



Don't just ship features, shape the journey.

UXDX NYC 2026
Andra Bond & Olivia Lucas

We need to:
remove friction

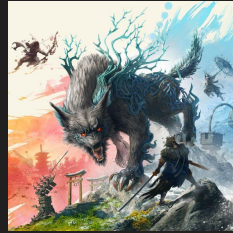
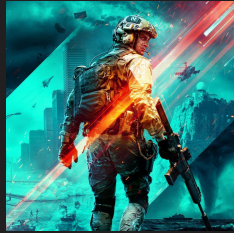
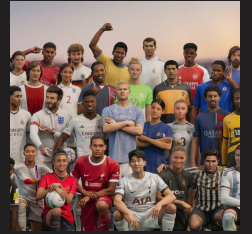




**SHIPPING
FEATURES**



**SHAPING
JOURNEYS**





THE WAY WE WORK



Fan Need Identification

Grounding in real fan signals and needs



Design sprints

Uncovering a shared north star and value drivers



Evolution Mapping

Carrying fan and business value through delivery



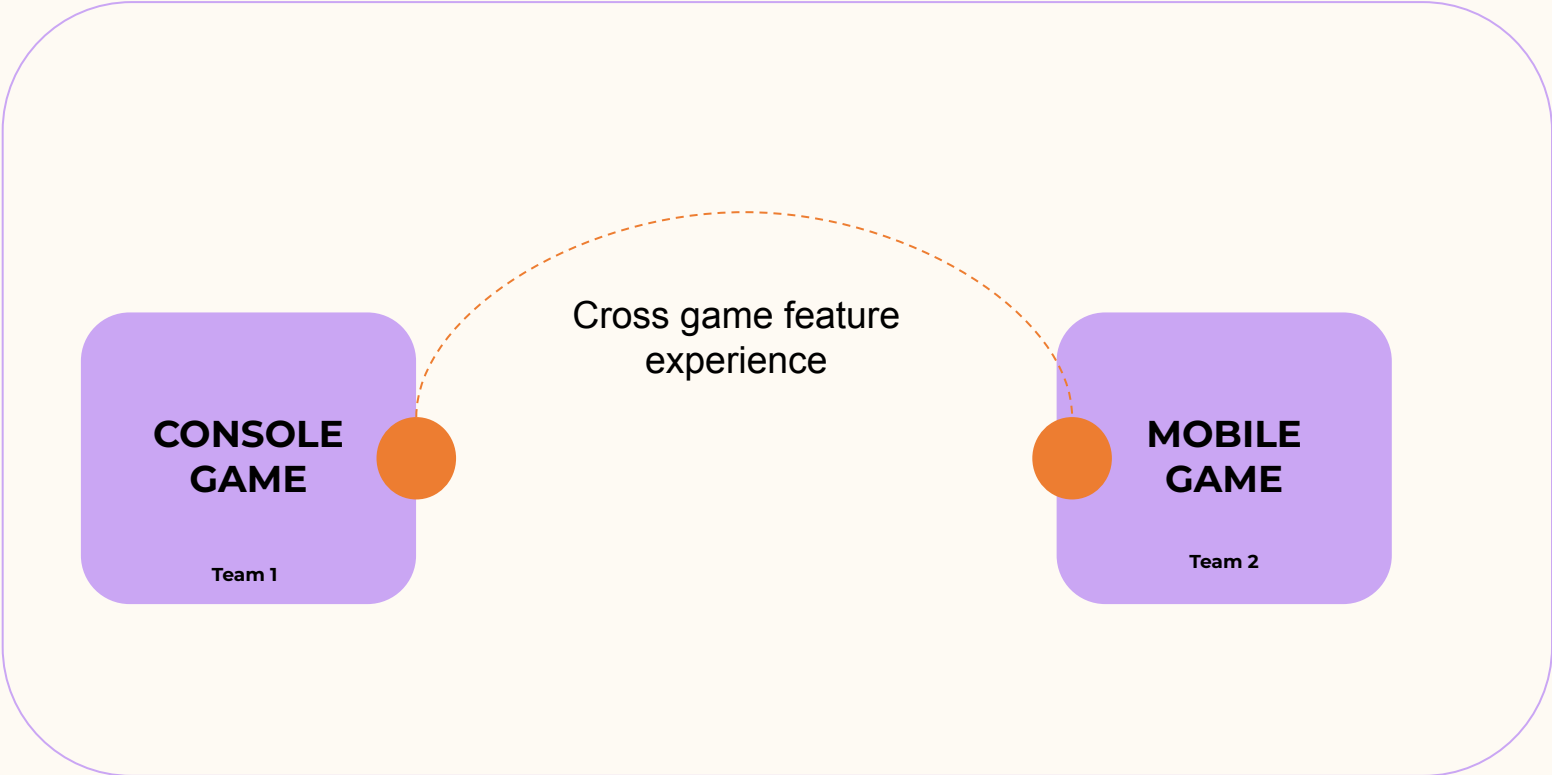
Measure

Measuring performance and experience

