Ignored or nonexistent; believes UX doesn’t apply

In stage 1 organizations, user experience (UX) is completely absent. A company at this stage is either oblivious to user-centered thinking or believes it does not need it. UX work is not planned, let alone incorporated into the organization’s vision. The few people at the organization who think about users are ignored or dismissed.

How to Level Up to Stage 2

Educate others about:
• What UX is
• Its benefits to the organization
• How to begin doing UX work

https://www.nngroup.com/articles/ux-maturity-stage-1/