
Level up your design maturity

7 June 2023
UX Scotland

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Director of UX/UI Design

AGENDA

Design Maturity

10 mins

Mapping Exercise

25 mins

Select a Focus

10 mins

Reflections, Summary

10 mins

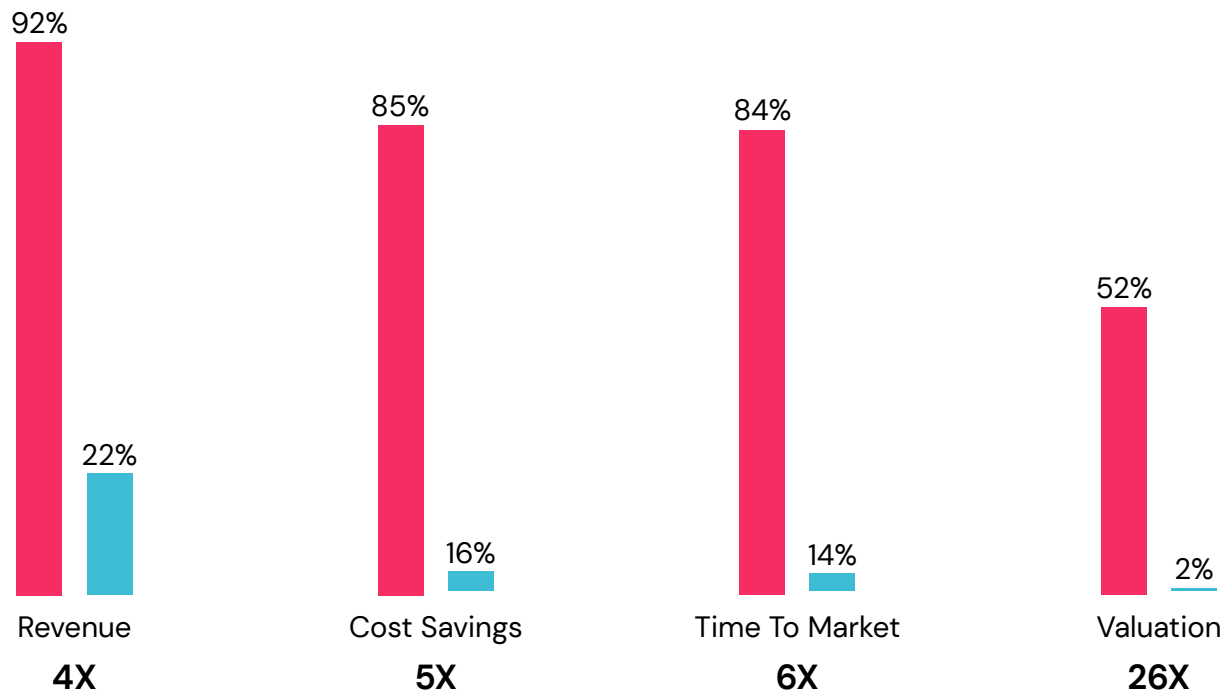
Design Maturity	Mapping Exercise	Select a Focus	Reflections, Summary
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'UX maturity measures an organization's desire and ability to successfully deliver user-centered design'

“Our design team has had a proven impact on:”

