



Optimizing UX Culture & Maturity Levels

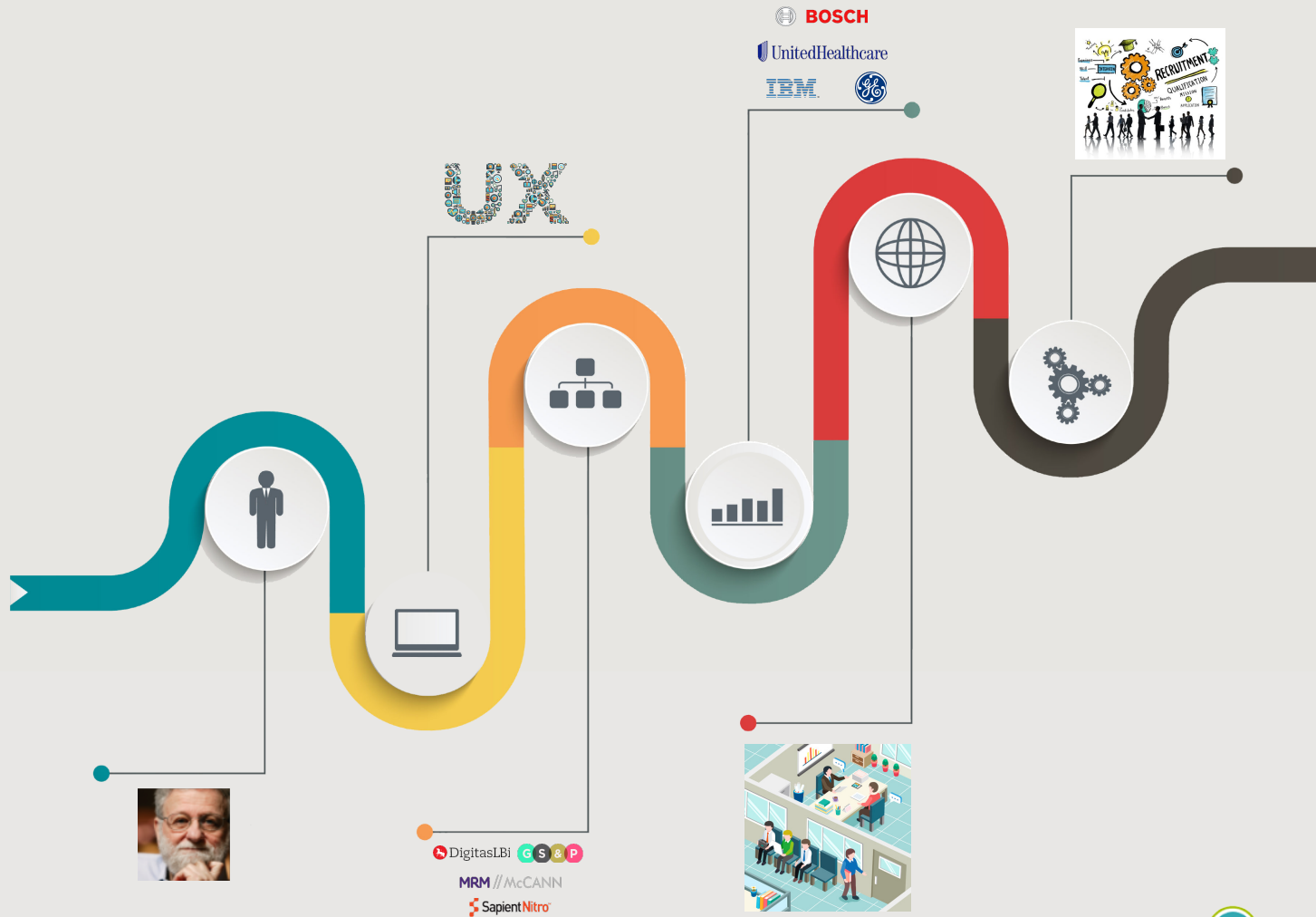
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November 2016



Common UX-Related Efforts



Personnel

We engage(d) in efforts to staff our UX teams or assigned oversight of UX to various team members.



