



UX Maturity Industry Survey Report

July 2017

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Study Background & Goals

Background

- There is a general sense in the UX community that a mature UX organization leads to a better user experience, which is associated with increased satisfaction, more loyal customers, and more revenue.
- There are many models that describe maturity but none have been effectively validated to determine what matters.
- The models generally consist of different stages, with maturity progressing from unrecognized or ad hoc to institutionalized. They also identify common components to assess, including the importance of budgets, methods, processes, and attitudes.

Study Goals

- The goal of this study is to empirically validate a model of UX maturity using an industry-wide survey to benchmark UX practices and understand what factors differentiate mature from immature UX orgs.

Executive Summary

Methods and Resources

- Mature companies use more UX methods (e.g., eye tracking, benchmarking, competitive studies) and resources for UX research (e.g., prototypes, video feeds) compared to less mature companies.
- Mature companies assess UX and involve end-users more frequently and at more stages of development.
- Mature companies use more success metrics and define success metrics or KPIs more frequently than less mature companies.
- Respondents from less mature companies report having a greater number of challenges in their UX process, particularly in testing designs with end users, securing UX budget and resources, and getting buy-in from executives.

Perceived Value of UX

- Respondents from mature companies have a significantly higher perceived value of UX (29% higher mean score).
- Respondents from mature companies rate company success, UX effectiveness, and job satisfaction significantly higher compared to respondents from less mature companies.

UX Roles

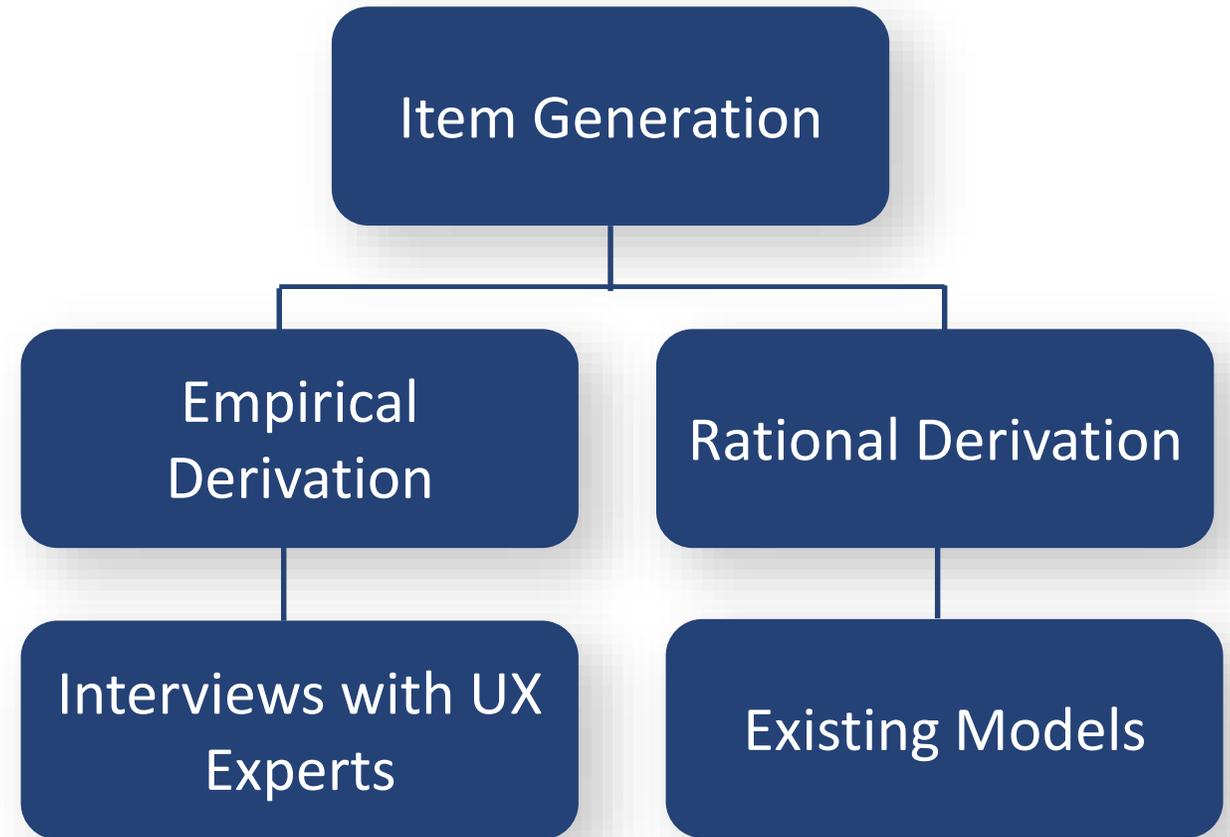
- Though company size does not differ by maturity, mature companies have significantly more employees who work full-time in UX.
- Mature companies have had full-time UX roles for longer: 5 to 10+ years at mature companies compared to less than 5 years or no UX roles in less mature companies.

UX Budget

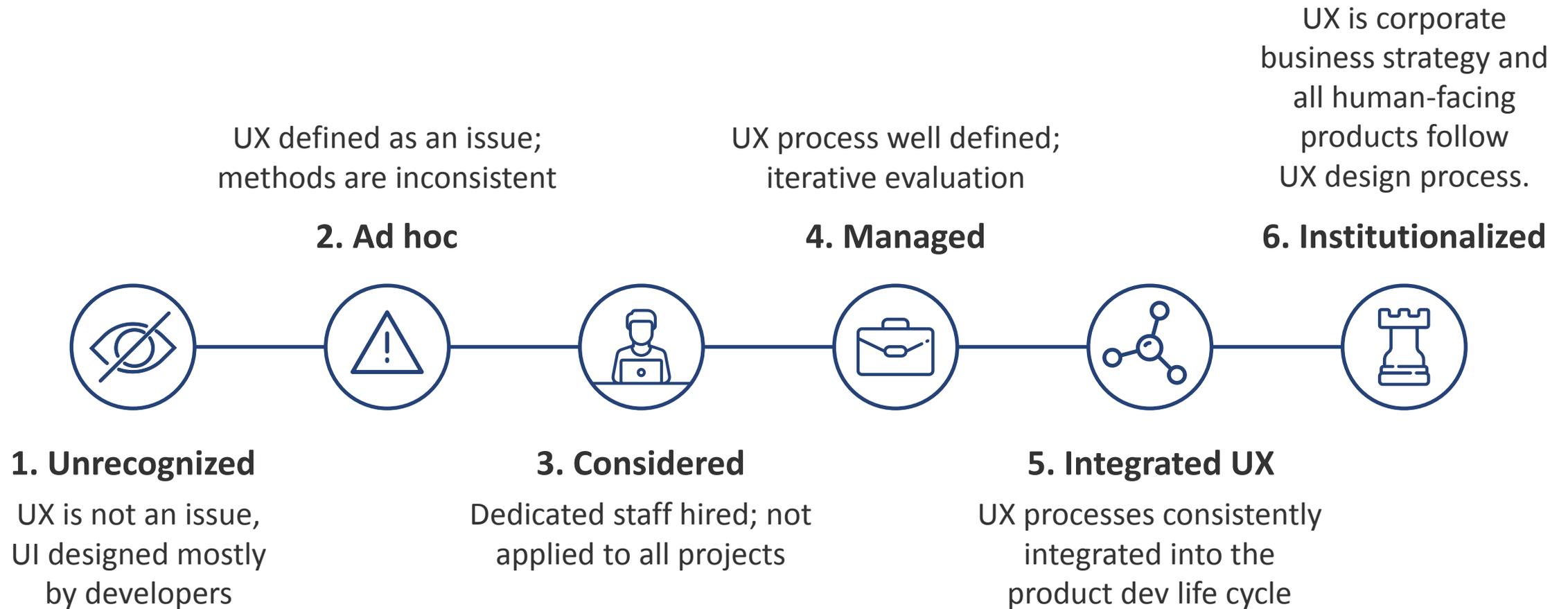
- Mature companies are twice as likely to have dedicated budgets, while less mature companies are 8 times as likely to not have a dedicated budget.
- More respondents from mature companies report having time and funding for continued education and perceiving this time and funding as sufficient compared to respondents from less mature companies

Maturity Model Background & Coverage

1. Individuals & Organizations
2. Staffing
3. Methods
4. Leadership & Culture
5. UX Integration
6. Training & Skills
7. Success Metrics
8. Budget/Resources



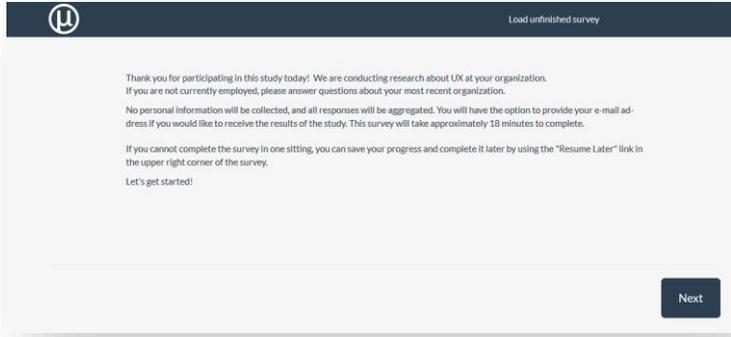
Steps in A Maturity Model



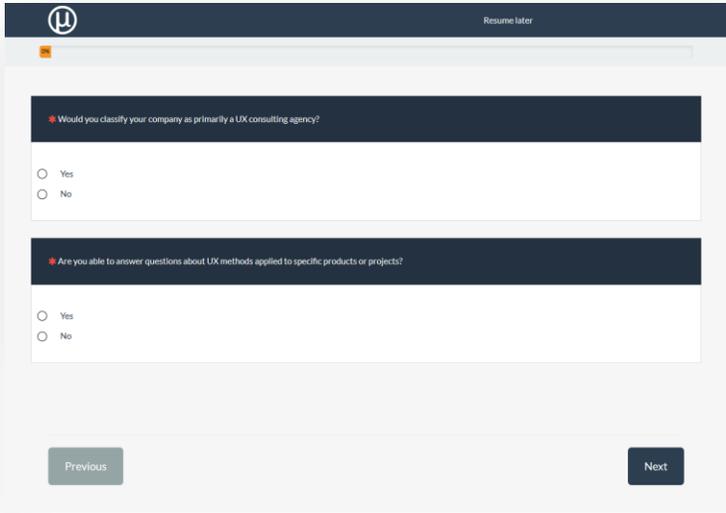
Participants



1. Welcome Page



2. Survey Questionnaire
(16 pages)



150 Participants



Dec 2016 – June 2017
Collection Dates



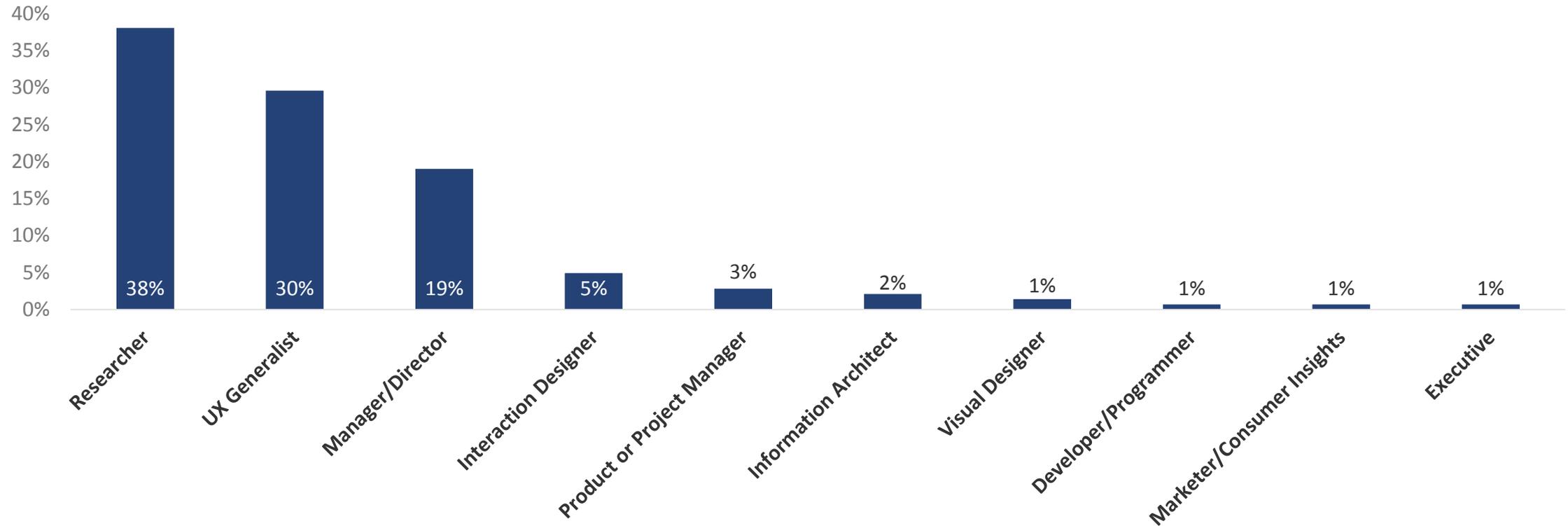
18 Minutes
Average Duration

A person is working at a desk with a laptop and papers. The image is overlaid with a dark blue filter. The person's hands are visible, one typing on the laptop and the other holding a pen over a document. The background shows a blurred office environment with a window and a lamp.

Characteristics of the Sample

Job Description

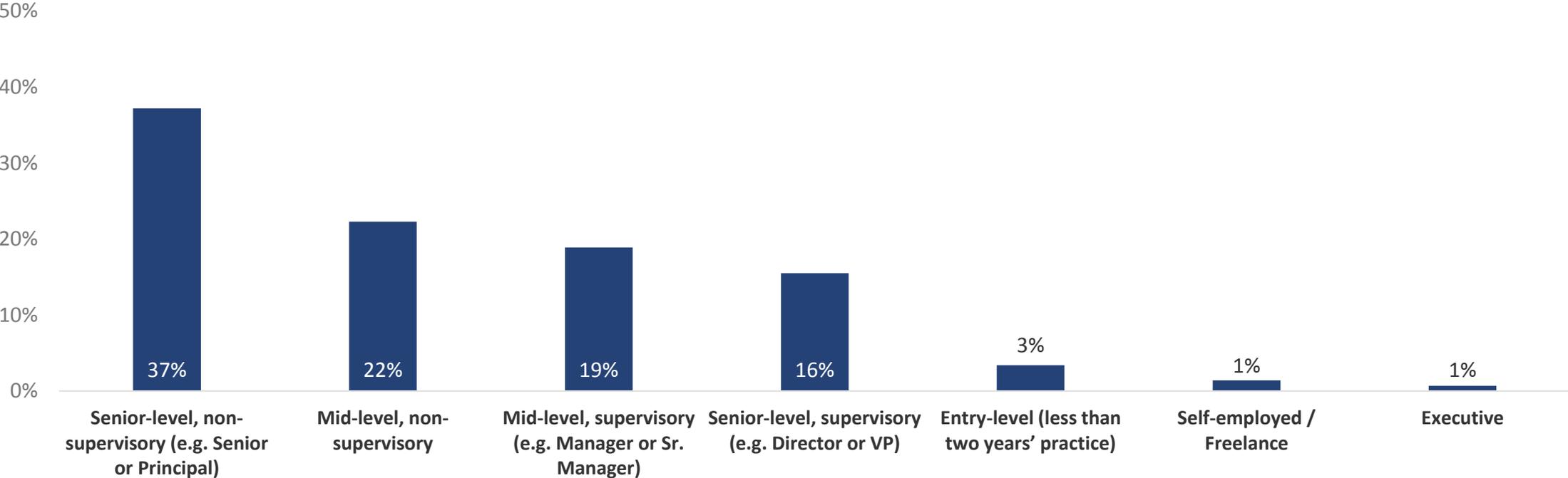
Which best describes your role?



38% of respondents were UX researchers, **30%** identified as UX generalists, and **19%** were managers/directors.

Employment Level

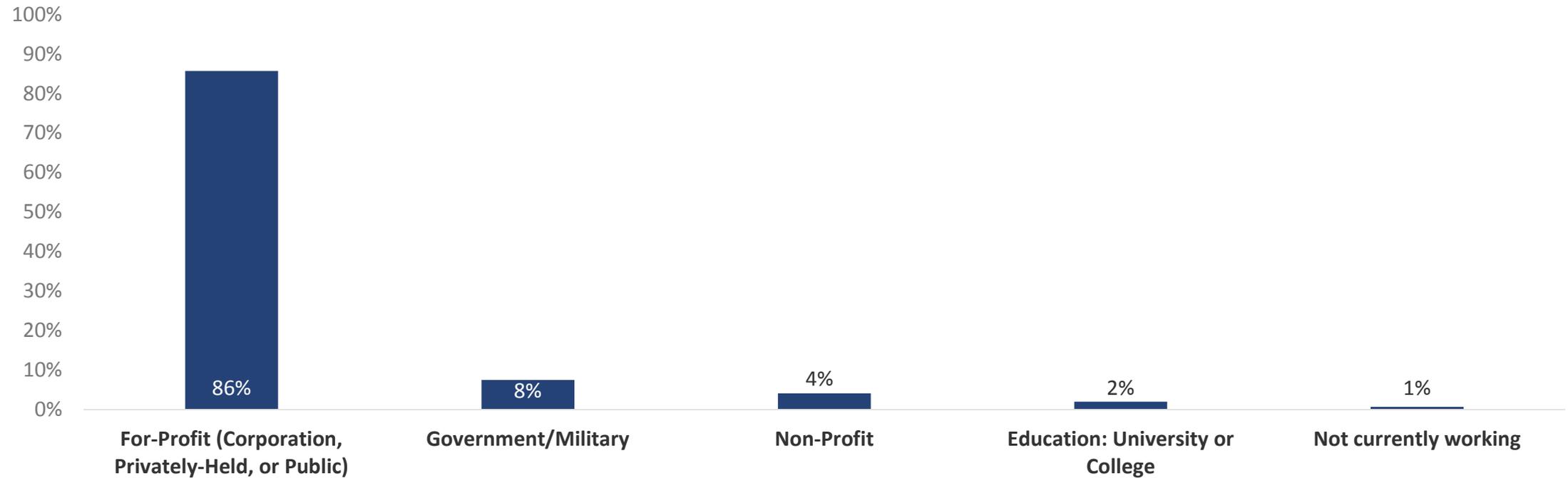
What is your employment level?



Respondents represented a range of employment levels with over **90%** being in a mid or senior level position.

Company Type

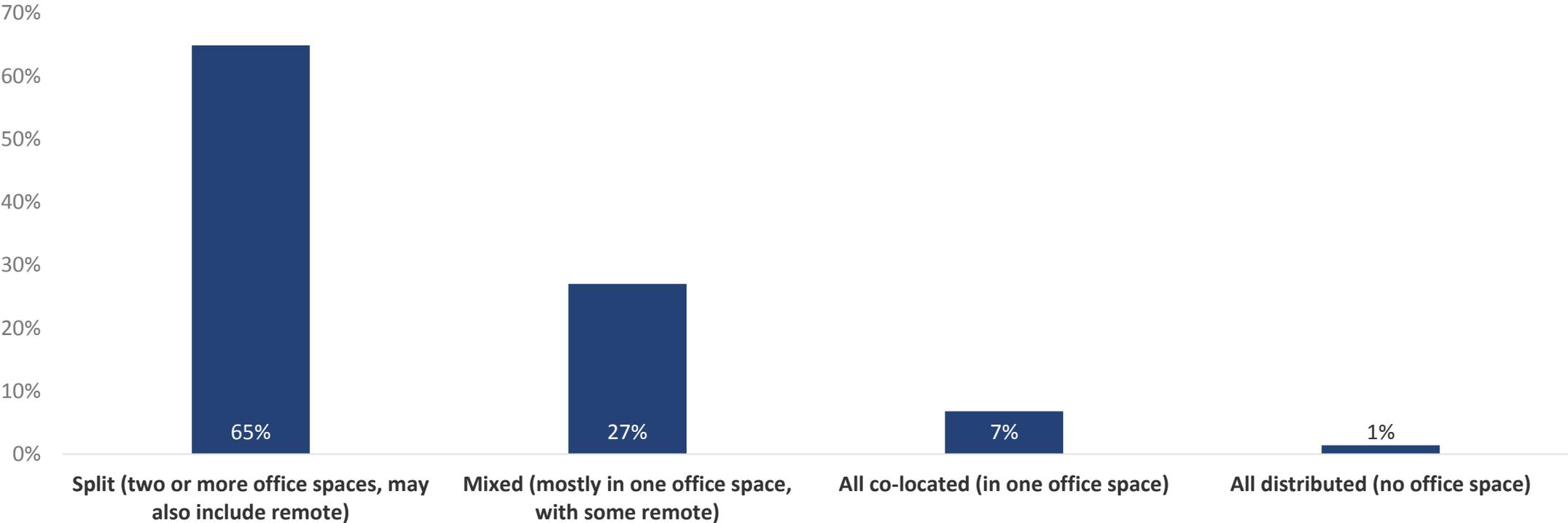
What type of company do you work for?



The vast majority of respondents (**86%**) worked for For-Profit companies.

Company Structure

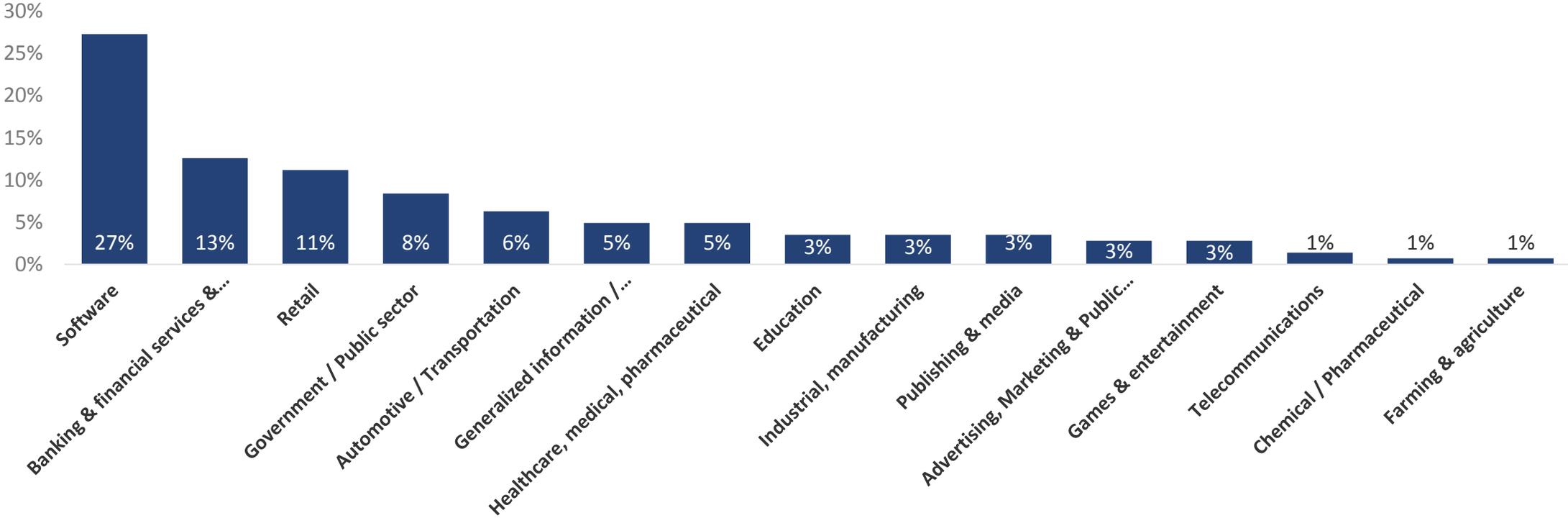
What best describes the structure of your company?



The majority of respondents' company structure is split, with two or more offices, including remote (65%).

