UX MATURITY LEVELS
AND YOU

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What is a UX Maturity Level?
A UX maturity level describes various levels of organizational evolution and operation as it pertains to UX.
Why are UX maturity levels an important business factor?
The more mature an organization is, the more they will outperform the competition.

UX maturity levels provide a means of examination and helps provides a way to measure status, progress, and goals.
UX MATURITY LEVELS
A REVIEW
Jakob Nielsen

Nielsen’s Usability Maturity Model

User-Driven Corporation
Integrated User-Centered Design
Systematic Usability Process
Managed Usability
Dedicated Usability Budget
Skunkworks Usability
Developer-Centered Usability
Hostility Towards Usability
1. **Hostility towards usability**
   Nobody wants to hear about users

2. **Developer-centered user experience**
   Teams reliant upon intuition

3. **Skunkworks**
   Stakeholders don’t rely upon or value the design team’s expert opinion

Teams don’t truly start making UX progress until they graduate from Skunkworks — establishing budgets, integrating UCD into processes, and truly championing for users.
## Jakob Nielsen’s UX Maturity Timeline

<table>
<thead>
<tr>
<th>UX Maturity Stage</th>
<th>Featuring</th>
<th>Time to next stage</th>
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</thead>
<tbody>
<tr>
<td>1: Hostility</td>
<td>Developers simply don’t want to hear about users or their needs</td>
<td>Up to decades</td>
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<tr>
<td>2: Developer-Centered</td>
<td>Design team relies on its own intuition</td>
<td>2-3 years</td>
</tr>
<tr>
<td>3: Skunkworks</td>
<td>Guerilla user research or external usability experts</td>
<td>2-3 years</td>
</tr>
<tr>
<td>4: Dedicated Budget</td>
<td>Usability is planned for</td>
<td>2-3 years</td>
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<tr>
<td>5: Managed</td>
<td>Someone to think about usability across the organization</td>
<td>6-7 years</td>
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<tr>
<td>6: Systematic Process</td>
<td>Tracking user experience quality</td>
<td>6-7 years</td>
</tr>
<tr>
<td>7: Integrated User-Centered Design</td>
<td>Employing usability data to determine what company should build</td>
<td>~ 20 years</td>
</tr>
<tr>
<td>8: User-Driven Corporation</td>
<td>Usability affects corporate strategy and activities beyond interface design</td>
<td>~40 years to get from start</td>
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Levels

6

User-centered - 3 years ahead
Corporate strategy is driven by UX and has turned into a belief system.

5

Embedded - the present
Experience has broken through to the non-digital realm and a true omnichannel strategy is applied.

4

Committed - 4 years behind
UX strategy is applied across the organization for digital experiences.

3

Invested - 7 years behind
UX is important to build a better product.

2

Interested - 15 years behind
Selected few within the organization are interested in what design can do.

1

Oblivious - Light years behind
The organization is hostile towards users.
1. **Level 1: Oblivious**  
   Hostile towards users

2. **Level 2: Interested**  
   Minimal interest among stakeholders

3. **Level 3: Invested**  
   Genuine interested in building a better product through UX

4. **Level 4: Committed**  
   UX strategy has the attention of the organization

5. **Level 5: Embedded**  
   UX processes have a presence in the organization’s efforts

6. **Level 6: User-centered**  
   Business strategy is driven by UX
1. **Level 1: Producers**
   Deliverable- and usability-focused only

2. **Level 2: Connectors**
   More collaborative efforts, getting everyone involved — very concerned about customer satisfaction

3. **Level 3: Architects**
   More agile and lean, structured and prioritized in the organized with monetized operation

4. **Level 4: Scientists**
   Lots of testing, learning, and conversion-oriented activities

5. **Level 5: Visionaries**
   Very strategic, operating with a great deal of foresight and cross-platform engagement
UX MATURITY MODEL

1. UNRECOGNIZED
   - UX is "not important"

2. INTERESTED
   - UX is important but receives little funding

3. INVESTED
   - UX is very important and formalised programs emerge

4. COMMITED
   - UX is critical and executives are actively involved

5. ENGAGED
   - UX is one of the core tenets of the organisation's strategy

6. EMBEDDED
   - UX is in the fabric of the organisation; not discussed separately
1. **Level 1: Unrecognized**
   Zero acknowledgement of UX

2. **Level 2: Interested**
   UX is on stakeholders’ radar, but there is no genuine representation

3. **Level 3: Invested**
   Formal processes begin to emerge throughout the organization

4. **Level 4: Committed**
   Stakeholders have begun acknowledging UX and making way for it

5. **Level 5: Engaged**
   UX now has a viable presence, but is still evolving

6. **Level 6: Embedded**
   All processes and design efforts are inclusive of UX
Apathy
No genuine interest in, true understanding of, or value placed upon UX with a constant reluctance to engage with UX professionals

Exploration
Giving thoughtful consideration to UX principles and practices, open to engagement, but not yet committed

Adoption
UX is now garnering attention and regard, becoming valued and sought after

Saturation
UX has recognizable traction within the organization and is included in an increasing number of projects

Assimilation
UX engagement is now a standard throughout the organization, tied directly to profitability
There's no end to UX maturity models
WIIFM?!?!?!
• Identifies team potential
• Helps understand team dynamics
• Provides management cues
• Gauges team status
• Gauges maturity levels of candidates
• Identifies maturity levels of team members and develop growth plans
• Fosters understanding of your own maturity level and planning for personal growth
Optimizes Job Search

- Identifies suitable job openings
- Ascribes value to the position
- Disqualifies paradoxical opportunities
- Marks potential intrinsic value in an organization
thank you.

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