# Stages of UX Maturity

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

...2

#### Limited

#### Absent

- Ignored
- Nonexistent
- Undiscovered

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

# Obstacles to overcome

Build UX awareness to overcome lack of education

- Uneven
- Haphazard
- Aspirational

An organization in the limited stage approaches UX erratically. Small UX efforts are made.

## 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

### Structured

- Partly systematic
- Variably effective

The organization recognizes the value of UX and has established a full UX team or multiple teams.

# Obstacles to overcome

Seek stakeholders who can act as UX champions

# 5

#### Integrated

- Comprehensive
- Pervasive
- Universal

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

# Obstacles to overcome

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

#### **User-driven**

- Beloved
- Reproducible
- Habitual

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

# Obstacles to overcome

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

# 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