Industries

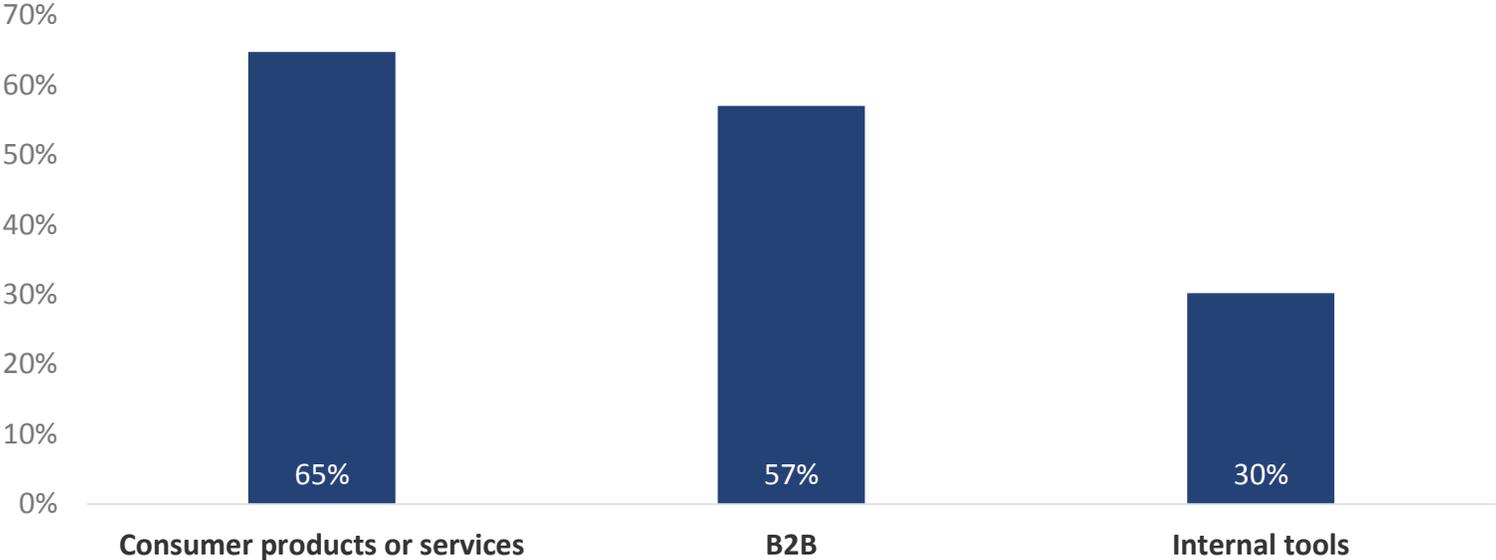
What industry does your company belong to?



15 industries were represented, with most respondents in software (27%), Finance (13%), Retail (11%), and Government/Public Sector (8%).

Product Category

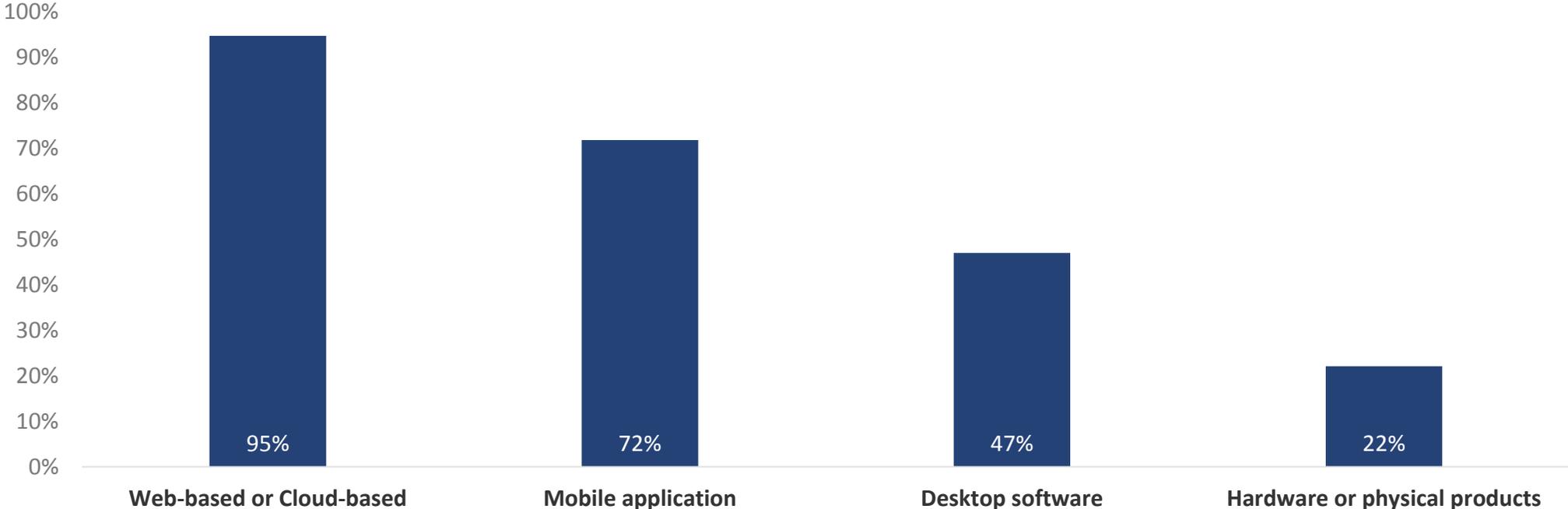
What category of products does your company work on? Select all that apply.



More than half of respondents' companies work on consumer products or services (65%) and B2B (57%)

Product Platform

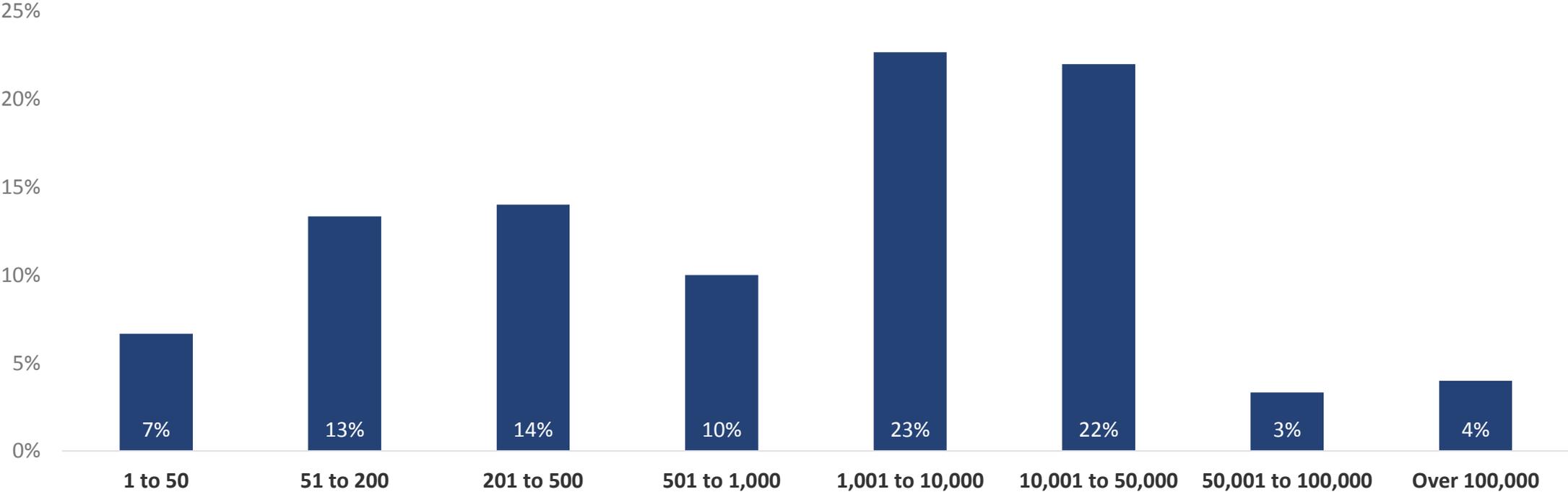
What platform(s) of products does your company work on? Select all that apply.



Most respondents' companies work on web-based/cloud-based (95%) and mobile applications (72%).

Company Size

How many people are employed at all locations of your company?



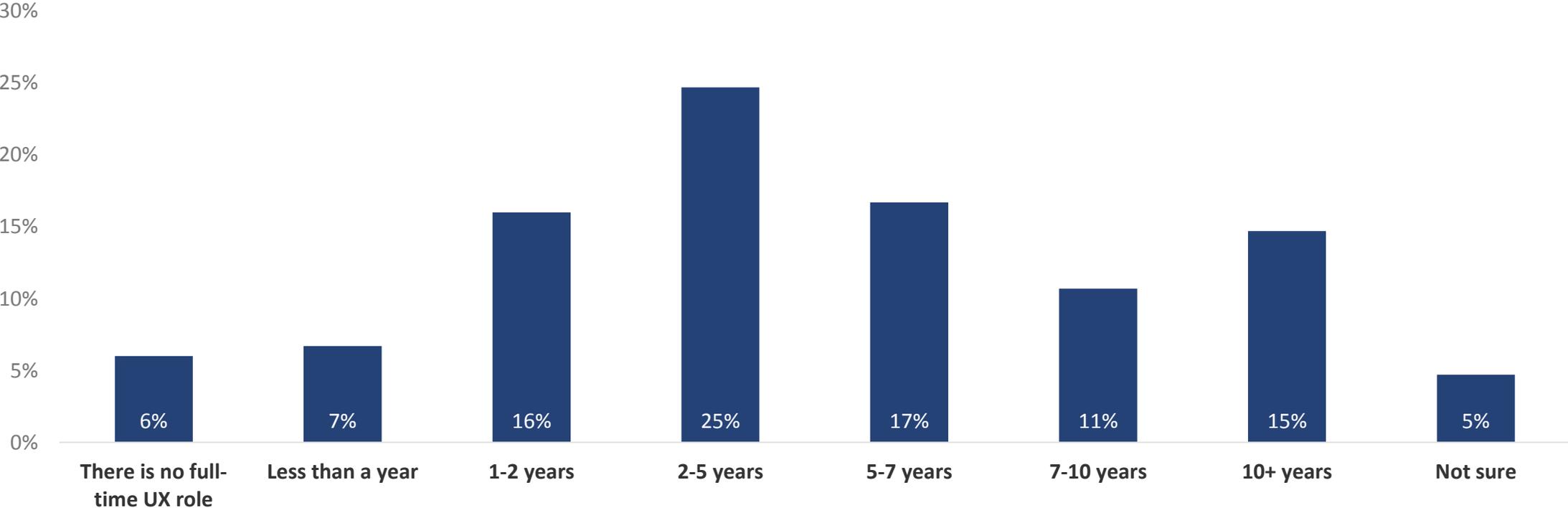
Approximately half of respondents' companies have between 1,000 and 50,000 employees (45%).

A person is shown from the side, working on a laptop. Their hands are visible, one on the keyboard and the other holding a pen over a document on the desk. The scene is dimly lit and has a dark blue overlay. The text 'UX Findings' is written in white on the left side of the image.

UX Findings

UX Roles

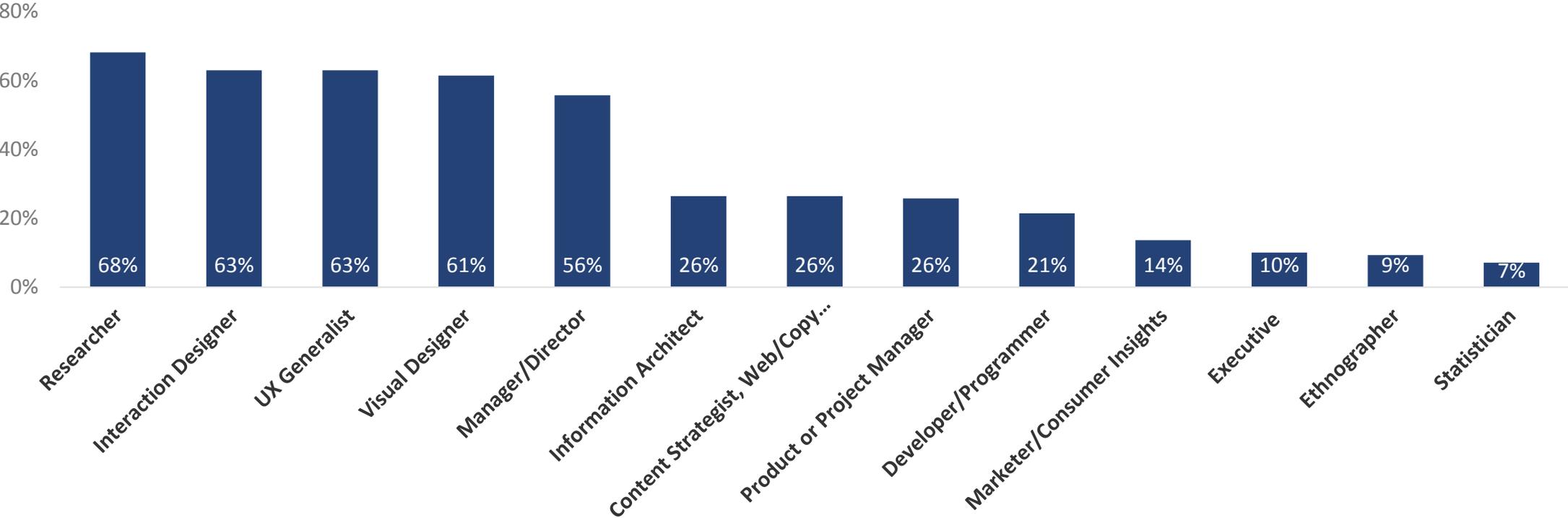
How long has a full-time UX (or comparable) role existed at your company?



Across all industries, **42%** of respondents indicated that a full-time UX role had existed for over 5 years.

UX Roles

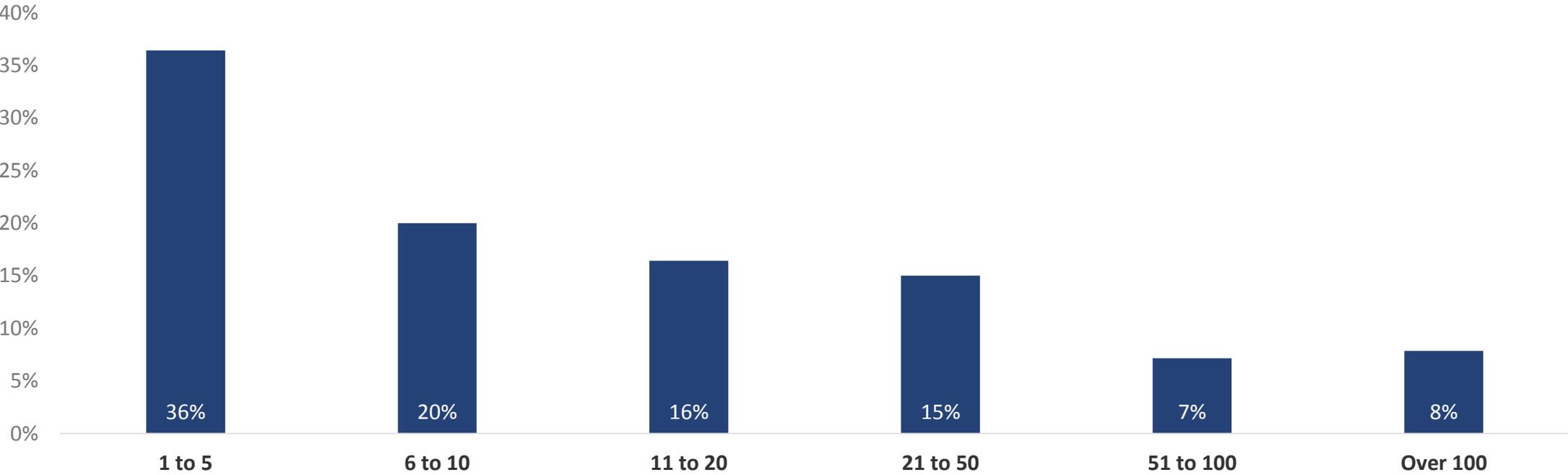
Which of the following full-time roles exist as part of your UX structure? Select all that apply



The most common UX roles respondents report having are Researchers (68%), Interaction Designers (63%), and UX Generalists (63%).

UX Roles

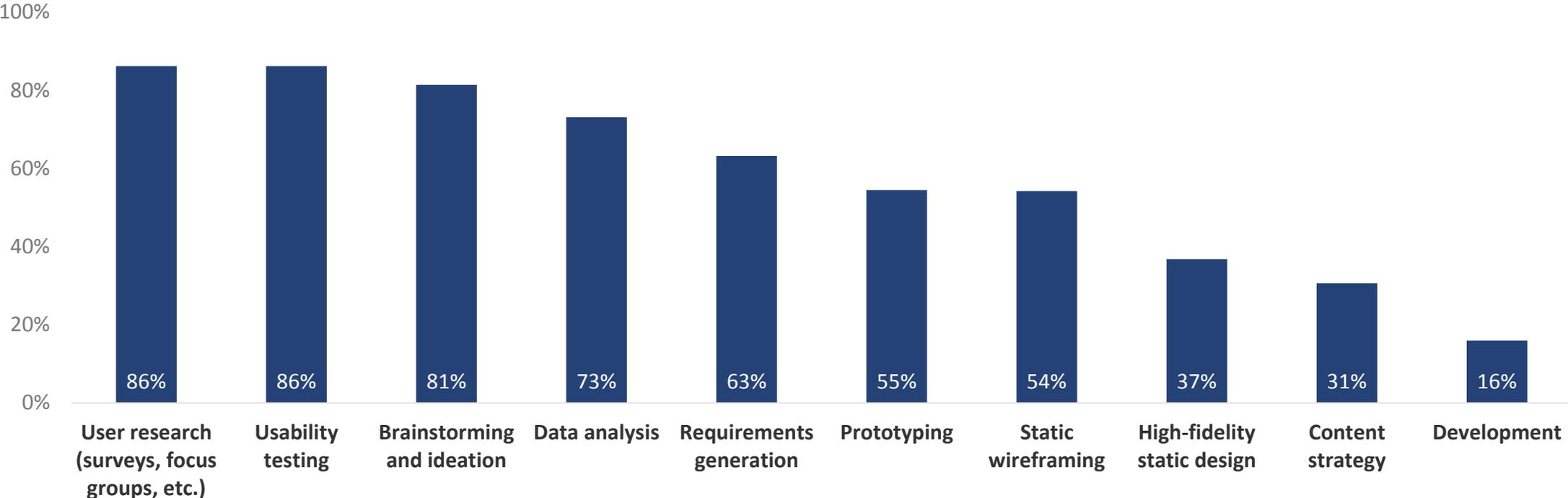
How many people in your company work full-time in UX?



Over half of respondents report having fewer than 10 full-time UX employees within their companies (56%).

UX Activities

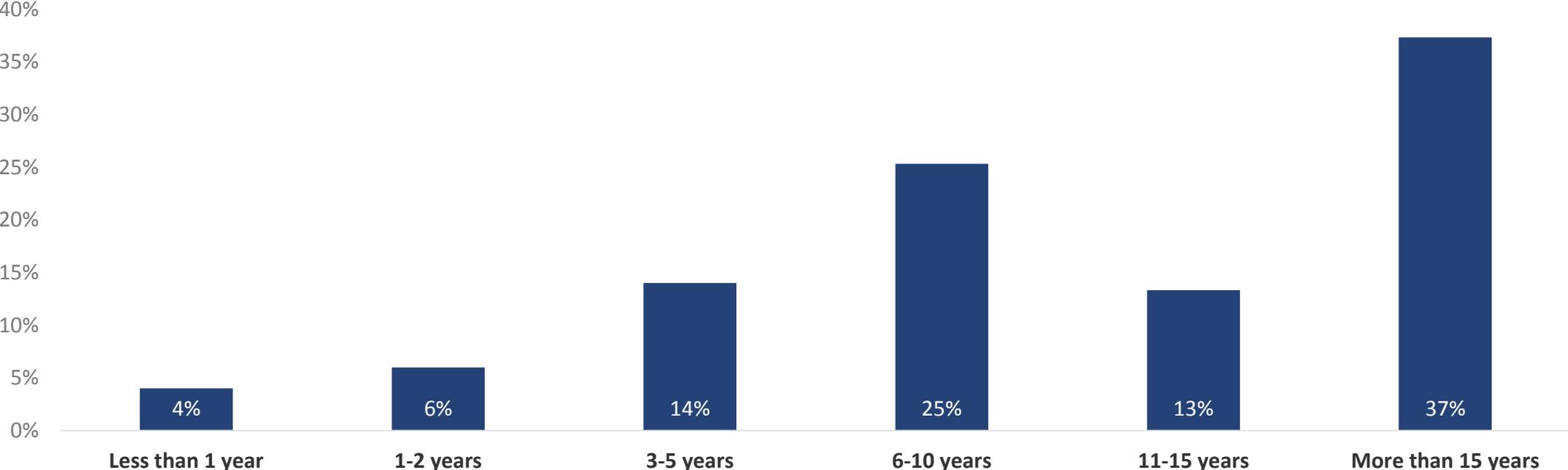
Which activities are you involved in during the UX process? Select all that apply.



Most respondents indicated being involved in user research (86%) and usability testing (86%).

UX Experience

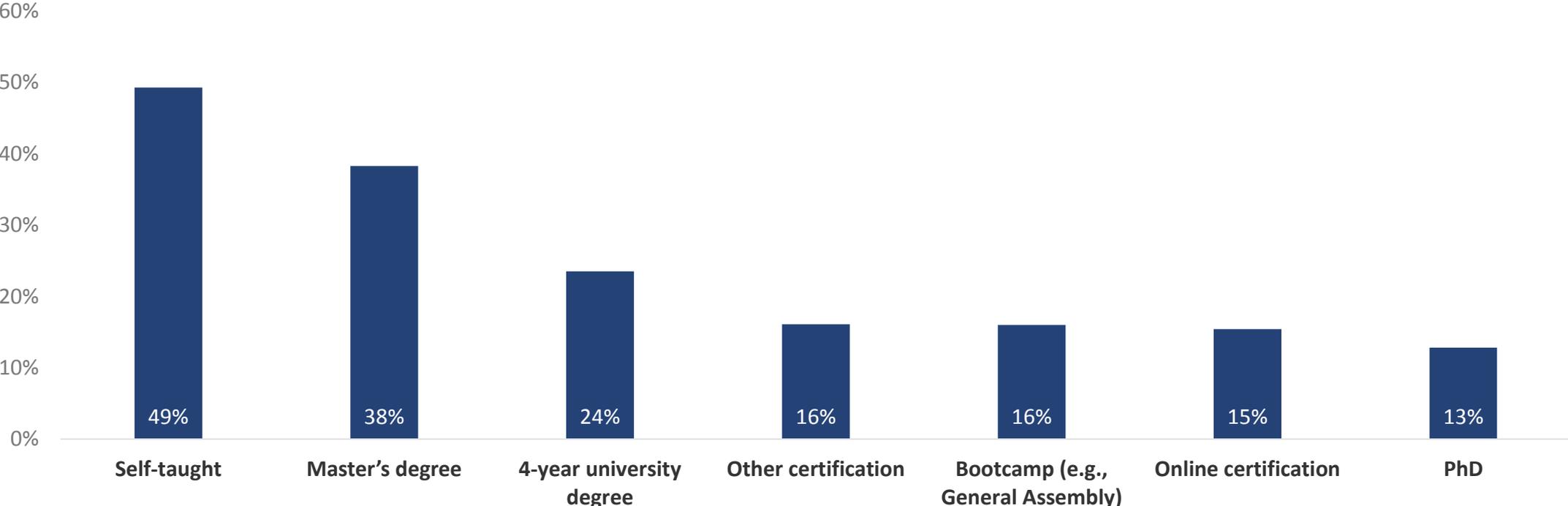
How many years of UX experience do you have?



The majority of respondents reported having more than 15 years of UX experience (**37%**) or 6-10 years of experience (**25%**).

UX Training

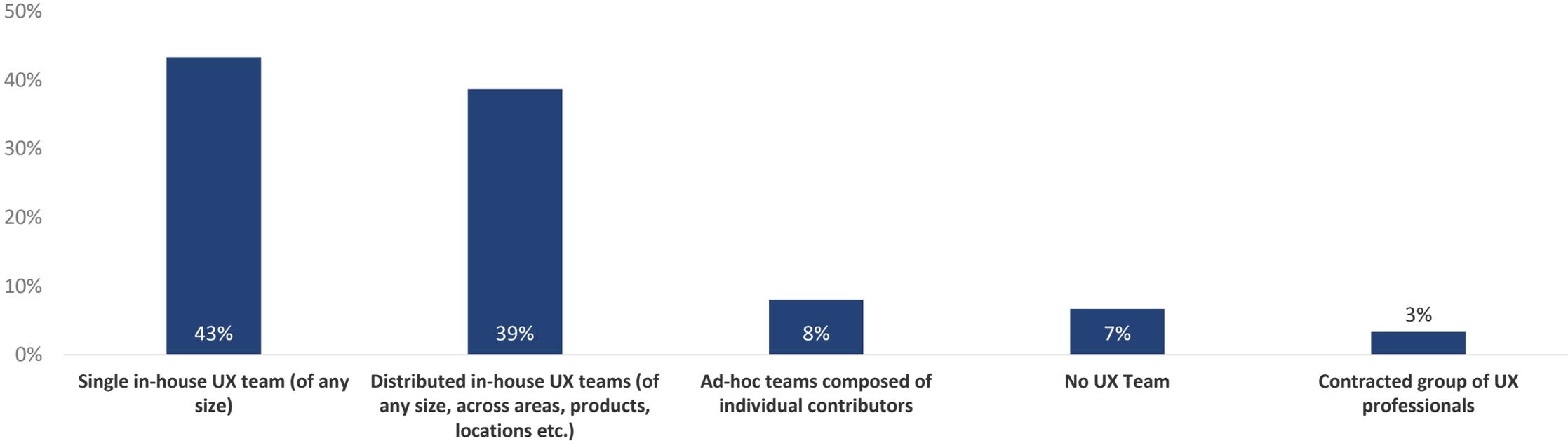
What type of design or UX training programs have you completed? Select all that apply.