Budgets

Many teams have undergone efforts to allocated a budget to support UX operation and activities.



Projects

Companies are at least attempting to apply UX to design and production efforts.



Methodologies

The entire range of UX-oriented methods and deliverables are being implemented across the UX world.





Culture

A way of thinking, behaving, or working that exists in a place or organization.



Maturity Level

The quality or state of an organization's operation as it relates to a given area or topic.

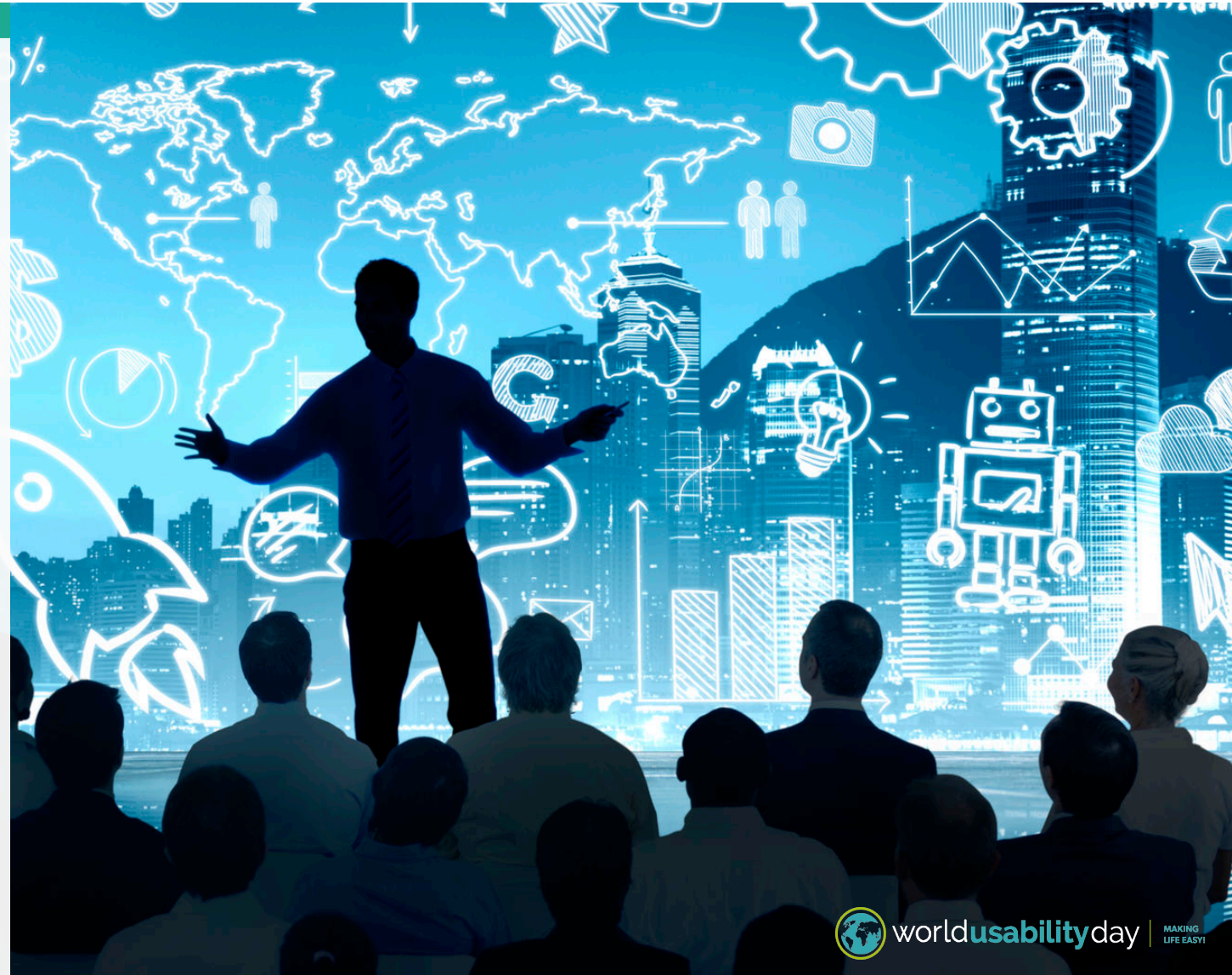
Words of Wisdom

In order to design great products, you need to have the (right) culture in place.