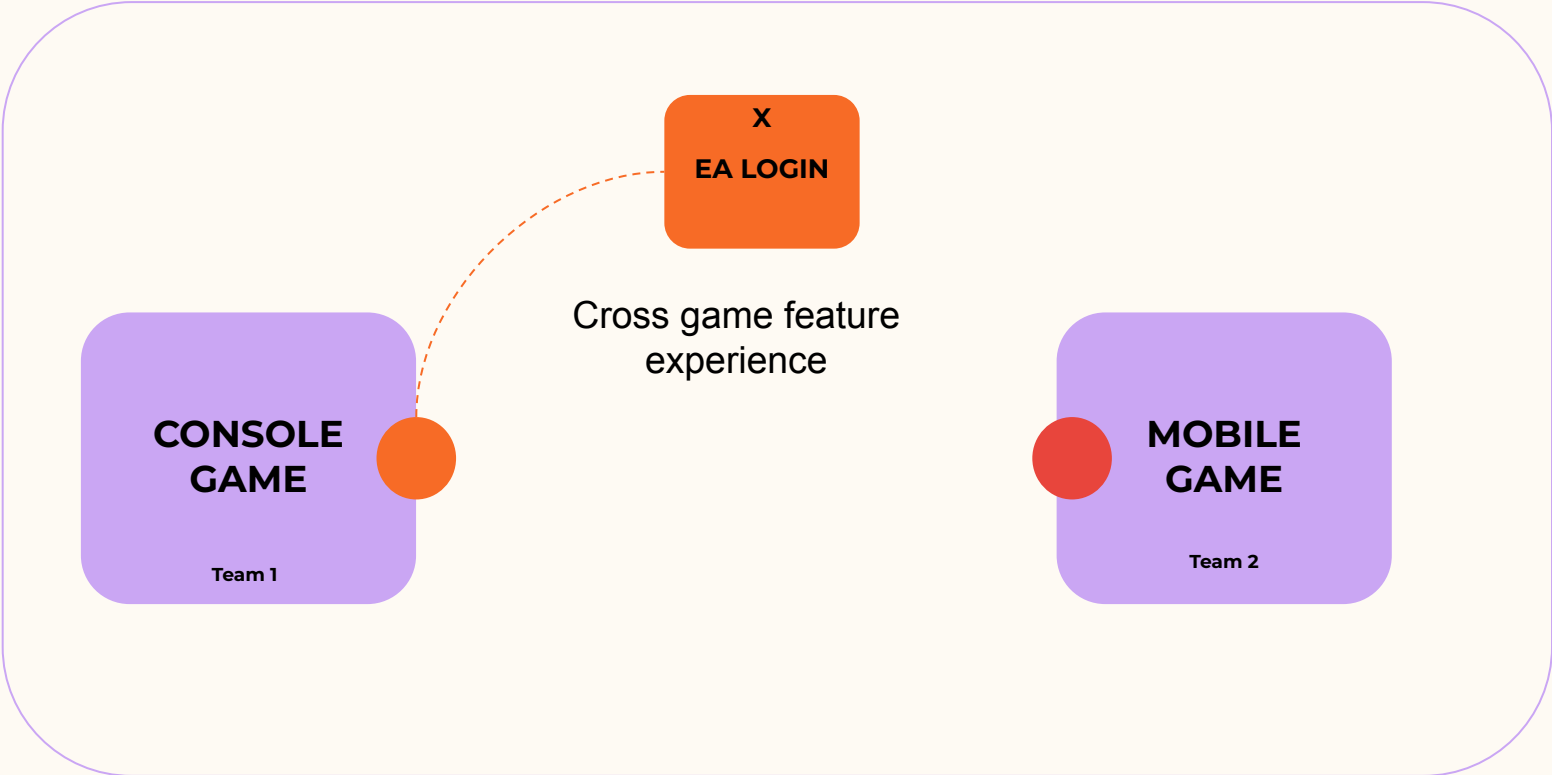




EXPERIENCE TOUCHPOINTS

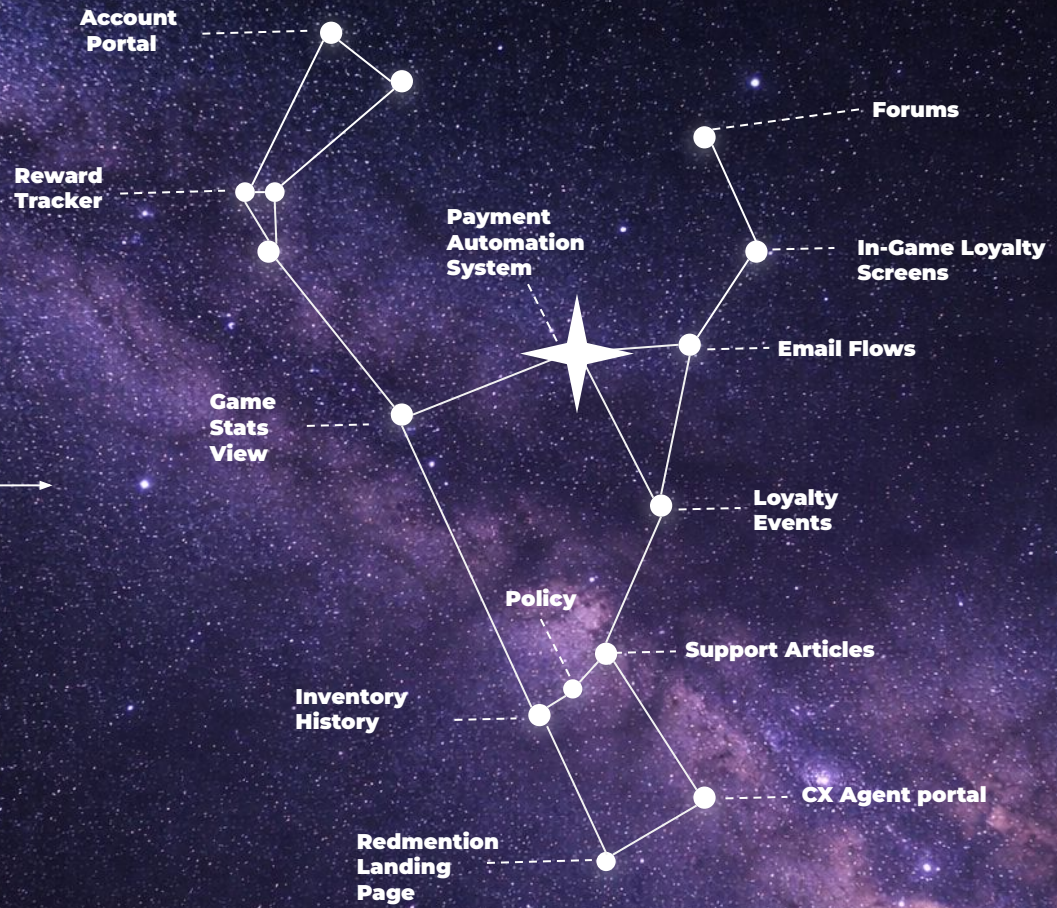


EXPERIENCE TOUCHPOINTS





Loyalty Experience



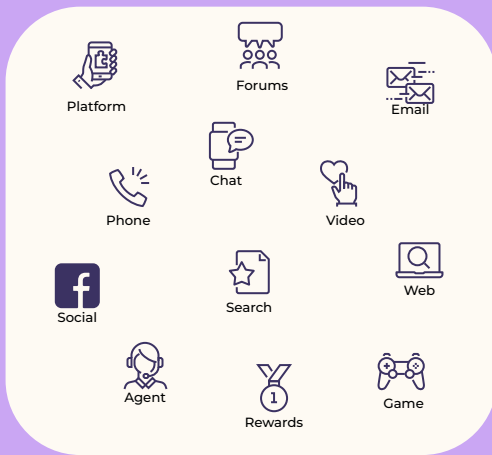
EXPERIENCE ATLAS

Fan Experience Defined

A taxonomy that creates a **shared language & definition** of an experience.