Almost half of respondents are self-taught (49%) and/or have completed a master's degree (38%).

UX Structure

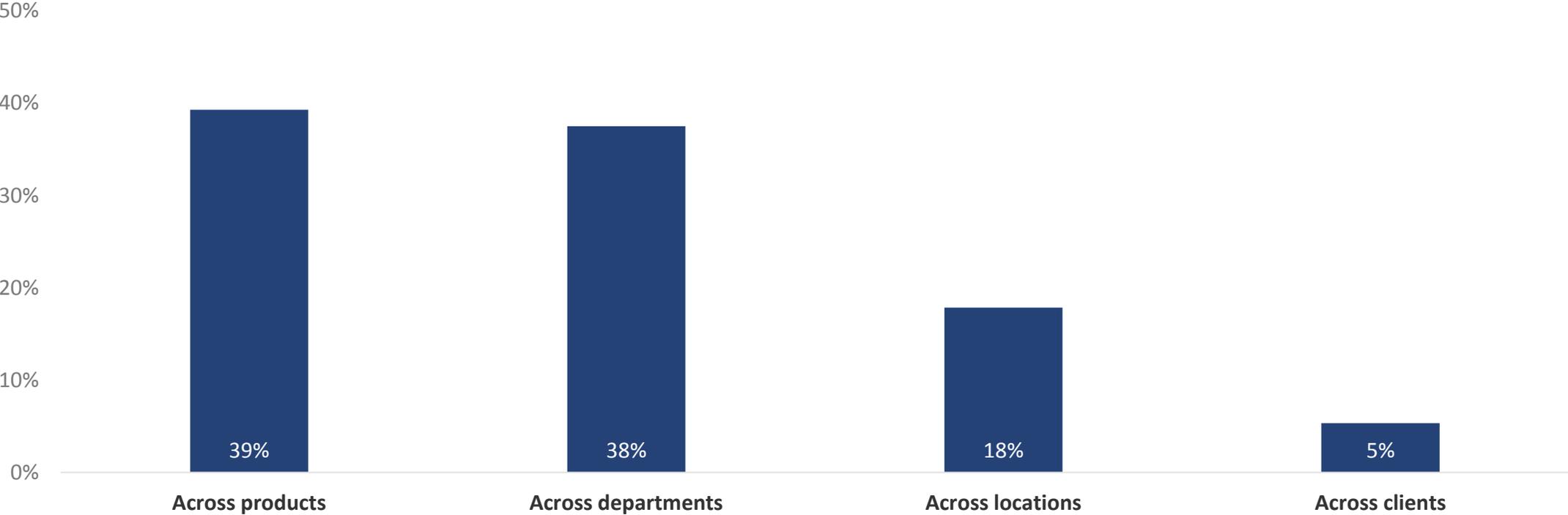
Which of the following best describes the structure of your UX team?



Across all industries, most respondents described the structure of their UX team as single in-house teams (43%) or distributed in-house (39%).

UX Distribution

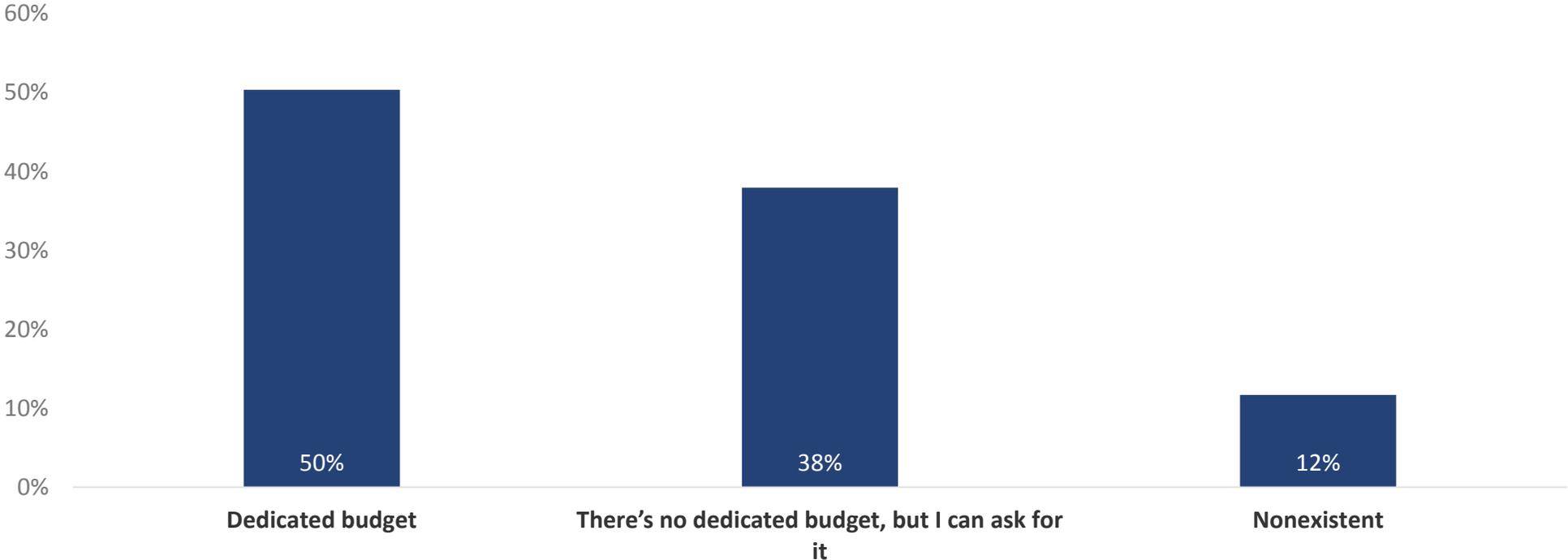
How would you characterize the distribution of UX employees?



Most UX employees are distributed across products (39%) or departments (38%).

UX Budget

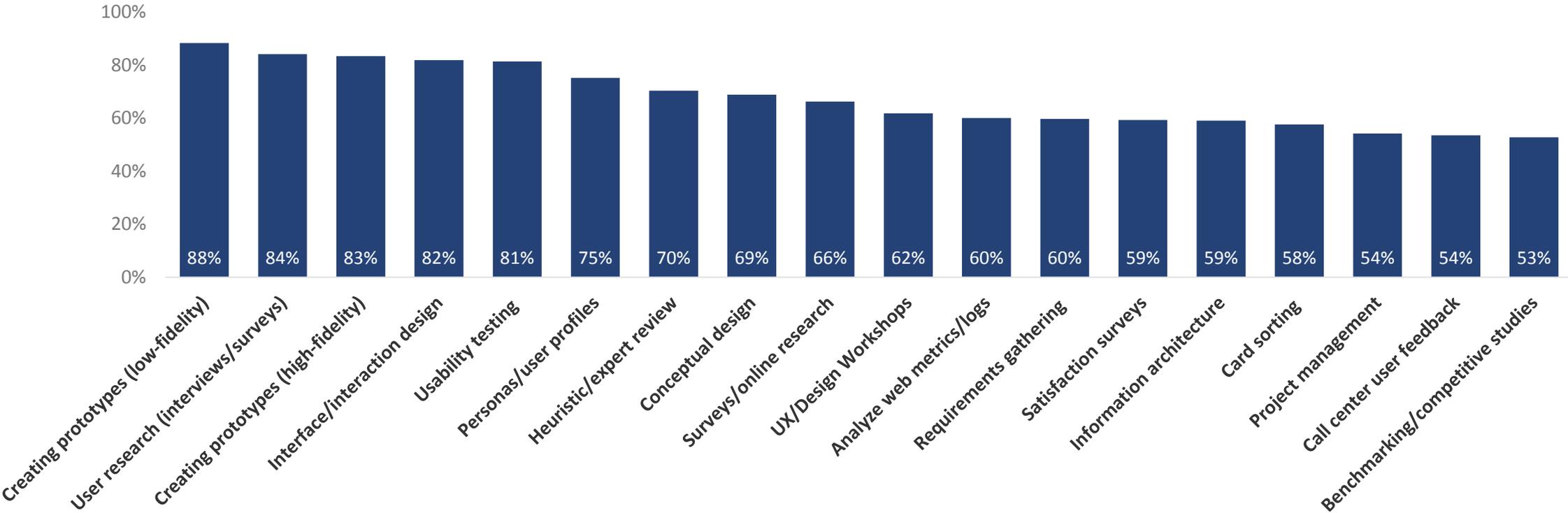
Which of the following best describes your company's budget for UX?



Half of survey respondents reported having a dedicated budget (50%) with only a few reporting no budget (12%)

Most Common UX Methods

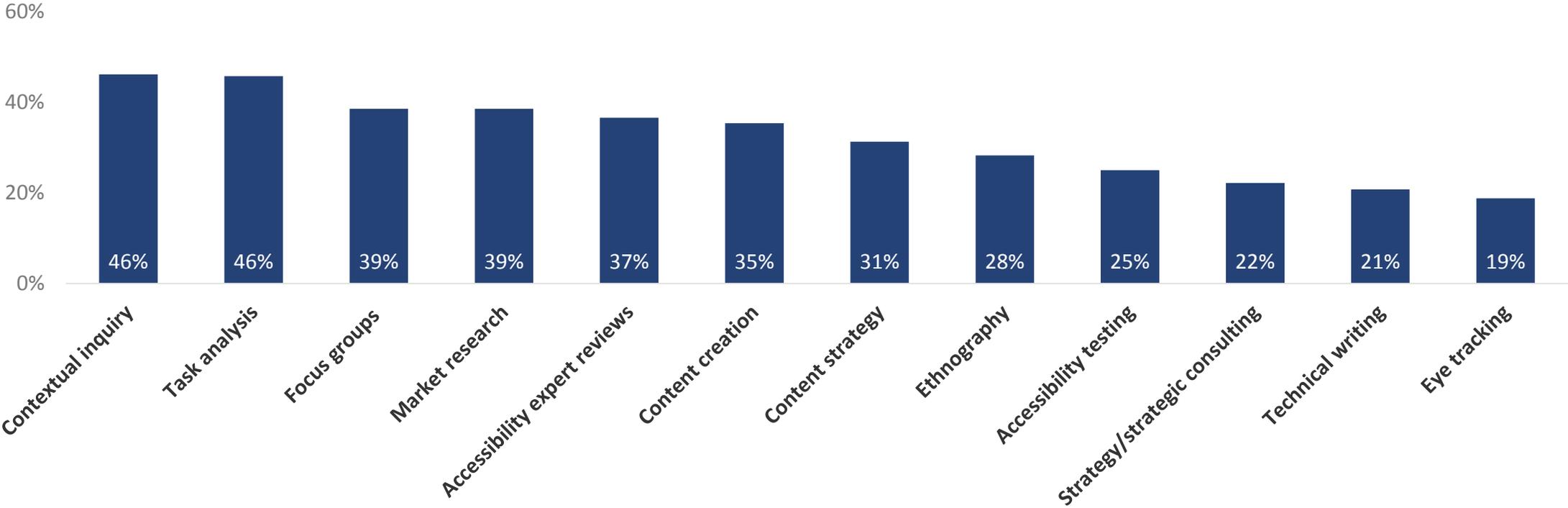
Which of the following UX methods have been used in your company within the last 12 months?
Select all that apply.



At least half of respondents report each of these UX methods being used in their company.

Less Common UX Methods

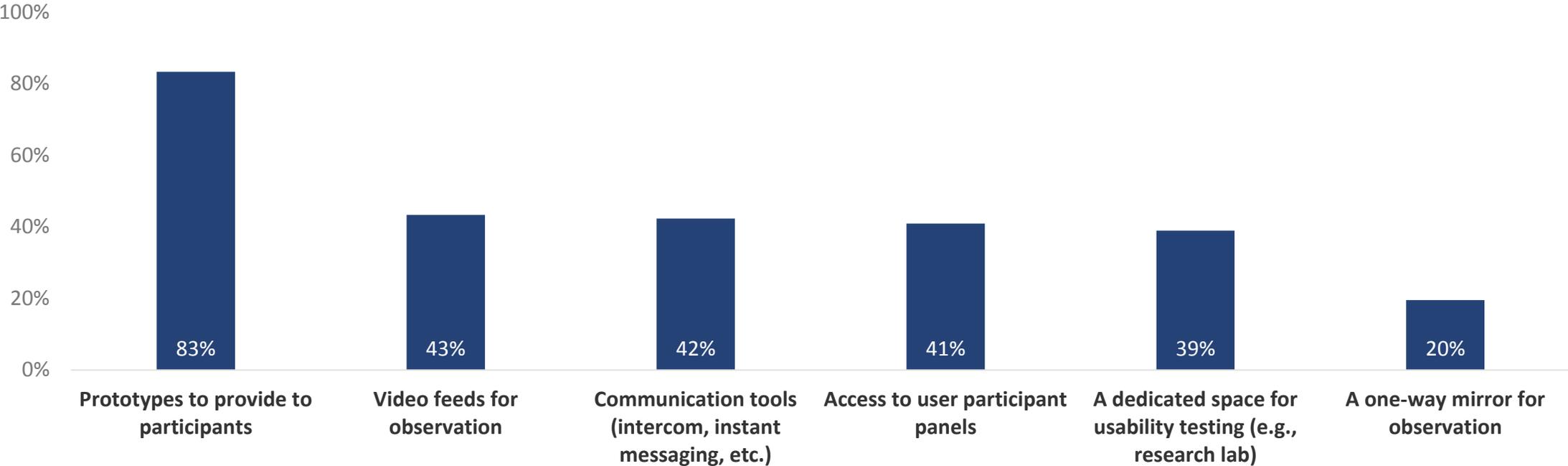
Which of the following UX methods have been used in your company within the last 12 months?
Select all that apply.



Less than half of respondents report these UX methods being used in their company.

UX Resources

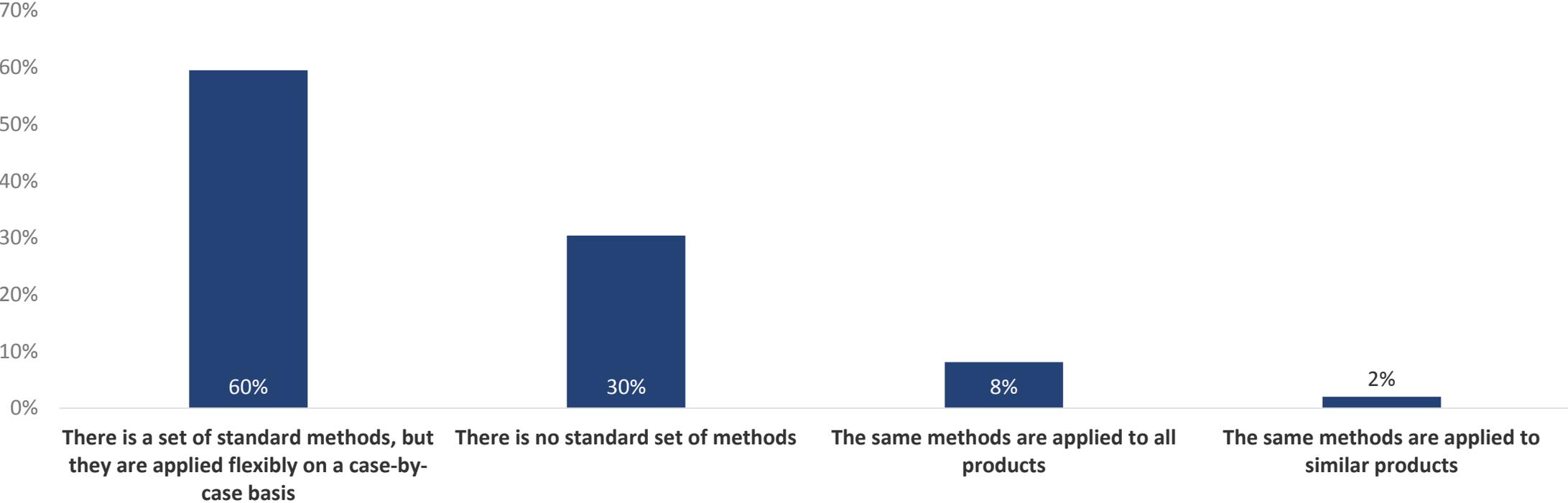
Which of the following resources have been utilized for UX research/testing within the last 1-2 months?
Select all that apply.



Most respondents reported utilizing prototypes to provide to participants (83%).

UX Application

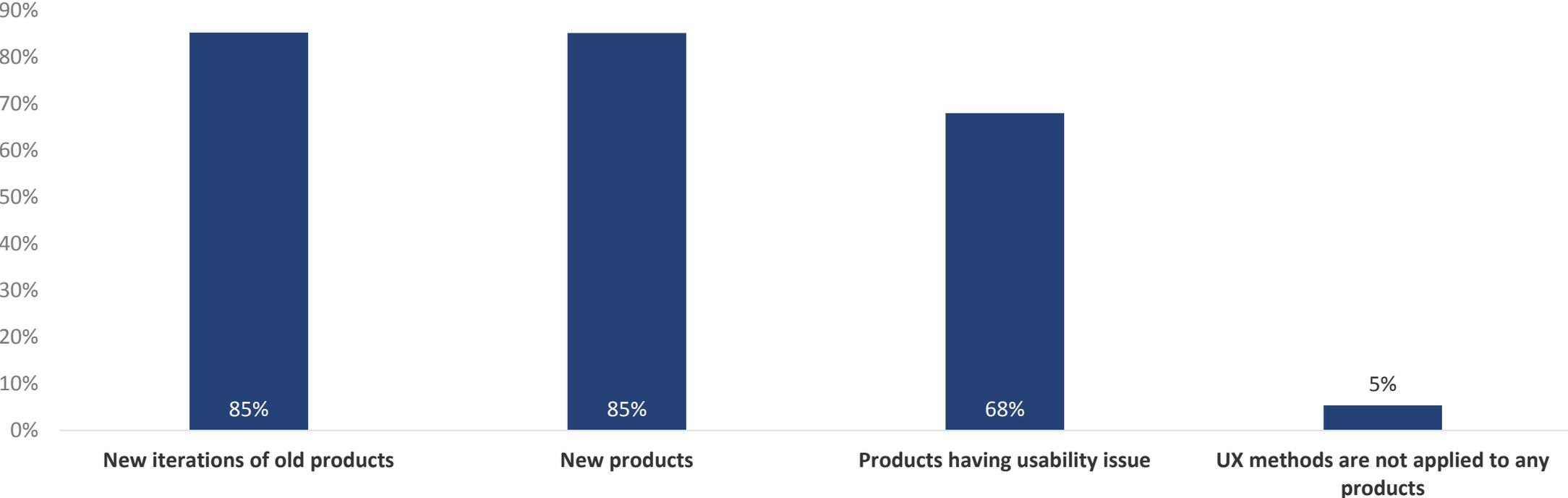
Which of the following best describes how UX methods are applied to products?



Most respondents reported that a set standard of methods are applied flexibly (60%).

UX Application

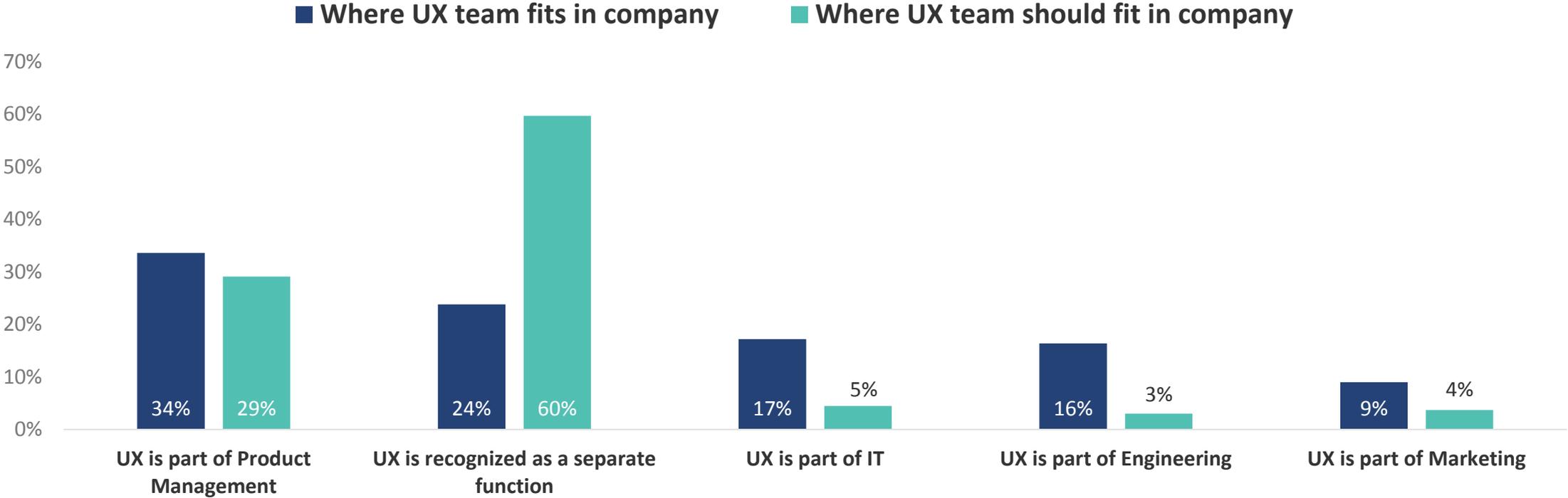
Which projects or products are UX methods applied to? Select all that apply.



Most respondents reported that UX methods are applied to new iterations of old products (**85%**) and new products (**85%**), and only **5%** reported that UX methods are not applied to any products.

Where UX Team Fits in Company

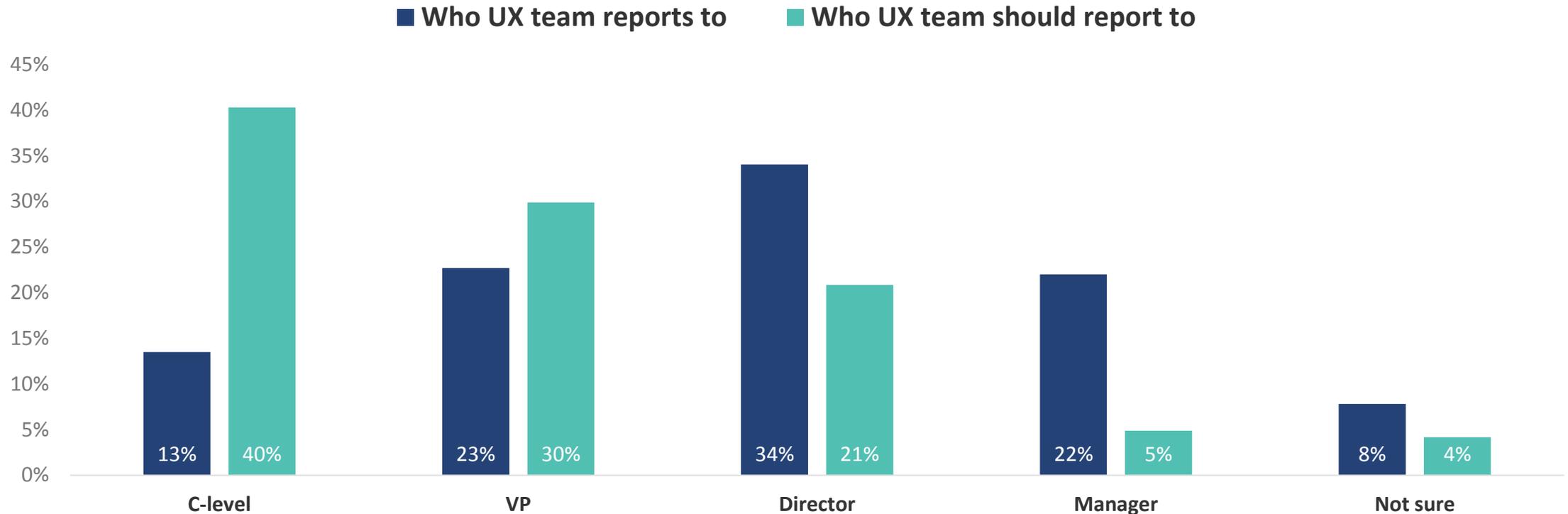
Where does the UX team fit in your company? Where should the UX team fit in your company?



60% of respondents say UX should be recognized as a separate function; however, only **24%** say that UX is recognized as a separate function.

