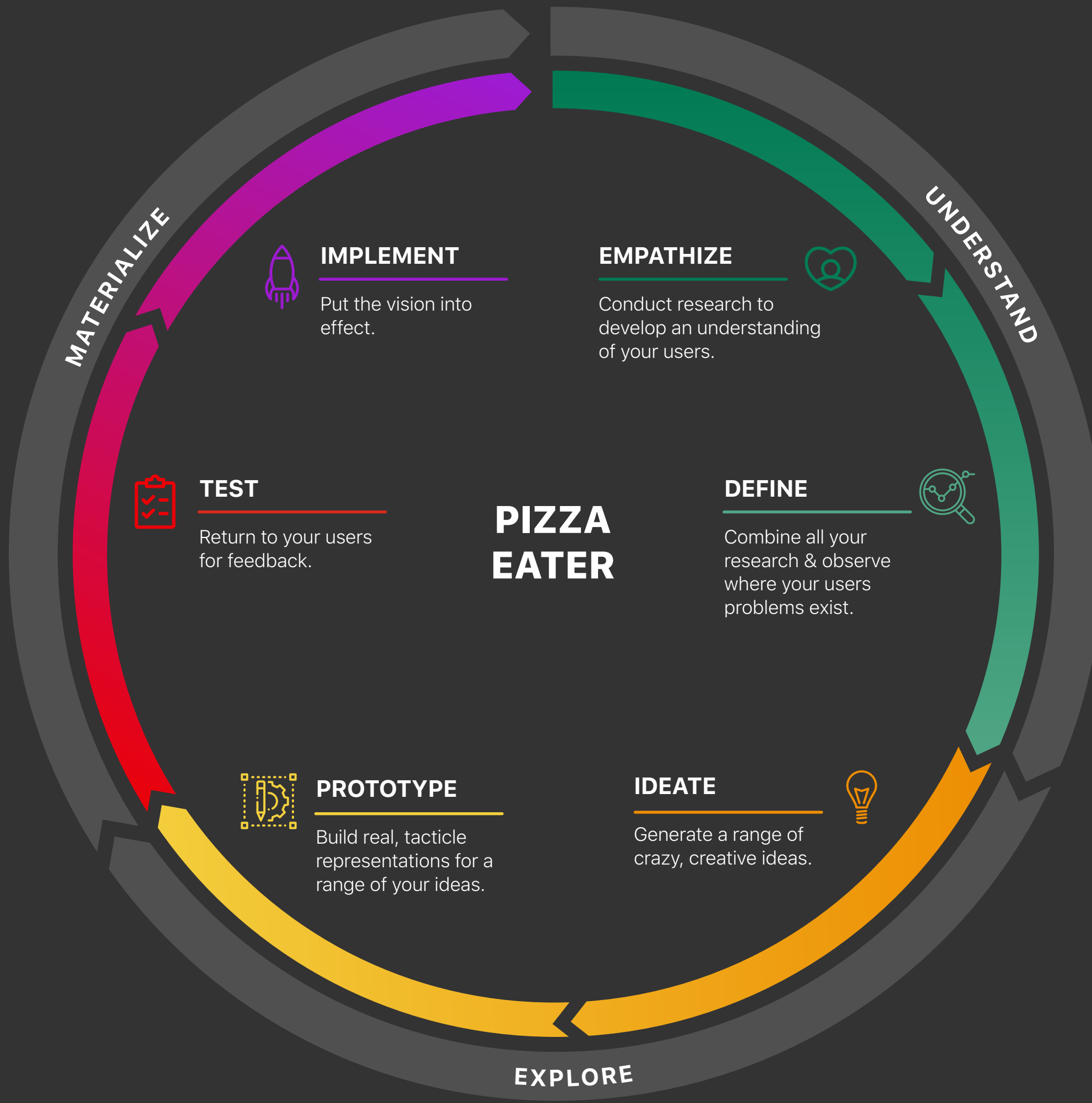




Experience Design 2019





User experience design is the science and art of designing a product so that it's – easy to use – fits expectations – and meets business goals. We utilize the following approaches in our UX practice.

