



TRANSITIONING TO A NEW PRACTICE
FRAMEWORK AND HOLISTIC THINKING

@dszuc
@igiwong

UX MATURITY MODEL

1

Unrecognized
UX is "not important"

2

Interested
UX is important but receives little funding

3

Invested
UX is very important and formalised programs emerge

4

Committed
UX is critical and executives are actively involved

5

Engaged
UX is one of the core tenets of the organisation's strategy

6

Embedded
UX is in the fabric of the organisation;
not discussed separately



FLUSH



OSCILLATING



PULSATING



DRYER



STOP



REAR CLEANSING



REAR CLEANSING



FRONT CLEANSING



PRESSURE



POSITION



切勿超速 安全抵步



Arrive Alive

No Speeding

香港警務處交通總部
Traffic Branch Headquarters
Hong Kong Police

ENVIRO 500

 **KMB**

九巴服務 日日進步

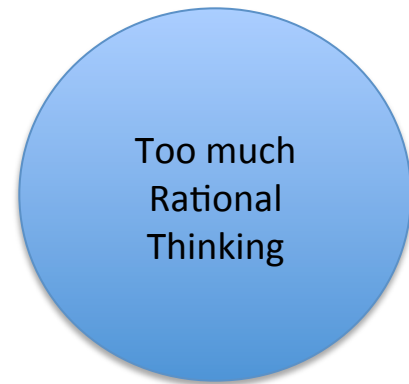
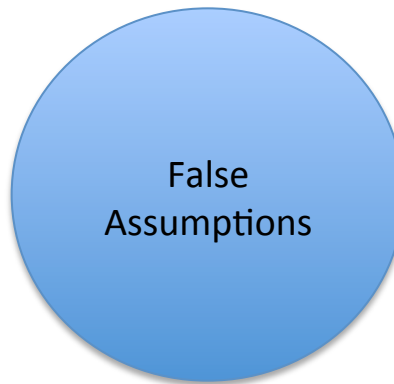
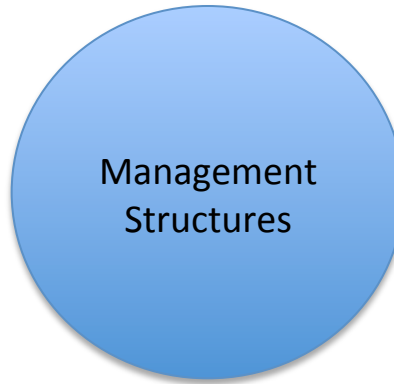
DENNIS

Paida and Lajin Self-Healing

By Hongchi Xiao



Understand
the whole
system



GOOD FRIENDS

醫務中心
TED CARE



动物伤人,请勿靠近、追逐!

Please do not chase the animals as they may hurt you.

