

UX critical

Low research, high design effort required

Low research and high design effort required as although problem is well understood, quality of UX is critical to success.

High research, high design effort required

High research and design effort required as problem is not well understood and quality of UX is critical to success.

Well known problem

Lots of unknowns

Low research, low design effort required

Low research and design effort required as problem is well understood and quality of UX is not critical to success.

High research, low design effort required

High research and low design effort required as although problem is not well understood, quality of UX is not critical to success.

UX non-critical