

Stages of UX Maturity

Stage 6: User-driven

Beloved, reproducible, and habitual

In stage-6 organizations, everyone is fully enlightened about the value of user-centered design. User research and user-centered design are the driving force behind everything these organizations do, from the highest level of organizational strategy down to the tiniest design element within a design system. Development operations embrace user-driven iterative design. Both individuals and teams plan for change and innovation, and user research drives new investments by delivering upon unmet needs in the market.



Strategy

Organizations' strategic vision and prioritization of work revolves around user needs. Budget is always adequate for current projects. User research is nonnegotiable and dedicated resources exist for design, research, and development operations.



Process

The UX process is fully operationalized, acting as a principal component of the project-planning and development process.



Culture

UX is understood and championed by the highest levels of organization leadership, existing as an equal partner to more-traditional domains such as marketing, product, or engineering.



Outcomes

Most or all designs produced are of high quality, resulting in industry-leading design solutions, while applied research and design practices become standards adopted by the greater design community.

How to Maintain Stage 6

Focus on nurturing an user-focused culture.

- Hold leaders accountable for how their teams demonstrate these shared values
- Celebrate successes and individual employees who deliver on UX values