~ Cordell-Ratzlaff, 2010

A viable UX culture.... begets optimal UX maturity levels.

~ Darren Hood, 2016



Macadamian

UX Maturity Stages					
	1 Beginning	2 Awareness	3 Adopting	4 Realizing	5 Exceptional
Timing of Initial UX	No UX	After coding	Mixed: after coding, before coding, and sometimes in parallel with coding	Prior to coding	As part of business & market requirements
Availability of Resources	None	Visual Design	Visual, Interaction, Research, Lower Level Management	Visual, Interaction, Research, Lower and Upper Level Management	Visual, Interaction, Research, Management Executive
Leadership and Culture	None	None	No clear owner, shared amongst functions	Clear owner in Upper Management	Clear owner and well understood, represented at executive levels

<http://www.macadamian.com/resources-ux-design-software-development/introducing-ux-into-corporate-culture/>

Renato Feijó



<http://johnnyholland.org/2010/04/planning-your-ux-strategy/>

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Unrecognized

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UX Focus

- UX not discussed as an issue

Design Thinking

- **Selfism** "Design for people like us, we use it every day"
- UI typically designed by developers



Required before advancing to next level

- UX identified as important

0 years

1

Ad hoc

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"Someone go figure out why users are having problems"

UX Focus

- UX has been identified as an issue and grassroots efforts begin
- Methods are not consistently applied
- Methods performed by staff not fully dedicated to UX, sometimes outsourced
- Typically done at end of development cycle
- Inconsistent quality

Typical Methods

- Heuristic review or usability test (formative but done at the end)

Design Thinking

- **Unintentional Design** *"Users will be trained on the system"*
- UI typically designed by developers and/or product experts



Required before advancing to next level

- Proven positive results creates more demand
- Dedicated budget for staff and studies

Rich Buttiglieri

Source: http://www.slideshare.net/rbuttig/ux-corporate-evolutioniupinov2013?qiId=620a915a-0474-47c9-9358-30c4bct482a5&v=&b=&from_search=2

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Considered

PEARSON

"We need to do lots more of that 'usability' stuff"

UX Focus

- Hire dedicated staff to conduct more volume of what has worked in level 1
- **Quality** becomes more predictable but inconsistent reports as the organization figures out what works
- Despite increased volume, it still feels too late to make significant changes to design resulting in very few recommendations influencing design
- UX applied to only a few projects

Typical Methods

- Heuristic review or usability test (formative but done both early and at the end)
- **NEW!** Mockups and prototypes developed for testing designs

Design Thinking

- **Genius Design** "We know our users so well"
- UI typically designed by dedicated designer (little 'd' design)



Required before advancing to next level

- Broader understanding of UX process
- Unify UX processes and procedures
- Define UX roles and skills needed

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Rich Buttiglieri

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Managed

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"Lets study user behavior in context to discover unmet needs"

UX Focus

- UX process well defined
- Consistent quality and performance across projects, which leads to standards
- More recommendations are influencing design
- Starting to do discovery research to inform design (personas, field research)
- Documented context of use

Typical Methods

- Iterative evaluation with heuristic reviews or usability tests (formative/qualitative – greater focus on measuring 'useful')
- **NEW!** Competitive analysis, personas, field research

Design Thinking

- **Activity Focused Design** *"In the field to study users"*
- UI typically designed by dedicated designer (big 'D' design – context of use)



Required before advancing to next level

- Systematic process
- UX metrics requested to be used for product planning

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Rich Buttiglieri

Source: http://www.slideshare.net/rbuttig/ux-corporate-evolutionupinov2013?qiId=620a915a-0474-47c9-9358-30c4bct482a5&v=&b=&from_search=2

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Integrated UX

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"What is the state of the union with UX?"

