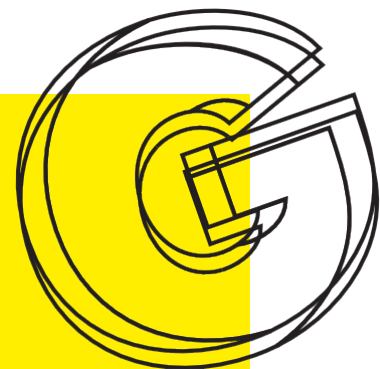


DGOF // Research Plus // Mannheim 30.05.22

# UX Maturity...

& was sie für Dein Projekt bedeutet.



The Geekettez.

Research & Experience Design Studio. Mannheim & Berlin

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Illustration: <https://storyset.com>, Rafiki

# #1 Was ist UX-Maturity?



**„UX maturity is an organization’s level of understanding and implementation of a systematic, human-centered design process within the organization or a development team. A UX maturity model is an ordered hierarchy of UX maturity levels (...)—from the lowest to the highest.“**

*– Rolf Molich, DialogDesign (DK)*

# 5 UX-Maturity Modelle

## Nielsen Norman Group

<https://www.nngroup.com/>

### Stufen

6 Stufen  
*Absent, Limited, Emergent, Structured, Integrated, User-driven*

### Basiert auf

Ergebnisanalysen von Arbeit an Kundenprojekten

## Jared Spool

<https://www.uie.com/>

5 Stufen  
*Dark Ages, Spot UX Design, UX Design as a Service, Embedded UX Design, Infused UX Design*

nicht näher spezifiziert

## Rolf Molich

<https://www.dialogdesign.dk>

6 Stufen  
*Incomplete, Performed, Managed, Established, Predictable, Innovating*

ISO 33020 Standard

## Lorraine Chapman and Scott Plewes

<https://www.macadamian.com/>

5 Stufen  
*Beginning, Awareness, Adopting, Realizing, Exceptional*

Ergebnisanalysen von Arbeit an Kundenprojekten, Literatur Recherche

## Invision

<https://www.invisionapp.com/home>

5 Stufen  
*Producers, Connectors, Architects, Scientists, Visionaries*

Umfrage (weltweit, 2200 Unternehmen)

# UX-Maturity Modelle im Vergleich

## Firmen Attribute der ersten Stufe

### Nielsen

*Absent*

“A company at this stage is either **oblivious to UX or believes it does not need it.**”

### Spool

*Dark Ages*

“The team is entirely focused on meeting the business and technology challenges, **without considering the user’s experience** at all.”

### Molich

*Incomplete*

“No UX activities. **Design is based solely on opinions.** (...) There may be a budget for “making things pretty”.”

### Chapman & Plewes

*Beginning*

“(…) at this stage an organization will typically see it (UX) simply as **visual design**. Design is perceived as something to be applied on top of the product’s functionality. ”

### Invision

*Producers*

“Level 1 companies are focused only on the most **visible aspects of design**—the pixels on the screen.”

## Progression zur Stufe 2

“To progress from this stage, organizations should focus on **building UX awareness.**”

“(…) The best thing to do is to **help those team members realize** they’re making design decisions.”

„(...) Cecilia (Anm: CEO der fiktiven Firma Delta Market) **sensed that great service and a frictionless customer experience would become key competitive factors** in the future, (...)“

“Taking the first step towards UX design involves ensuring that the relevant business issues are correctly identified as being UX design-related. This awareness is often created through a combination of a **significant “shock” event** along with **some degree of education and awareness occurring within the organization.**”

“Companies can level up by incorporating **more user research and collaboration** into digital product design.”

# UX-Maturity Modelle im Vergleich

## Firmen Attribute der letzten Stufe

### Nielsen

*User-Driven*

„Understanding user needs through research is the primary driver of the **organization’s strategy and project prioritization.**“

### Spool

*Infused UX Design*

“Non-design members of the team have developed sufficient UX design expertise to, alongside the team’s UX designers, deliver **market-leading user experiences.**“

### Molich

*Innovating*

“Business development and IT-development are indistinguishable. **UX goals and strategies are aligned with business goals.**“

### Chapman & Plewes

*Exceptional*

“(…) UX design is firmly integrated into all aspects of customer experience – these organizations have fully realized their UX maturity goals and design thinking truly **permeates all aspects of the organization.**“

### Invision

*Visionaries*

“Level 5 companies are robust in all dimensions of maturity, but what really separates them from others is **design’s involvement in strategy.**“

## Bewertungskriterien

Strategy, Culture, Process, Outcomes

nicht spezifiziert

Selbst entwickelte Kompetenz Skalen von UX Disziplinen (z.B. Analysis, User requirements, Design,...) mit deren Hilfe jede Disziplin individuell nach ISO 33020 Norm bewertet werden kann.

