INTEL CORPORATION · CASE STUDY

# Continuous Improvement Initiative

*Intel's first unified UX measurement program: a disciplined, repeatable model for finding high-value UX issues and turning them into prioritized product improvements.*

| ROLE | SCOPE | DURATION | HEADLINE OUTCOME |
| --- | --- | --- | --- |
| Lead UX/UI Designer | Global web properties · Internal tools | 24 months | +20% customer engagement |

This case study is structured to Nielsen Norman Group standards for UX case studies.

SLIDE 2 · THE RESULT

# UX work became measurable, and engagement followed

## +20%

Or more improvement in customer engagement through data-driven design at Intel: the recorded result of replacing scattered feedback and one-off fixes with a unified, evidence-driven improvement loop.

**First**

Unified UX measurement program established at Intel

**24 mo**

Of continuous, evidence-driven improvement cycles

**+20%**

Customer engagement improvement through data-driven design

**Global**

External web properties and internal tools on one shared model

The initiative in numbers: one program replaced scattered, one-off fixes with a repeatable loop, and engagement moved with it.

SLIDE 3 · THE PROBLEM

# Every team had UX issues. No team could compare them.

Intel product teams needed a more disciplined way to identify high-value UX issues, document recommendations, prioritize improvements, and communicate decisions across product, engineering, and business stakeholders.

- **Reactive and fragmented:** improvement work was often reactive, fragmented, and difficult to compare across products.
- **Inconsistent identification:** UX issues were identified inconsistently across teams and product areas.
- **No shared criteria:** teams had limited shared criteria for deciding which UX issues mattered most, and tools for gathering data were fragmented.
- **Weak translation:** support feedback, stakeholder requests, and usability concerns were not always translated into a clear roadmap.

THE GOVERNING CONSTRAINT

**One model had to give every team the same way to compare UX issues and act on them, across global web properties and internal tools alike.**

SLIDE 4 · THE REFRAME

# The ask sounded like fixes. The evidence said an operating model.

### IT STARTED AS

A stream of individual UX issues on Intel’s web properties and internal tools, each one raised through scattered feedback, stakeholder requests, and usability observations.

### THE EVIDENCE THAT BROKE IT

Issues identified inconsistently across teams could not be compared, prioritized, or tracked, so even good fixes never added up to improvement anyone could see.

### THE REFRAMED PROBLEM

Move UX work from isolated fixes to a repeatable operating model: gather the evidence, evaluate severity and impact, translate findings into recommendations, communicate, and run the loop again, so progress becomes visible and comparable over time.

# I owned the model. The training team carried it.

I owned

## The model and the design leadership

- Lead UX/UI Designer at Intel Corporation, leading a continuous improvement initiative that provided design leadership across the company.
- The continuous improvement model itself: intake, evaluation, recommendation, and tracking.
- UX and UI design for global-scale web properties.

I led with partners

## Training and adoption

- Built and led the training team that taught Intel's web designers the methods the program ran on.
- Stakeholder alignment sessions connecting UX findings to business and user impact.
- Communication of findings and priorities across product, engineering, and leadership.

Partners owned

## Their domains

- Product priorities and roadmaps: the product teams.
- Implementation of the recommended changes: engineering.
- Business goals and success criteria: business stakeholders.

# Evidence replaced opinion in the improvement queue

| FINDINGS | DECISIONS |
| --- | --- |
| **Issues arrived through scattered channels** | Interviews, usability observations, and support signals were collected into one comparable evidence base, so issues could be evaluated side by side instead of one at a time, by whoever raised them. |
| **Severity had no shared scale** | Usability reviews and heuristic analysis were scored consistently against shared criteria, so teams could prioritize by user impact and business value, not by who asked loudest. |
| **Findings died as observations** | Comparative analysis clarified what good looked like across similar experiences, and every finding left as a documented recommendation with rationale and a next step that product and engineering could execute against. |

Method note: five methods fed one evidence base: interviews with stakeholders and internal teams, usability reviews of critical flows, heuristic analysis against usability principles, support signal review, and comparative analysis across similar experiences. Participant counts are not published for this work; discovery moved the team from subjective opinions to evidence-based decisions about what to fix first, and why.

# One unified measurement program, not team-by-team fixes

✓ CHOSEN

One unified UX measurement program: a single continuous improvement model for identifying, documenting, prioritizing, and tracking UX improvements across Intel's external web properties and internal tools.

✕ REJECTED

The pattern that was not working: improvement handled team by team through scattered feedback and stakeholder requests, reactive, fragmented, and impossible to compare across products.

? WHY

Without shared criteria, teams could not decide which issues mattered most, and leadership had no visibility into experience quality or design impact. One program made both possible.

WHAT EVIDENCE DECIDED IT

Discovery showed the failure was systemic: issues identified inconsistently across teams and product areas, with the tools for gathering data fragmented. The pattern, not any single issue, was the problem.