DESIGN THINKING

Human-centered design approach to innovation that draws from a designers toolkit to integrate the needs of people, possibilities of technology, and requirements for business success.

DESIGNING AT SCALE

Design system of components rather than unique pages.

PATTERN LIBRARY

For component reuse, only new creation if it solves new problems, the Papa John's pattern library can be found at patterns.papajohns.com

Designing the right experience

On average, every dollar invested in UX, brings 100 dollars in return.

GOOD UX IS GOOD FOR BUSINESS

Apple didn't invent the smartphone, but it made one very easy to use. There were many search engines before Google, but none made it so easy to find the most relevant information. Jeff Bezos invested 100 times more into customer experience than advertising during the first year of Amazon.

Studies show that companies that invest in UX see a lower cost of customer acquisition, lower support cost, increased customer retention and increased market share, according to a study by Forrester. On average, every dollar invested in UX, brings 100 dollars in return.



UX Scope of Responsibility

Ensuring human-centered design, that enables ease of use and goal completion and a cohesive ecosystem of experiences, regardless of the channel.

DIRECT CONSUMER

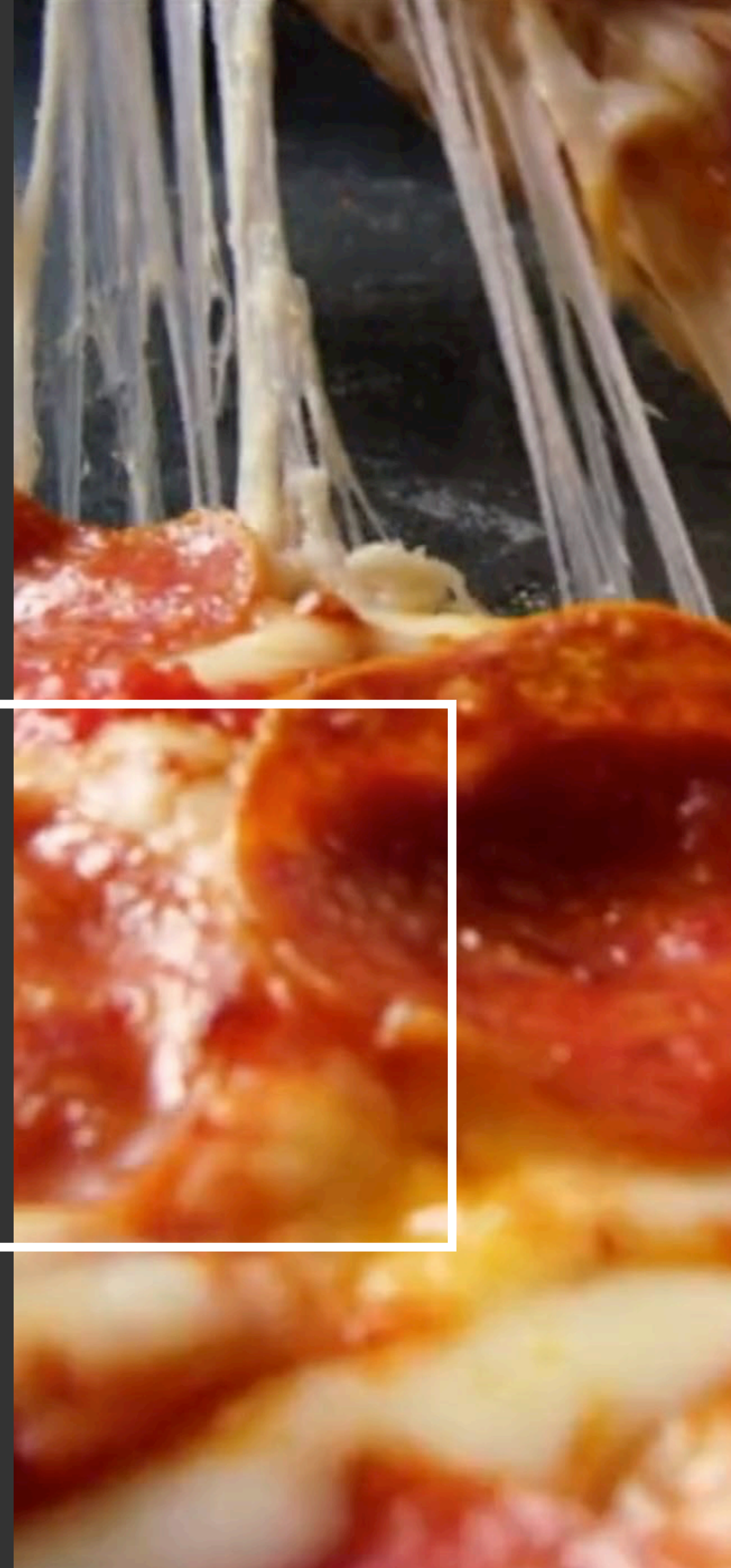
ENTIRE EXPERIENCE ECOSYSTEM

Website
Mobile App
In-store
Other sales channels

TEAM MEMBERS

SUPPORTING TOOLS

Point of Sale
