# Stages of **UX Maturity**

Our UX-maturity model has 6 stages that cover processes, design, research, leadership support, and longevity of UX.

Uneven

Haphazard

Aspirational

An organization

stage approaches

in the limited

**UX** erratically.

are made.

**Small UX efforts** 

**Structured** 

Partly systematic

Variably effective

The organization

recognizes the

value of UX and

has established

a full UX team or

multiple teams.

# **User-driven**

# Integrated

- Comprehensive
- Pervasive
- Universal

Almost all teams within the company usually perform **UX-related activities** in an efficient,

effective manner.

Habitual

Beloved

At this stage, everyone is fully enlightened about user-centered design.

Reproducible

#### **Obstacles** to overcome

Focus on keeping momentum of the UX effort, championing UX values, and educatina new team members

# Limited

# **Absent**

- Ignored
- Nonexistent
- Undiscovered

A company at this stage is either oblivious to UX or believes it does not need it.

**Obstacles** 

Build UX

to overcome

awareness to

of education

overcome lack

## **Obstacles** to overcome

Focus on getting people to listen so UX can gain traction

# **Emergent**

- Functional and promising
- Inconsistent
- Inefficient

**Organizations** exhibit UX work in more teams, engage in some **UX-related** planning, and may have UX budgets.

### **Obstacles** to overcome

Focus on building a culture of support for UX at all levels

# **Obstacles**

to overcome

Seek stakeholders who can act as UX champions

### **Obstacles** to overcome

Focus on establishing user-centered outcome metrics at the highest levels of the organization

# **Factors in UX Maturity**

None of these factors stand alone; rather, they reinforce and enable each other.



#### **Strategy**

UX leadership, planning, and resource prioritization



#### **Process**

The systematic use of UX research and design methods



#### Culture

UX knowledge and cultivating UX careers and practitioners' growth



#### **Outcome**

Intentionally defining and measuring the results produced by UX work