**Before: improvement by request**

- Scattered feedback, stakeholder requests, usability observations
- Issues identified inconsistently across teams
- No shared criteria for what mattered most

**After: one measurement program**

- One comparable evidence base for every issue
- Severity and impact scored consistently
- Progress visible and comparable over time

The shift in one move: the same issues, carried by a unified program instead of by whoever asked loudest.

# Rank by scored impact, not by preference or pressure

✓ CHOSEN

A decision framework for ranking UX opportunities: every issue weighed on user value, business value, effort, confidence, and risk before it earned a place in the queue.

✕ REJECTED

Prioritization by preference: letting the strongest opinion or the loudest request set the order, the failure mode the framework was built to end.

? WHY

Visible criteria made tradeoffs easier to discuss with product, design, engineering, and leadership, and reduced the chance that design work was driven only by preference.

WHAT EVIDENCE DECIDED IT

The measurement work itself named the dimensions: user impact, frequency, business value, and effort and risk were the axes along which real issues actually differed.

### Criterion 01 · User impact

- How much friction or confusion the issue created.

### Criterion 02 · Frequency

- How often the issue appeared across users, tasks, or products.

### Criterion 03 · Business value

- How closely the issue aligned to product and organizational goals.

### Criterion 04 · Effort and risk

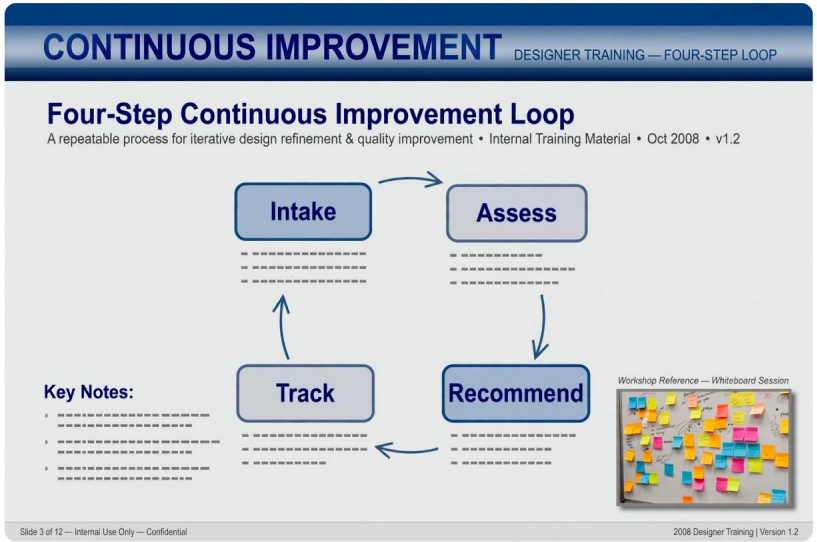
- How difficult the change would be to design, build, test, and support.

The ranking criteria from the framework: every issue the loop surfaced was weighed on the same dimensions before it earned a place in the queue.

# What shipped: a measurement program, and the training to run it




The measurement program's reporting view: scores, open issues, and severity by property, with the trend leadership asked for, in one comparable picture. Visual recreated from the documented design.




Training material from the program that taught Intel's web designers: the four-step loop, intake, assess, recommend, track. The loop only scales when the people running it share the training. Visual recreated from the documented design.

Interface visuals are approximations of the period UI, recreated for this presentation. They are not original screenshots.

SLIDE 10 · OUTCOMES

# Measured in engagement, visibility, and staying power

| MEASURE | BEFORE | AFTER 24 MONTHS |
| --- | --- | --- |
| **Customer engagement** | Not tracked as a design outcome | **+20%** |
| **UX measurement** | Fragmented tools, inconsistent across teams | **Unified** |
| **Improvement decisions** | Driven by preference and request volume | **Evidence-based** |
| **The improvement process** | Isolated fixes, project by project | **Part of the culture** |

Framing: the engagement figure is the improvement recorded for data-driven design at Intel across the initiative's 24 months of continuous, evidence-driven improvement cycles. The program was cross-functional work, run with product, engineering, and business stakeholders; the contribution claimed here is the design leadership, the measurement model, and the training that spread it, and sole causation is not claimed. The business value: UX progress became visible and comparable over time, and the process outlived the project.

SLIDE 11 · WHAT I LEARNED

# Evidence is a leadership tool, not just a research output

Lesson 01

### Evidence created alignment

Research and usability findings made product discussions less subjective and more actionable. Teams argue less, and decide faster, when the evidence is shared.

Lesson 02

### Structure improved velocity

A clear operating model reduced ambiguity and helped teams understand what needed to happen next, without waiting on the loudest voice in the room.

Lesson 03

### Reusable practices scaled better

Templates, criteria, and documentation made the approach easier to repeat across other initiatives. That is how a project becomes a culture.

The value was creating clarity in a complex organization, then turning that clarity into measurable product improvement.

SLIDE 12 · THANK YOU

# Thank you for reviewing this case study.

The summary page holds the outcomes, the approach, and the full document.