Make line
Back Office Tools



The Papa John's UX Vision & Purpose

Vision To provide the best in class experience in the pizza industry that is simple, modern and fun

Purpose To accelerate customer value through the design & delivery of end-to-end experiences

The Papa John's UX Principles



CUSTOMER CENTRICITY

Serving as customer advocates, listening to the customer throughout our process, advocating for their needs and the intuitiveness and ease of their experience.



OUTCOME VS. OUTPUT

Focusing on delivering business outcomes, being intentional in the outcomes we expect, and measuring progress based upon the achievement of those outcomes vs. specific deliverables.



PROBLEM FOCUSED

Solving business and customer experience problems above all else.



FOCUSED ON THE WHOLE

Approaching the problems considering the whole of the experience, not just the particular component of the experience being solved for.



INSIGHT-DRIVEN, VALUE-DRIVING

Making informed design decisions from insights, involving testing and learning, and driving clear, tangible, and measureable business value that contributes to the business.



COLLABORATIVE PARTNERS

Serving as a partner in a larger mission, for the good of the enterprise, engaging as a team to build the best solutions together.

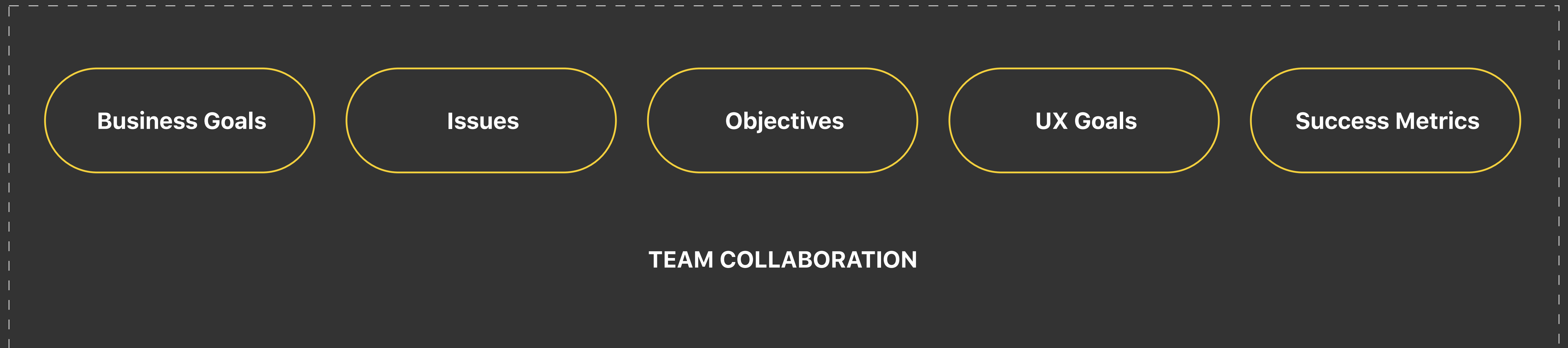


ALWAYS EVOLVING

Championing continuous optimization and iterations, never being done, always looking for improvement based upon learnings.

