Stages of UX Maturity

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

1. Absent
   - Ignored
   - Nonexistent
   - Undiscovered
   A company at this stage is either oblivious to UX or believes it does not need it.

2. Limited
   - Uneven
   - Haphazard
   - Aspirational
   An organization in the limited stage approaches UX erratically. Small UX efforts are made.

3. Emergent
   - Functional and promising
   - Inconsistent
   - Inefficient
   Organizations exhibit UX work in more teams, engage in some UX-related planning, and may have UX budgets.

4. Structured
   - Partly systematic
   - Variably effective
   The organization recognizes the value of UX and has established a full UX team or multiple teams.

5. Integrated
   - Comprehensive
   - Reproducible
   - Universal
   Almost all teams within the company usually perform UX-related activities in an efficient, effective manner.

6. User-driven
   - Beloved
   - Habitual
   At this stage, everyone is fully enlightened about user-centered design.

Obstacles to overcome

1. Absent
   - Build UX awareness to overcome lack of education

2. Limited
   - Focus on getting people to listen so UX can gain traction

3. Emergent
   - Seek stakeholders who can act as UX champions

4. Structured
   - Focus on building a culture of support for UX at all levels

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

https://www.nngroup.com/articles/ux-maturity-model/