- I need to login
- I need to learn to play
- I need to find my friends
- I need to win
- I need a refund
- I need to see my rewards

Touchpoints



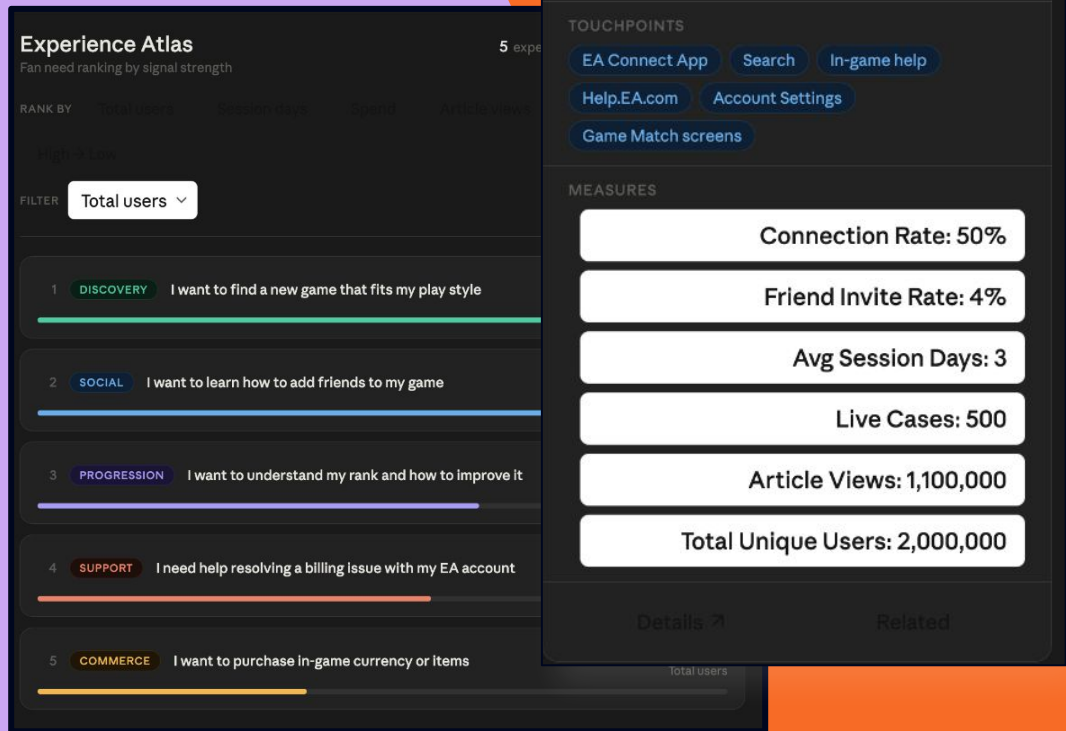
Signals & Measures



Business Outcome

- **Players engage more after being rewarded**
- High completion rates of in game events (battle pass, quests, etc.)
- Positive sentiment around fairness and rewards
- Increased friend invites

Experience Atlas Platform



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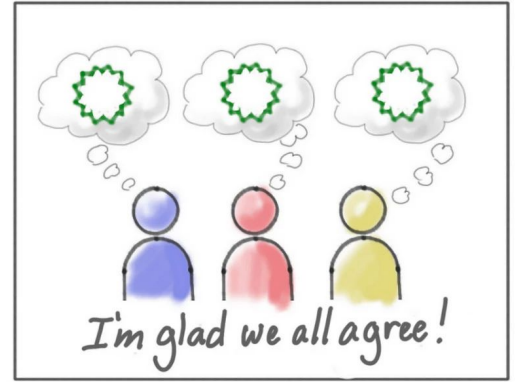
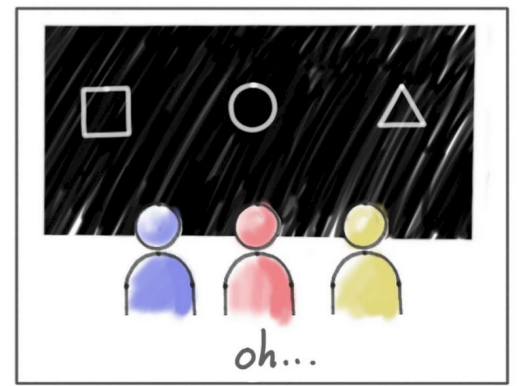
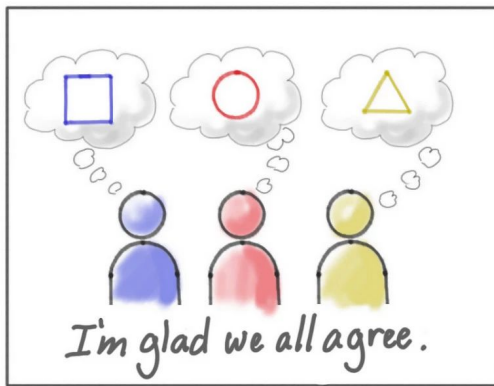
Carrying fan and business value through delivery

