

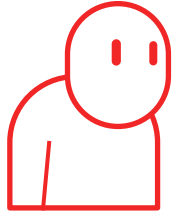
SESSION 2

15:00~15:50

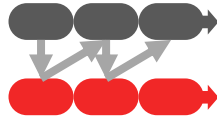
Agile Design Process 적용을 통해 구축한
SK 플래닛 만의 모바일 서비스 UX 디자인 프로세스 공유

- UX Process & UXQA(Quality Assurance)를 넘어
Product 본연의 Value 향상에 기여하는 UX QM 사례 발표
- SKP UX infra : Prototyping Tool, UX Guide 소개

Essence of UXQM



**UXQM manager
is assigned
at early stage**



**And they
take care of
UX quality
from start to end**



**Do prototype
& test
before
it's too late to fix**



**Quick & Fast
UXQA**

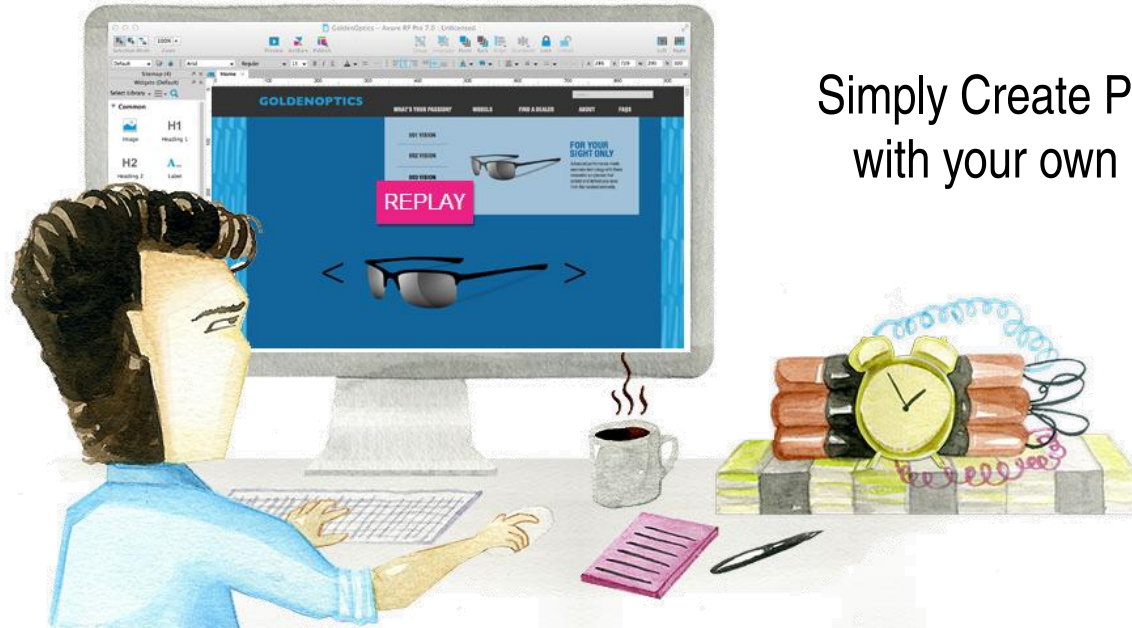
UXQM

**Usability
+
