08. November 2023

UX DESIGN MATURITY

Expectations vs. Reality: A look into the common pitfalls and how to overcome them

Who am I?

Married to another UX designer
Mother to a future UX designer
Worked at Nuuday for 4 years
Been at IBM for almost 4 years

KATRINE
BOMMARIUS
Head of UX & Design
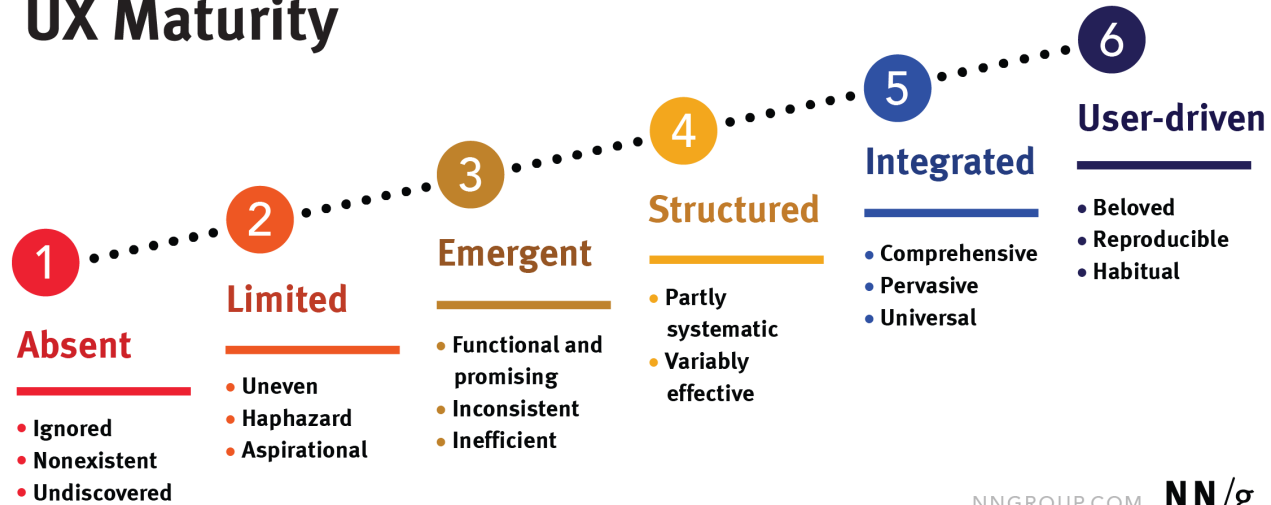IBM Client Innovation Center

What is Design Maturity?

Corporate Design Maturity

*"Good **design** is good **business**"*

- Thomas J. Watson

Maturity models
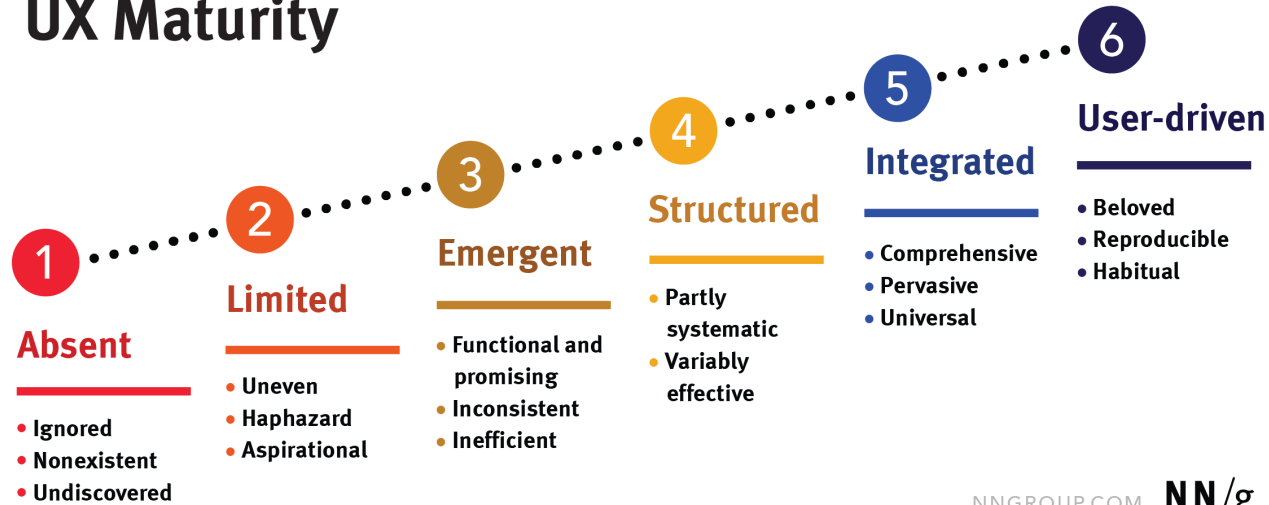
Stages of UX Maturity

1 Absent
- Ignored
- Nonexistent
- Undiscovered

2 Limited
- Uneven
- Haphazard
- Aspirational

3 Emergent
- Functional and promising
- Inconsistent
- Inefficient

4 Structured
- Partly systematic
- Variably effective

5 Integrated
- Comprehensive
- Pervasive
- Universal

6 User-driven
- Beloved
- Reproducible
- Habitual

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Level 5:
Visionaries
5% of companies

Level 4:
Scientists
12% of companies

Level 3:
Architects
21% of companies

Level 2:
Connectors
21% of companies

Level 1:
Producers
41% of companies

More adoption of design

Maturity models

Where are you on the scale?

