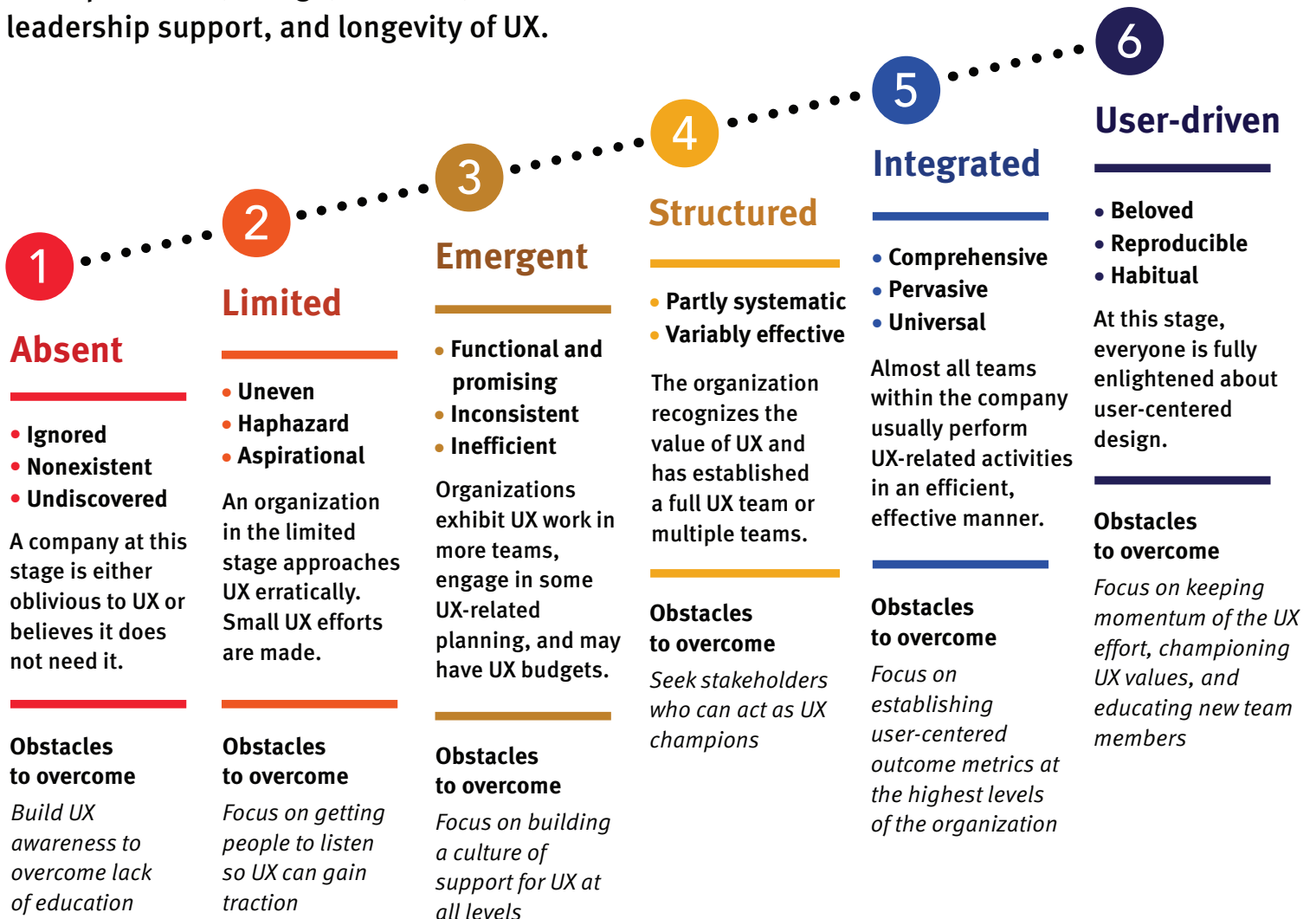


# Stages of UX Maturity

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*