Stages of UX Maturity

Stage 1: Absent

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.

Strategy
Organizations do not include UX in their mission, objectives, or priorities. Schedules and development processes make no mention of UX. There is no budget for UX.

Process
The UX process at stage 1 isn’t even a thought, even at the end of the development cycle. There are no design or research methods used.

Culture
Stage 1 organizations are oblivious to UX. A UX mindset doesn’t exist at all, or there is a problematic, toxic misunderstanding of UX and its value.

Outcomes
There is no UX occurring and, thus, no UX outcomes. UX is not practiced, and design output is poor. If success metrics exist, they have nothing to do with user-centered thinking or UX.

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/