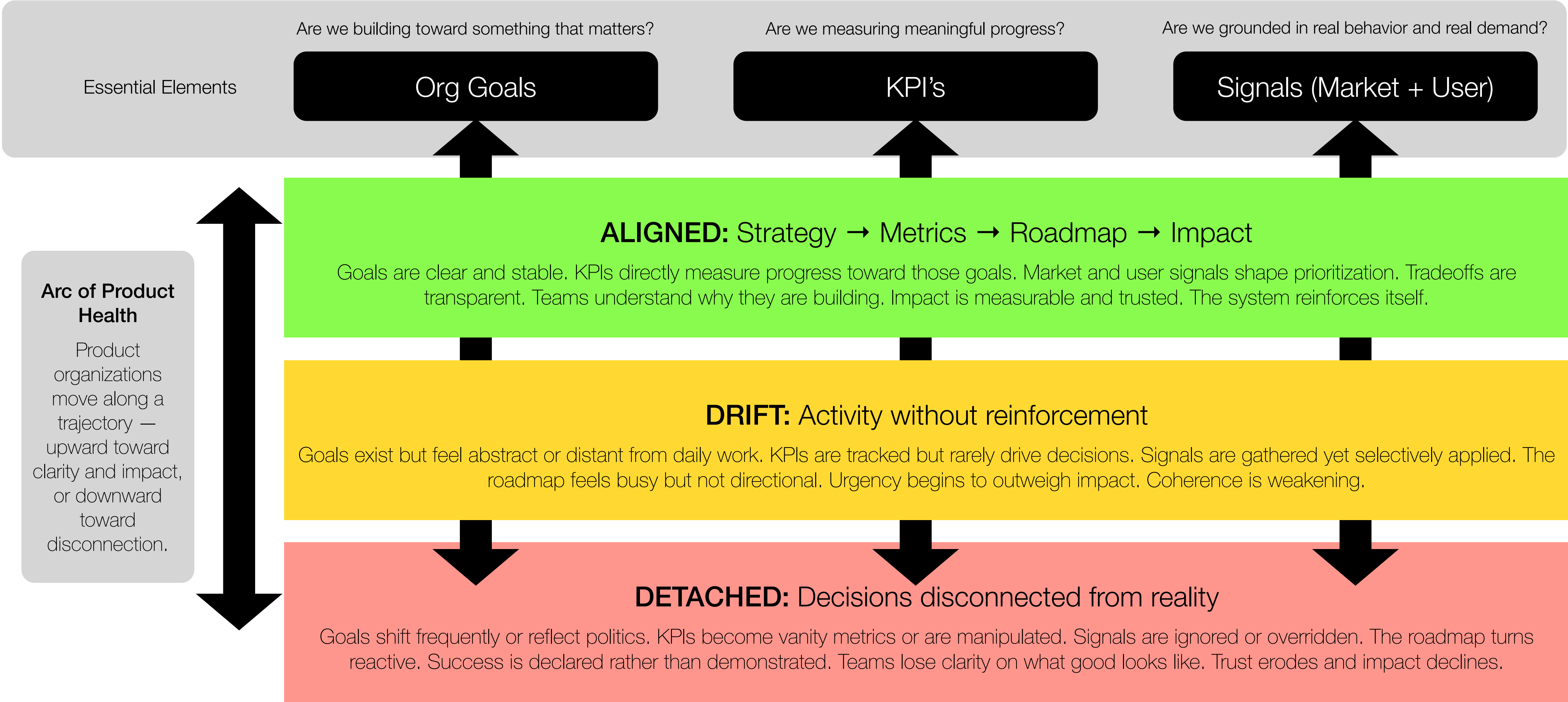