Who UX Team Reports to

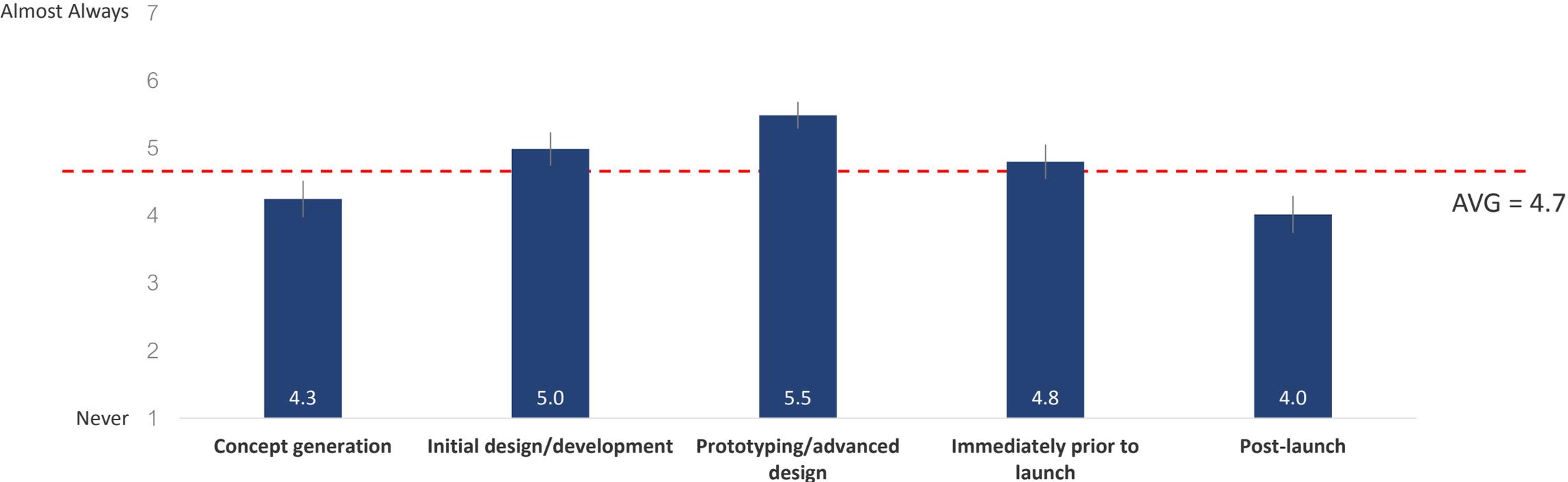
What level does the UX team report to? Who should the UX team report to?



40% say that the UX team should report to C-level; however, only **13%** of respondents say the UX team reports to C-level.

UX Assessment

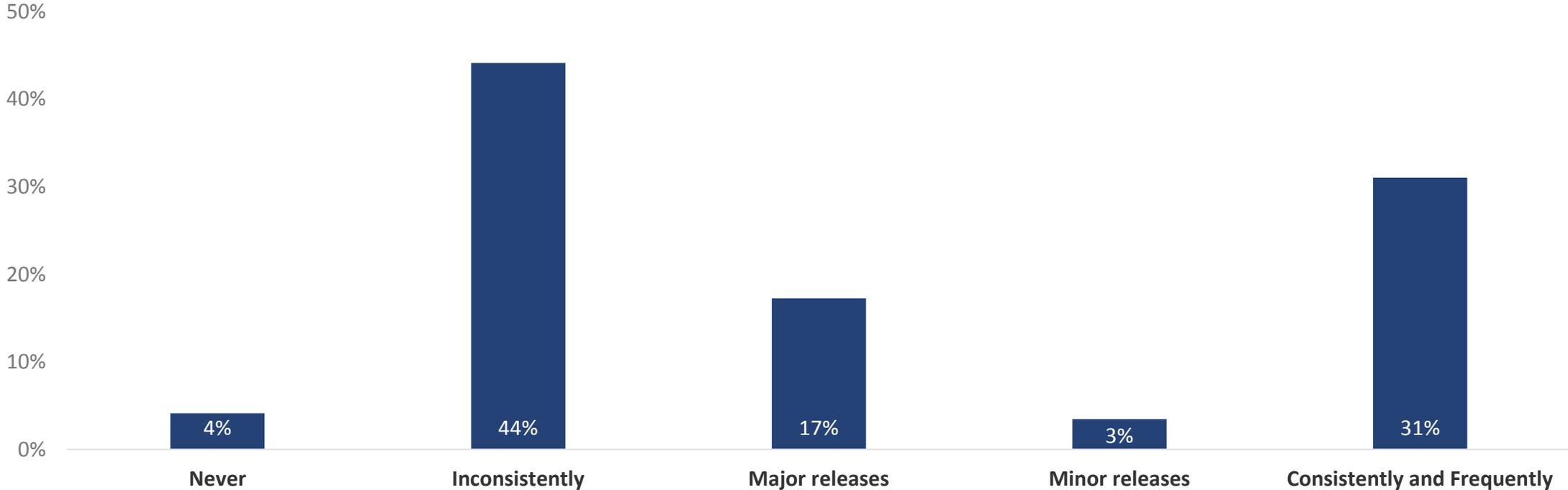
In which of the following stages of product development is UX assessed?



Respondents report UX assessment occurs most often during prototyping/advanced design and initial design/development

UX Assessment Frequency

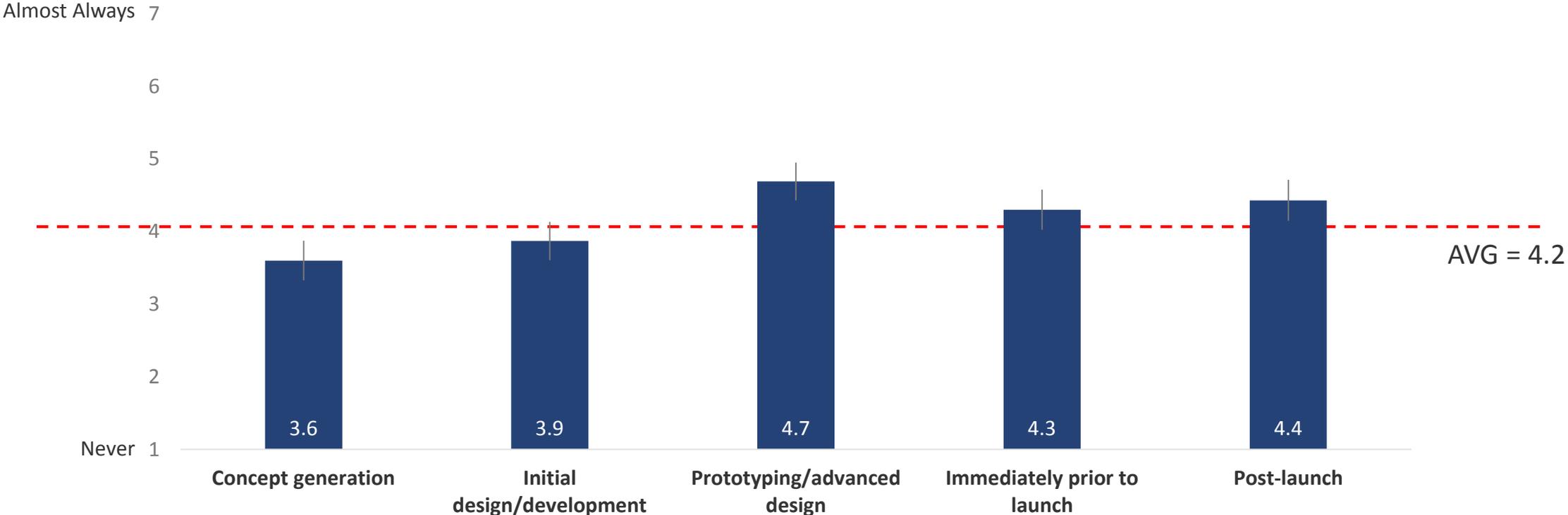
Which of the following best describes how often you assess the UX of your products?



44% of respondents report that UX is assessed inconsistently and **31%** report that UX is assessed consistently and frequently.

End User Involvement

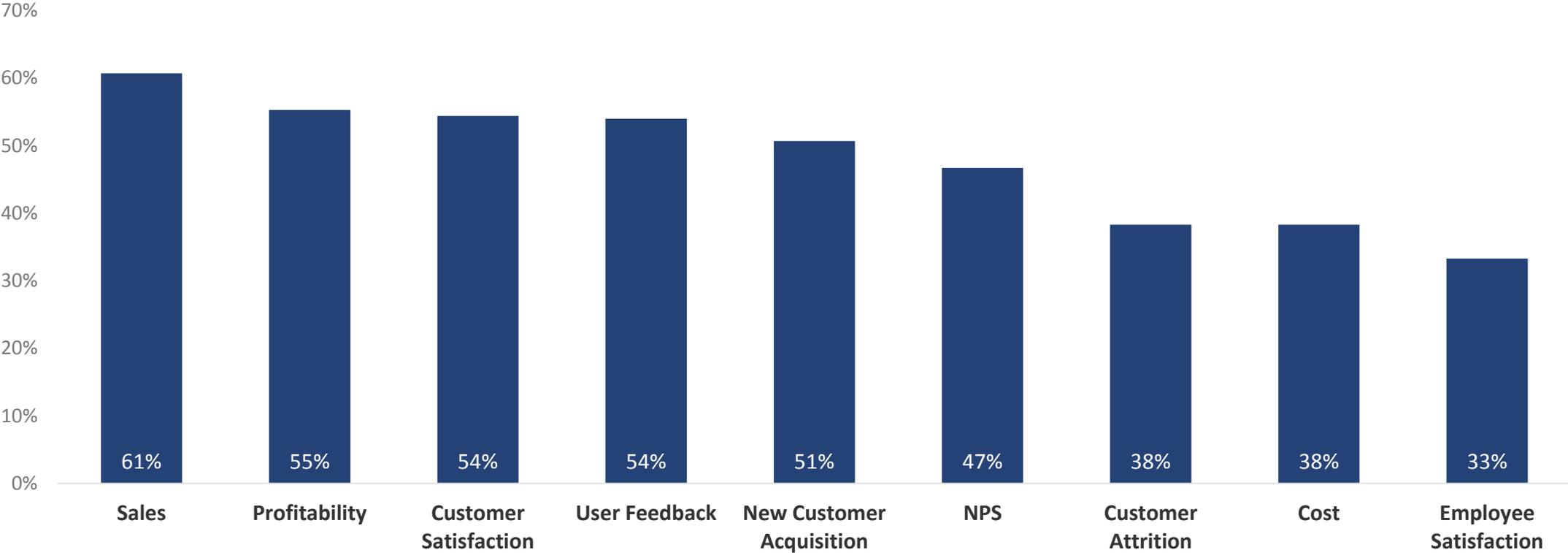
In which of the following stages of product development are end-users involved?



Respondents report end users being involved most often during prototyping/advanced design and post-launch.

Success Metrics

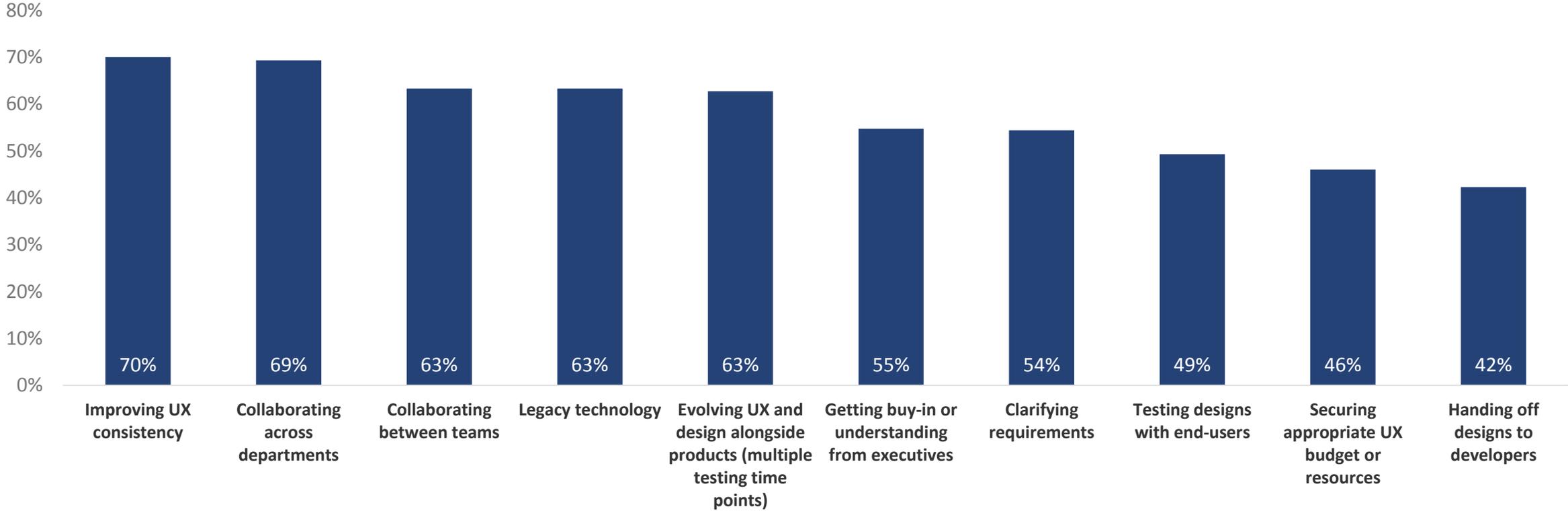
Which of the following success metrics does your company use? Select all that apply.



Respondents report their companies using a range of success metrics.

UX Challenges

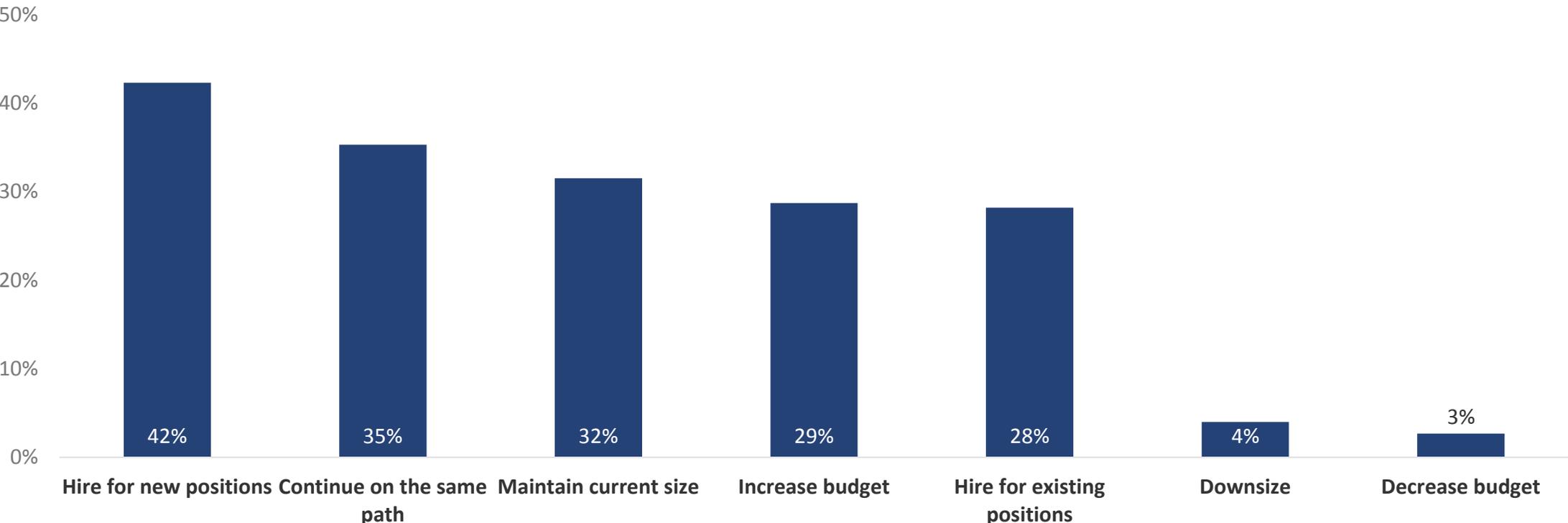
What challenges do you currently face in your UX process? Select all that apply



Respondents report a range of challenges in the UX process.

Next Steps

Which of these are coming up for UX in your company? Select all that apply



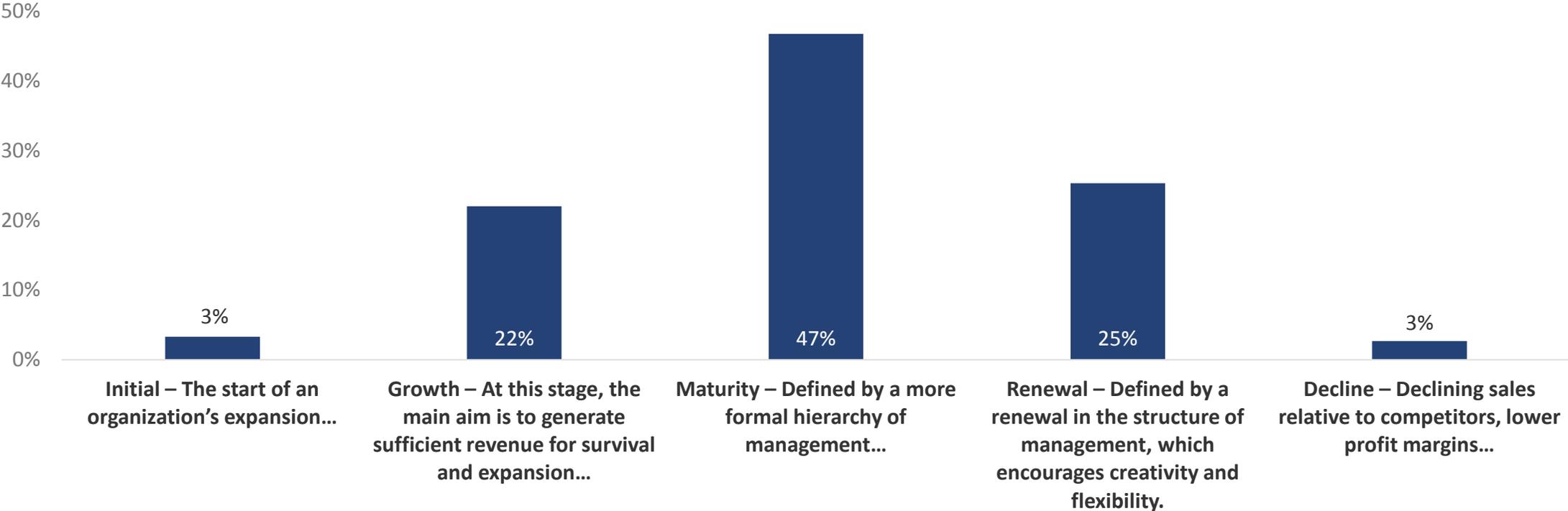
Most respondents reported that next steps involve hiring new positions (42%) and/or continuing on the same path (35%), with only a few reporting next steps involve downsizing or decreasing their budget.

A person is working at a desk with a laptop and papers. The image is overlaid with a dark blue filter. The person's hands are visible, typing on the laptop and holding a pen over a document. The background shows a window with a view of a city.

Maturity Findings

Self Reported Company Maturity

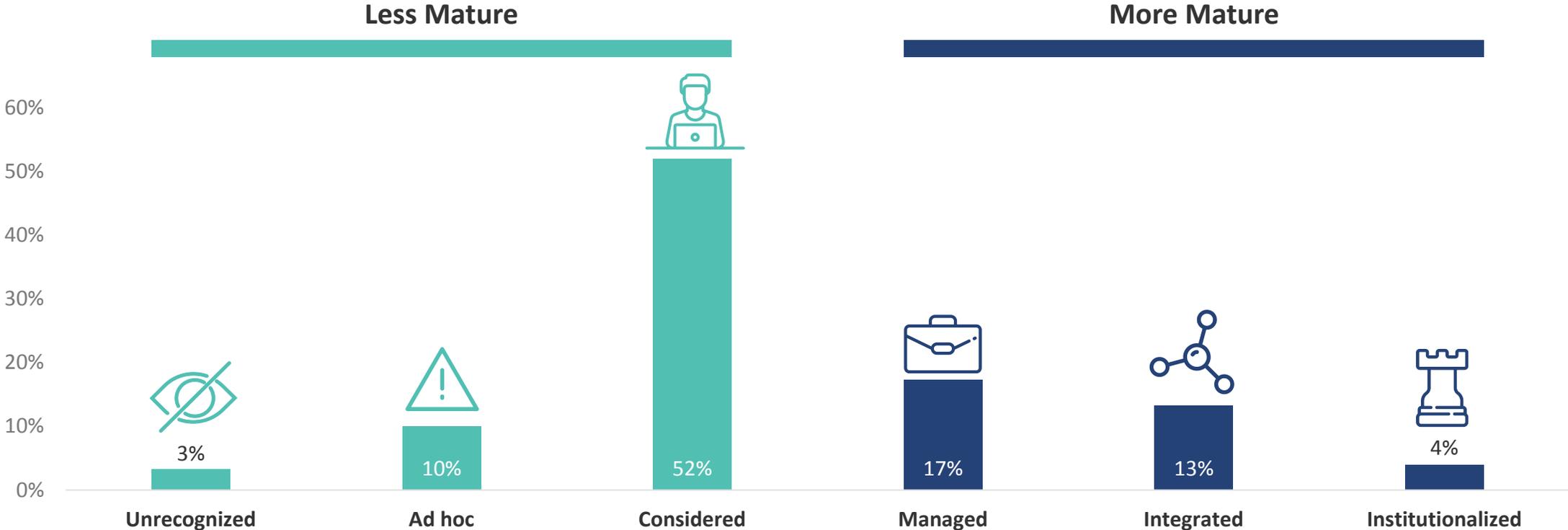
In your estimation, which of the following best describes the current stage of your company?



The majority of respondents classified their organizations as Mature (47%) or Renewing (25%).

Self Reported UX Maturity

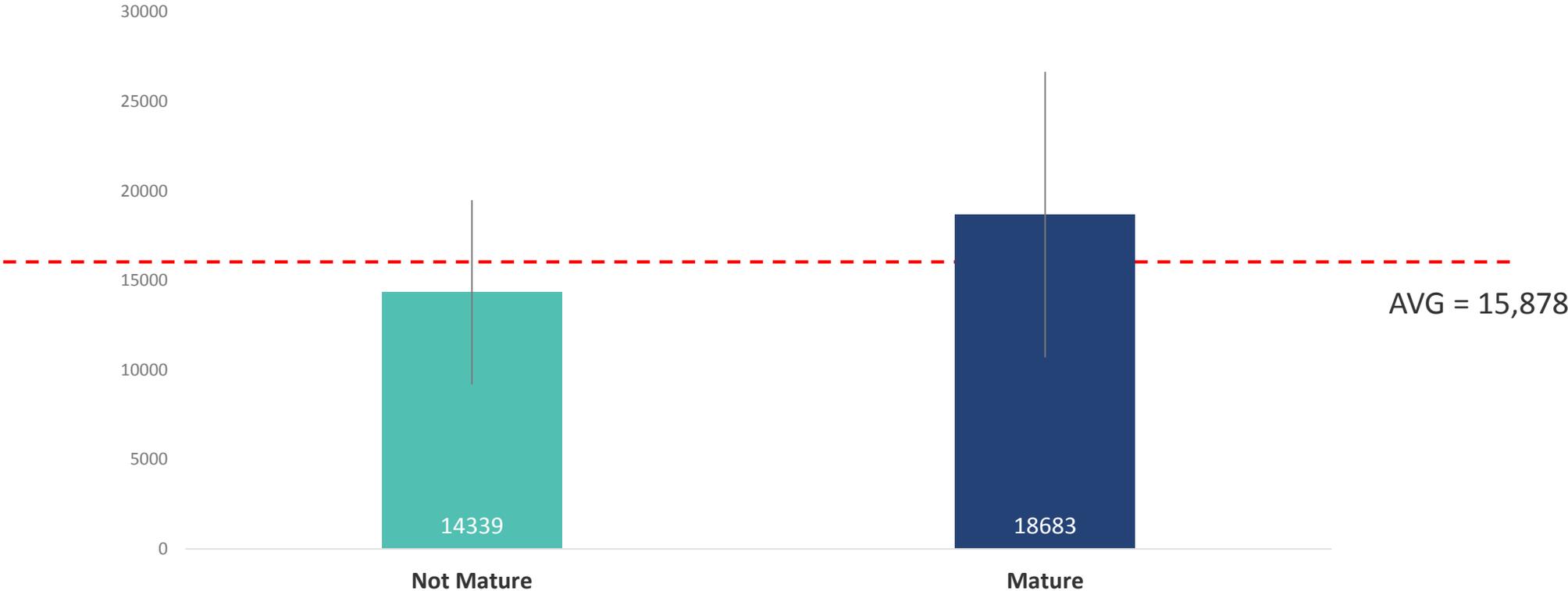
In your estimation, which of the following best describes your company's level of UX maturity?



UX maturity was “Considered” for 52% of the companies included in the survey. 35% of respondents indicated a higher level of UX maturity.

