The approach of User Experience (UX) can help to create a unique selling proposition in mature markets like the automobile industry by meeting motives of users and evoking positive emotions. Yet, the User Experience goal is not continuously implemented in existing product development processes. In this paper we discuss the question: How can a continuous focus on the user’s experience with a new product and the demands of a heterogeneous and mostly technical development process be brought together. We suggest six continuous, consistent, evolutionary UX milestones for the development of successful experience products. These milestones embody the intended UX, accompany the developers and evolve from a rough UX orientation, to more and more detailed user stories, to physical prototypes, the final product and its UX evaluation. By defining six UX milestones as compulsory checkpoints we facilitate the anchorage of UX aspects in established development processes.
Management of DUXU processes, Product development processes, Emotional design, Storytelling, UX methods and tools

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