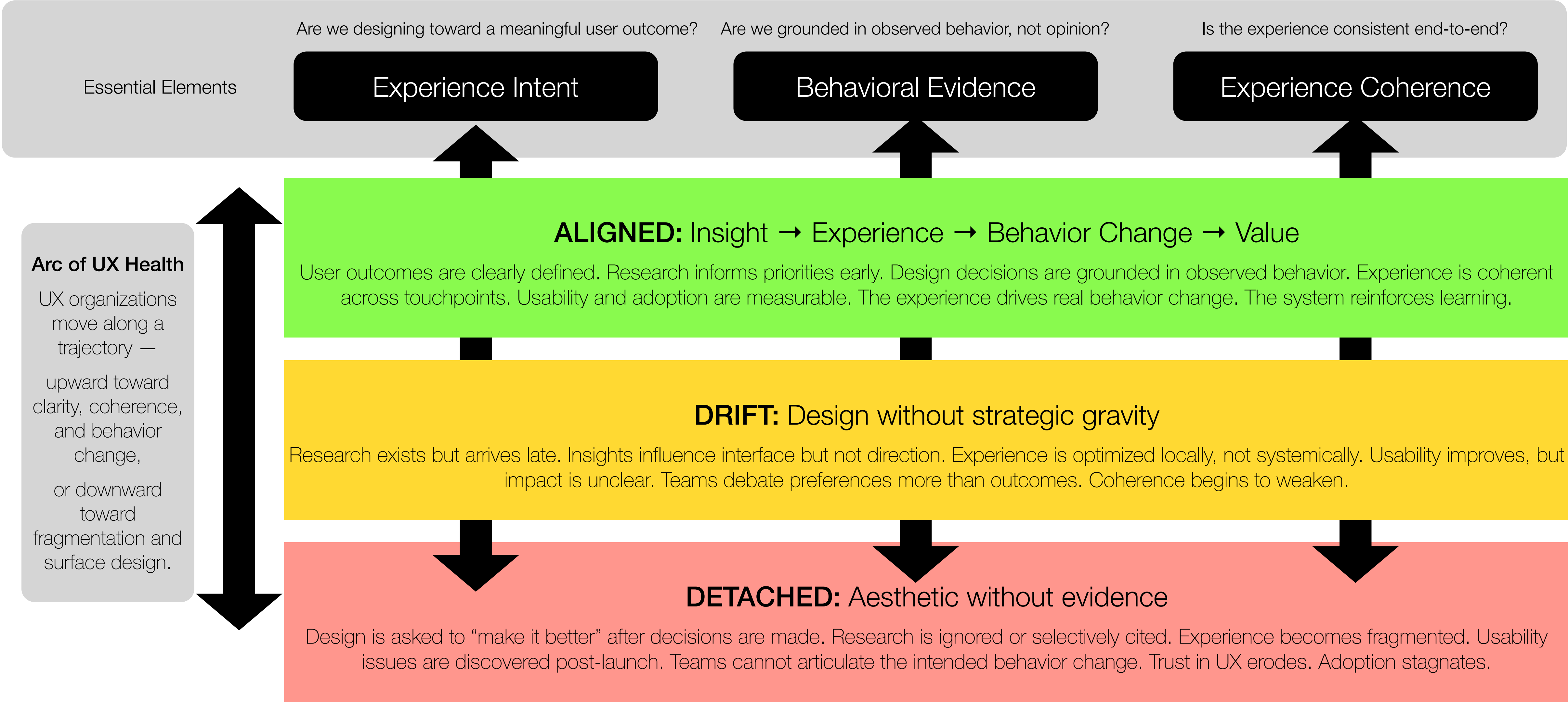


