

Maturity in Experience Architecture

● Early stage ● Ramping up ● Approaching maturity

| | | Strategy | Research | Design | Test | Build |
|------------------------------------|-------------------------|----------|----------|--------|------|-------|
| DRIVERS OF CHANGE | Ecosystem | | | | | |
| | End-to-end Lifecycle | | | | | |
| | Experience Journey | | | | | |
| | User Stories/Scenarios | | | | | |
| | Tasks/Activities/Jobs | | | | | |
| EXPERIENCE DELIVERY | Controls/Widgets/Assets | | | | | |
| | Product Design Patterns | | | | | |
| | Product Design System | | | | | |
| | Front-end Code | | | | | |
| | Backend Functionality | | | | | |
| OVERALL EXPERIENCE MATURITY | | | | | | |