Company Size by UX Maturity

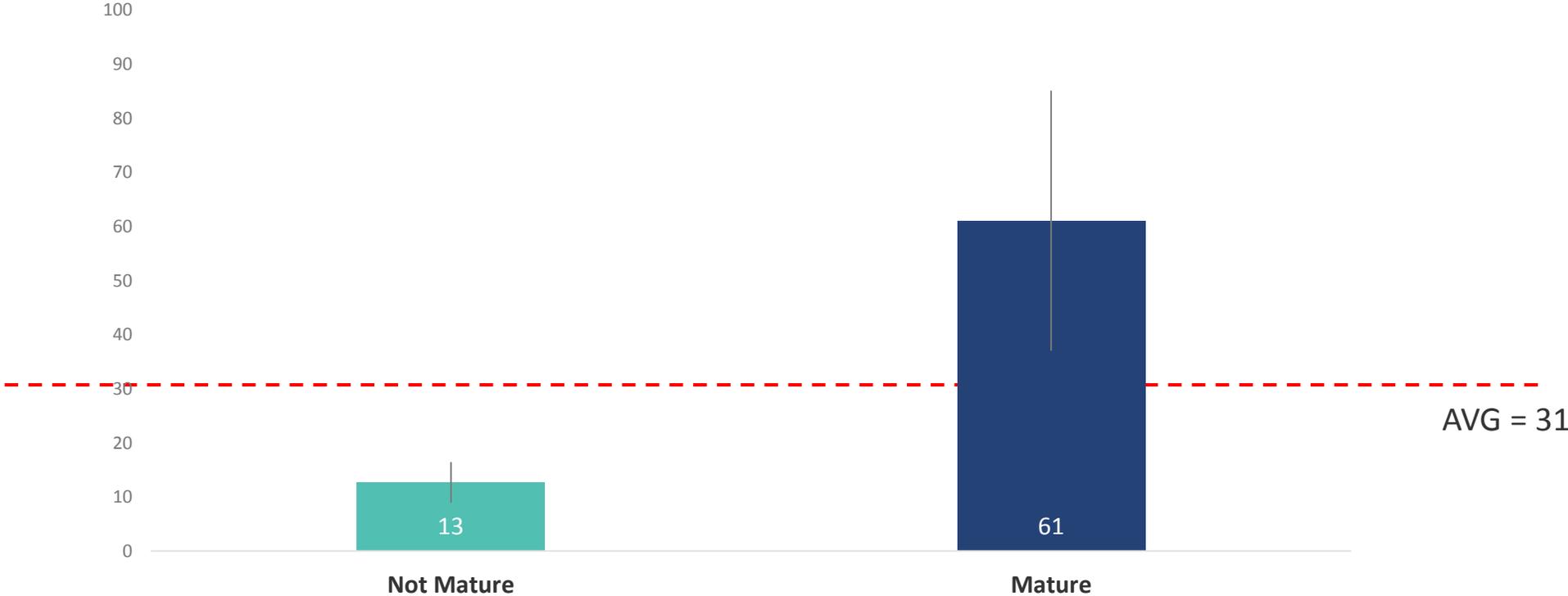
How many people are employed at all locations of your company?



Average company size was **15,878**. Company size did not significantly differ by maturity.

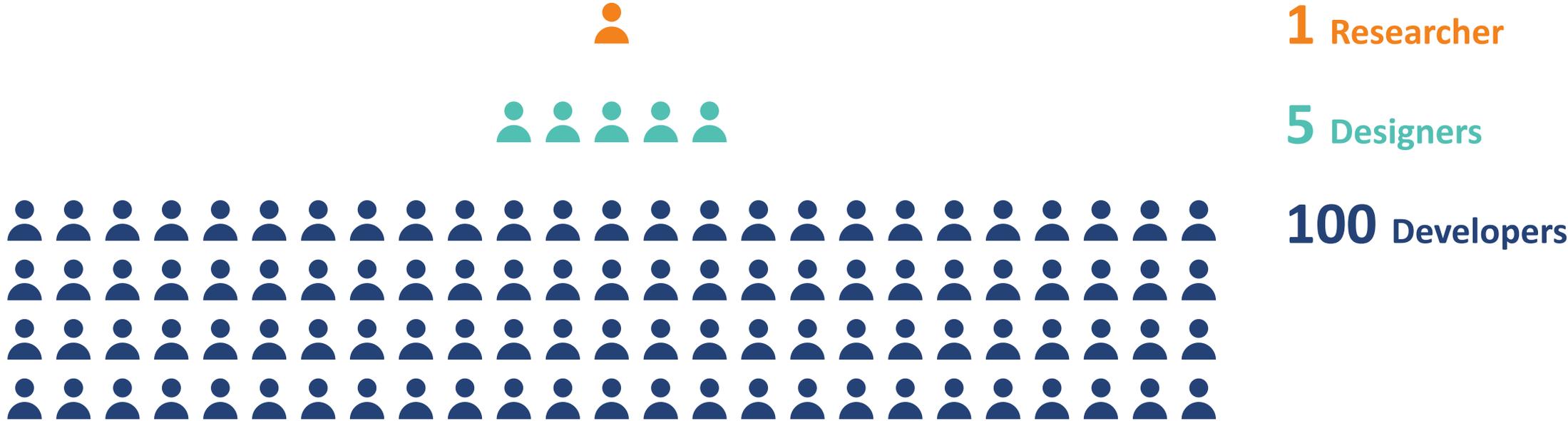
UX Team Size by Maturity

How many people in your company work full-time in UX?



Mature companies have significantly more employees who work full-time in UX.

Most Common Ratio of UX Staff to Developers



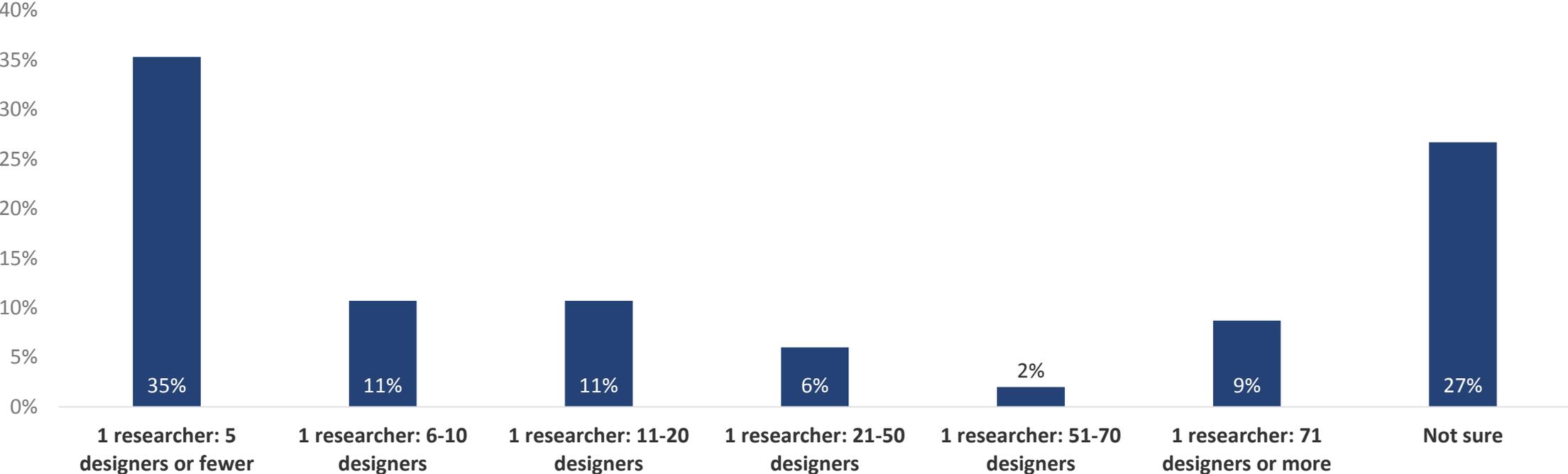
35% of respondents have a Ratio of 1 Researcher to 5 Designers (1:5 Ratio)

~50% have a ratio of 1 Designer to between 5 and 20 Developers

Mature companies were twice as likely to report a ratio of 1 designer to 6-10 developers (29%) than not mature companies (12%), who were more likely to report a ratio of 11-20 developers (20%).

Ratio of Researchers to Designers

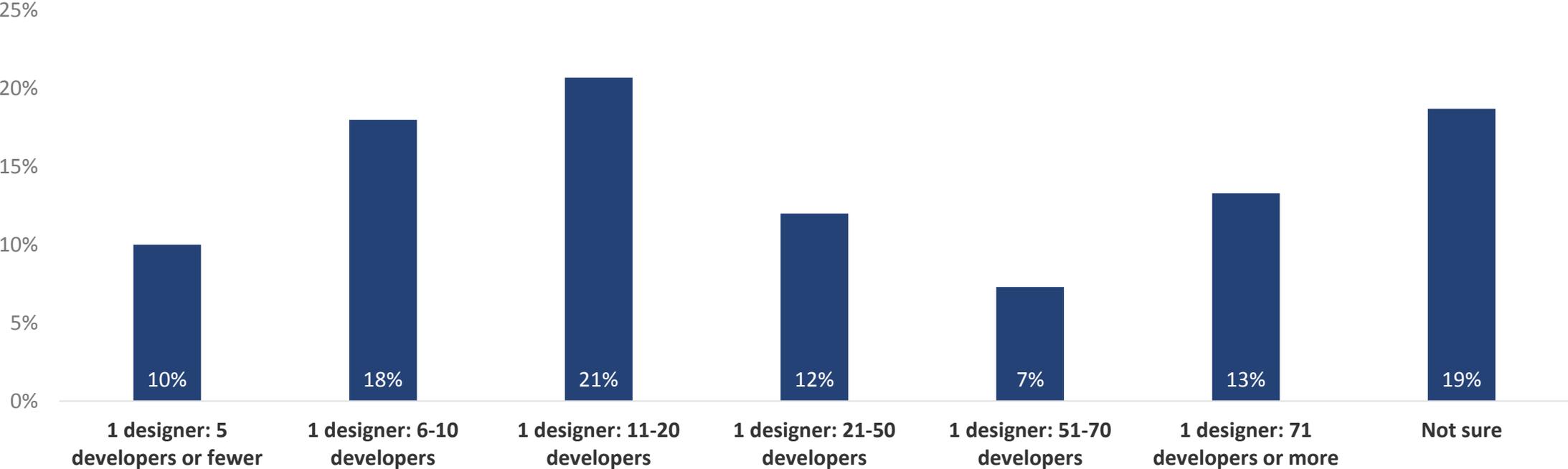
What is the approximate ratio of researchers to designers at your company?



The most common (35%) ratio reported is 1 researcher to 5 designers (1:5 Ratio)

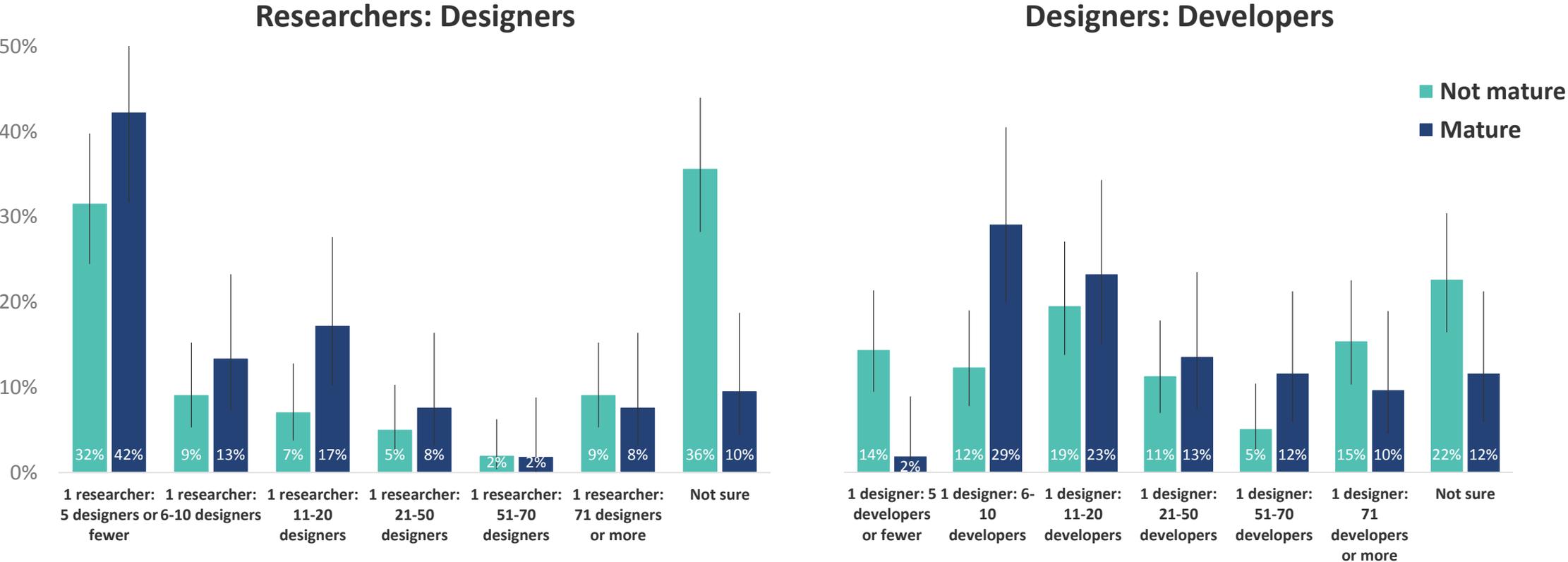
Ratio of Designers to Developers

What is the approximate ratio of designers to developers/engineers at your company?



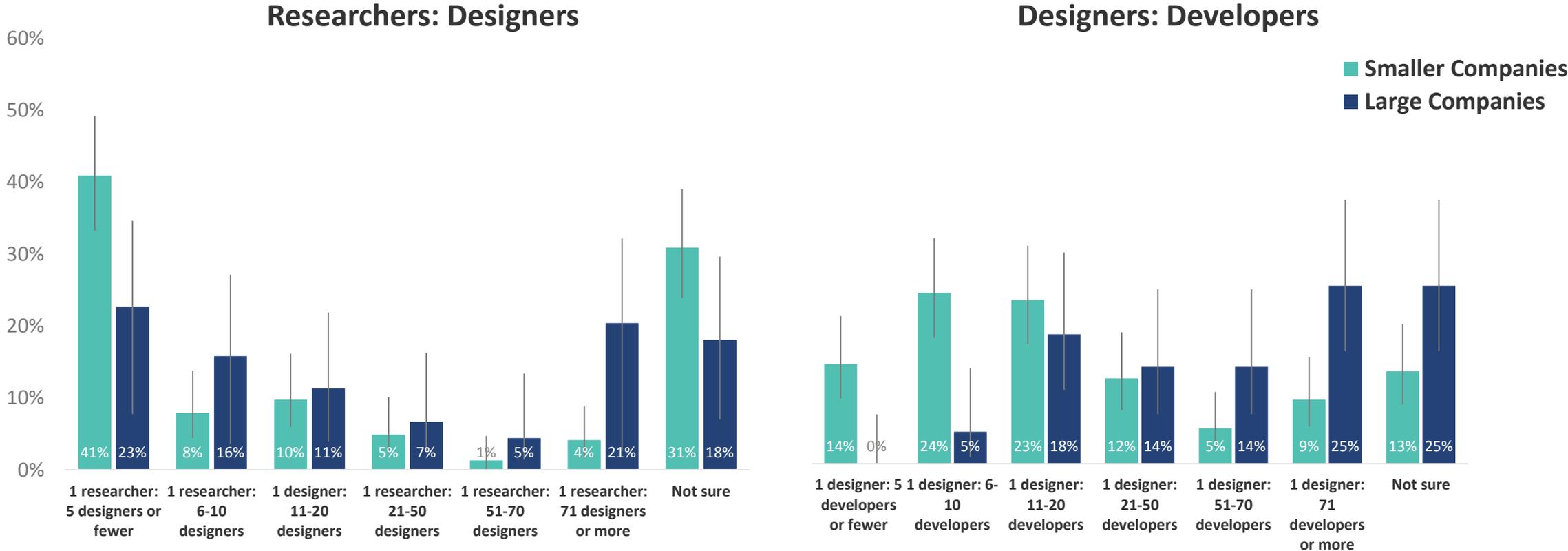
Approximately **50%** of respondents reported having 20 or fewer developers per designer.

Ratios by Maturity



Most respondents from mature companies reported a 1:5 ratio of researchers to designers (42%) and a 1:6-10 ratio of designers to developers (29%). Most respondents from not mature companies reported a 1:5 ratio of researchers to designers (32%) and a 1:11-20 ratio of designers to developers (19%).

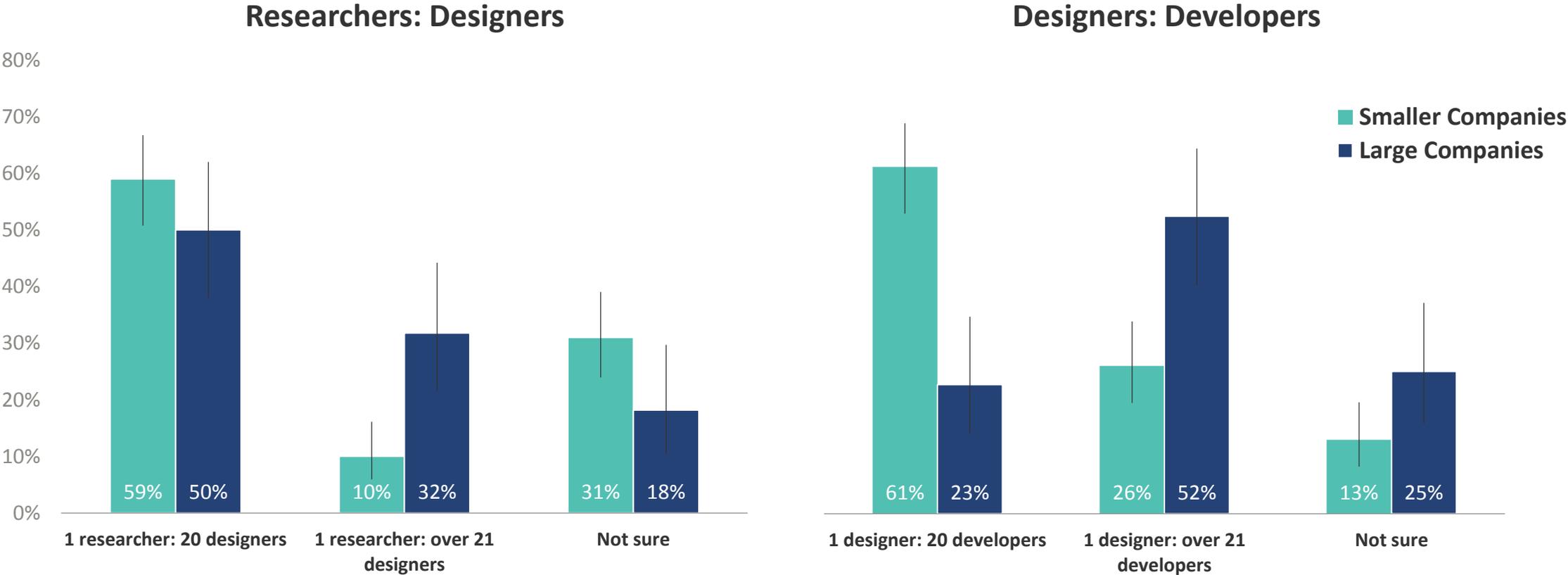
Ratios by Organization Size



41% of respondents from smaller companies reported a 1:5 ratio of researchers to designers and **47%** reported a 1: 6-20 ratio of designers to developers. Large companies have a more evenly dispersed ratio of both researchers to designers and designers to developers.

*Smaller companies – under 9,999 employees (69% of sample); large companies – over 10,000 companies (31% of sample)

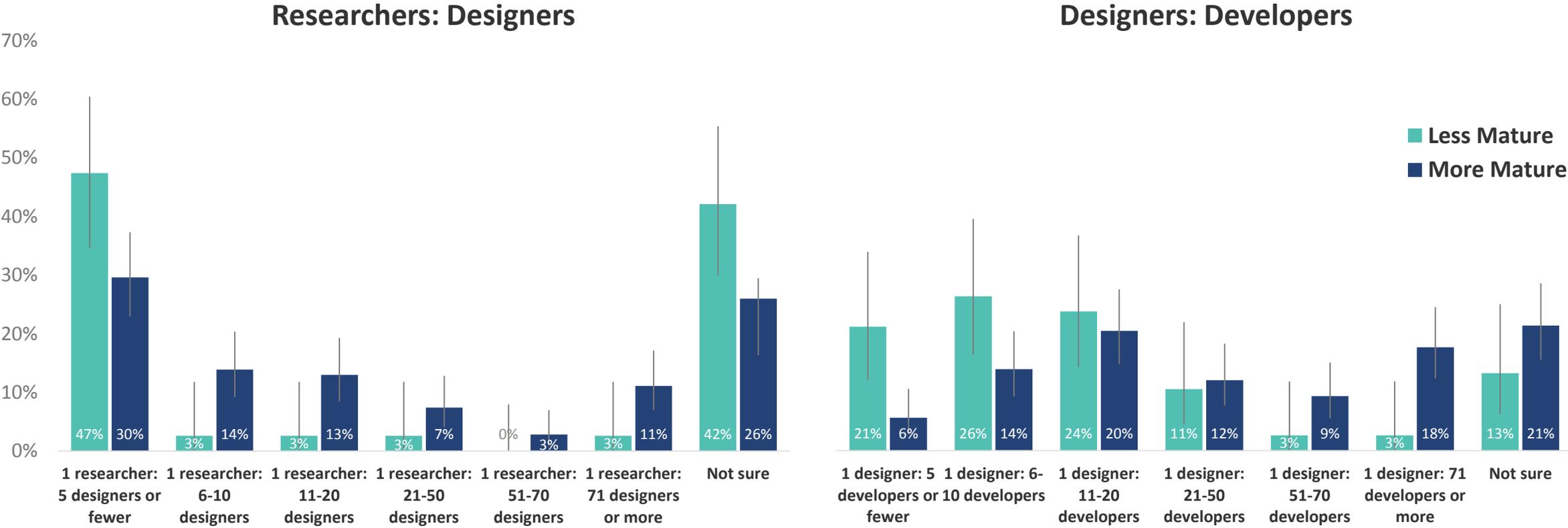
Ratios by Organization Size (Consolidated)



Smaller and large companies have similar ratios of researchers to designers. **61%** of respondents from smaller companies reported a lower ratio of designers to developers compared to more mature companies (1:20 ratio).

*Smaller companies – under 9,999 employees (69% of sample); large companies – over 10,000 companies (31% of sample)

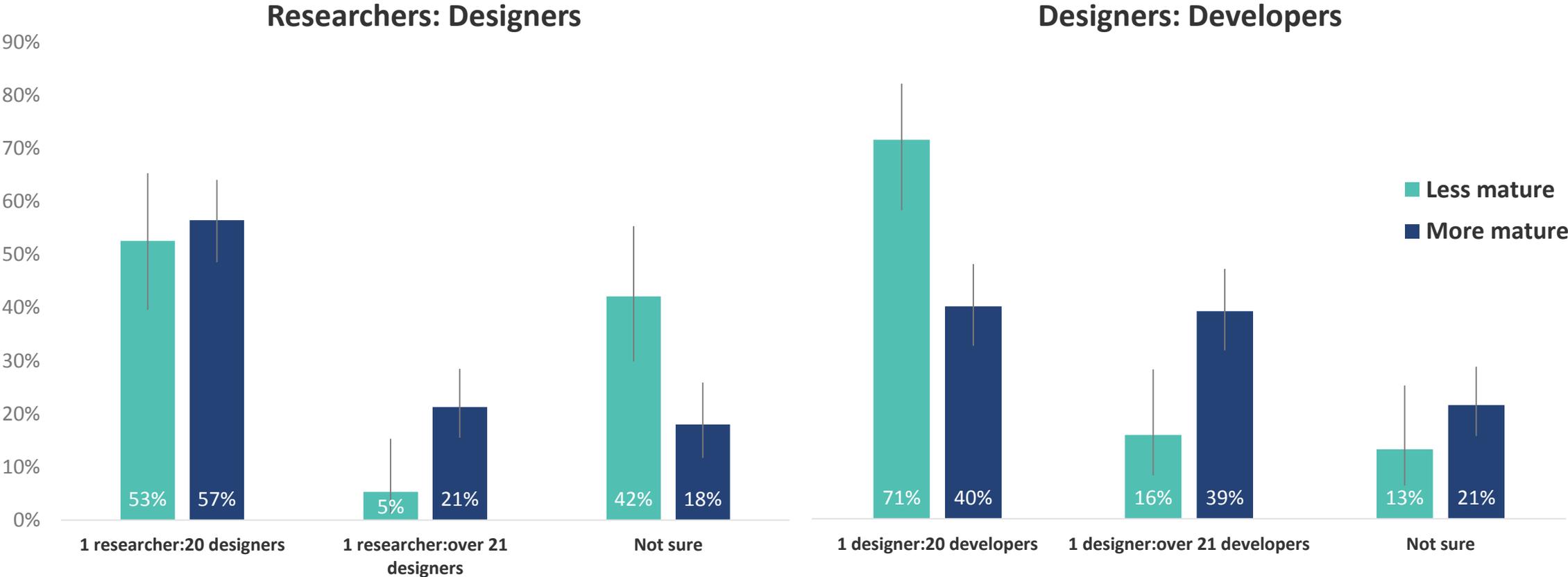
Ratios by Stage Maturity



47% of respondents from less mature companies reported a 1:5 ratio of researchers to designers and **50%** reported a 1: 6-20 ratio of designers to developers. More mature companies have a more evenly dispersed ratio of both researchers to designers and designers to developers.