UX Success

Focus on UX goals to drive analytics measurement plans, rather than tracking superficial metrics. Identify the core goal of a design to meaningfully measure it.





Areas of Focus

OPTIMIZATION WORK

UX Debt
Sustainment
Feedback Channels

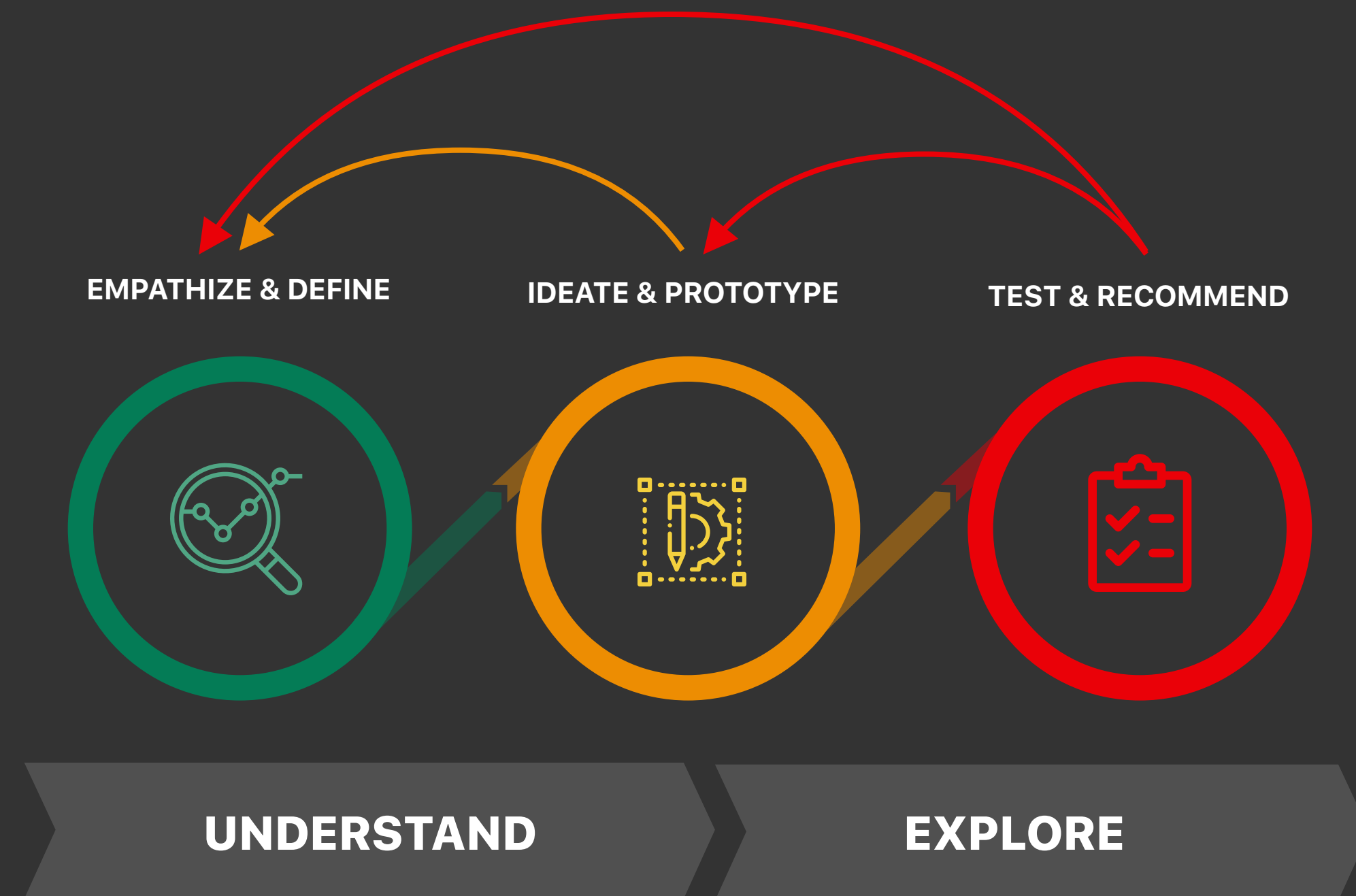
PRODUCT TEAMS

Large scale projects
