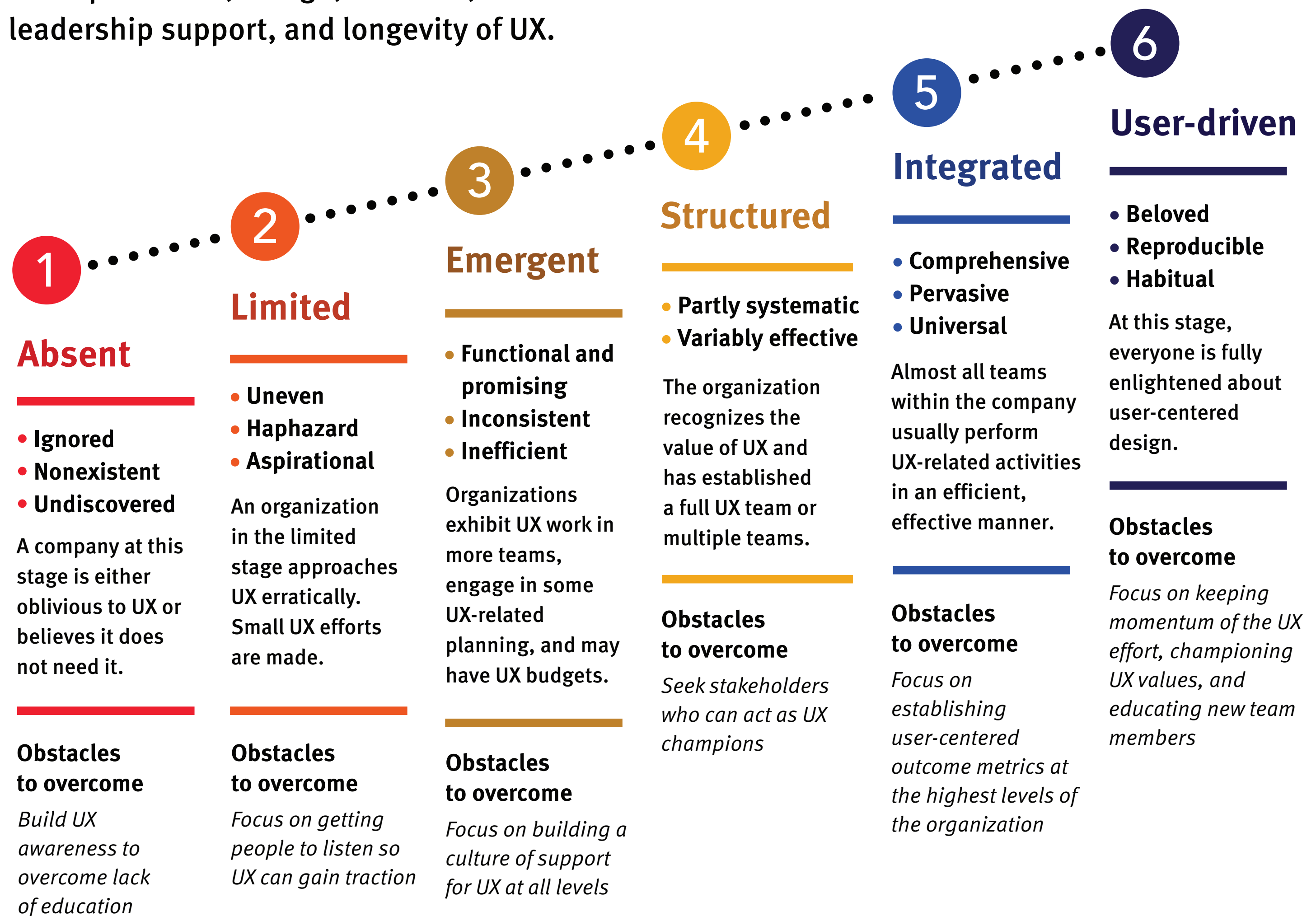


Stages of UX Maturity

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



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