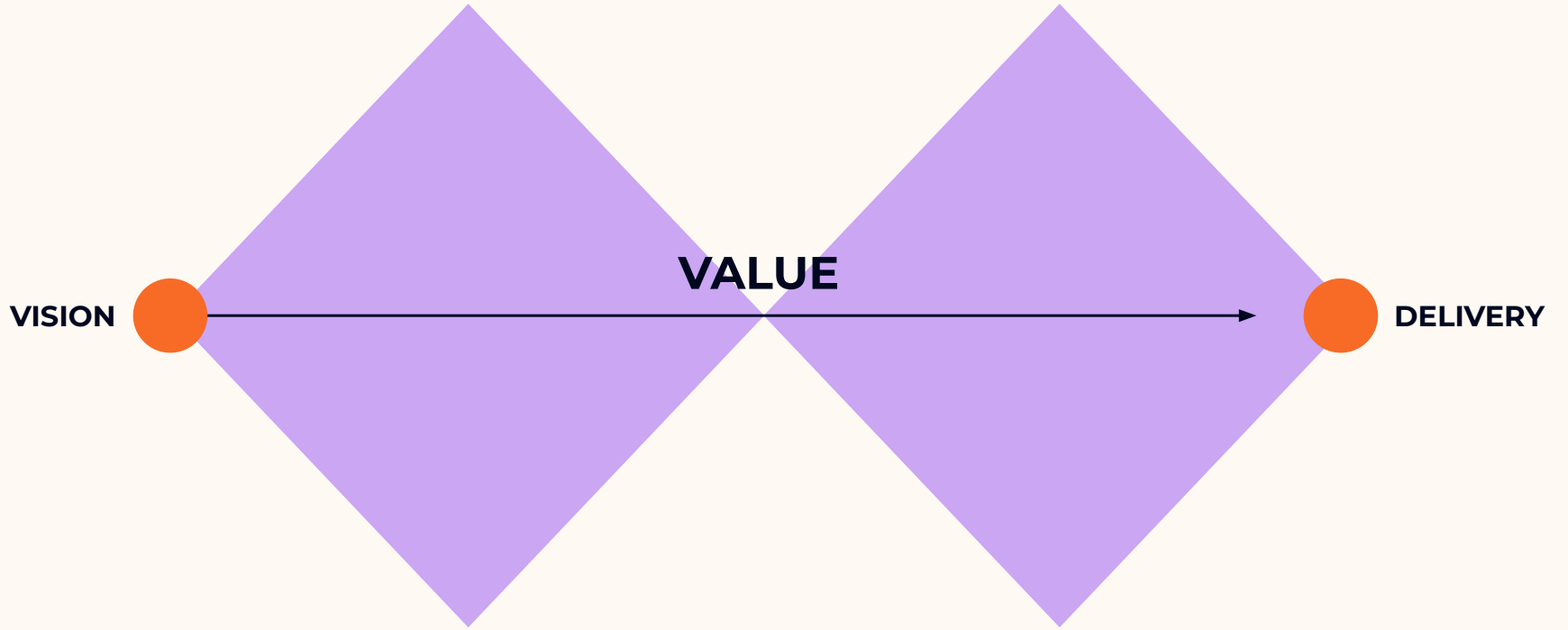


Measure

Measuring performance and experience

User Story Mapping
Jeff Patton





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Measure

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OUR GOAL IS

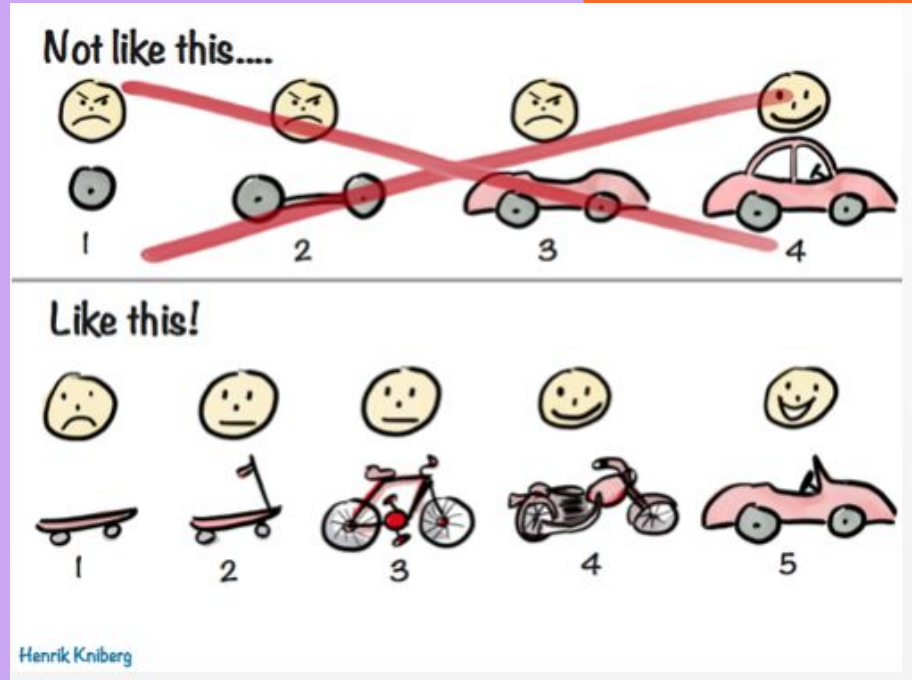
COMPLETE EXPERIENCES

Value at every step, no dead ends, and no endless loops.