UX Focus

- UX process well integrated with overall product development lifecycle
- Consistent and predictable quality, staff begins to present at UX industry conferences
- UX recommendations driving design and influencing business requirements
- UX metrics formalized, baseline measurements compared to new designs (summative)

Typical Methods

- Iterative evaluation with heuristic reviews or usability tests (formative/qualitative as well as quantitative), Competitive analysis, personas, field research
- **NEW!** Quantitative studies (baseline and comparative)

Design Thinking

- **Experience Focused Design** *"What is it like to be a user?"*
- UI typically designed by interdisciplinary team



Required before advancing to next level

- Corporate commitment
- Cultural buy-in

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Rich Buttiglieri

Source: http://www.slideshare.net/rbuttig/ux-corporate-evolutioniupinov2013?qiId=620a915a-0474-47c9-9358-30c4bct482a5&v=&b=&from_search=2

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UX Driven (Institutionalized)

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"All products must follow UX design process"

UX Focus

- UX is a corporate business strategy and applied to every product
- Continuously improving process
- Industry leading quality of methods, staff recognized as a leader at UX industry conferences

Typical Methods

- **NEW!** Forward thinking research/idea labs



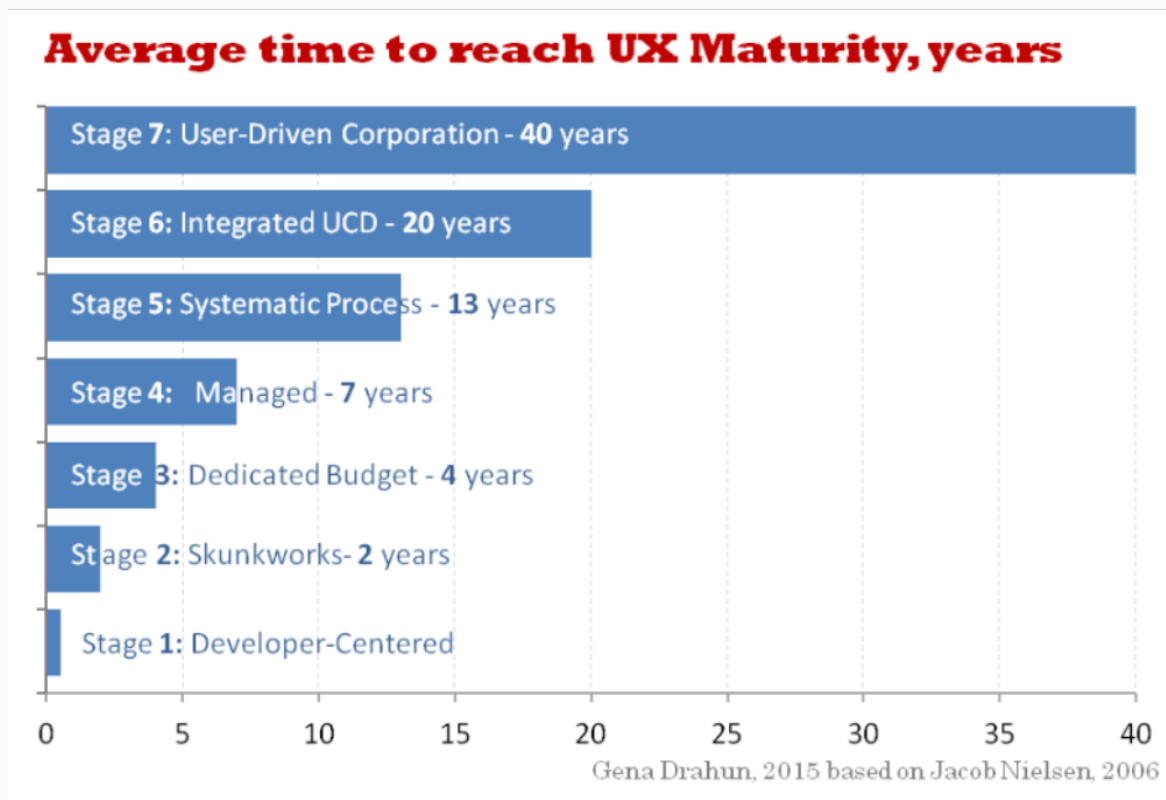
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10 years

