

Level Up Your Design Maturity

People

Design Team	Score 0-5
A record of promoting designers to leadership and senior positions	
Funding for ongoing training	
See design and customer-centricity reflected in the physical space	
Have a hiring process that enables hiring high-quality design talent (eg. knowledgeable recruiters, good job descriptions etc)	
Design work is shared in all hands meetings, important executive meetings, and other influential gatherings	
Have design generalists (eg. UX designers, product designers) & visual designers on staff	
Average	/ 6 =

Key partners	Score 0-5
Key partners are well-integrated into the design process (eg. participating in design sprints)	
Product/feature ideas are jointly developed and owned between design and key partners	
Design works with key partners in the same/integrated software	
Design has clear division of roles and responsibilities with key partners	
Design has joint working sessions with key partners (eg. workshops, standups, etc)	
Design leaders are peers with product management and engineering leaders	
Design sits together with key partners	
Design shares priorities and goals with key partners	
Design is well-integrated in the product development process	
Average	/ 9 =

Executives & Employees	Score 0-5
Employees receive design-orientated training (eg. design thinking, human centred design etc)	
Executives evaluate and incentivise design-centric behaviour	
Executives monitor and measure design's contribution to the business	
Executives empower the design group to identify and pursue unplanned or unrequested ideas	
Executives talk about the value of design externally	
Employees participate in the design process through online tools	
Employees understand what human-centered design is	
Executives prioritize decisions that lead to the best design/customers experience	
Employees understand why human-centered design is valuable	
Top executives allocate appropriate resources for design	
Top executives get personally involved in the design process	
Employees participate in the design process in person	
Executives call attention to the design team's work	
Employees participate in user/customer research	
Executives involve senior design leaders in critical decisions	
Executives talk about the value of design internally	
Employees have a good sense of customers and their needs	
Average	/ 17 =



QR code downloads Invision's
'New Design Frontier' Report

If URL's are more your style, visit
<https://tinyurl.com/43xrv6kk>

Practices

User Research

Score 0-5

Guerilla user research	
Co-creation with customers	
Surveys	
Customer interviews	
User stories and epics	
Usability tests	
Personas and user scenarios	
User / customer journeys	
Average	/ 8 =

Experimentation

Score 0-5

Measurement and reporting on design outcomes	
Constant monitoring of user behaviour and satisfaction	
Beta tests	
Mechanisms to recruit customers for research	
Mechanisms to conduct experiments	
A/B or multivariate tests	
Tracking targeted metrics determined for each project	
Tracking funnel and conversion metrics	
Concept testing	
Mechanisms to track data about users' behaviours	
Tracking the results of tests and experiments (eg. A/B, beta, etc)	
Average	/ 11 =

Design Strategy

Score 0-5

Trendspotting & foresight research	
Design-specific measures established at the start of an initiative	
Unified cross-platform strategy	
Lean-style experiments (eg. dry tests, landing pages, etc)	
Vision artefacts (eg. storyboards, videos)	
Tracking financial KPI's such as revenue and profit	
Content strategy	
Market research and analysis	
Competitive analysis	
Design strategy	
Average	/ 10 =

UI Design

Score 0-5

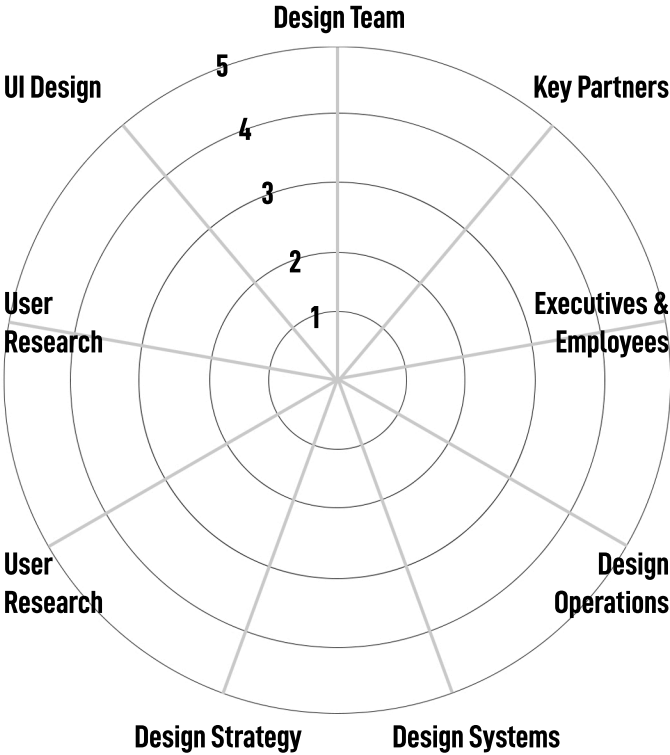
Accessibility review	
Motion / microinteraction design	
Structured design critiques	
Ideation workshops	
Task flow design	
Jobs to be done	
Copy and microcopy writing	
Written documentation (eg. product requirements documents)	
Design briefs	
Information architecture	
Exploration of multiple design concepts	
Stakeholder input	
Rapid sketching	
Design principles	
Visual design comps	
Interactive prototypes	
Wireframes	
Average	/ 17 =

Platforms

Design Operations	Score 0-5
Annual planning within the design organisation for adequate headcount, budget etc.	
Tracking design team behaviours (eg. speed, number of experiments, user exposure hours)	
Retrospectives and post-mortems	
A defined charter, including mission, values and principles	
Prioritization criteria to determine what projects the design org works on	
Feature planning and prioritization	
Daily standups	
A standardized set of design tools chosen for capabilities and interoperability	
Tracking customer satisfaction (eg. NPS, SUS)	
Average	/ 9 =

Design Systems	Score 0-5
A dedicated team to maintain the design system	
Code snippets, APIs, microservices etc.	
Interaction patterns across the product suite and across multiple channels	
Content/editorial guidelines	
Application of elements from the design system	
Revisiting previously launched work and making continuous improvements	
An online tool that documents the design system and is accessible to others	
Updating elements in the design system	
Integrations between designer and developer tools (eg. JIRA, Inspect, etc)	
UI best practices (accessibility, internationalization, designing for web vs. mobile etc)	
Design principles (brand values, purpose, objective, product principles)	
Visual identity guidelines (voice and tone, colour palette, fonts, etc)	
Style guides, patterns, design language system	
Average	/ 13 =

My map



My focus area