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ts from design

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Marurity models

"Our design team has had proven impact on:"

● Level 5 companies
● Level 1 companies

4X
92%

5X
85%

6X
84%

26X
52%

22%

16%

14%

2%

Based on 2,229 respondents

Revenue   Cost savings   Time to market   Valuation
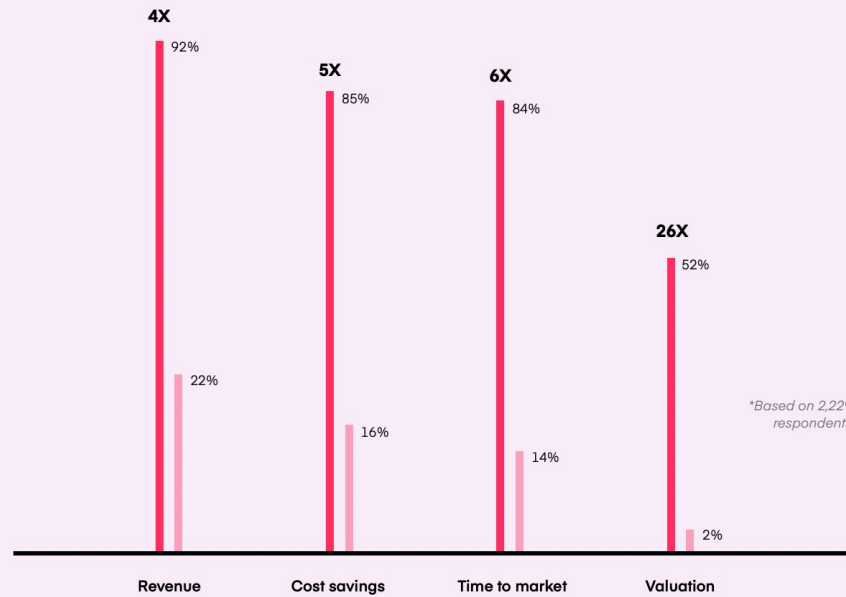
"Our company has approximately _____ designers."

Average number of designers

Level 1 — 30

Level 2 — 12

Level 3 — 54

Level 4 — 13

Level 5 — 15
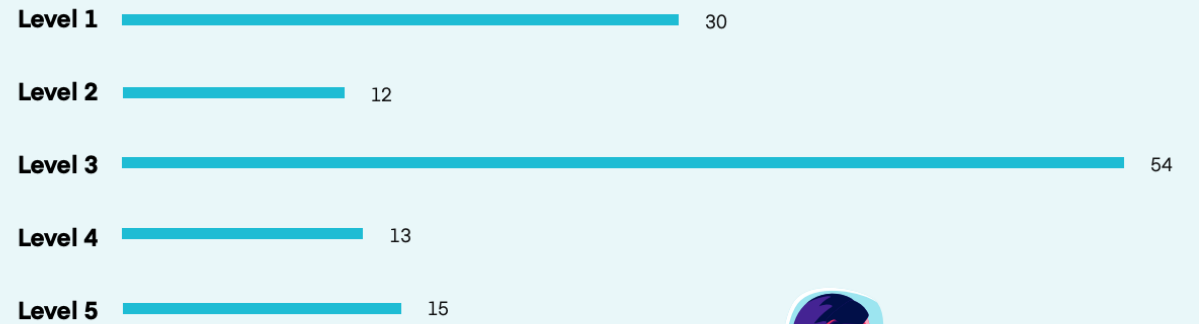
Based on 2,090 respondents

Challenges

And common pitfalls

Being realistic about where you are
- Investing time into understanding the actual level you are at
- Accepting where you are for now
- Implementing changes needed

Being realistic about where you want to be
- Planning and executing accordingly
- Investing what is needed – or be realistic about what can/will be invested
- What can be achieved in the organisation?

Investment & time
- Investing the needed time
- Investing in the right people
- Investing in the setup

Experience target
- Target for the experience level often not matching the possibilities of the setup

Prioritisation in the organisation
- Designers in wrong parts of org.
- Non prioritised – UI only

So what can I do as an individual or as a design leader?

IT DEPENDS...

Speak the language of the business

- KPIs, data, cases!
- Speak to the bottom line
- Use cases: Where did you make a change? What did that mean for productivity, AHT, support tickets etc...

Communicate clearly

- What do they get? When do they get it? What does it cost?
- What will it mean if they dont – consequences
- Communicate to the entire organisation – town hall?
- Storytelling

Invest time as a team

- Use what you need to understand the business value and goals
- Unlock how design can help that journey
- Desireability – what does the business dream of?

Teach the business your language

- Don't expect everyone to understand what "interaction design", "journey mapping" and "proximity" means. It's a learning journey

Follow up!

THANK YOU!