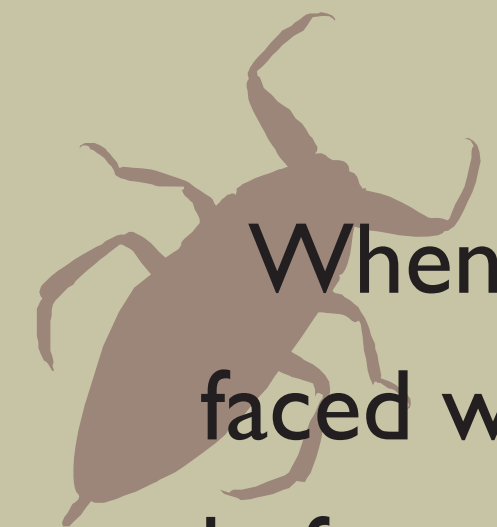
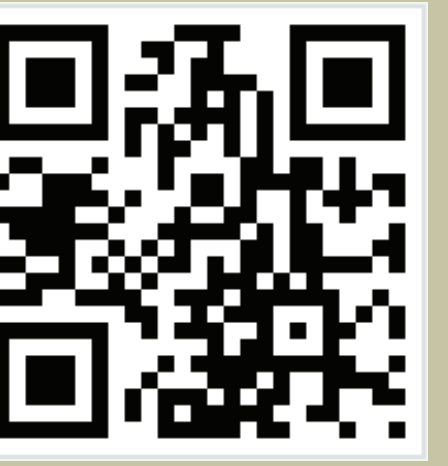


# UX Hierarchy of Needs To Be Fixed

## Guidelines for prioritizing UX defect fixes in web applications

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When a web project approaches its launch deadline, UX designers and product owners are often faced with culling through a list of remaining bugs, and determining which ones must be fixed before launch, and which are acceptable to be fixed later (or never).

Without some sort of standard for comparing the impact of UX problems, the prioritization may be derived largely from the personal preferences of the stakeholders, resulting in the fixing of “pet peeve” defects instead of the ones that most deteriorate the overall product.

A variation on Maslow’s Hierarchy of Needs, the “UX Hierarchy of Needs To Be Fixed” is a graded

set of user impacts caused by UX defects in web products. It is intended to help UX professionals and their clients in the prioritization of defect fixes, and in making “lesser of two evils” design decisions.

The hierarchy suggests that defects nearer the base of the pyramid should be fixed before ones higher up, because their impact on a theoretical user is more severe.

### Other Factors

This hierarchy provides only one perspective for ranking defects. In real-life defect prioritization, other factors must be considered as well. These include business criticality of the affected features, how many users will be affected, the business importance of the affected user segments, and the effort required for a fix. Any of these factors could multiply the overall impact of a defect on product success.

