

# Stages of UX Maturity

## Stage 2: Limited

### Uneven or haphazard; aspirational

An organization in the limited stage approaches UX erratically. Small UX efforts are made, usually for one of three reasons:

1. Legal necessity
2. A UX-aware individual (maybe leader) who takes initiative
3. An experimental team that attempts UX methods



#### Strategy

User needs and behaviors are not core to the vision. When prioritizing work, stakeholder or client requests dictate what gets done. UX work is not routinely or appropriately funded.



#### Process

Organizations still have a lot to learn about using UX methods correctly. People trying to perform UX activities often lack experience.



#### Culture

Typically, organizations do have some vague awareness of what UX is. However, the organization lacks understanding of its full benefits.



#### Outcomes

While organizations might get some UX work done, it often isn't high-quality. Politics may get in the way of achieving successful results.

## How to Level-Up to Stage 3

Gain UX traction by getting people to listen.

- Showcase small UX wins
- Compile positive case studies
- Cultivate relationships with UX champions