Strategy, Culture, Process

Strategy, Culture, Process, Outcomes

# #2 Welchen Einfluss hat UX-Maturity auf Projekte?



**„Understanding the organization’s “maturity” level is a necessary first step for improving the effective delivery of UX design and for enabling the organization to advance to the proverbial “next level.”“**

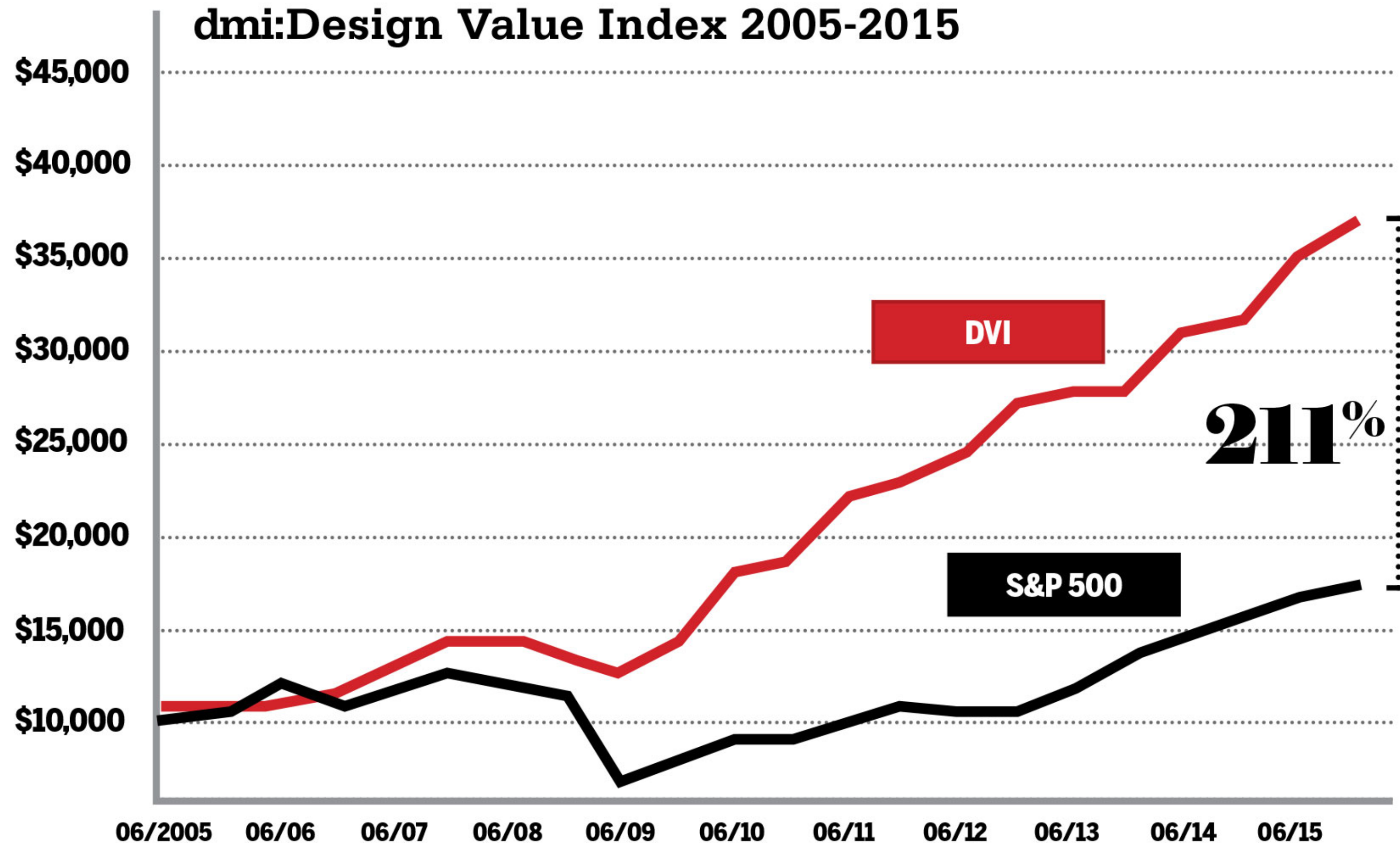
*– Chapman & Plewes, Macadamian Technologies (CA)*