Spotify model

Henrik Kniberg



ITERATION PLANNING

Team 1

Deck



Team 2

Hardware



Team 3

Wheels



Team 4

Fulfillment services



Team 5

Payment services



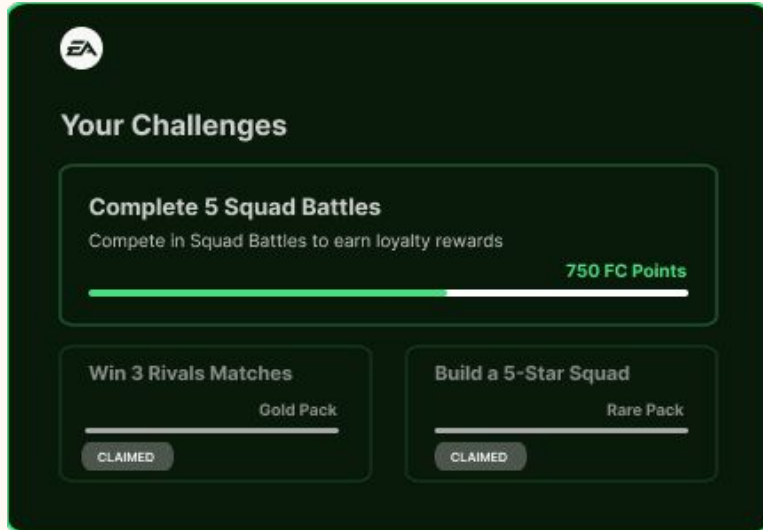


EVOLUTION MAP FORMULA

Iteration +
Fan Need+
Business Outcome +
Teams needed

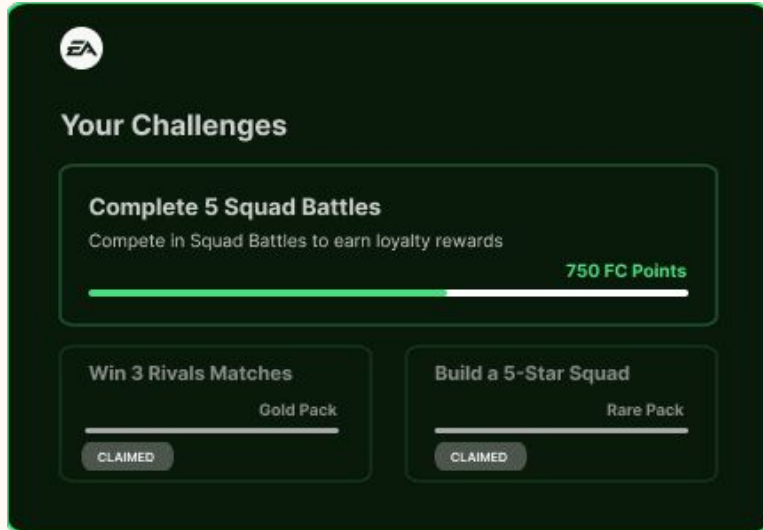
= **complete experience**

CONNECTION TO IN-GAME



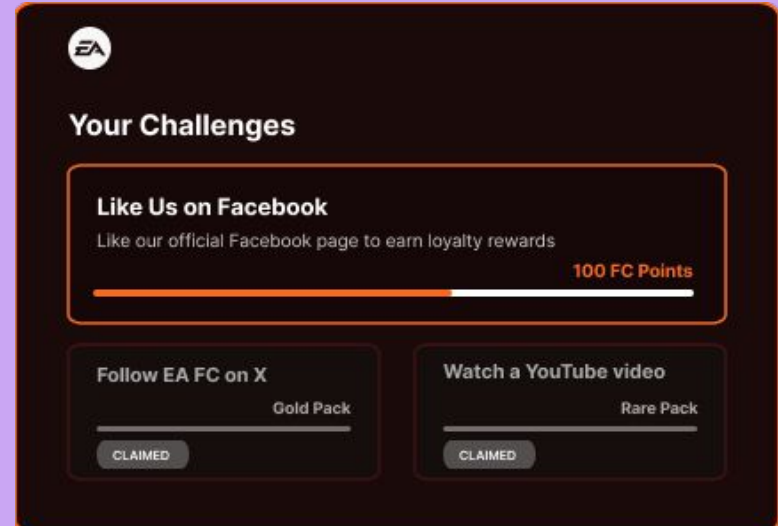
Gameplay progress