*Less mature – companies in Initial and Growth stages (26% of sample); more mature – companies in Maturity and Renewal stages (74% of sample)

Ratios by Stage Maturity (Consolidated)

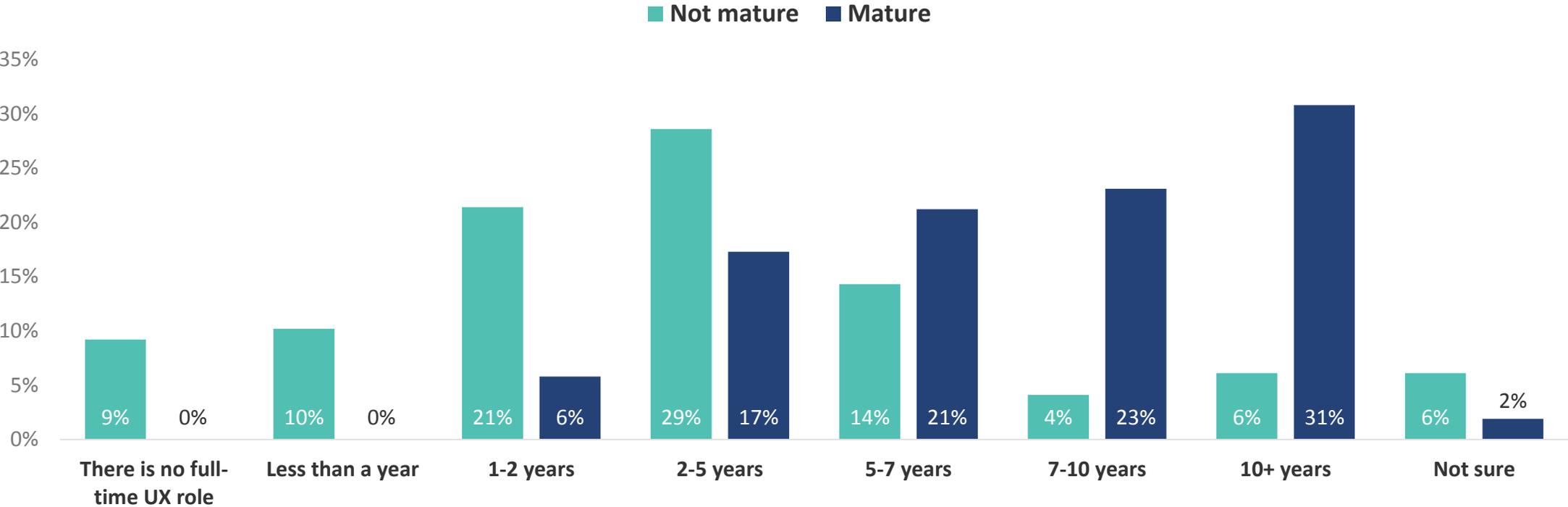


Less mature and more mature companies have similar ratios of researchers to designers. **71%** of respondents from less mature companies reported a lower ratio of designers to developers compared to more mature companies (1:20 ratio).

*Less mature – companies in Initial and Growth stages (26% of sample); more mature – companies in Maturity and Renewal stages (74% of sample)

UX Roles by Maturity

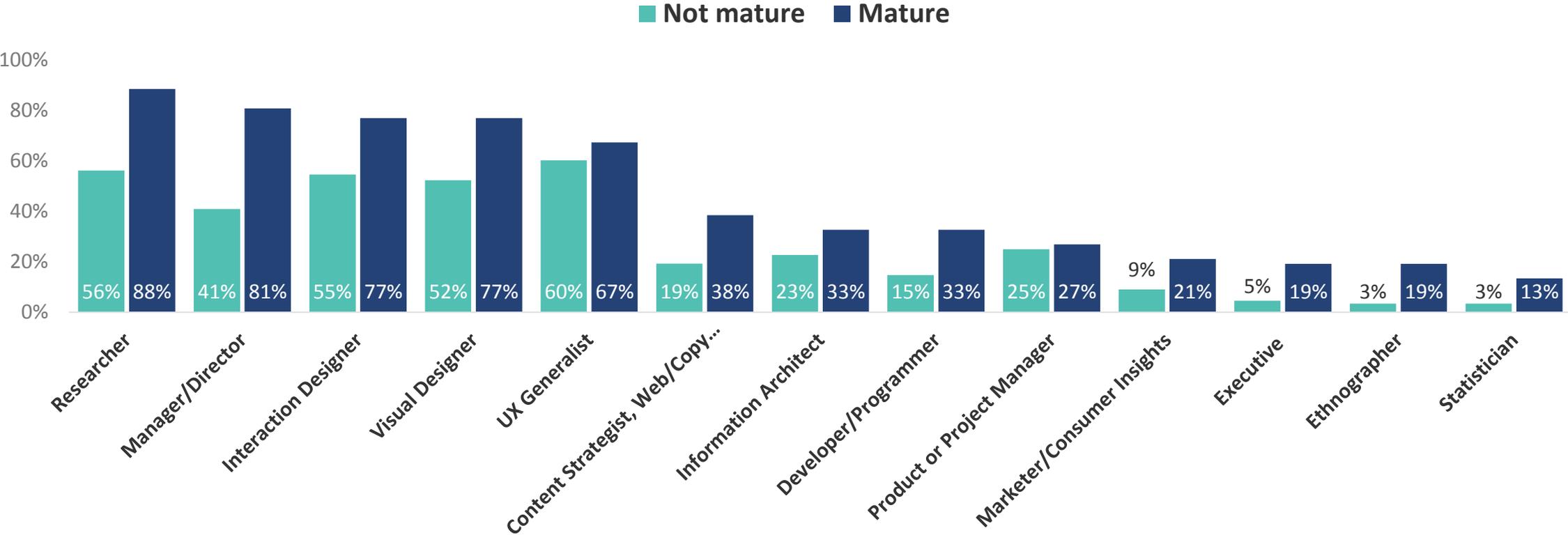
How long has a full-time UX (or comparable) role existed at your company?



The majority of respondents from mature companies reported having had full-time UX roles for 5 to 10+ years (75%). The majority of respondents from not mature companies have had UX roles for less than 5 years or have no UX role (69%).

UX Roles by Maturity

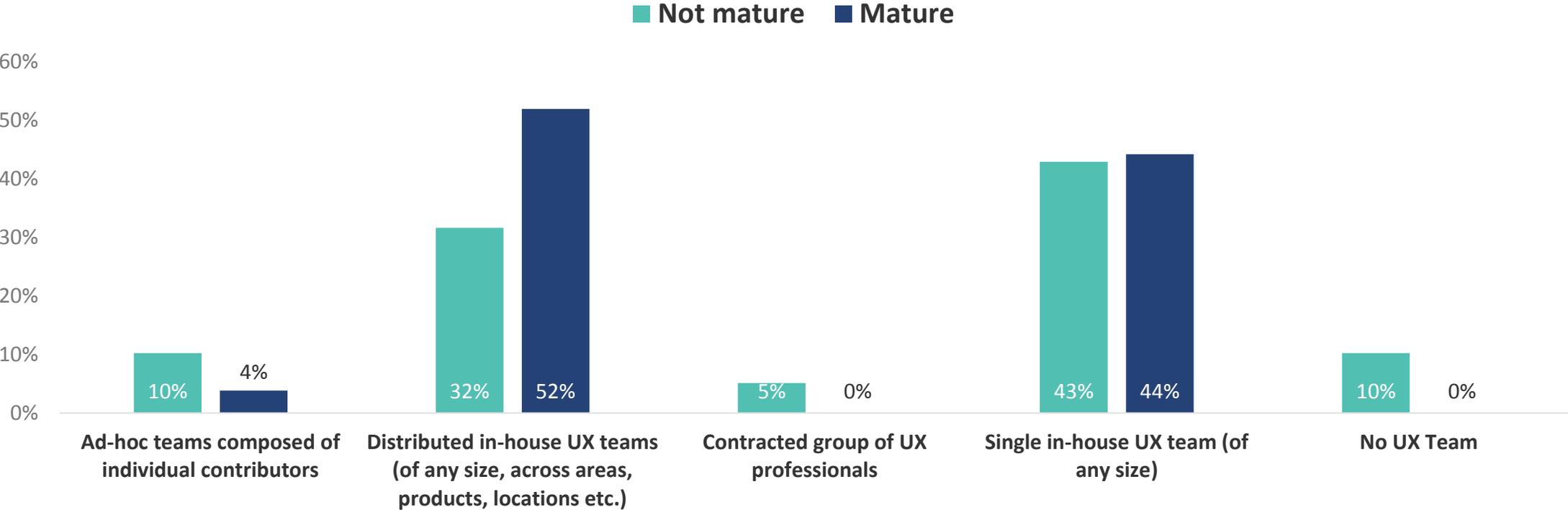
Which of the following roles exist as part of your UX structure? Select all that apply.



Mature companies are more likely to include all roles, particularly Researchers, Managers/Directors, Interaction Designers, and Visual Designers.

UX Structure by Maturity

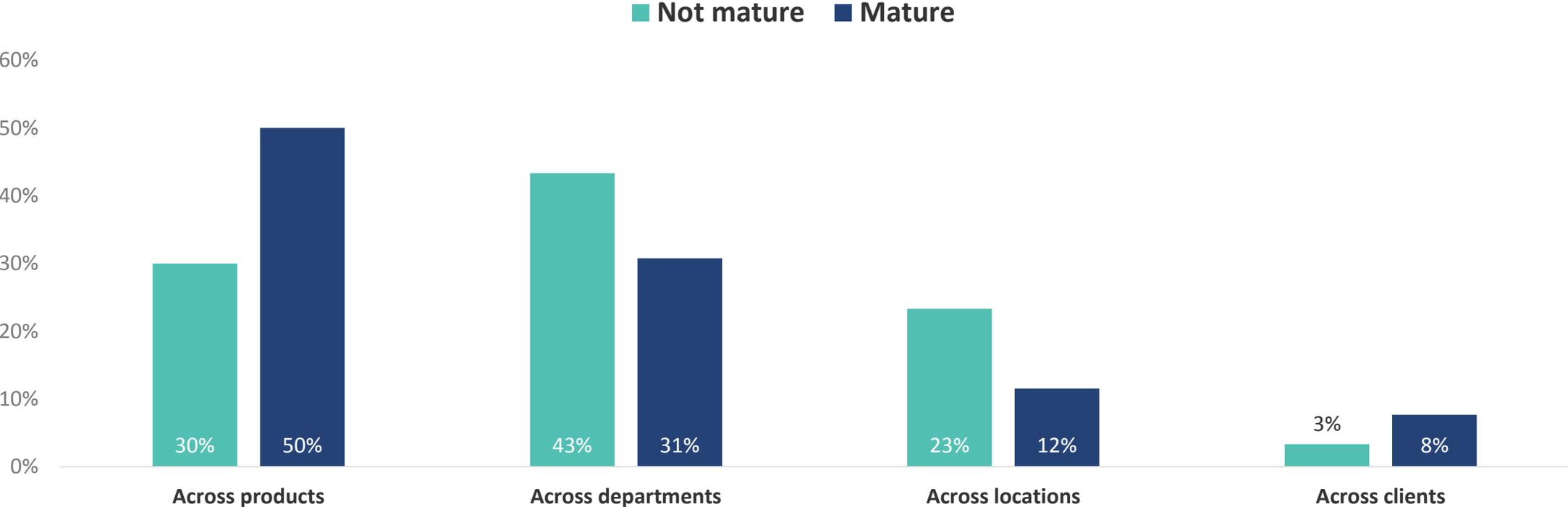
Which of the following best describes the structure of your UX team?



Mature companies have UX teams distributed in-house or single in-house UX teams.

UX Employee Distribution by Maturity

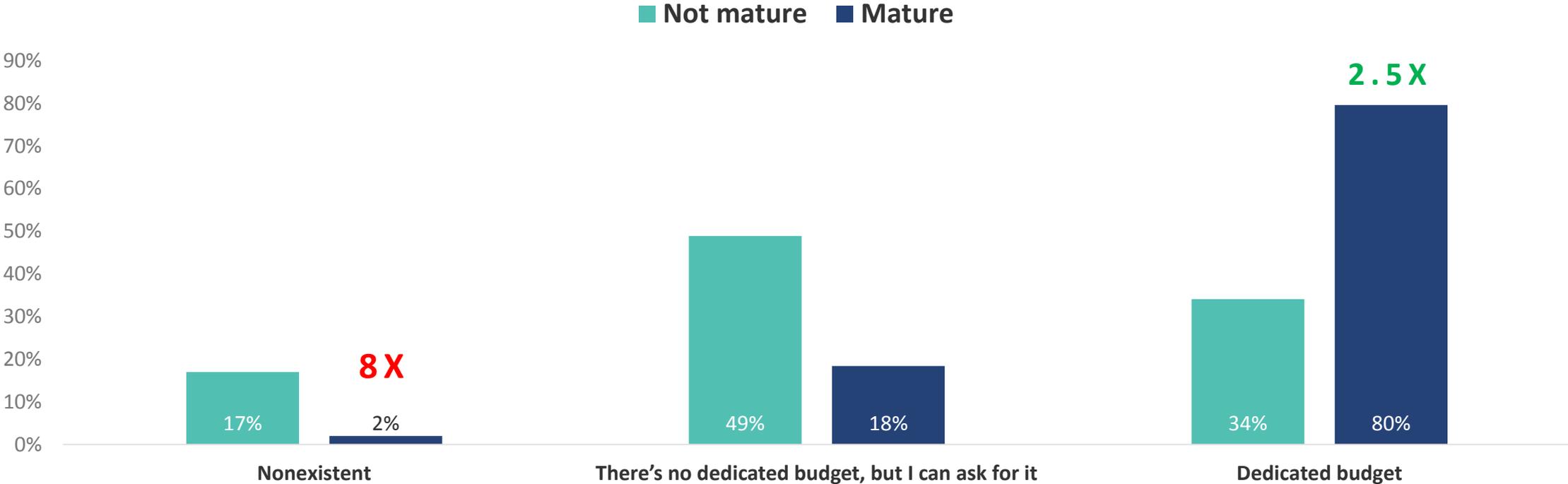
How would you characterize the distribution of UX employees?



The majority of respondents from mature companies report UX employees distributed across products (50%), whereas the majority of respondents from not mature companies report UX employees being distributed across departments (43%).

UX Budget by Maturity

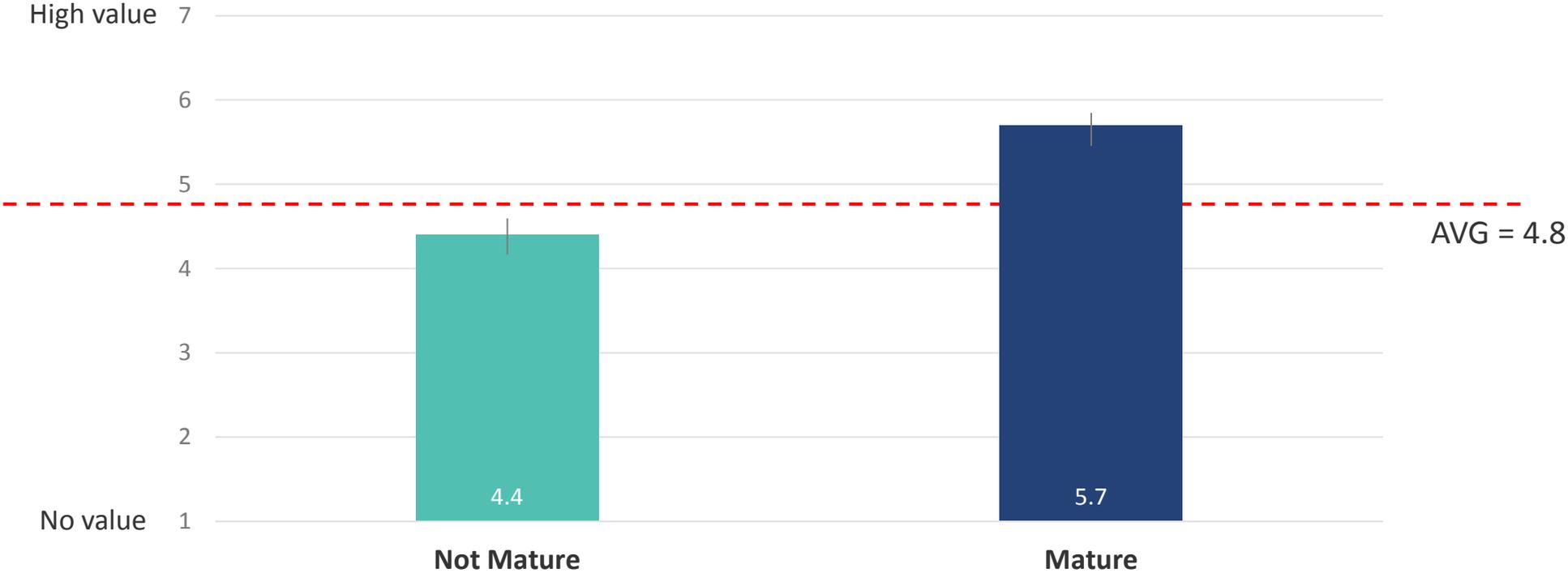
Which of the following best describes your company's budget for UX?



Mature companies are twice as likely to have dedicated budgets and not mature companies are **8x** as likely to not have a dedicated budget.

Perceived UX Value by Maturity

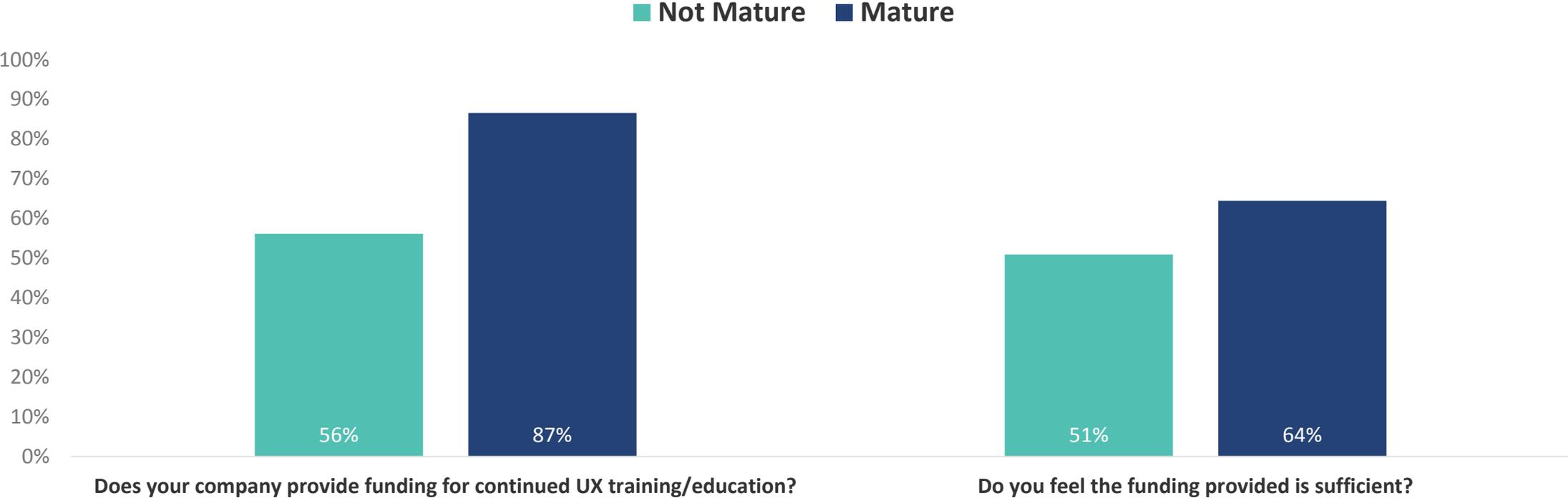
What is the current perceived value of UX at your company?



Respondents from mature companies have a significantly higher perceived value of UX (29% higher mean score)

Funding for UX Training/Education by Maturity

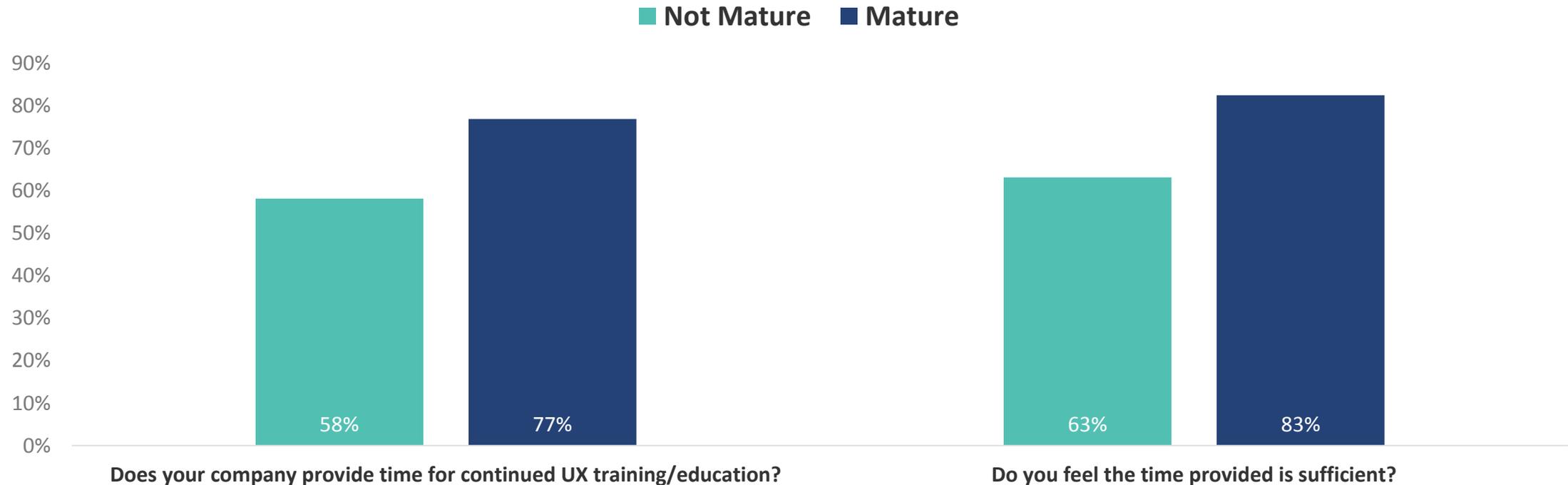
Does company provide funding for UX training/education and is this funding sufficient?



More respondents from mature companies report having funding for continued education (**87%**) and perceive this funding as sufficient (**64%**).

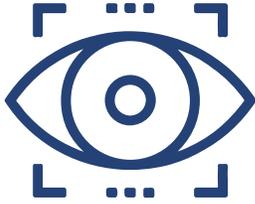
Time for UX Training/Education by Maturity

Does company provide time for UX training/education and is this time sufficient?



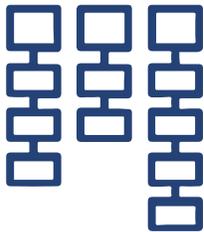
More respondents from mature companies report having time for continued education (**77%**) and perceive this time as sufficient (**83%**).