AB Testing
Iteration support

CROSS-FUNCTIONAL

Marketing support
Internal requests

UX Discovery

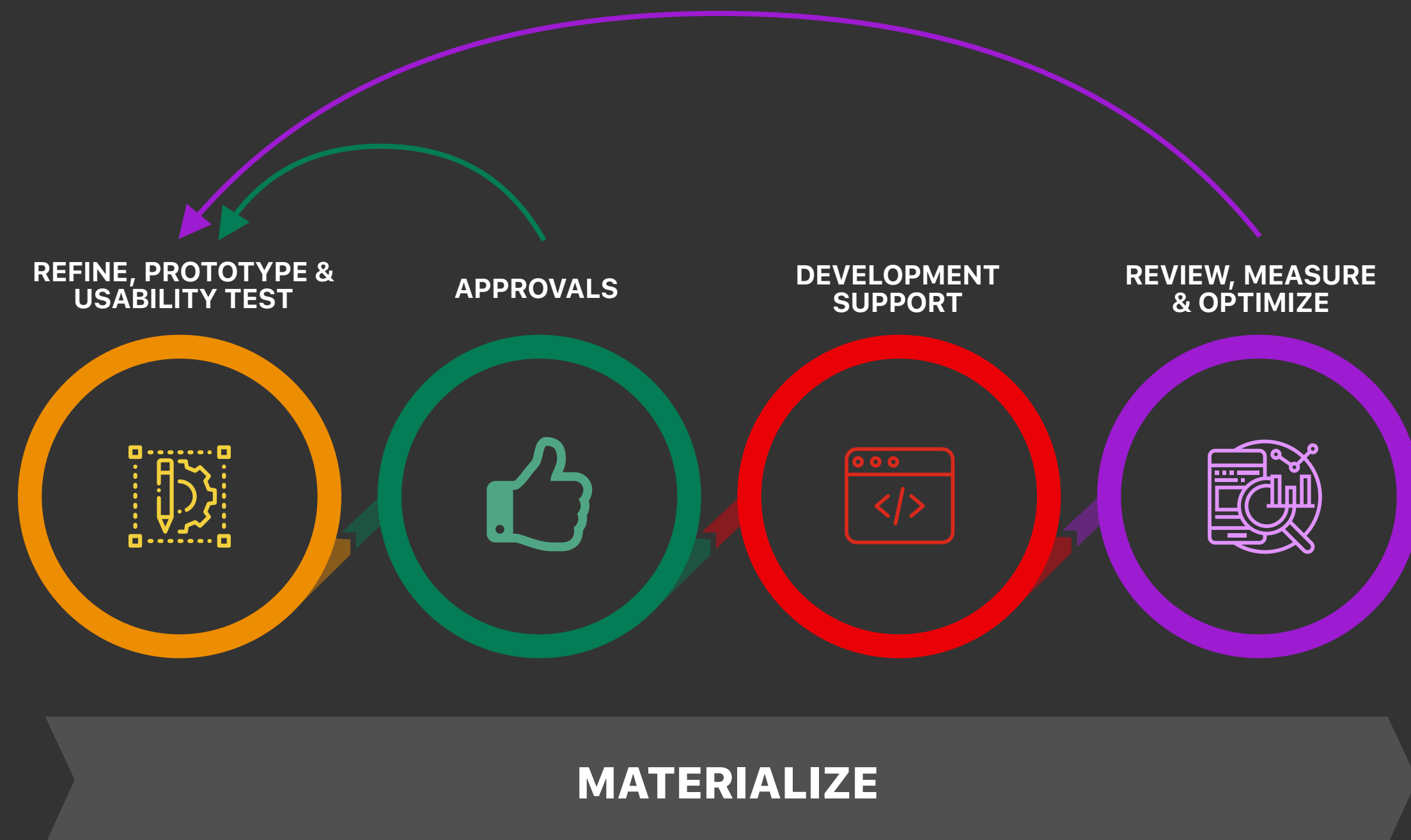


It is a user-centered process that starts with user data, creates design artifacts that address real and not imaginary user needs, and then tests those artifacts with real users.