# Good design is good for business

## DESIGN-CENTRIC COMPANIES:

APPLE  
COCA-COLA  
FORD  
HERMAN-MILLER  
IBM  
INTUIT  
NIKE  
PROCTER & GAMBLE  
SAP  
STARBUCKS  
STARWOOD  
STANLEY BLACK & DECKER  
STEELCASE  
TARGET  
WALT DISNEY  
WHIRLPOOL



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# Auswahlkriterien des Design Value Index

## Strategy

**(6) There is a senior-level commitment to design's use as an innovation resource and integrative force.**

An organization's commitment to design shows up in many ways, including the level of interaction the design executives and function have with other parts of the organization, and in how the CEO and other leadership team members represent the importance of design in their day-to-day work and public relations efforts.

**(5) Design leadership is present at senior and divisional levels.**

Design is given a seat at the table with an experienced executive or executive-level head of design who can interface with senior leadership. Typically, this head of design has 15 to 20 years of experience managing design-related functions that drive the company forward with design goals.

## Culture

**(3) Growth in design-related investments and influence have increased overtime.**

Design has been well resourced through talent acquisition, appropriate facilities, competitive technologies, and the application of design research as a tool, among other investments. Design cannot be expected to thrive when proper resourcing is neglected.

## Process

**(2) The scale of the design organization and deployment is an integrated function.**

The strategic use of design is employed in the organization, both within business units and as a centrally managed function with a high degree of influence with its senior leadership team. The use of design can have outsized influences on a company's bottom line that multiply as it is assimilated into the organization and its culture.

**(4) Design is embedded within the organizational structure.**

It is well understood where and how design fits within the organization. While there are several precedents set for successful operating models that can be used, the common theme is that design is clearly built into the structure and processes of the organization.

# #3 Wie wende ich UX-Maturity Modelle in Projekten an?



# 3 Tipps für Berater und Dienstleister

## 1. Make it!

- Definiert Euer eigenes UX-Maturity mit welchem ihr arbeiten möchtet.
- Entwickelt es ständig weiter.

## 2. Own it!

- Mit einem Client Screener Questionnaire arbeiten.
- Ein UX-Maturity Modell für Kunden entwickeln. ([🔗](#))

## 3. Coach it!

- Die Bedeutung von Soft-Skills nicht unterschätzen - Eure und die Eurer Kunden.
- Kundenseitige UX-Advocaten aufbauen. ([🔗](#))



# 3 Tipps für Unternehmen

## 1. Own it!

- Stellt Euch dem Status Quo - kurz, schmerzlos & mit so wenig Hürden wie möglich ([🔗](#))

## 2. Talk it!

- Startet eine firmeninterne Konversation über UX-Maturity - selbst im Alltag und mit externer Hilfe von Expert:innen

## 3. Walk it!

- UX-Maturity zur Chef:innen Sache machen! Denn ohne die notwendigen Freiräume und Ressourcen kann die UX-Maturity nur bis zu einem gewissen Grad gesteigert werden. ([🔗](#))