More Mature Companies Use More Methods



Eye Tracking

3x



Card Sorting

2x



Strategy & Strategic Consulting

2x

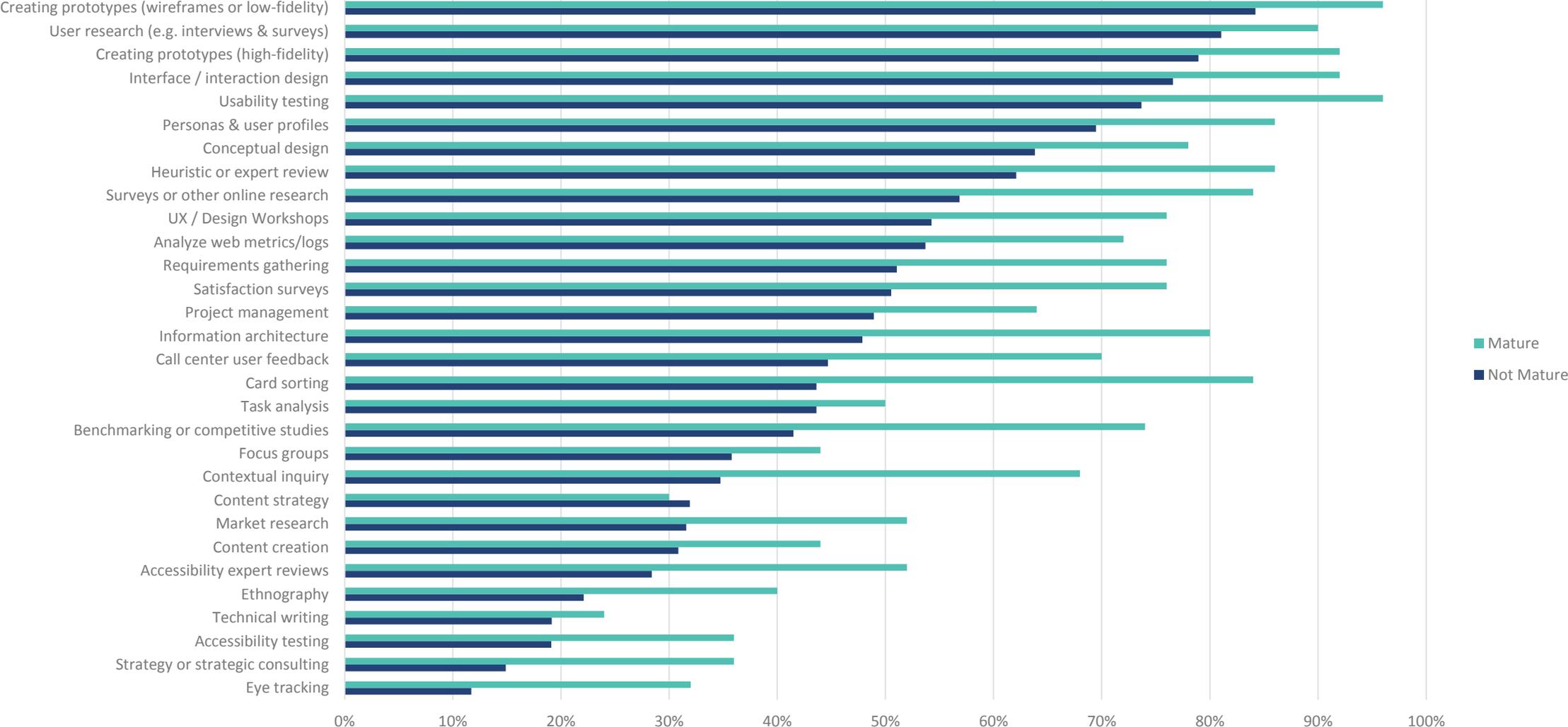


Benchmarking & Competitive Studies

2x

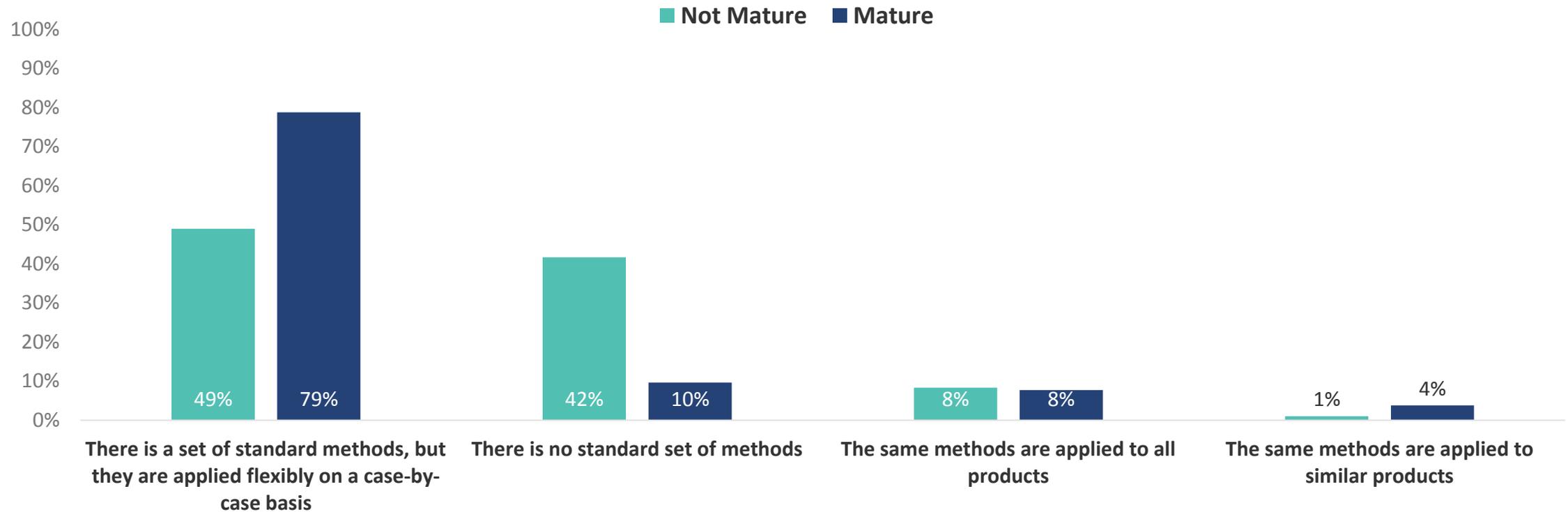
Mature companies are **50%** more likely to use any method.

Difference in Methods Used



Application of UX Methods

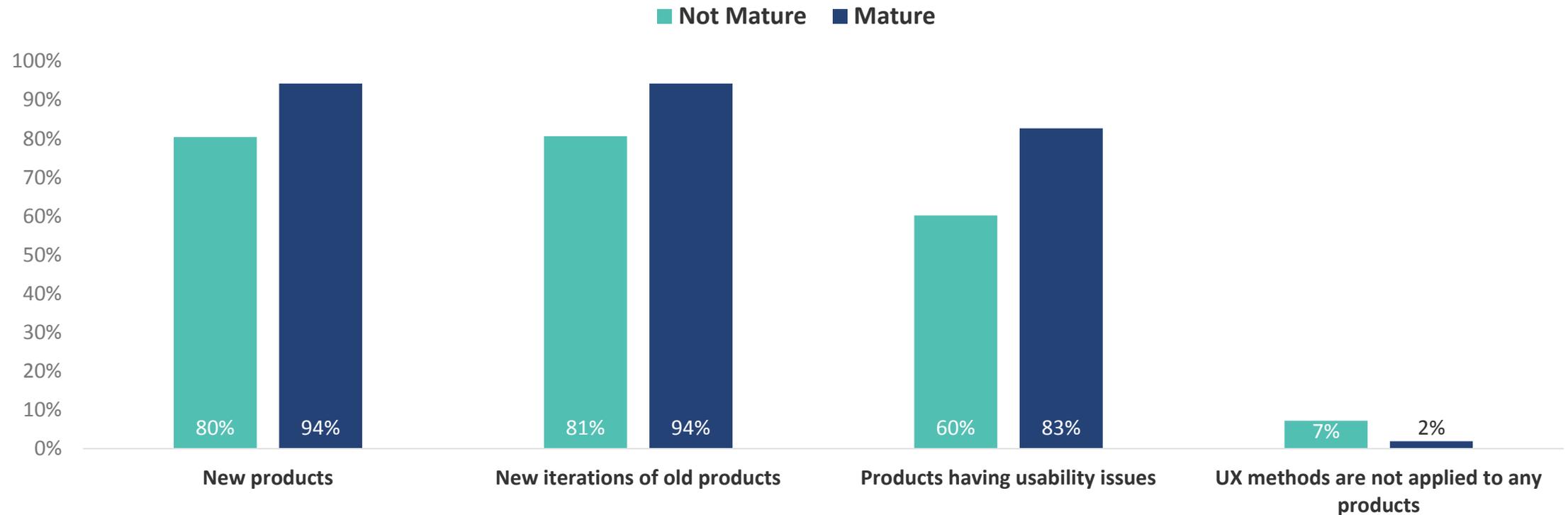
Which of the following best describes how UX methods are applied to products?



The majority of respondents from mature companies report having a set of standard methods (**79%**), compared to **49%** of respondents from not mature companies.

Application of UX Methods

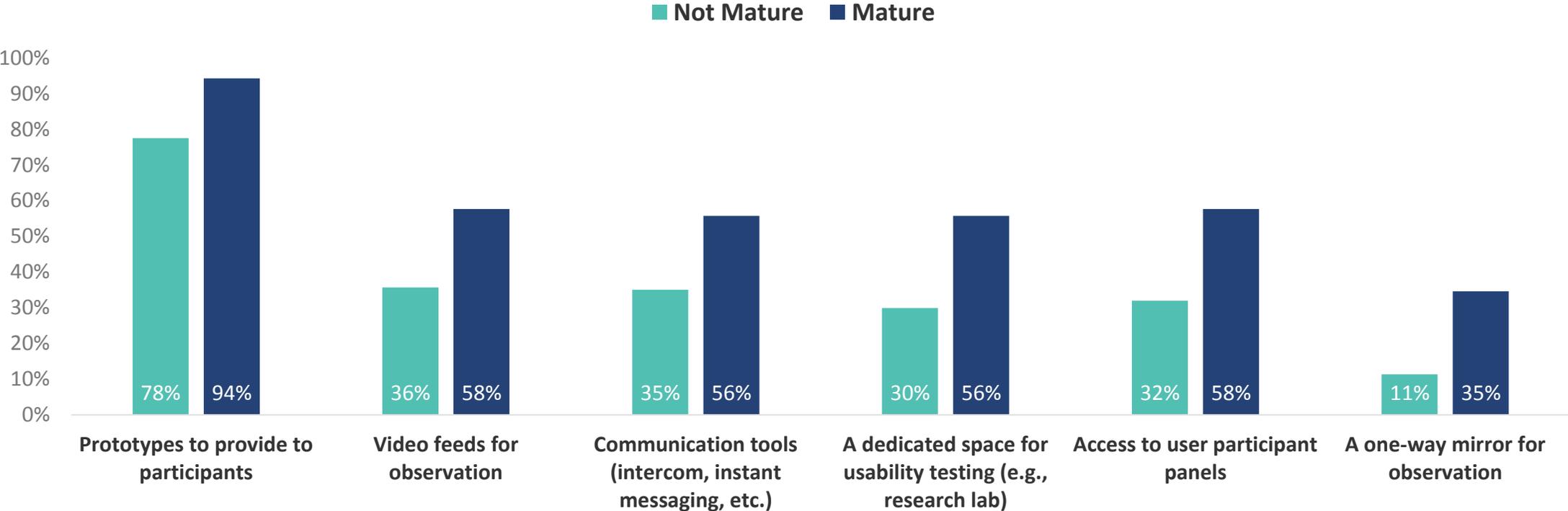
Which projects or products are UX methods applied to? Select all that apply.



More respondents from mature companies reported that UX methods are applied across products and projects compared to not mature companies.

UX Resources by Maturity

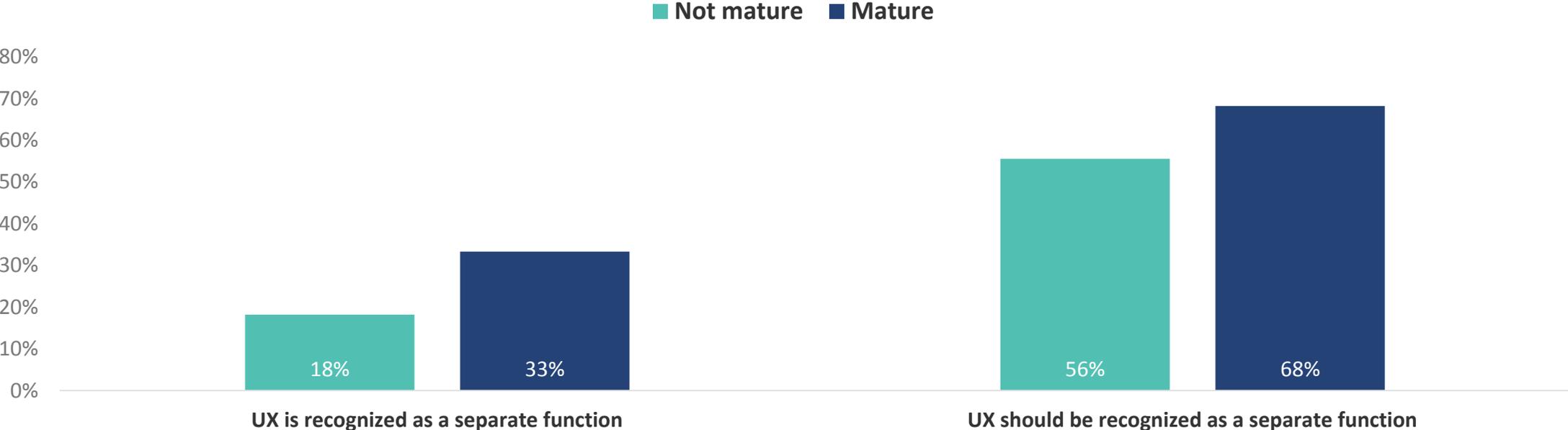
Which of the following resources have been utilized for UX research/testing within the last 1-2 months? Select all that apply.



Respondents from mature companies reported having more access to resources overall.

Perception of UX by Maturity

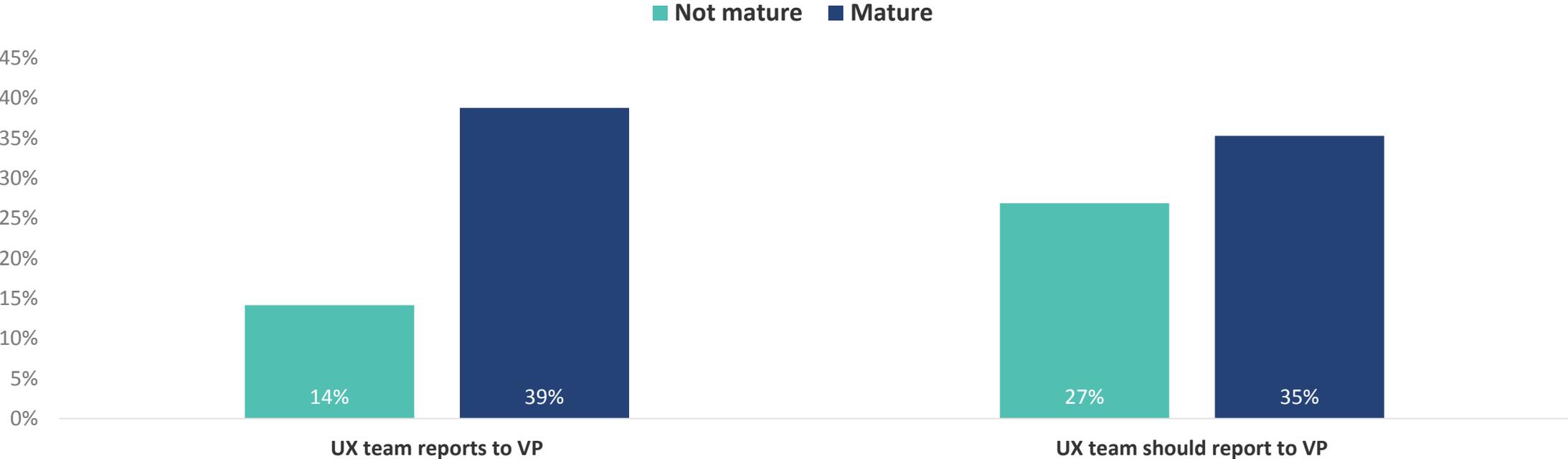
Where does the UX team fit in your company? Where should the UX team fit in your company?



68% of respondents from mature companies say UX should be recognized as a separate function and **33%** agree that it is recognized as a separate function.
56% of respondents from not mature companies say UX should be recognized as a separate function; however, only **18%** say that it is recognized as a separate function.

Perception of UX Reporting by Maturity

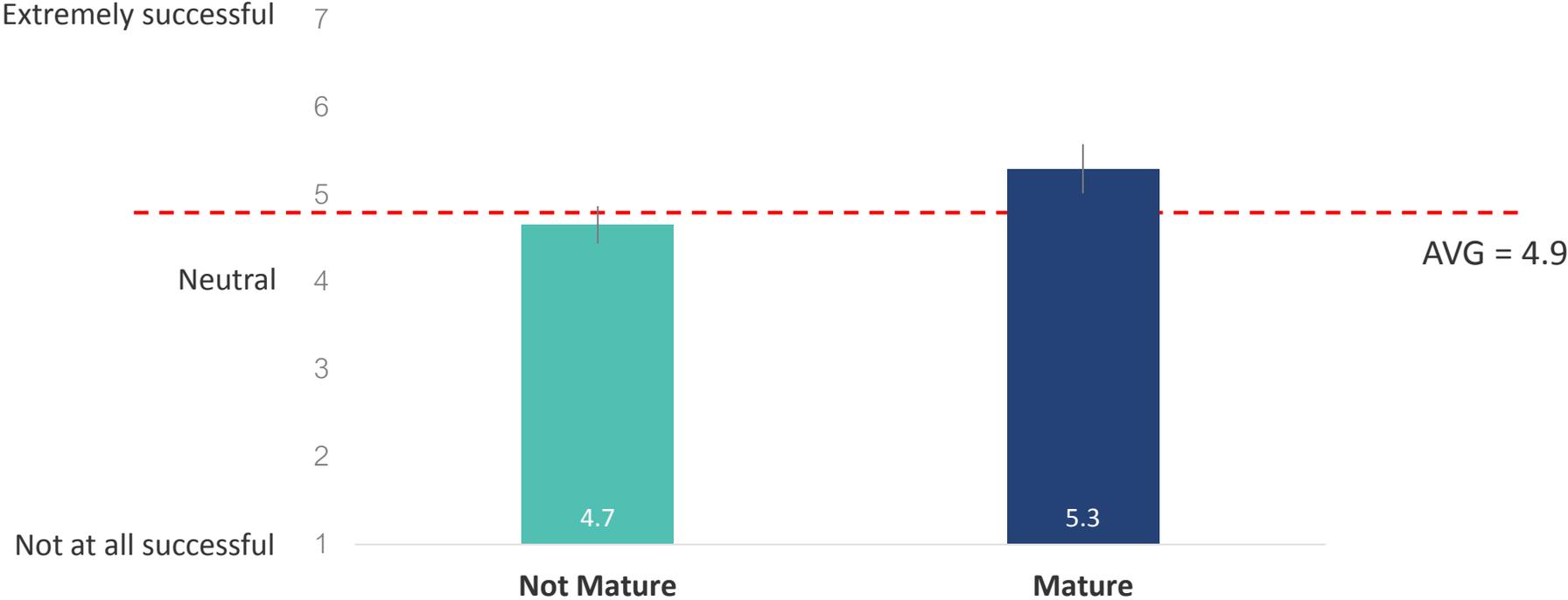
What level does the UX team report to? What level should the UX team report to?



35% of respondents from mature companies say that the UX team should report to VP and **39%** say that the team reports to VP. **27%** of respondents from not mature companies say that the UX team should report to VP; however, only **14%** say that the team reports to VP.

Company Success by Maturity

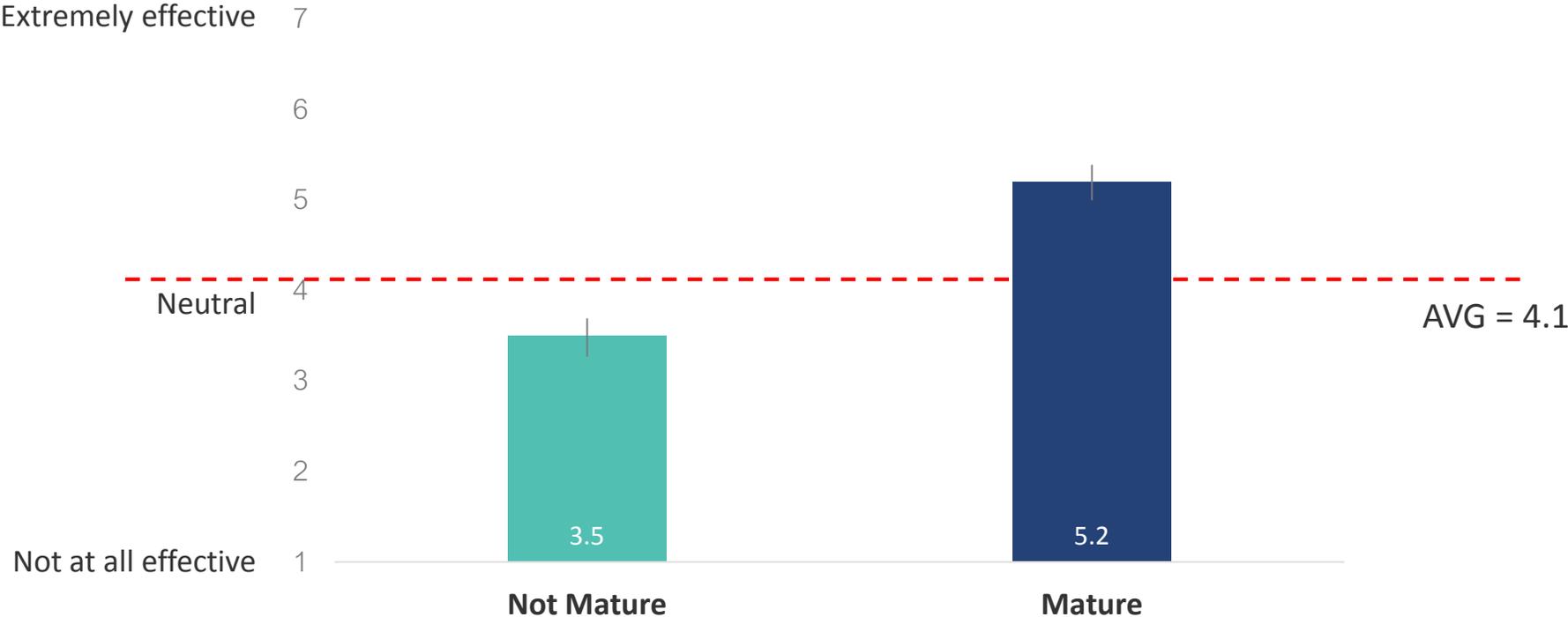
In your estimation, how successful is your company as compared to other organizations?



Respondents from mature companies rate company success significantly higher compared to respondents from not mature companies.

UX Success by Maturity

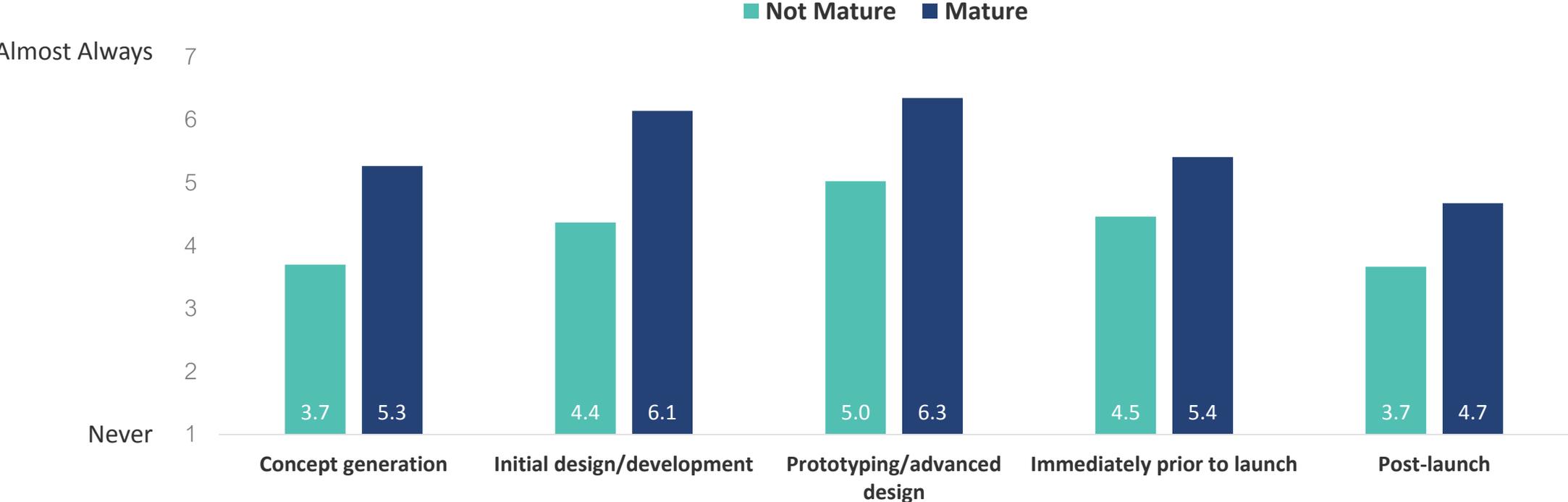
In your estimation, how effectively is UX operating at your company?



Respondents from mature companies rate UX effectiveness significantly higher compared to respondents from not mature companies.

UX Assessment by Maturity

In which of the following stages of product development is UX assessed?