It leverages collective expertise and establishes a shared language and buy-in amongst the team.

It encourages innovation by exploring multiple avenues for the same problem.

UX Process for Approved Initiatives



REFINE, PROTOTYPE & USABILITY TEST

Post Demand Management, we will begin to refine prototypes working closely with the product and development teams as we go.

APPROVALS

UX designers are empowered to make visual & UX design decisions for product optimizations or enhancements that are data informed and validated by usability testing. Global design changes require approval from Director level & above depending on significance.

DEVELOPMENT SUPPORT

UX designers will work alongside the agile team members while the work is in development to support the team and see the work through it's release.

REVIEW, MEASURE & OPTIMIZE

Championing continuous optimization and iterations, never being done, always looking for improvement based upon learnings.

Requesting work

Aside from work that will go through the product management process, the UX team handles specific requests for digital design work.

Deliverable-based work includes:

- Landing pages for SEO or targeted media campaigns
- Updates to owned digital properties other than papajohns.com/order or mobile apps
- Image updates on all digital channels

Work will be delivered based on respective priorities & available resources.

Requests for deliverable-based work can go through the UX team JIRA board, or by emailing ux@papajohns.com



UX Execution

The team will practice Lean UX in the execution of their work, utilizing the following ceremonies and platforms:

Work will be scheduled into two week iterations

A backlog of work to be done will be kept, according to requests from each team member's respective Product Owner

JIRA will be the platform to track UX work

Epics will align to products

T-shirt sizing will be used to project sprint capacity

All project artifacts will be documented/linked within the applicable story

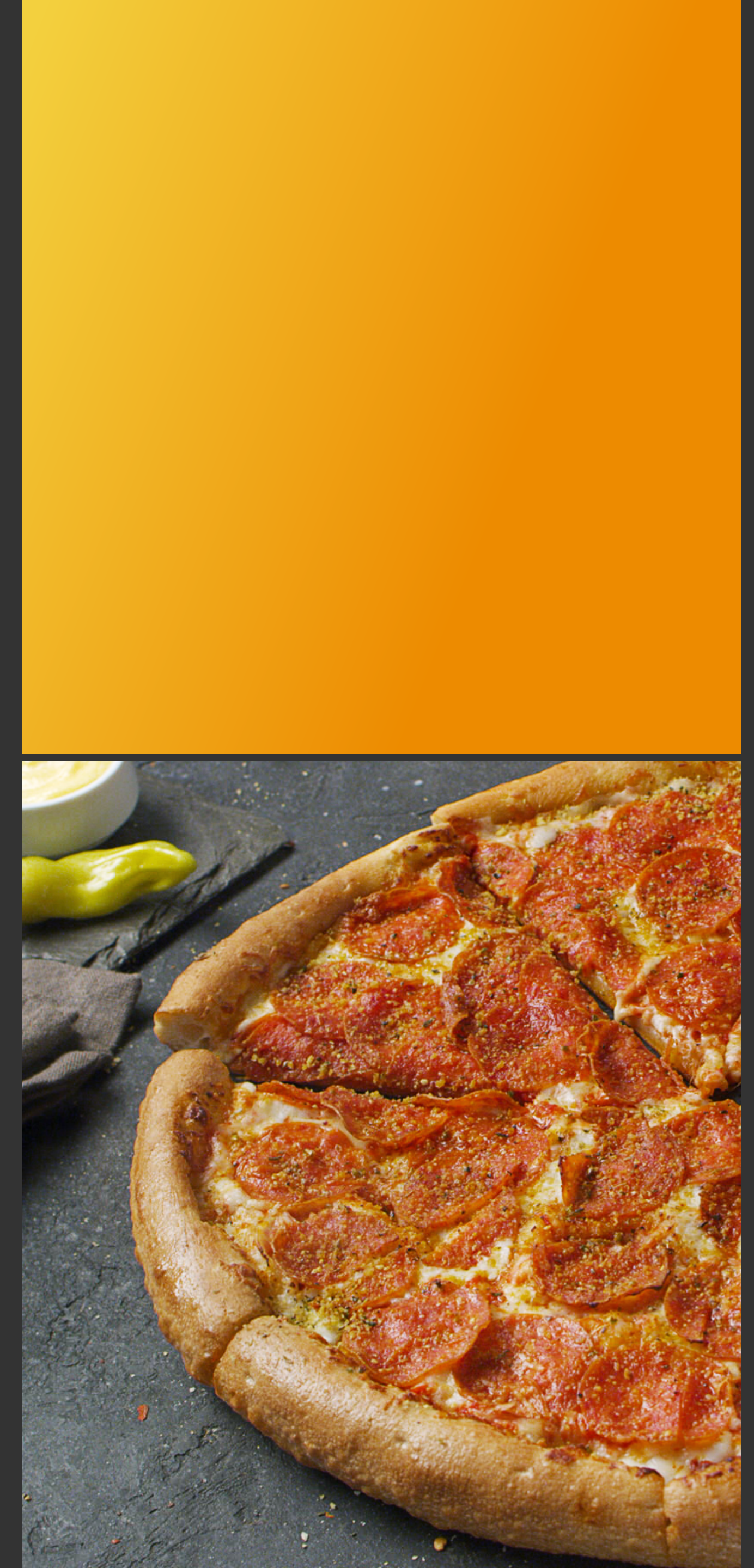
The team will participate in:

