
Building UX Capacity

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- 1. UX Maturity**
 - 2. Case Studies**
 - 3. Key Takeaways**
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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

Stage 2

Stage 3

Stage 4

Stage 5

Stage 6

Stage 7

Stage 8

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 3

Stage 4

Stage 5

Stage 6

Stage 7

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Stage 1: Hostility Toward Usability

Stage 2: Developer-Centered User Experience

Stage 3: Skunkworks User Experience

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Stage 4: Dedicated UX Budget

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Stage 1: Hostility Toward Usability

Stage 2: Developer-Centered User Experience

Stage 3: Skunkworks User Experience

Stage 4: Dedicated UX Budget

Stage 5: Managed Usability

Stage 6: Systematic User-Centered Design Process

Stage 7

Stage 8

Stage 1: Hostility Toward Usability

Stage 2: Developer-Centered User Experience

Stage 3: Skunkworks User Experience

Stage 4: Dedicated UX Budget

Stage 5: Managed Usability

Stage 6: Systematic User-Centered Design Process

Stage 7: Integrated User-Centered Design

Stage 8

Stage 1: Hostility Toward Usability

Stage 2: Developer-Centered User Experience

Stage 3: Skunkworks User Experience

Stage 4: Dedicated UX Budget

Stage 5: Managed Usability

Stage 6: Systematic User-Centered Design Process

Stage 7: Integrated User-Centered Design

Stage 8: User-Driven Organization

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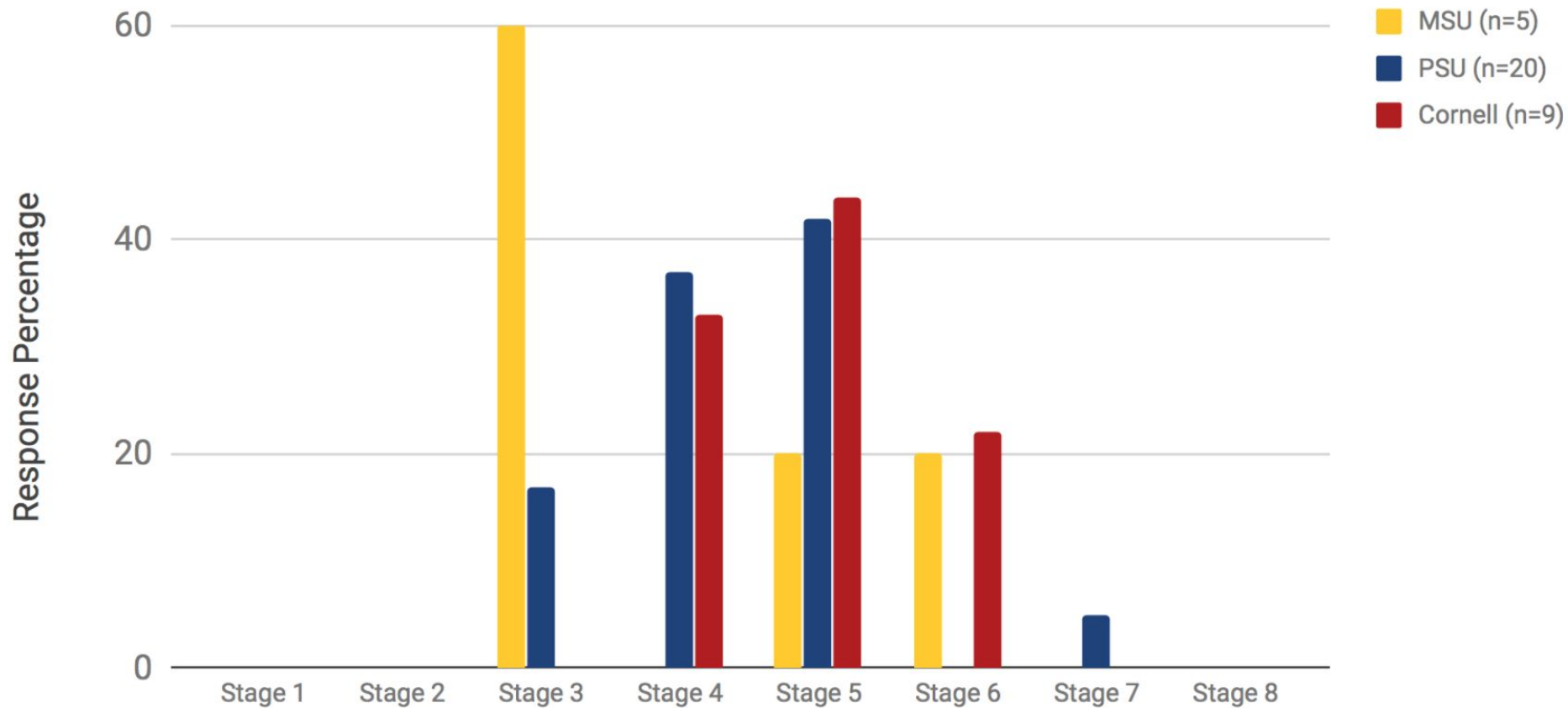
Building UX Capacity requires
time and **persistence**

1. UX Maturity

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UX Maturity Survey



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.”

Developer-centered User Experience

Stage 2

“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.”

Skunkworks User Experience

Stage 3

“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.”

Managed Usability

Stage 5

“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.”

Systematic User-Centered Design Process

Stage 6

“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-Driven Organization

Stage 8

“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
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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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Stage 1: Hostility Toward Usability

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Stage 6: Systematic User-Centered Design Process

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Stage 8: User-Driven Organization

Thanks!

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