**Vielen Dank  
für Eure  
Aufmerksamkeit!**

**Anhang: Wissenswertes & Interessantes**



# Thematisierte UX-Maturity Modelle

- **Nielsen Norman Group (2021)**  
<https://www.nngroup.com/articles/ux-maturity-model/> abgerufen am 05.05.22
- **Jared Spool (2019)**  
<https://articles.uie.com/driving-product-teams-to-become-more-design-mature/> abgerufen am 05.05.22
- **Molich (2021)**  
<https://www.dialogdesign.dk/a-ux-maturity-scale/> abgerufen am 05.05.22
- **Chapman & Plewes - A UX Maturity Model: Effective Introduction of UX into Organizations (2014)**
  - [https://link.springer.com/chapter/10.1007/978-3-319-07638-6\\_2](https://link.springer.com/chapter/10.1007/978-3-319-07638-6_2) (download am 03.05.22)
  - [https://www.researchgate.net/publication/300580785\\_A\\_UX\\_Maturity\\_Model\\_Effective\\_Introduction\\_of\\_UX\\_into\\_Organizations](https://www.researchgate.net/publication/300580785_A_UX_Maturity_Model_Effective_Introduction_of_UX_into_Organizations) (kompletter Text steht zur Anfrage bereit)
- **Invision - The New Design Frontier (2018)**  
<https://www.invisionapp.com/design-better/design-maturity-model/> download am 03.05.22



# Die Links zu den Tipps

- **Natalie Hanson (Anthropologin & UX Professional) - A New UX Maturity Model (2017)**  
Ein UX-Maturity Modell für Kunden, abgerufen am 13.05.22  
<https://nataliehanson.com/2017/05/05/new-ux-maturity-model/>
- **Derek Sivers (Author, Entwickler) - First Follower: Leadership Lessons from Dancing Guy (2010)**  
Wie ein einsamer Tänzer eine Bewegung startet.  
<https://youtu.be/fW8amMCVAJQ> (YouTube), abgerufen am 13.05.22  
gefunden via: <https://uxdesign.cc/thrive-with-ux-by-assessing-ux-maturity-stage-in-your-organization-d567d4b49885>,  
abgerufen am 13.05.22
- **usability.de - UX-Maturity Check (9 Fragen/5 Minuten)**  
<https://www.usability.de/en/services/ux-management.html>, abgerufen am 13.05.22
- **Nordstrom Rack | Hautelook: Building a Customer-Centered Culture (2018)**  
Webinar für [usertesting.com](https://www.usertesting.com) über die UX-Maturity Progression des Unternehmens (anhand eines firmeneigenen UX-Maturity Modells), abgerufen am 06.05.2022  
<https://info.usertesting.com/webinars-nordstrom-rack-hautelook-on-demand-webinar-confirmation.html>





# Lesens- und sehenswertes zum Thema

- **Natalie Hanson (Anthropologin & UX Professional) - UX Maturity Models – A Collection (2017)**  
eine Sammlung und Einschätzung mehrere UX-Maturity Modelle, abgerufen am 05.05.22  
<https://nataliehanson.com/2017/02/13/ux-maturity-models/>
- **Victor Yocco (UX Researcher) - Growing UX Maturity in Organisations 1-3 (2021)**  
Taktiken für UX-Expert:innen um Unternehmen im UX Reifeprozess zu unterstützen (Smashing Magazine), abgerufen am 05.05.22  
[Finding A UX Champion And Demonstrating ROI \(Part 1\)](#), [Knowledge Sharing And Mentorship \(Part 2\)](#), [Education And Training \(Part 3\)](#)
- **Rolf Molich (UX Professional) - UX Paradise 1-4 (2021)**  
eine Geschichte über das fiktive Unternehmen Delta Market und deren Reifeprozess von der ersten bis zur letzten UX-Maturity Stufe (UX Matters), abgerufen am 05.05.22  
[Milestones on the Road to UX Maturity \(Part 1\)](#), [Draining the UX Swamp \(Part 2\)](#), [A Day in UX Paradise \(Part 3\)](#), [The Customer Experience \(Part 4\)](#)



# Wissenschaftliche Studien & Berichte zu UX-Maturity

- **MeasuringU - UX Maturity Industry Report (2017)**  
Beinhaltet ein weiteres, in diesem Vortrag nicht thematisiertes UX-Maturity Modell <https://measuringu.com/product/ux-maturity-report-2017/> (kostenpflichtig)
- **Thaisa Cardoso Lacerda, Christiane Gresse von Wangenheim - A Systematic Literature Review of Usability Capability/Maturity Models (2017)**  
[https://www.researchgate.net/publication/317638928\\_A\\_Systematic\\_Literature\\_Review\\_of\\_Usability\\_CapabilityMaturity\\_Models](https://www.researchgate.net/publication/317638928_A_Systematic_Literature_Review_of_Usability_CapabilityMaturity_Models) (komplette Studie steht zur Anfrage bereit)

