

Stages of UX Maturity

Stage 5: Integrated

Pervasive, universal, and comprehensive

When organizations reach the stage of integrated UX, their UX work has become comprehensive, pervasive, and universal. Almost all teams within the organization perform UX-related activities in an efficient, effective manner. There is often innovation in UX methods and processes and even contributions to the field of UX.



Strategy

Organizations include UX in most of their objectives and priorities. Some projects include UX-related metrics. There is adequate budget for UX people and projects.



Process

The UX process at stage 5 is thorough and refined. A variety of design and research methods are used appropriately, discoveries are done early, and iterative design is done on most or all projects.



Culture

At stage 5 there's organization-wide understanding of UX. Everyone appreciates, respects, and supports UX. Design and research has a strong presence on all projects. There are plans in place for all teams to continue improving UX.



Outcomes

The designs created at Stage 5 organizations are of high quality and there are metrics in place to successfully measure UX effectiveness.

How to Level-Up to Stage 6

All make UX part of your plans and everyday work.

- **Leaders:** Believe in UX, make it your vision, and initiate its growth and support.
- **UX professionals:** Constantly educate yourself and others about how to improve UX.

