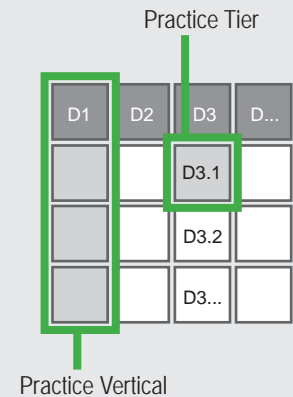
UX Design Practice Verticals

Proposed first-order segmentation contributed by Nathaniel Davis

	Business Context Analysis ¹	User Experience Planning ²	Usability Engineering ¹	Content Publishing ⁵	Information Architecture ³	Interaction Design ^{4,5}	Visual & Information Design ^{4,5}	Computer Science ^[4,6]
User Experience Design	Context Map	UX Brief	Synthesis	Medium	Navigation	Wireframe	Graphics	Front-end Code
	Performance Measures	Personas	Primary Research	Editing	Information Organization	Interaction	Layout	Database Design
	Product / Service Definitions	Engagement Definitions	Testing	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	UXD Management	Logistics	Content Management	IA Management	Conventions	Art Direction	Infrastructure	
Mission / Vision	Strategy	Research Design	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture	
Business Model	Research	Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	

Practical Uses of the UX Design Practice Verticals Chart

- Use for individual skills assessment for IA and UX design professionals
- Use as a guide for applying UX design deliverables to a project
- Use for gap analysis for evaluating UX design deliverables



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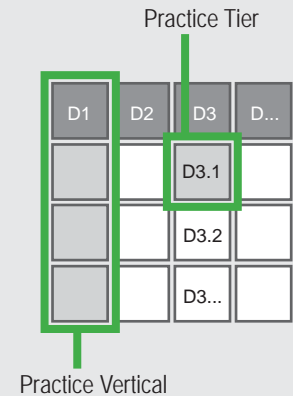
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