

Naam

Project

Datum

UX Workflow Canvas

Choose the position of ux maturity
Fill in 1 stickynote

Stages of UX Maturity

- 1 Absent**
 - Ignored
 - Nonexistent
 - Undiscovered
- 2 Limited**
 - Stovepipe
 - 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

Structured: Here we are because.....

UX Maturity Model NNGROUP

What can be optimised?
What will be the next step to get a better ux research maturity? What is your ambition? What has to be reached within 2 years?

Draw your current workflow/proces
1. What is a typical project workflow?
2. Define problem space in this workflow.
red text = problem space/painpoints

Prioritize painpoints

prior painpoints

less prior painpoints

Draw a new, better workflow
Create improvements

Make a to do list
What are the jobs to be done?

Plan maken voor UX research (styleguide)

Uitwisseling kennis UX research binnen UX designers

prio < 6 months

less prio > 6 months

Presentatie voor stakeholders over UX research

Developers meenemen in resultaten onderzoek?