

“To find out what Research Methodology is followed by a networking giant like CISCO focussing on the process followed in CSTG”

UX Maturity Model

5. UX Driven / Embedded

4. Integrated

3. Managed

2. Considered

1. Ad Hoc

0. Unrecognized

5. UX Driven / Embedded

The design thinking in the highest level is Experience driven Design.

4. Integrated

The design thinking of this level is Experience Focussed Design

3. Managed

The Design thinking involved in this case is Activity Focused

2. Considered

The design thinking is a genius design.
The users are known, so the research is not carried

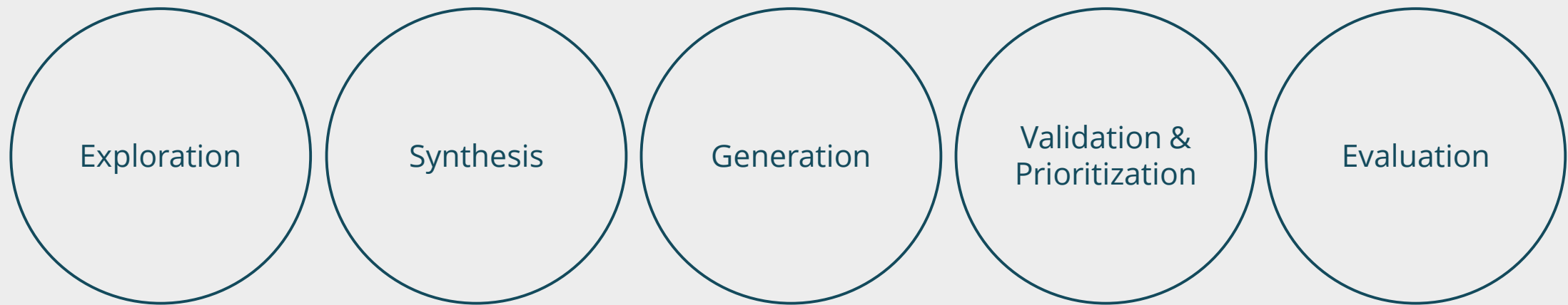
1. Ad-Hoc

The design thinking involved in this case is
Unintentional design.

0. Unrecognized

The design thinking adopted in this level
Is selfish.

Design Process

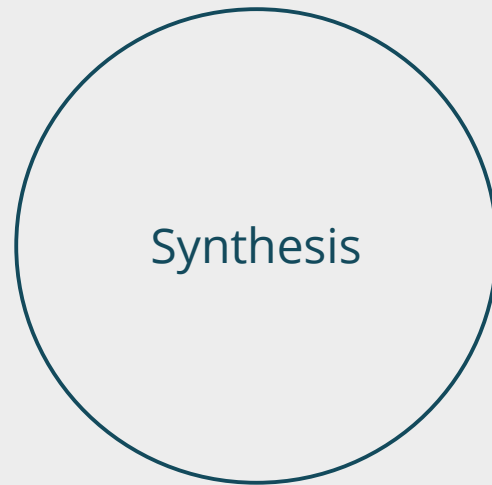


Design Process



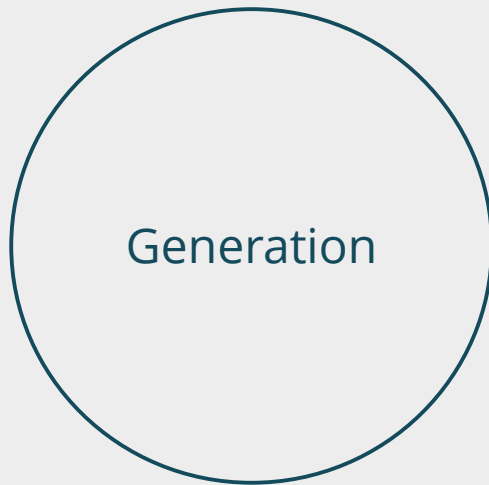
- Background Research
- Contextual Inquiry
- Remote Interview
- Rose, Bud, Thorn
- What's on your radar ?
- Survey
- Show me your network

Design Process



- Task Analysis
- Affinity Diagram
- Storyboard
- Scenario
- Service Blueprint
- User Journey
- Persona
- Concept Map
- Stakeholder Map

Design Process



- Build your Own
- Creative Matrix
- Mood Board
- Alternate World
- Mission Impossible
- Concept Design

Design Process



- Focus Group
- Speed Dating
- Buy a Feature
- Cost-Impact Analysis
- Rapid Iteration

Design Process



- Heuristic Evaluation
- Usability Testing
- Rose, Bud, Thorn
- Survey
- TPI (Test Process Improvement)
- SUS (System Usability Scale)
- TAM (Technology Acceptance Model)
- SUMI (Standardized & validated questionnaire)

“Although CSTG considers themselves to be at the level of either 2 or 3, they also follow a lot of routines from other higher levels such as conducting internal workshops & validation workshops and focussed groups interaction during the design process”