Stages *of* UX Maturity
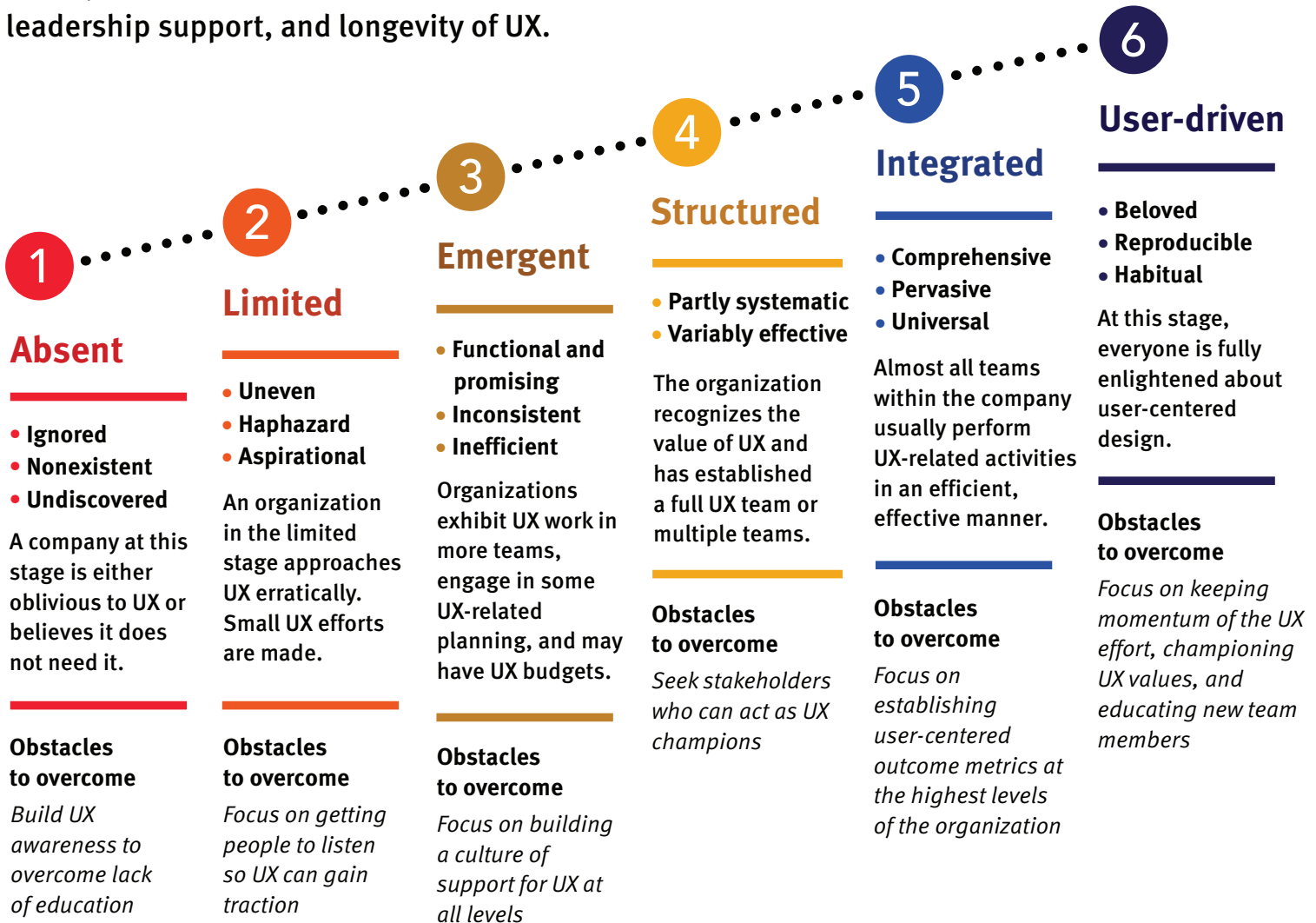
Our UX-maturity model has 6 stages that cover processes, design, research, leadership support, and longevity of UX.

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

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

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

Seek stakeholders who can act as UX champions

5 Integrated

- Comprehensive
- Pervasive
- Universal

Almost all teams within the company usually perform UX-related activities in an efficient, effective manner.

Obstacles to overcome

Focus on establishing user-centered outcome metrics at the highest levels of the organization

6 User-driven

- Beloved
- 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

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