Usefulness
+
Market feasibility**



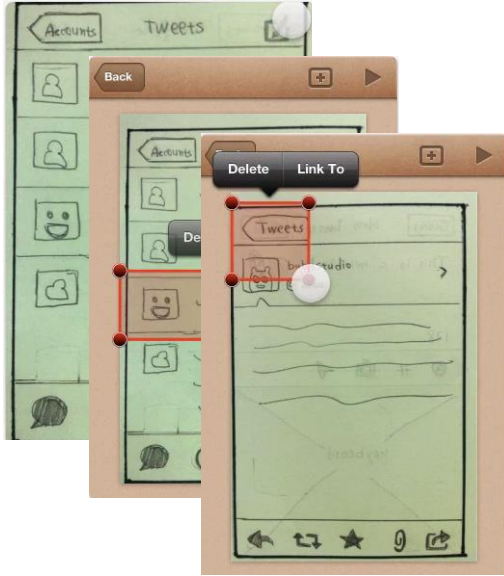
SKplanet

Easy & Quick For Designer

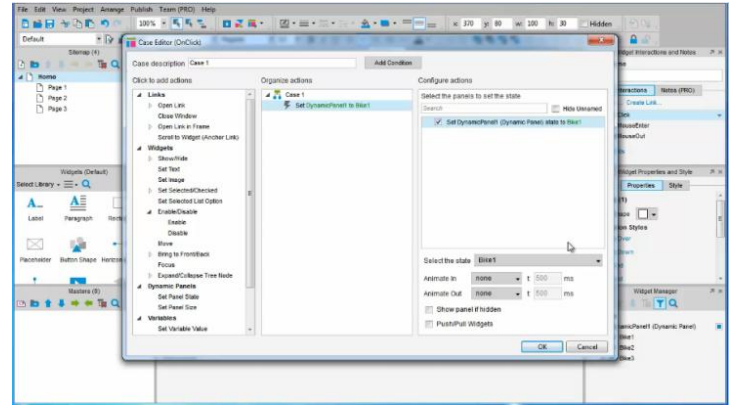


Simply Create Prototype
with your own Design

Easy & Quick For Designer



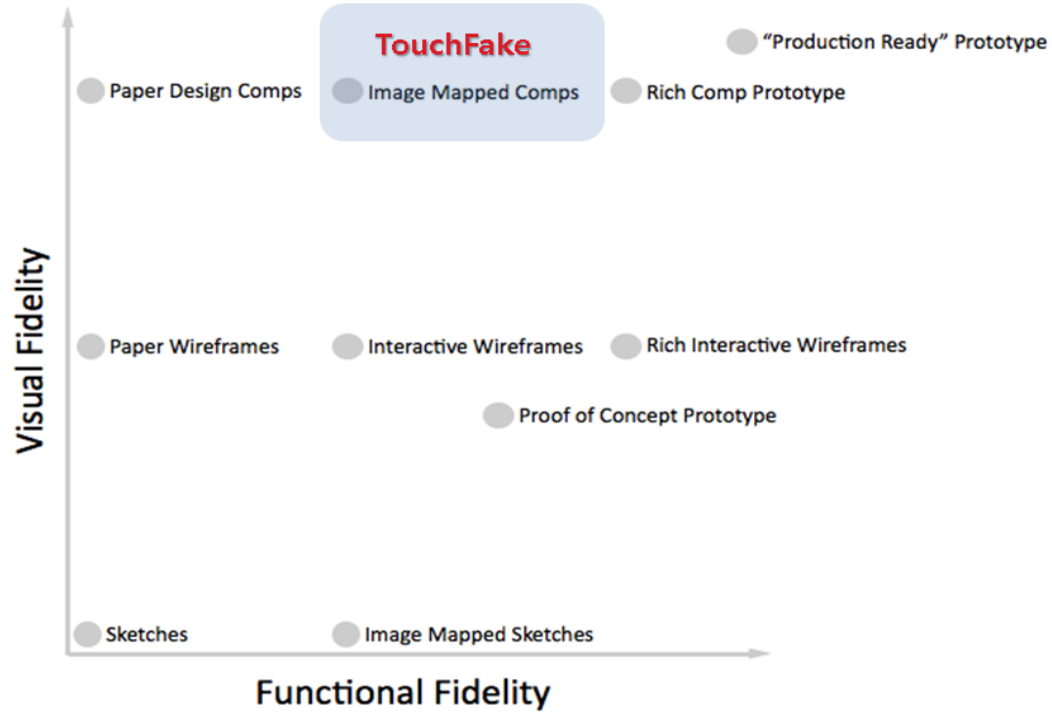
VS



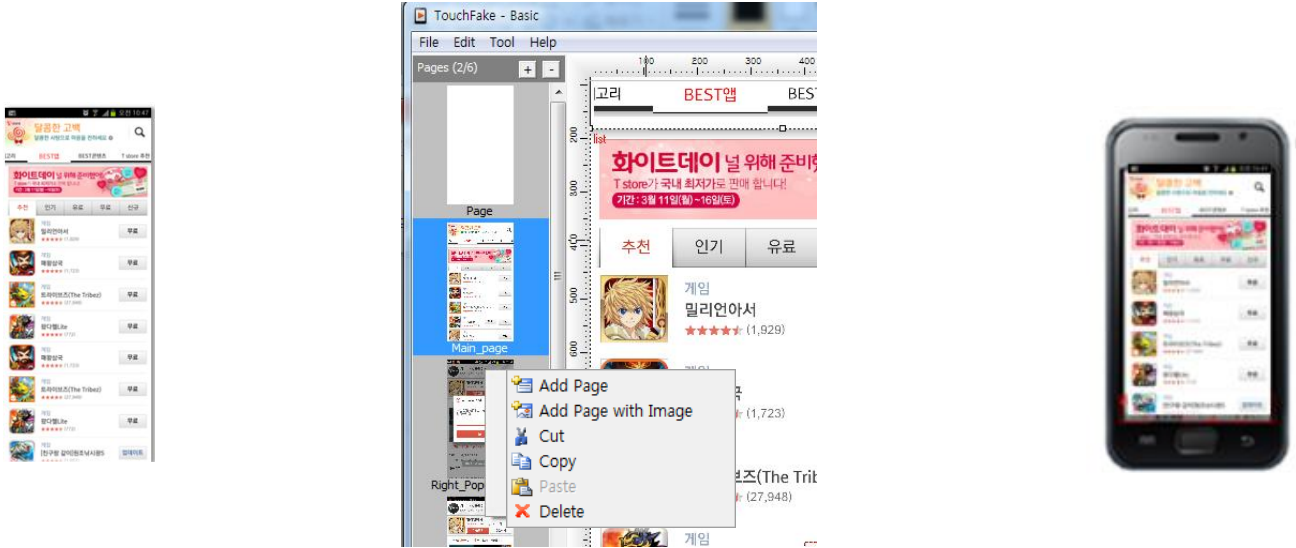
Easy but Limited

Features but Difficult

Position



Easy & Quick For Designer



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iOS, Android and PC



Mobile Web with HTML



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