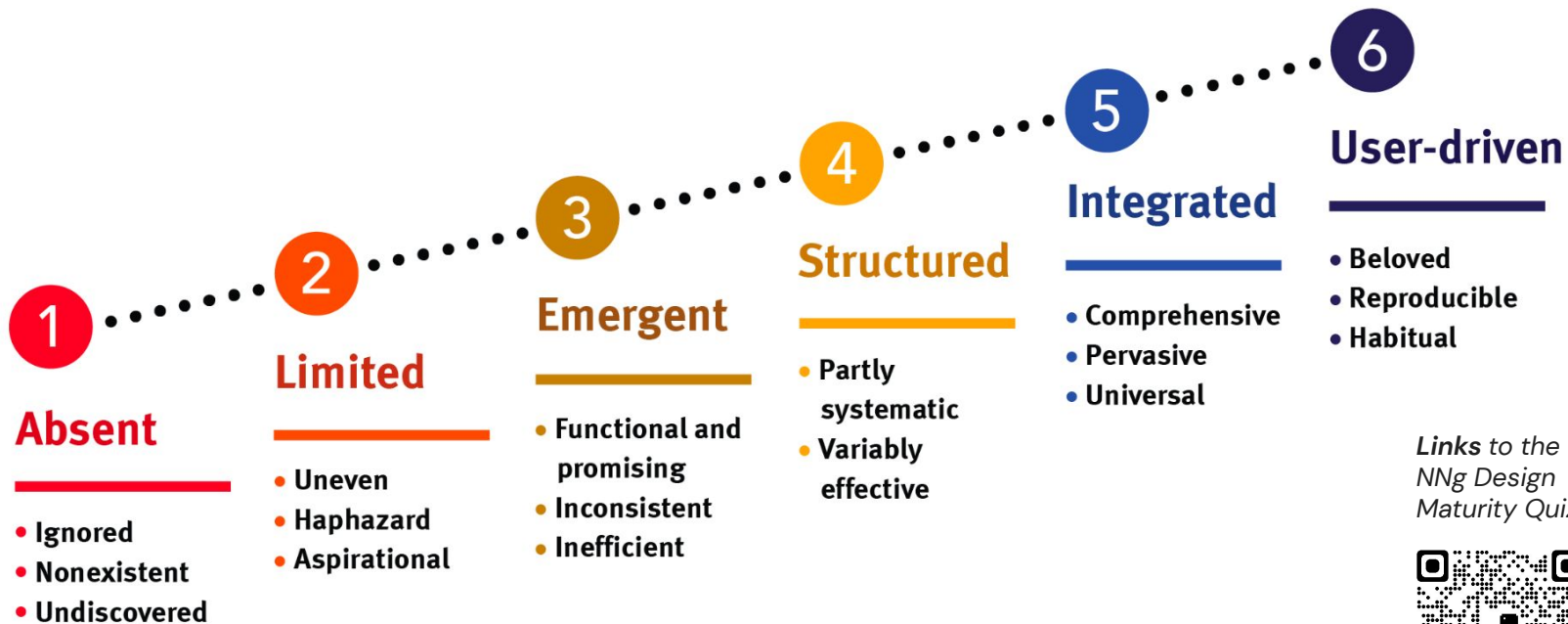
- Level 1
“Producers”

Level 5
“Visionaries”



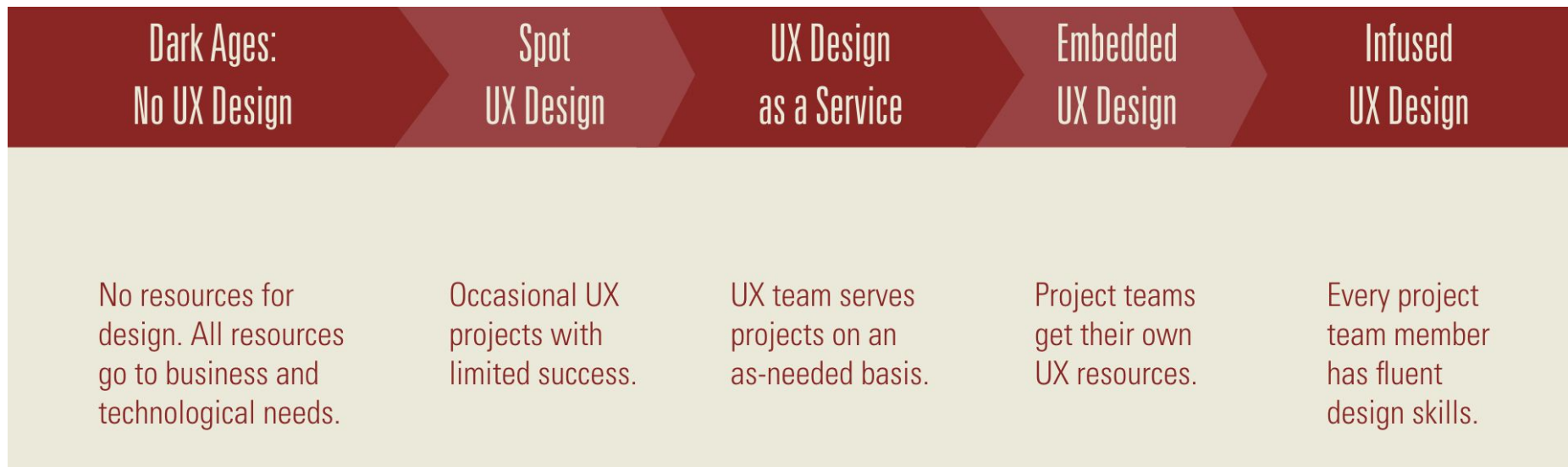
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Links to the
NNg Design
Maturity Quiz





