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.

   Obstacles to overcome
   - Build UX awareness to overcome lack of education

2. Limited
   - 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

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.

   Obstacles to overcome
   - Seek stakeholders who can act as UX champions

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

5. Integrated
   - Comprehensive
   - 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

6. User-driven
   - Beloved
   - Reproducible
   - Habitual

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/