Building UX Capacity

LITA Forum 2017

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1. UX Maturity
2. Case Studies
3. Key Takeaways
Our goal for today

To better understand how we can grow UX in our organizations
1. UX Maturity
2. Case Studies
3. Key Takeaways
“As their UX approach matures, organizations typically progress through the same sequence of stages, from initial hostility to widespread reliance on user research.”

— Jakob Nielsen
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https://nngroup.com/articles/ux-maturity-stages-1-
Stage 1: Hostility Toward Usability

Stage 2
Stage 3
Stage 4
Stage 5
Stage 6
Stage 7
Stage 8
Stage 1: Hostility Toward Usability

Stage 2: Developer-Centered User Experience
Stage 1: Hostility Toward Usability
Stage 2: Developer-Centered User Experience
Stage 3: Skunkworks User Experience
Stage 4
Stage 5
Stage 6
Stage 7
Stage 8
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Stage 3: Skunkworks User Experience
Stage 4: Dedicated UX Budget
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| Stage 8: | User-Driven Organization |
Building UX Capacity requires time and persistence
1. UX Maturity
2. Case Studies
3. Key Takeaways
Hostility Toward Usability

Stage 1

“Developers simply don't want to hear about users or their needs; their only goal is to build features and make them work on the computer. In this mindset, humans are irrelevant —they're told to use the system, regardless of whether doing so is easy or pleasant.”
“Sooner or later, most companies realize the value of making designs easier for humans to use. At this point, the most obvious (but erroneous) approach is for the design team to rely on its own intuition about what constitutes good usability.”
“Despite all the barriers, at this stage, a few groups within the company will initiate small UX efforts. Perhaps someone will recruit a handful of users for a simple test.”
Dedicated UX Budget

Stage 4

“The big difference between stages 3 and 4 is a dedicated budget for UX. However small, the budget is set aside in advance, meaning that UX activities are planned for in the same way as other quality processes.”
“At stage 5, there's an official UX group, led by a UX manager who has the charter to ‘own’ UX and usability. Typically, the group starts with only a few members, but tends to grow and acquire dedicated usability lab space as the company increases its user testing.”
The company likely has a process in place for tracking user experience quality throughout design projects and across releases. Upper management monitors these quality indicators just like they do other business indicators, and projects with sick designs are cured before they reach customers.”
Integrated User-Centered Design

Stage 7

“At stage 7, the company begins to employ usability data to determine what it should build.”
“User data doesn't just define individual projects, it determines what types of projects the company should fund. That is, the company employs user research to determine its overall direction and priorities.”
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Key Takeaways

Points for UX Success

- Cultivating Allies
- Communicating Value
- Aligning with Strategic Planning
- Inreach and Outreach
Key Takeaways

Audience Insights

- Org size can be a factor
- **Culture is so important!!**
  - Organization-wide philosophy of user-centeredness
  - Cultivating positive attitudes towards the user
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Thanks!

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