Product Management Health Framework



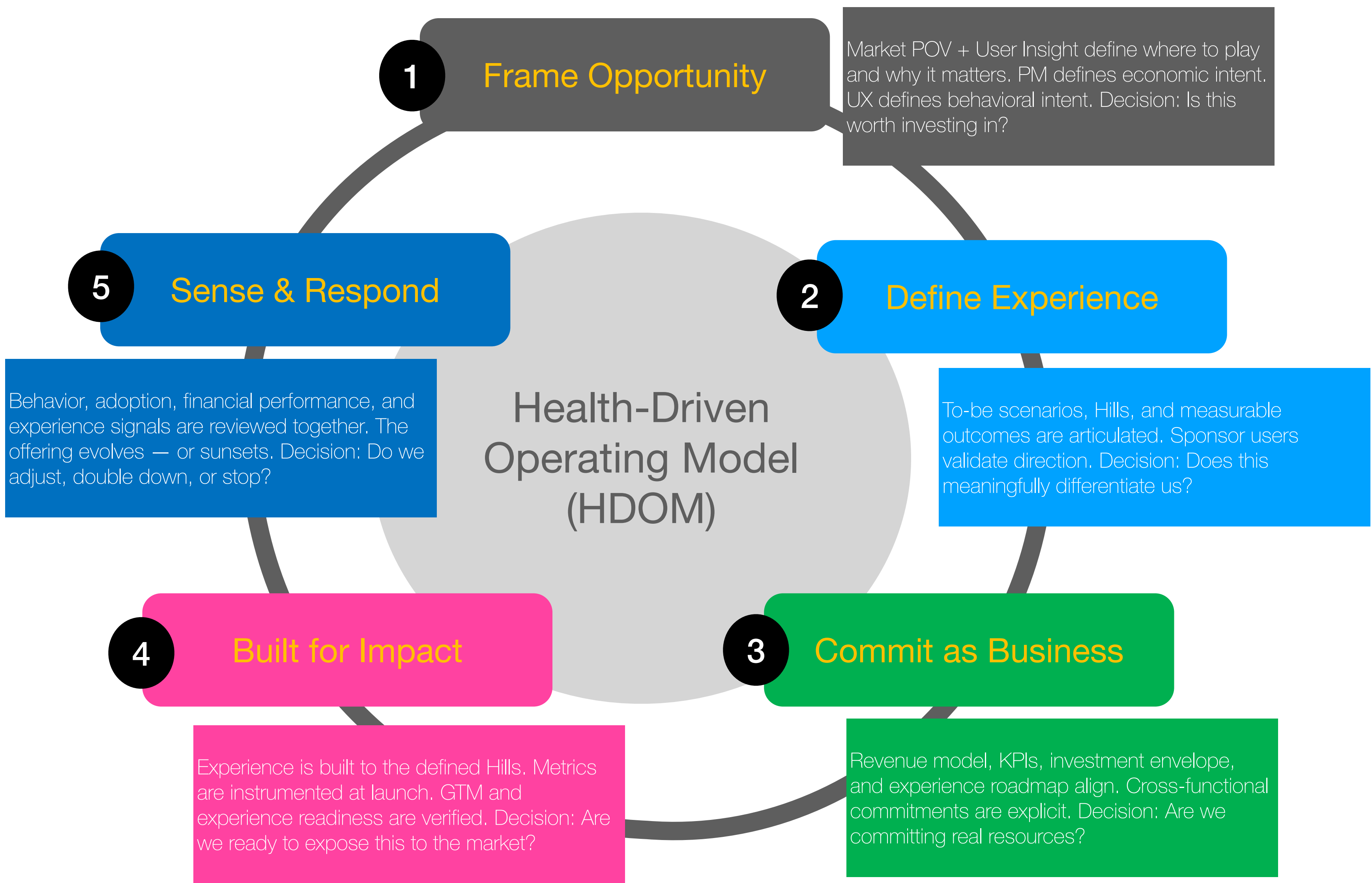
Product only works for the market and users when goals are clear, KPIs measure real outcomes, and market and user signals are trusted.

UX Health Framework



UX only works when user outcomes are clear, behavior is measurable, and insight is trusted.

Health-Driven Operating Model (HDOM)



ALIGNED: Insight → Experience → Behavior → Value

User outcomes are clearly defined. Research shapes direction early. Design decisions are grounded in real behavior. Experience is coherent across touchpoints. Usability and adoption are measurable. The experience drives meaningful behavior change. The system reinforces learning.

DRIFT: Design without gravity

Research exists but arrives late. Insights inform interface but not priorities. Experience improves locally but lacks system coherence. Usability is optimized, yet impact is unclear. Teams debate preferences more than outcomes. Coherence begins to weaken.

DETACHED: Aesthetic without evidence

Design is asked to “make it better” after decisions are made. Research is ignored or selectively cited. Experience becomes fragmented across channels. Usability issues surface post-launch. Teams cannot articulate the intended behavior change. Trust in UX erodes. Adoption declines.