Jarred Spool

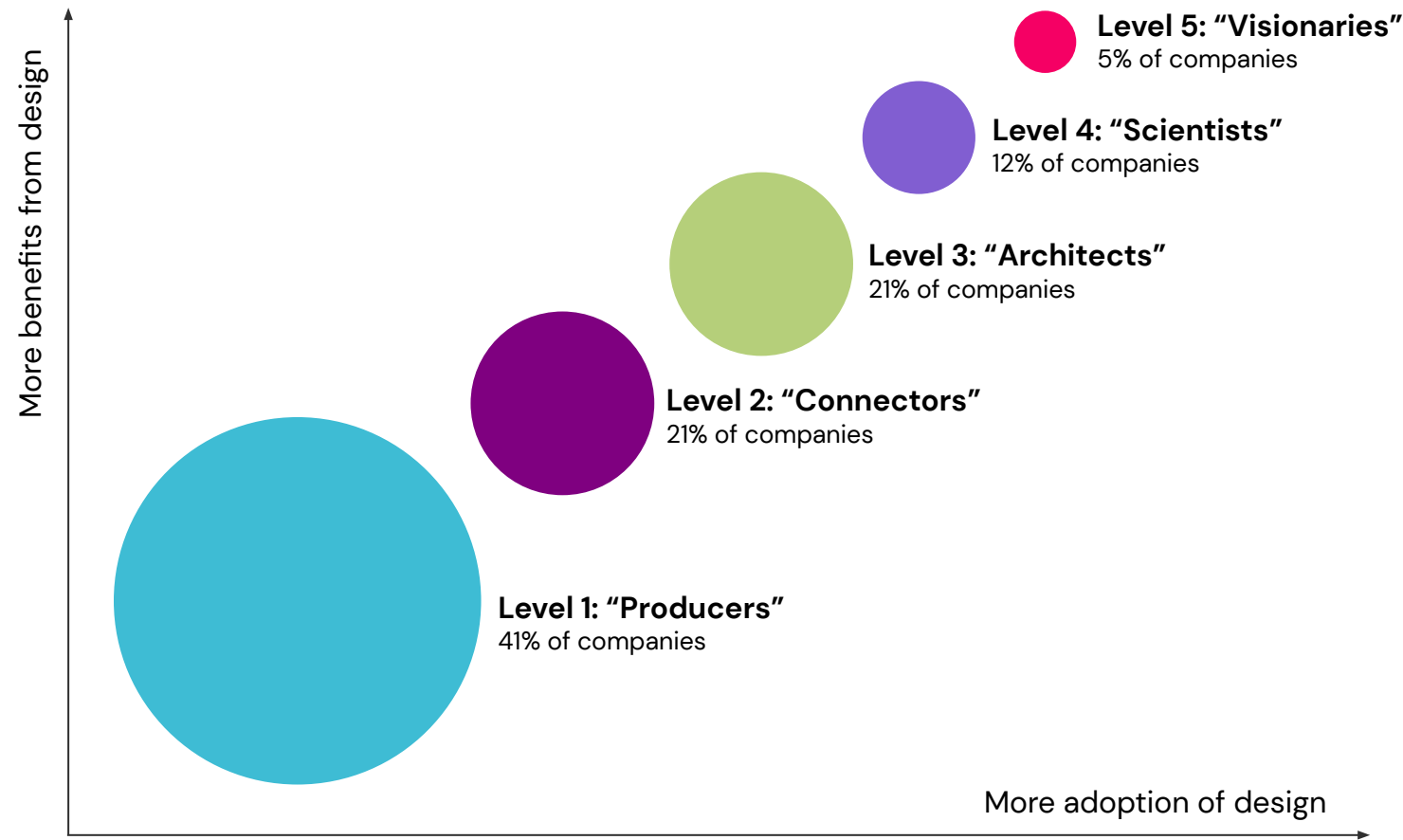
Level	Key UX characteristics
Innovating	▶ The organization’s decisions and actions are based on user research and user involvement. ▶ Business development and IT-development are indistinguishable. ▶ UX goals and strategies are aligned with business goals.
Predictable	▶ Metrics are used to define and measure the success and quality of a product. ▶ Corrective action is taken if a metric does not fulfill agreed qualitative or quantitative requirements. ▶ Products are released only if they meet agreed requirements.
Established	▶ All projects comply with the quality system for UX consisting of procedural standards, style guides, and rules for following up on the quality system. ▶ The UX process is uniform. Projects may still differ in the way they do UX work if the quality system allows tailoring UX work to specific needs. ▶ The quality system ensures that UX activities are carried out in accordance with the state-of-the-art. ▶ The organization improves UX activities based on input from stakeholders.
Managed	▶ Some projects plan UX activities before the project starts and the plan is followed and monitored; the plan is adjusted if the need arises, just like a budget. ▶ There is a budget for UX. ▶ Style guides are available and some projects adhere to them. ▶ Management may refuse to make inconvenient decisions that are strongly recommended by UX professionals.