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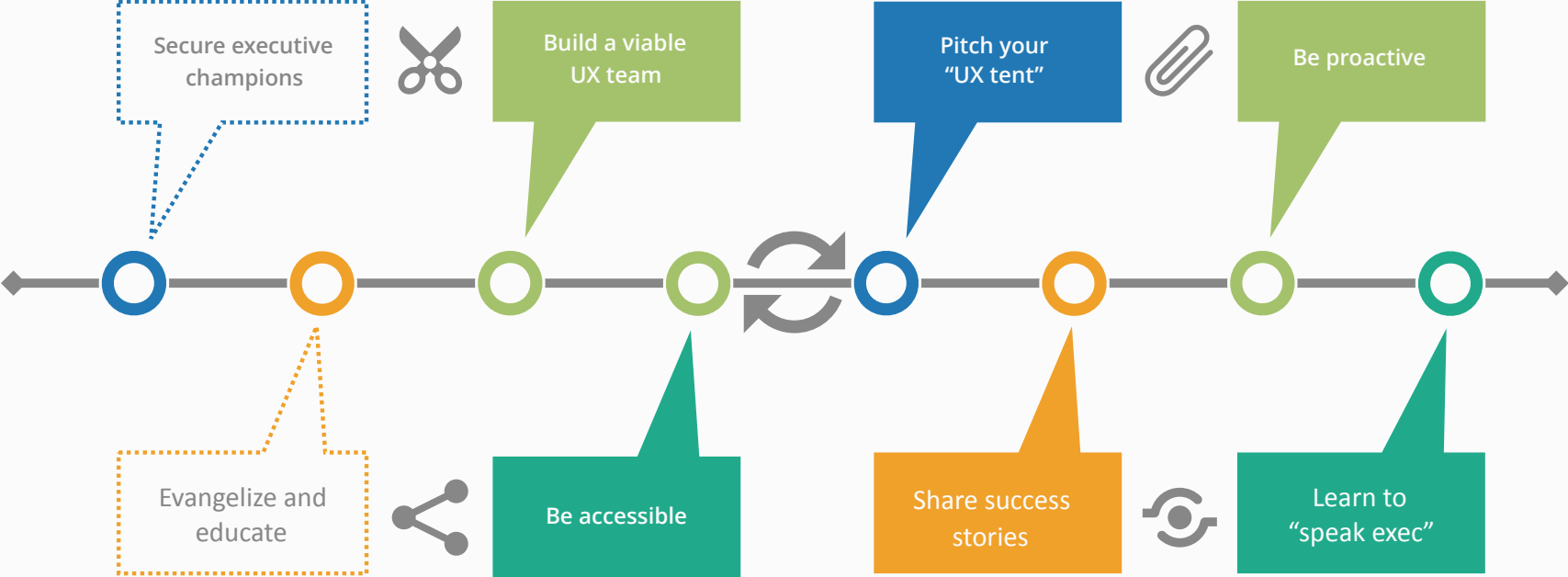
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Gena Drahan (via Jakob Nielsen)