linked to loyalty

CONNECTION TO IN-GAME



Gameplay progress
for loyalty rewards

NO CONNECTION TO IN-GAME



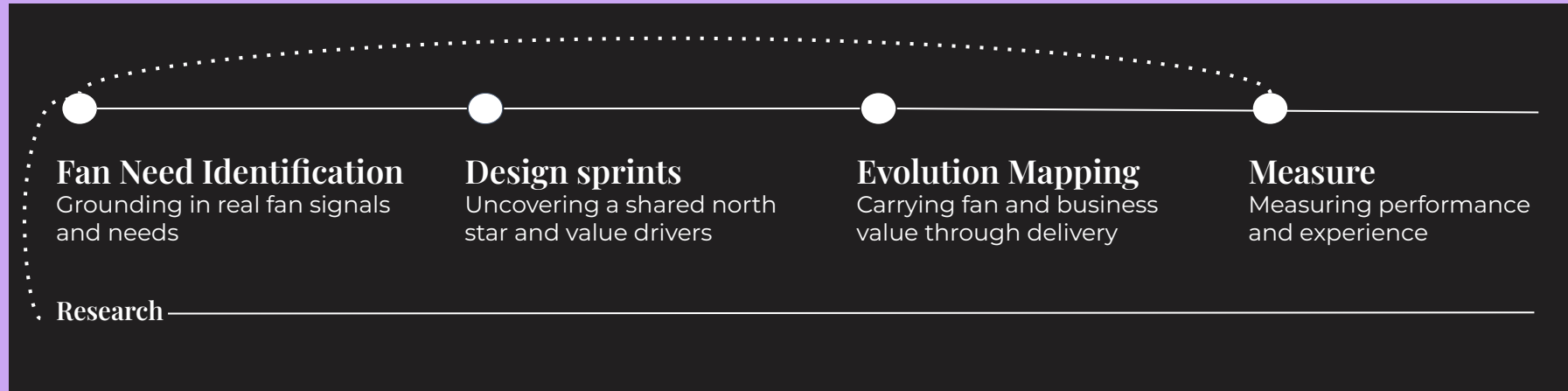
Generic actions for
loyalty rewards

OUR STANDARD BECOMES

Will this bring
value?

- ✓ Fan requirements met
- ✓ Business requirements met

THE WAY WE WORK



The mandate doesn't change
the clarity does





Thank You

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