Performed	▶ Some UX activities are carried out by people who may have some knowledge of UX. The activities may or may not be done properly. ▶ UX activities are ad hoc, that is, they are carried out whenever engaged people see a need for them; they are not planned up front. ▶ Sometimes, there is little or no time to implement UX research findings.
Incomplete	▶ No UX activities. ▶ Design is based solely on opinions ▶ Development teams practice developer-centered design and complaint-driven design.. ▶ There is no budget for UX. A good UX is fine if it comes for free, but no one is committed to delivering it. There may be a budget for "making things pretty." ▶ Product managers may say that they care about usability, but when it comes to making inconvenient decisions to improve the UX, for example, delaying a release to correct critical UX problems, nothing happens.
Hostile (not part of ISO scale)	▶ 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

Links to Rolf's writings on UX Maturity

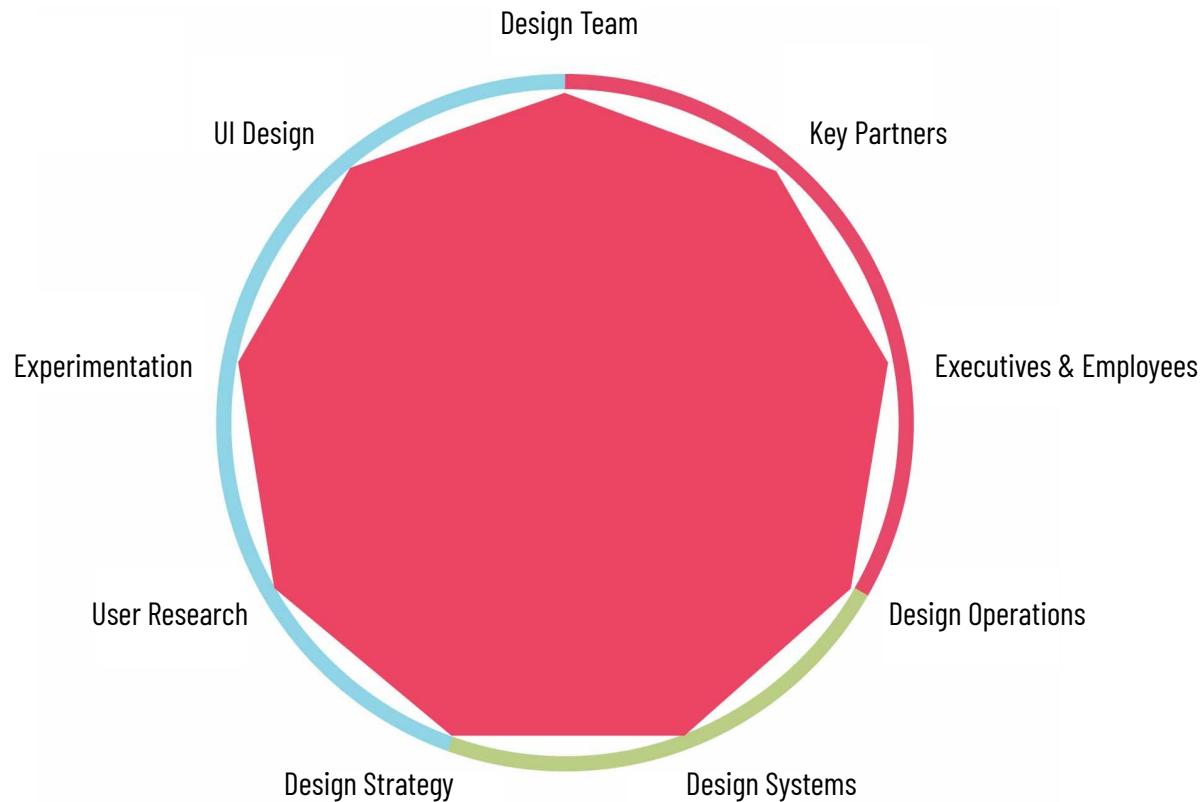


Rolf Molich



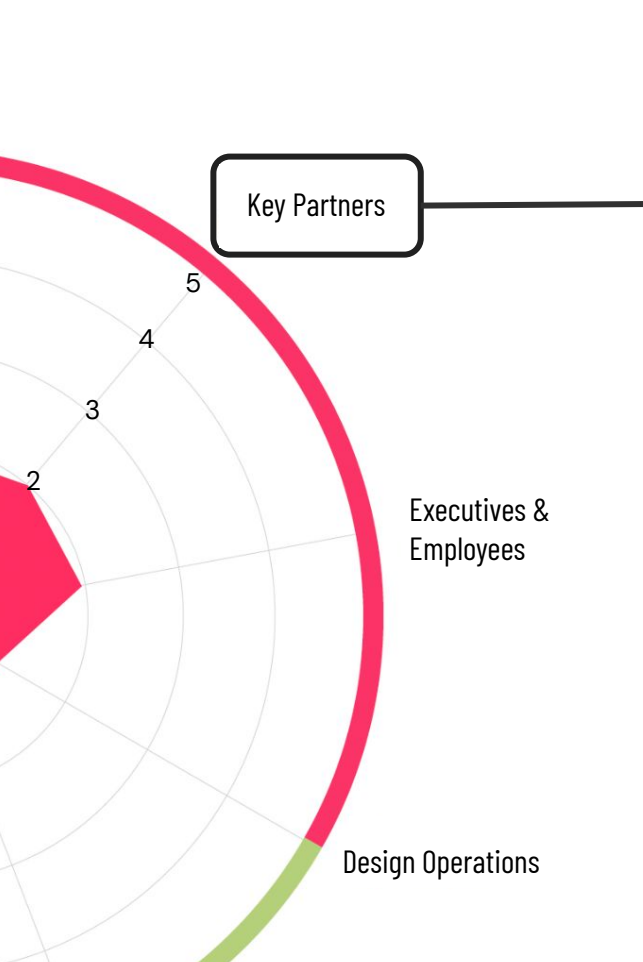
