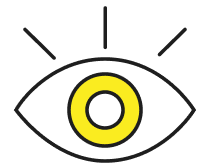


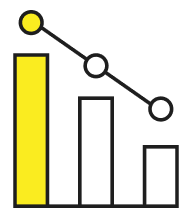
What is quality?



We all care about it



It's subjective and can mean many different things



As you grow in scale,
quality decreases

Conditions for quality at scale.

Ale Urrutia

“A lot of the most successful companies are those that are distinguished by the extent to which they exhibit appreciation for and skill in realizing craft and beauty”

Patrick Collison

“When starting @linear, one of our goals was to inspire the industry to focus more on quality. I was so tired seeing the subpar execution and the data lead approach to building products”

Karri Saarinen

“Investing in craft, means you invest in quality of the experience, and that benefits in all of areas of the business”

Design Leader

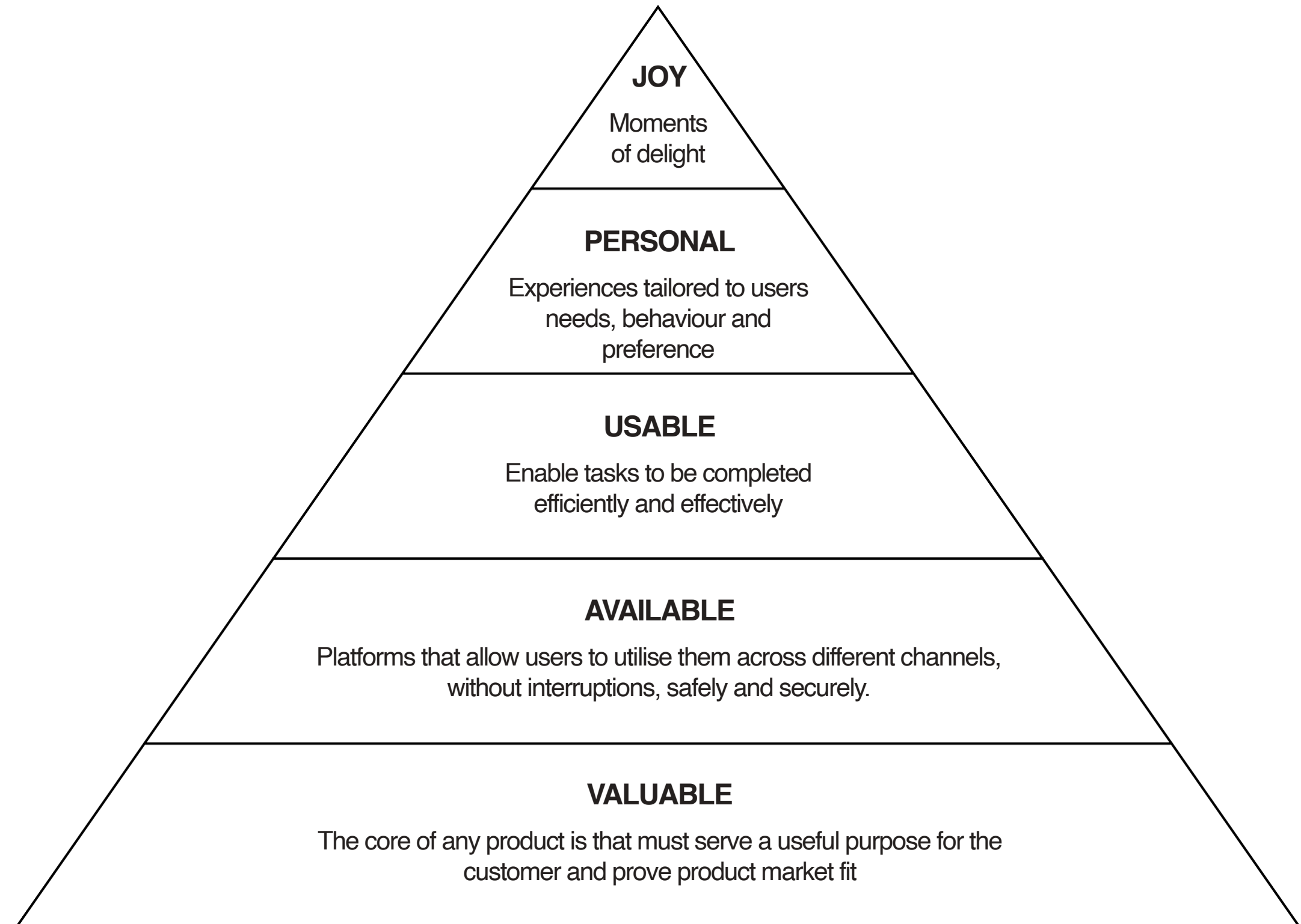
“The CDO is most responsible for elevating the quality of the customer experience, with special attention to craft. **No other individual should care more** about craft and quality”