LEARNINGS

Conversations

@dszuc

Practice Framework Elements

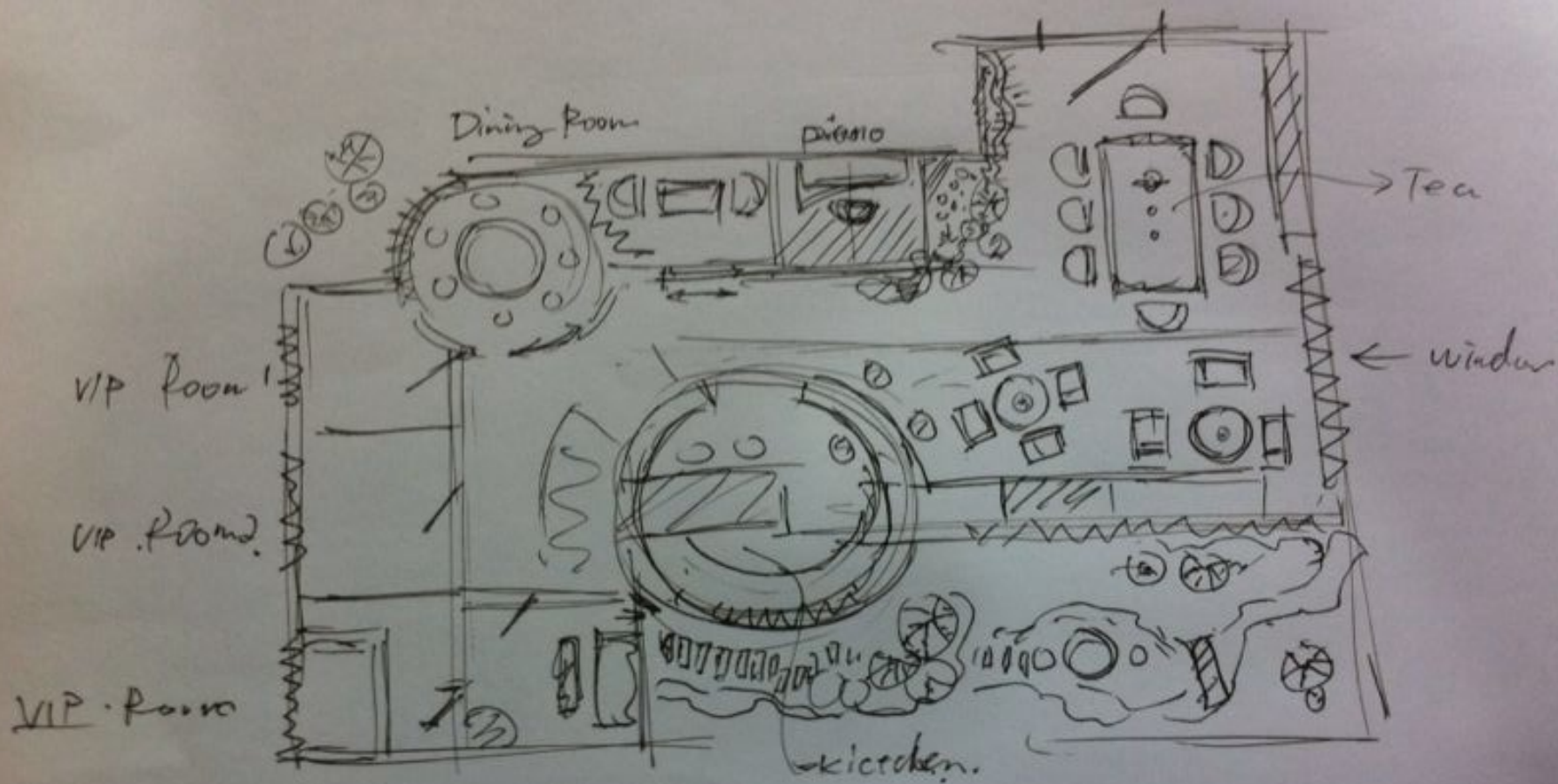
09/20/13

What will help us help people *deliver on good*?



We need to recognise the elements (in no particular order) :

- **Holistic & connected thinking** - nothing exists on its own so we need to connect objects to understand their relationship and impact on each other, this is not unique to digital
- **Maturity** - see what gaps exist in our learning of the practice and find avenues to learn from domains outside our own towards where we really want to be
- **Conditions for success** - people need healthy conditions to do their best work and to grow them beyond what they think is possible in themselves - we are not robots
- **Being human & emotions** - recognize emotions, connect with ourselves and the people around us to be able to care for both people and environment
- **Presence** - being in the moment without judgement to be able to see the truths that exist
- **Listening & empathy** - we need to listen and be open to discovering bits we may not have known prior to listening
- **Meaning & value** - look at the bits and see if there is meaning and value for people longer term and iterating around that value constantly



