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.

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.