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Key Partners

Executives & Employees

Design Operations

Key partners

Score 0-5

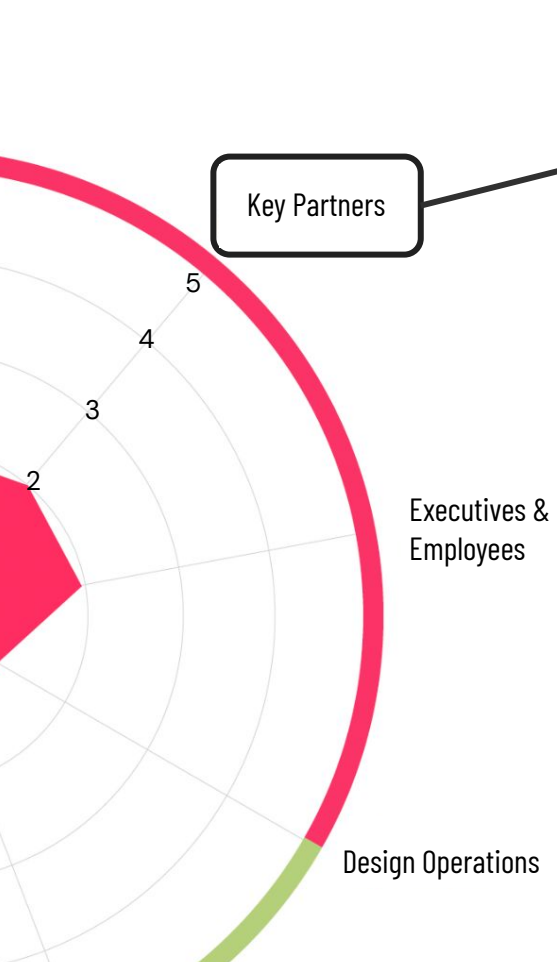
Key partners are well-integrated into the design process (eg. participating in design sprints)	1
Product/feature ideas are jointly developed and owned between design and key partners	3
Design works with key partners in the same/integrated software	2
Design has clear division of roles and responsibilities with key partners	1
Design has joint working sessions with key partners (eg. workshops, standups, etc)	3
Design leaders are peers with product management and engineering leaders	0
Design sits together with key partners	1
Design shares priorities and goals with key partners	4
Design is well-integrated in the product development process	2

Average 17 / 19 = 1.89

- People
- Practices
- Platforms

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Key Partners

Key partners

Score 0-5

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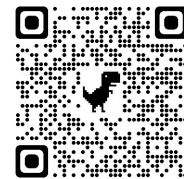
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