Sprint Planning

Backlog Grooming

Demos

The UX team will support the development sprint as needed



Collaboration with Partners

The whole is greater than the sum of its parts.
Collaboration with our cross-functional teams & partners makes our success possible.



- WORKING PARTNERS**
- Product Management
 - Engineering
 - Enterprise Data & Analytics
 - Marketing
 - R&D
 - Operations



- WHO WE SERVE**
- Customers
 - Senior Leadership Teams
 - Franchisees



- FEEDBACK & INSIGHTS**
- Call Center
 - Legal
 - Social Media
 - Direct Customer Feedback

UX Team Alignment



Senior Director



Brooke Neace
Director, UX & Product Design



Agency Partner, Paravel
UX Consultants
Full-Stack UX Design & web development on
papajohns.com



Bobby Oakley
UX Designer, Native Apps



Ariel Ross
Associate UX Designer



Katie Kuhens
UX Designer, papajohns.com



Scott Hafling
Associate UX Designer

UX Areas of Expertise

As a UX team, we apply our passion for brand, craft, and design fidelity to guide research and design processes. We use our areas of expertise in order to help deliver & envision complex UX ecosystems and push the boundaries of what's possible.



SUBJECT MATTER EXPERTISE

Visual/UI Design
Human Computer Interaction
Front End Development
Information Architecture
Research



ESSENTIAL SKILLS

Persona
User Interviews
Journey Mapping
Wireframing
User Flows
Prototyping
Usability Testing

UX Tools

 Jira Software

 Confluence

 inVISION

 Sketch

 Dropbox

 slack

 UserTesting®

Innovation Labs

To encourage a culture of innovation, push the bounds of the current experience, and provide for the opportunity for the team to collaborate and mentor one another, we will introduce an innovation lab practice.

