

UX COMPETENCY MATRIX

		UX MATURITY LEVEL						Success indicators
		STAGE 1: ABSENT	STAGE 2: LIMITED	STAGE 3: EMERGENT	STAGE 4: STRUCTURED	STAGE 5: INTEGRATED	STAGE 6: USER-DRIVEN	
UX DESIGN PHASE	Discover: Ad Hoc	Articulate organizational alignment (strategic goals integration)	Accessibility scanning (legal compliance)	Literature review (related research, distinguish what is unknown, identify gaps)	Ethnographic studies with contextual inquiry (observation within relevant framework)	Competitive analysis (clarification of potential areas for improvement)	Culture shift through excitement and focus on user	Advocacy, write user stories
	Explore: Definition	Training and establish standards	Establish governance and create policies (administrative buy-in)	Identify decision-making hierarchy (workflows)	Statistical analysis (data-mining, log analysis, data science and ML, biometrics)	Develop diverse user personas (understand user nuances)	User journey mapping (task analysis, ecology maps, cognitive mapping)	Governance, gather requirements
	Contextualize: Managed	IRB approved research protocol (human protections)	UX research tools (software adoption)	Validation studies (hypothesis definition)	Card sorting (IA determination)	Tree testing (assessing IA effectiveness)	Grant writing and funding (monetary validation)	Funding (includes materials and tools)
	Listen: Optimization	Diary and field studies (low-cost user analysis)	End-user interviews and stakeholder focus groups	Surveys (questionnaires)	Eye-tracking, heatmaps, and click tracking (data on user engagement)	Prototyping, blueprinting, A/B testing	Usability testing (prototype benchmarking)	Community engagement through service learning
	Ideate: Innovation	Explore local demographics (such as reports or institutional dashboards)	Expert review (heuristics evaluation)	Longitudinal studies (investigation into detailed user behaviors)	Co-creation (participatory design) workshops	UX initiatives assessment and evaluation (programmatic assessment)	Published research study (contribution to breadth of UX research)	Applied community-based research
ORGANIZATIONAL EMPATHY GROWTH								