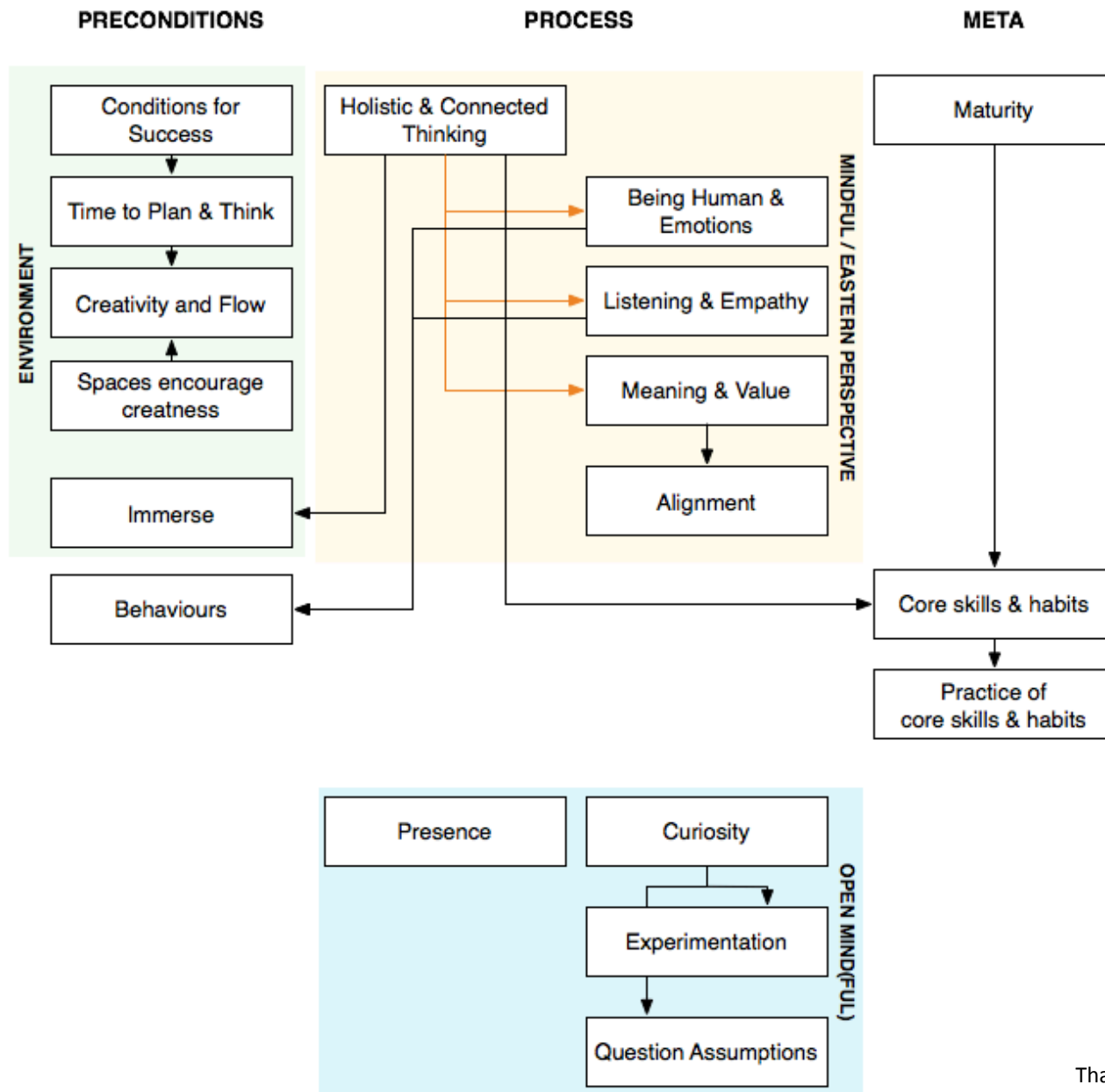
Bigger story



Discovering your passion



Open to re-purpose



Thank you Davide Casali - <https://twitter.com/folletto>

Being human is ok