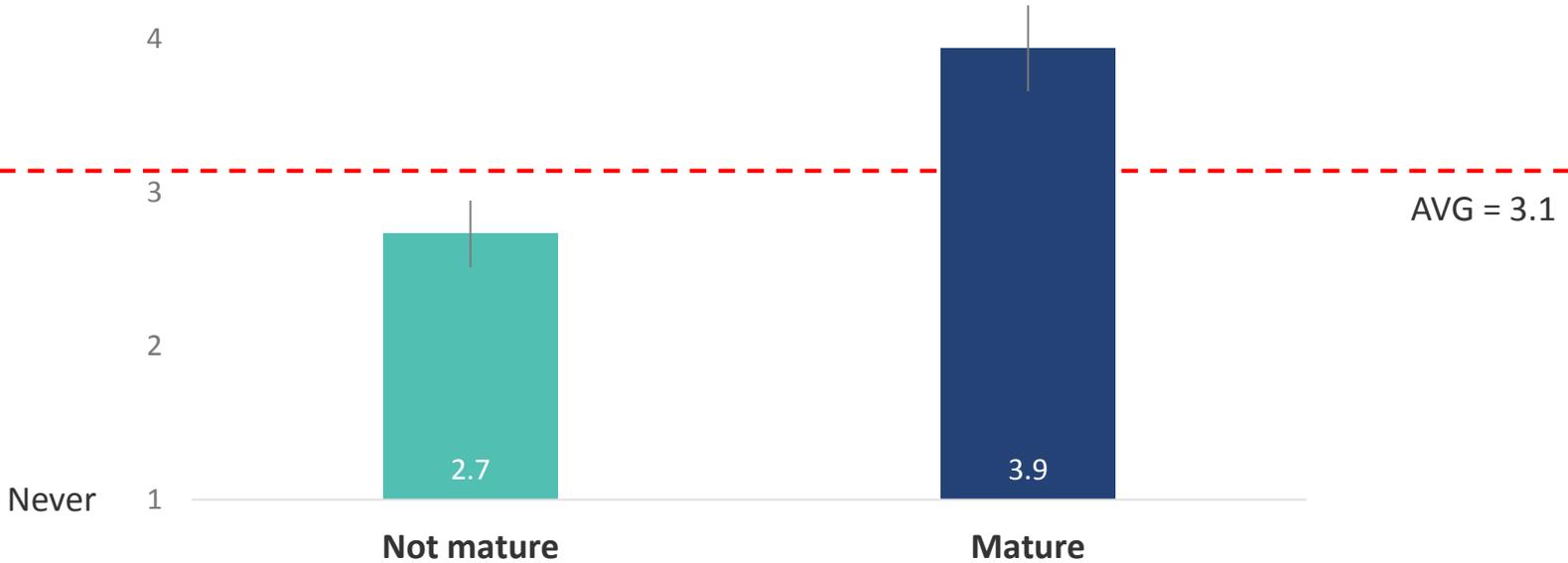


Respondents from mature companies reported that they assess UX at more stages, particularly in early phases of product development.

Frequency of Assessment

Which of the following best describes how often you assess the UX of your products?

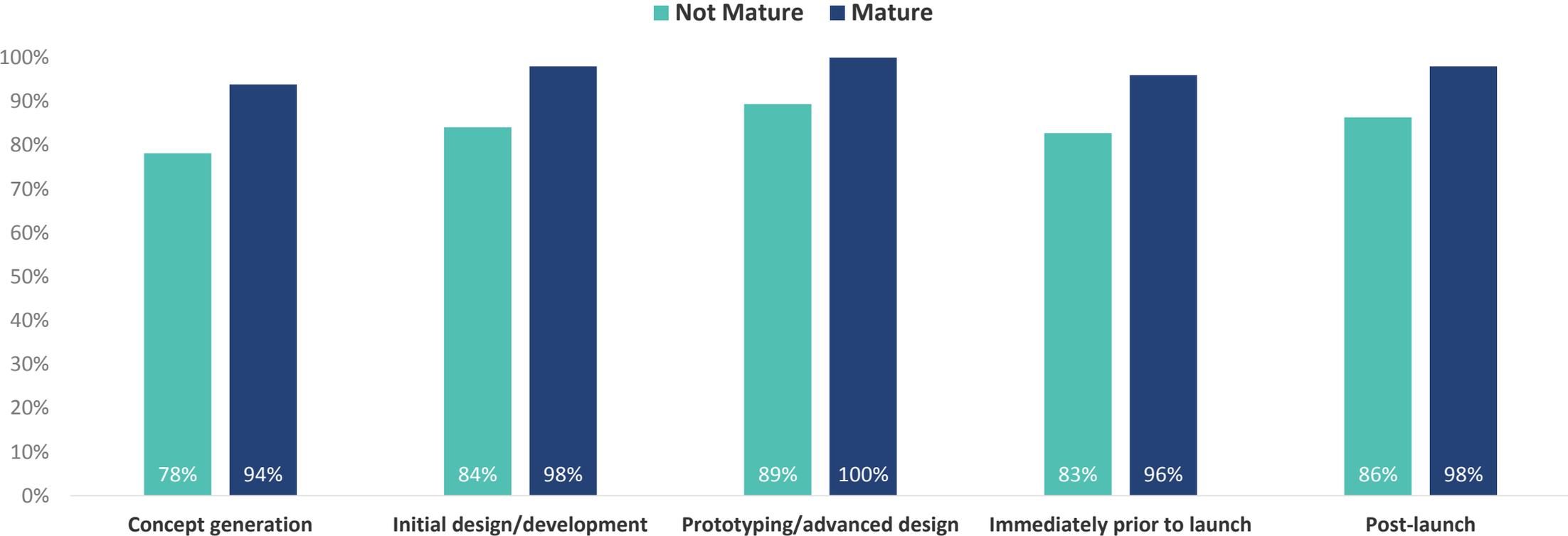
Consistently and Frequently 5



Mature companies assess UX significantly more often. Not mature companies reported assessing UX for major releases, whereas mature companies assess even minor releases.

End User Involvement by Maturity

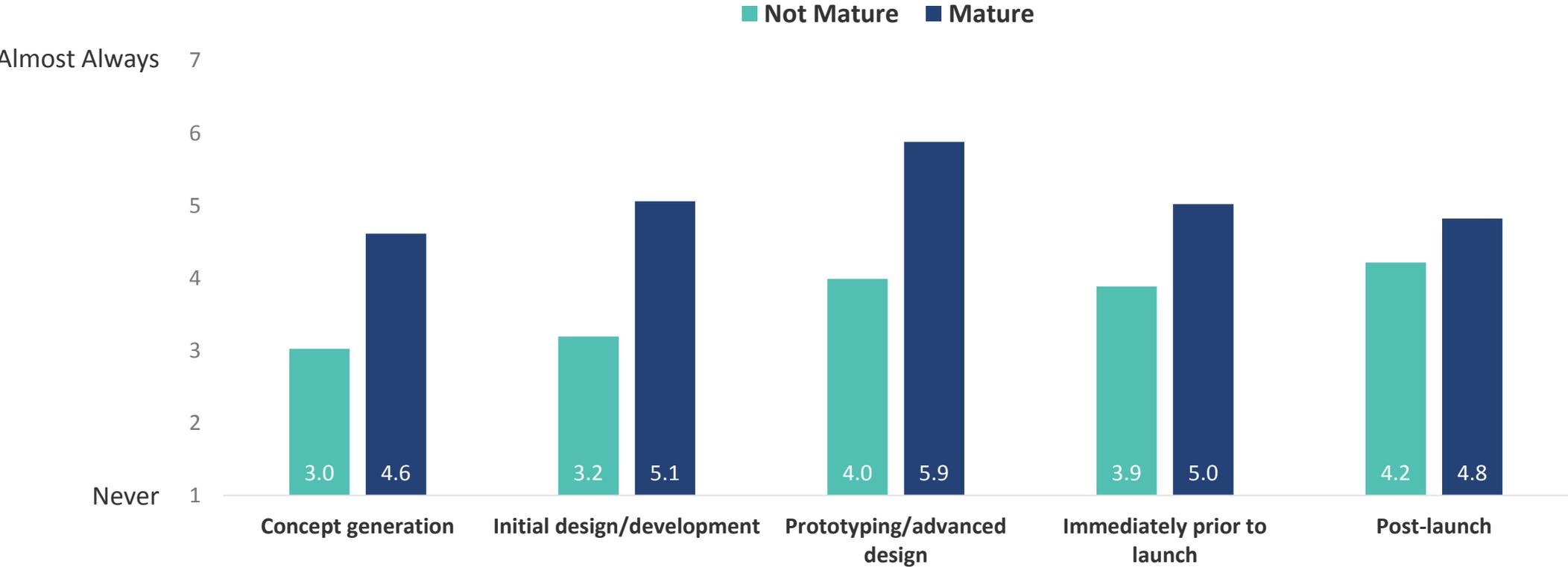
Percent of respondents indicating end user involvement at each stage of development.



End users are involved at each stage at higher rates among mature companies.

Frequency of End User Involvement by Maturity

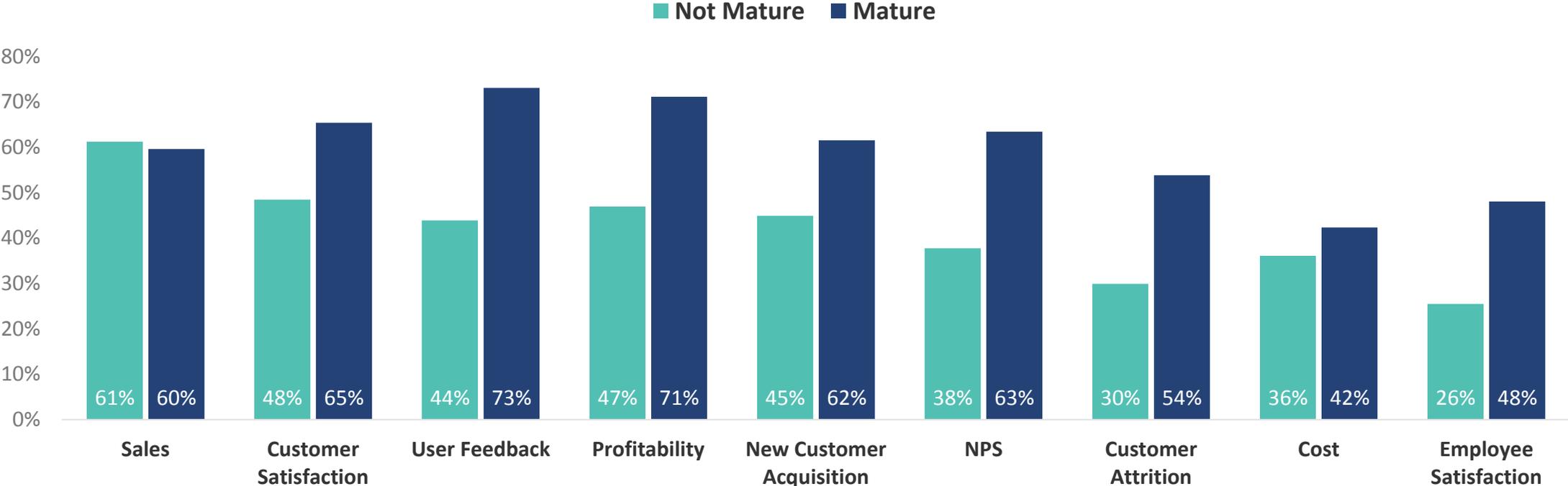
In which of the following stages of project development are end-users involved?



End users are involved more often across all stages among mature companies.

Success Metrics by Maturity

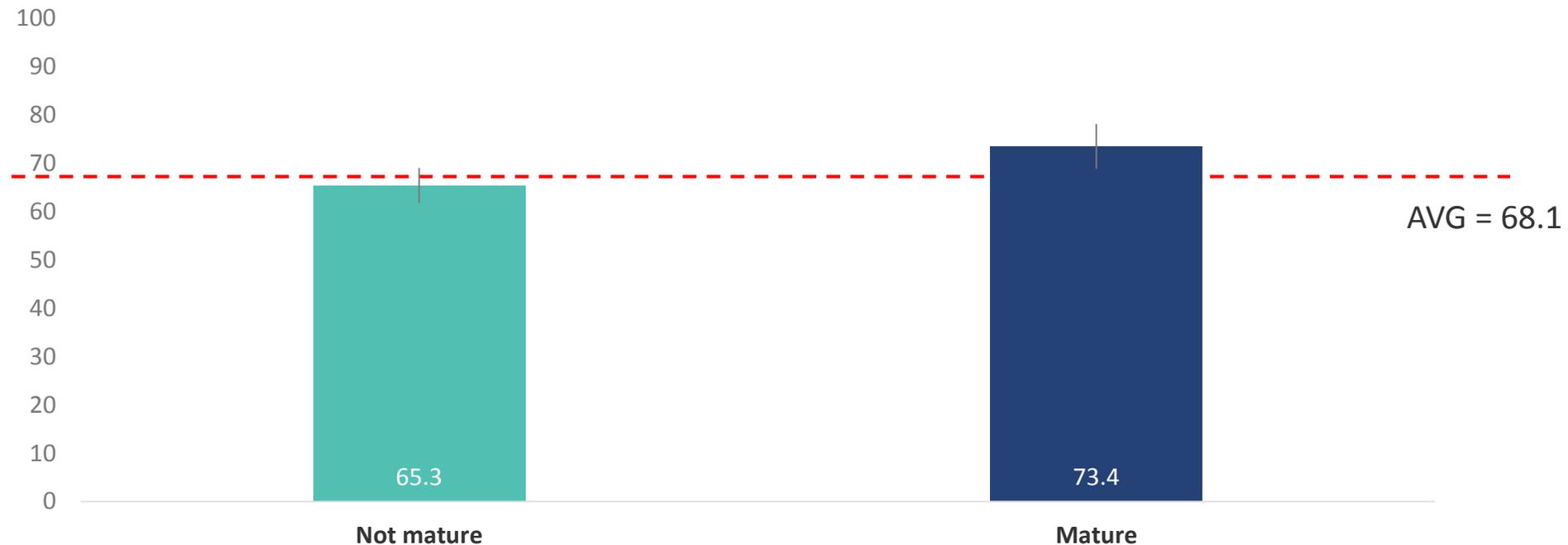
Which of the following success metrics does your company use? Select all that apply.



Mature companies use more success metrics, with the greatest difference between mature and not mature companies in user feedback (29% difference) and Net Promoter Scores (25% difference).

Job Satisfaction by Maturity

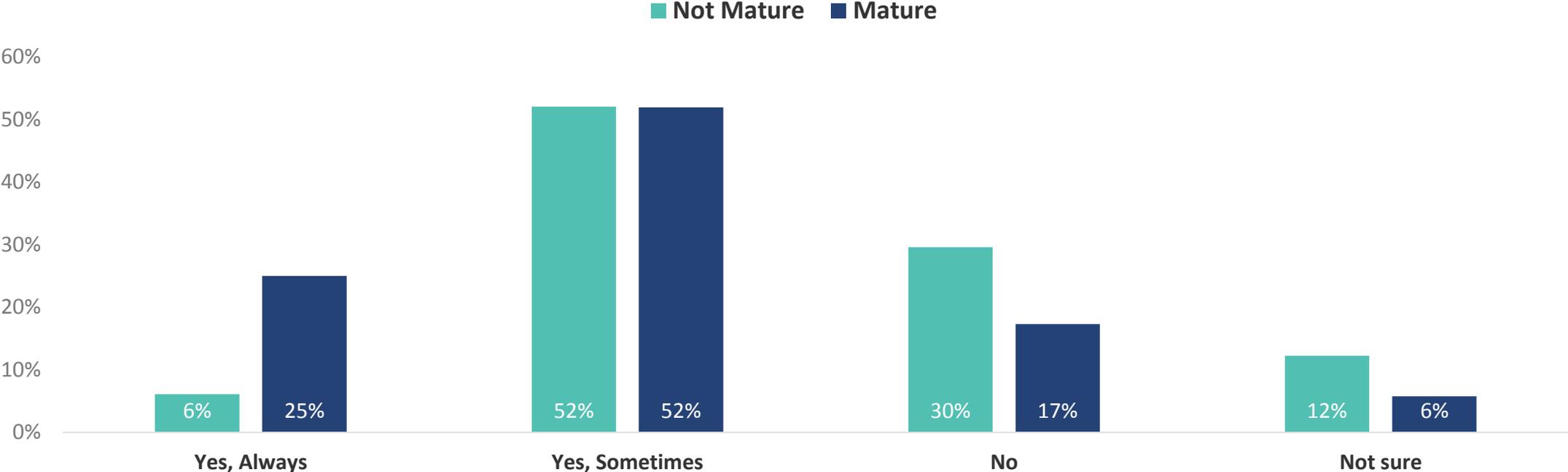
On a scale of 1 to 100, with 1 being not satisfied at all, and 100 being completely satisfied, where would you rank your overall job satisfaction with your current position?



Respondents from mature companies are significantly more satisfied with their jobs compared to respondents from not mature companies.

Success Metrics/KPIs by Maturity

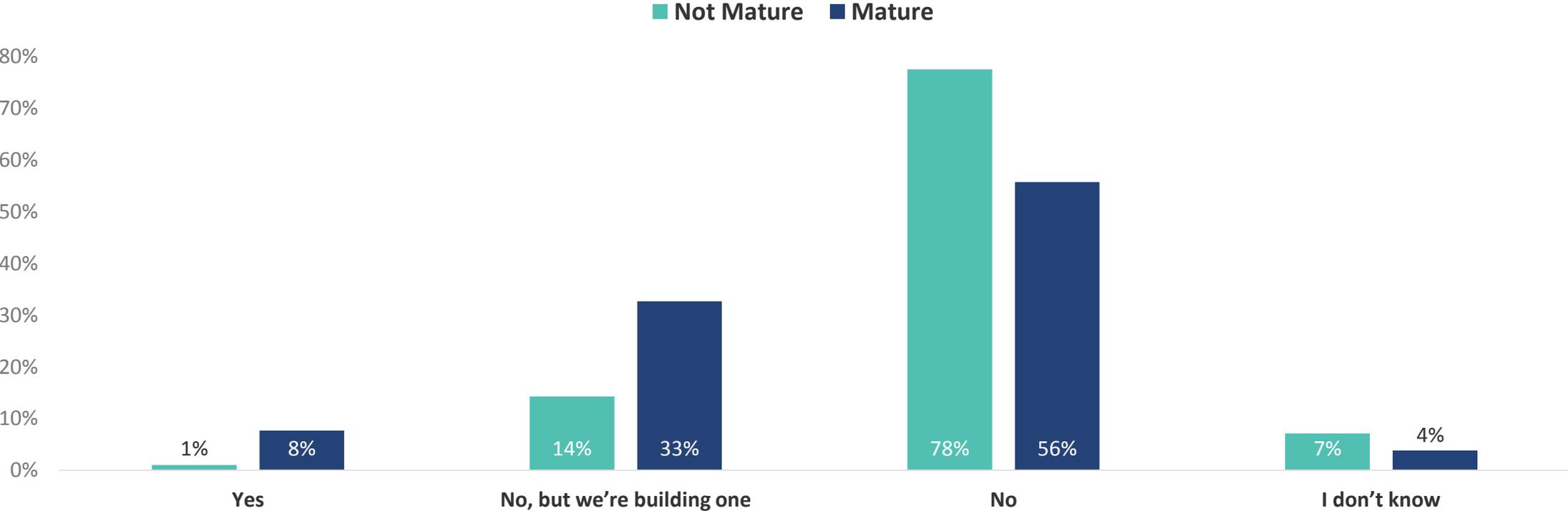
Does your company define specific success metrics or key performance indicators (KPIs) for each system or application?



More respondents from mature companies reported that their company always defines success metrics or KPIs (25%) compared to not mature companies (6%).

Usability Improvement Strategy by Maturity

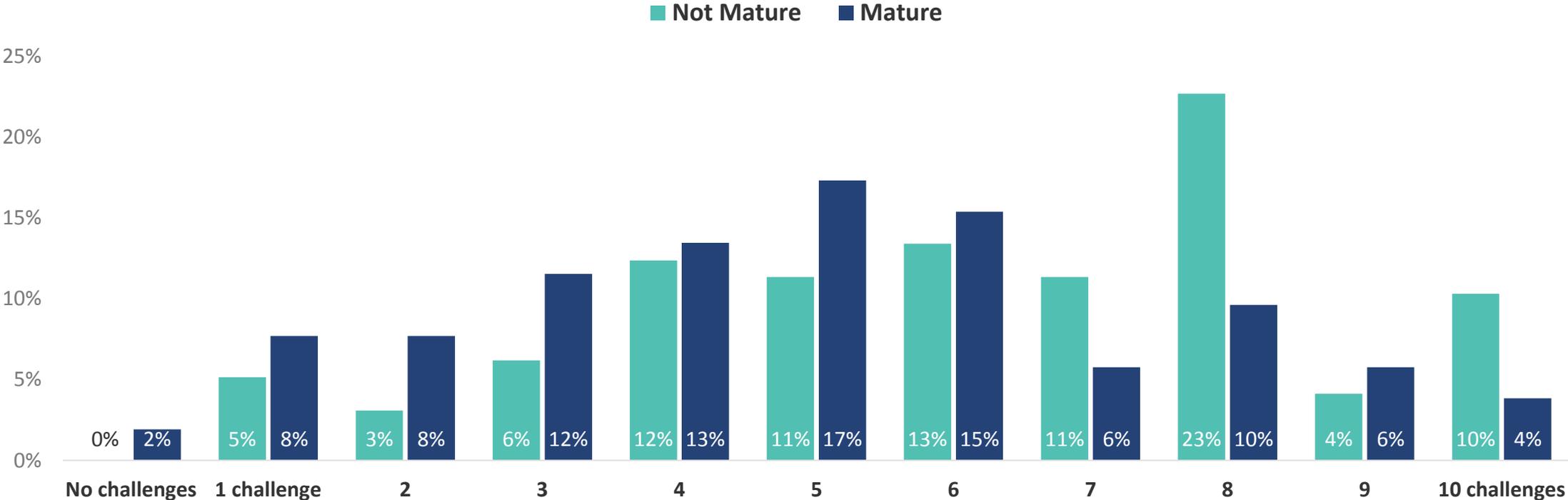
Does your company have a published usability improvement strategy?



More respondents from not mature companies report not having a usability improvement strategy (78%).

Number of Challenges Faced

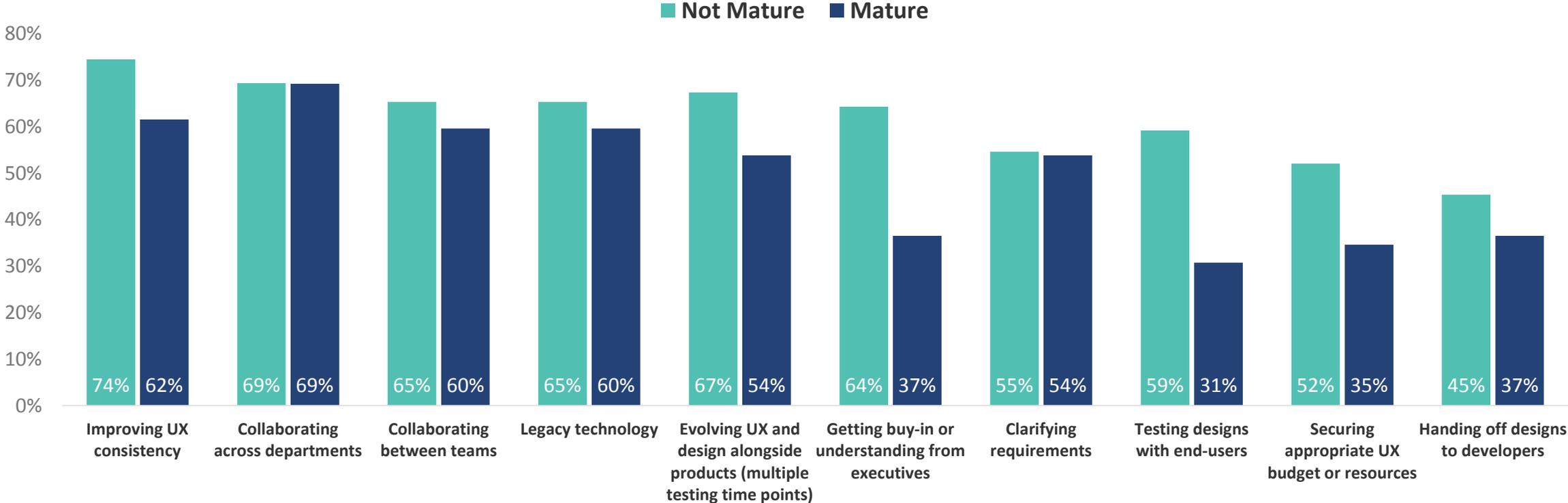
What challenges do you currently face in your UX process? Select all that apply



Respondents from mature companies reported fewer challenges. The majority of not mature companies report 8 challenges (23%) and mature companies report 5 challenges (17%).

UX Challenges by Maturity

What challenges do you currently face in your UX process? Select all that apply



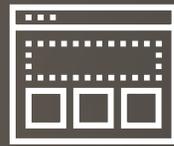
More respondents from not mature companies reported having each of these challenges, with the greatest differences in testing designs with end users (28% difference), securing UX budget/resources (27%), and getting buy-in from executives (27%).

About MeasuringU

MeasuringU is a quantitative research firm based in Denver, Colorado focusing on quantifying the user experience.



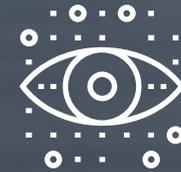
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(Desktop & Mobile)



UX Research



Measurement
& Statistical Analysis



Eye Tracking & Lab
Based Testing



UX Boot Camp Aug 16th-18th
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