Design Leader

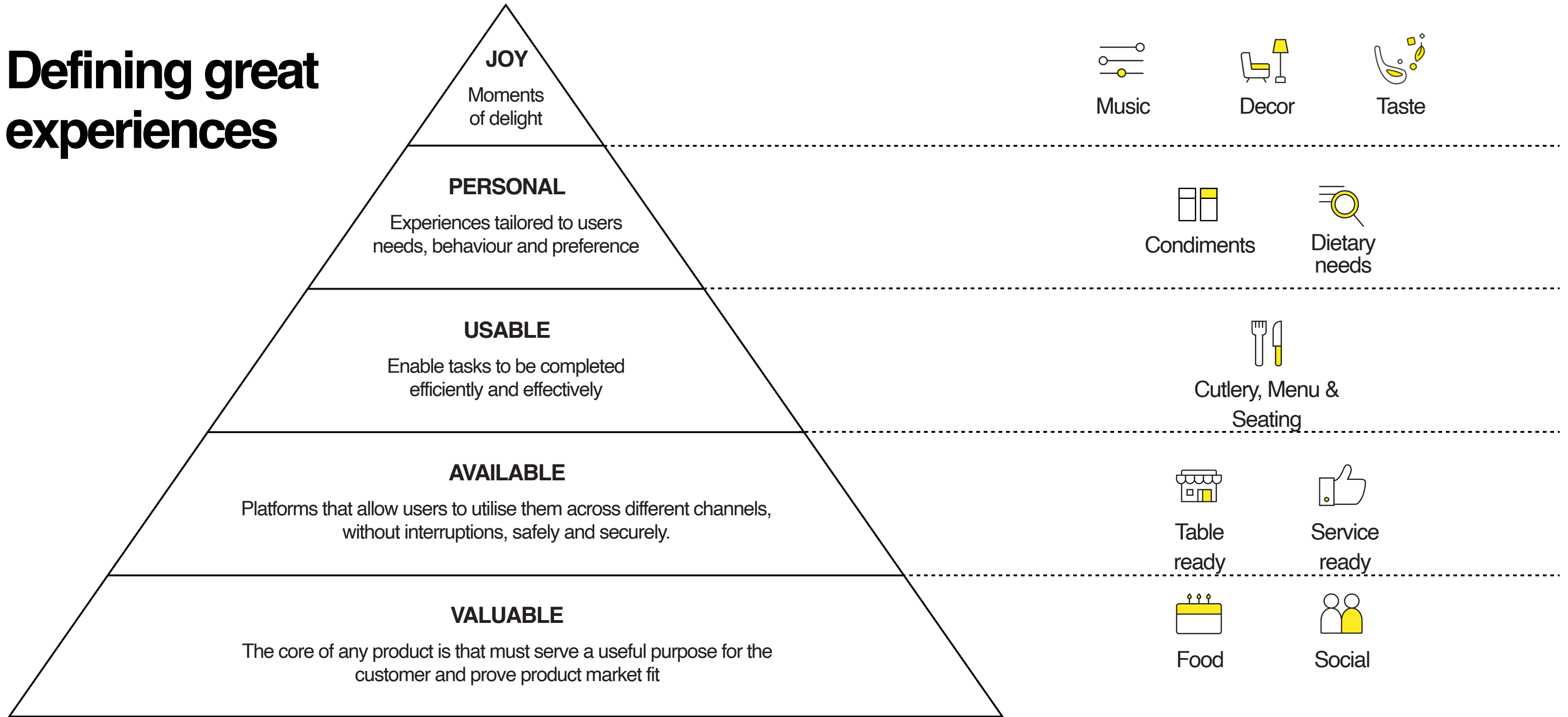
“Everyone is
a designer”

Jarred Spool

Defining great experiences



Defining great experiences



Great experiences

Dining out



20% designing
80% conditions

Conditions for quality

Defining conditions

EXPECTATIONS

Objective

Constraints

Quantity vs quality

Communications

Org design

Conditions for quality

Defining conditions

EXPECTATIONS

Objective
Constraints
Quantity vs quality
Communications
Org design

STANDARDS

Usability
Accessibility
Reliability
Performance
Resiliency
Security
Customer engagement
Acquisition and retention
Design systems
Experience principles
Frameworks

Conditions for quality

Defining conditions

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SPECIALISATIONS

SMEs
Research
UX and UI
IA
Content design
Product development
Front and back-end
Architects
Marketing
Customer support

Conditions for quality

Defining conditions

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CULTURE

Care
Critique
Collaboration
Ways of Working
Accountability
Safe to Challenge
Agency

Conditions for quality

Defining conditions

Execution

EXPECTATIONS

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Quantity vs quality
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Agency

CREATING QUALITY

Pride
Experimentation
Co-ownership
Reward

Excelling execution

INPUTS

e.g. User/Market research, OKRS, strategy, vision etc



OUTPUTS

e.g. Roadmaps, Concepts, Prototypes, Experiments, MVP/MLP etc



OUTCOMES

Personalised, valuable, secure, accessible experience that delights



Too many cooks in the kitchen?