The innovation lab will occur bi-monthly for 4 hours on a scheduled Friday

At the beginning of the session, the team will review a backlog of ideas that they have aggregated in JIRA for the lab

One idea will be selected and for the duration of the session the team will work to produce a number of outputs to bring this idea to life

Sample outputs of this type of session includes:

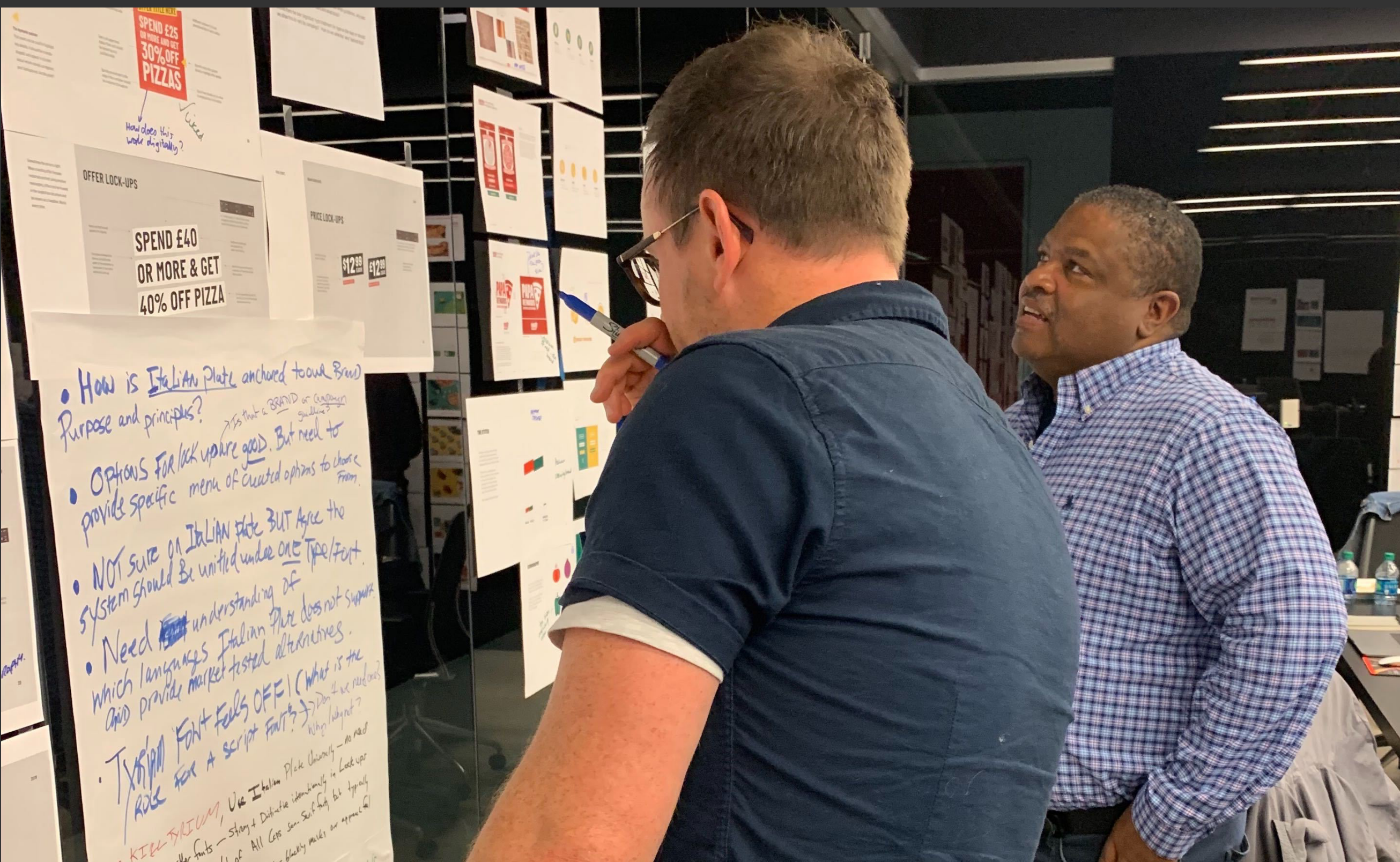
Competitive analysis

Content Analysis

Low-fidelity sketches/prototypes

High Level Business Case

Following the session, the team will present their concept to leadership for consideration



Details to support this document can be found on Confluence:
<https://pjolodevkb.atlassian.net/wiki/spaces/UT/overview>

THANK YOU