<https://www.linkedin.com/pulse/wicked-truth-ux-maturity-gena-drahan>

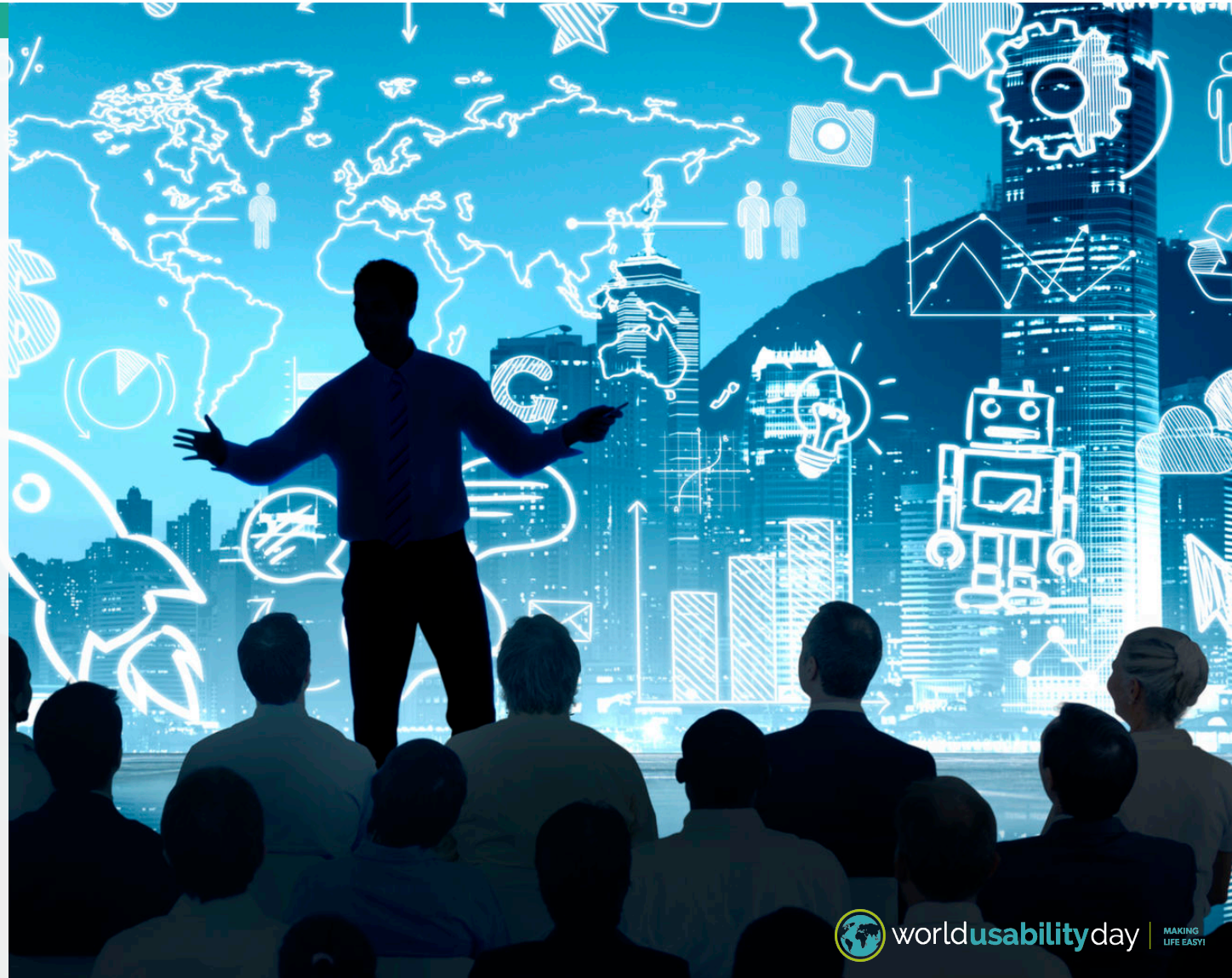
Tips to Drive a Strong Culture



The CMMI Parallel

- CMMI (Capability Maturity Model Integration) is a comprehensive approach to process improvement through a systems view of documented methods for managing quality, costs, and time for projects.
- Therefore, the implementation success is dependent upon the level of support from the top management down, and employee buy-in is essential to success.
- While it is a complicated and often burdensome task to achieve implementation, the returns for this investment are demonstrated to outweigh the expense of implementing, when implemented correctly.

Source: http://www.umsl.edu/~sauterv/analysis/6840papers_f12/Powell/index.html





The Carrot of Success

No effort = no success. Don't be deterred by the hardships you encounter.
Optimal UX maturity levels are attainable. Therefore, be committed to making your culture viable.

Chase the carrot!



Thanks! Questions?



@darrenhood @uxpulse



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