Question	Assessment			Your Score
	1	2	3	
Is user experience an understood practice within your company?	I have not heard of user experience design.	I have heard of user experience design, but we do not practice it at my company.	My company has defined and incorporated a user experience practice.	
How well are your clients educated?	My clients don't need to know the relevance of user experience.	I have educated a few clients about user experience	My clients are aware of the ROI this disciplinary practice brings. They make full use of our services.	
Is UX valued internally by project managers and externally by clients?	Our developers are educated adequately, and I don't find the need to hire user experience practitioners or user-centered designers.	We don't have user experience practitioners or designers on every project we do.	We follow a systematic approach to adopting the various UX methodologies available.	
Are there qualified usability practitioners or user-centered designers within your practice?	We don't employ user experience practitioners or user-centered designers on our projects.	Our visual or graphic designers are practicing user-centered design.	We have qualified user experience practitioners or user-centered designers on our projects.	
Does your practice have domain strength vertically and horizontally?	I haven't worked on any projects practicing user experience in a particular domain.	I have worked on a few projects practicing user experience across domains.	We practice user experience across all projects and domains. We assign user-centered designers to projects based on their domain expertise.	
Do you have a focused disciplinary practice?	We do not have a dedicated user experience team .	Our designers are trained to practice user experience design.	Our user centered designers are trained and focus on the adoption of various methodologies throughout all projects.	
Is your usability lab utilized effectively?	We do not have a usability lab.	We are building a usability lab.	We have a full-fledged usability practice and trained practitioners who are in charge of usability testing.	
Do you have a focused benchmarking practice?	We've adopted no benchmarking practice.	We are building a benchmarking practice.	We have a full-fledged benchmarking practice developed and archived.	
Do you have a training curriculum in place?	There is no training conducted within our company.	There are a few sessions conducted by managers and other experts from the industry.	We offer rigorous training sessions or courses to certify thatuser experience designers are trained and qualified.	
Are you aware of practices others follow?	We do not facilitate or attend sessions or courses outside the company.	We sometimes facilitate or attend sessions or courses outside the company.	We often facilitate or attend sessions or courses outside the company.	
Are you further developing your practice?	We do not have a user experience practice in my company.	We sometimes seek to develop our practice further, depending on clients' needs.	We actively educate our clients and conduct rigorous training sessions internally to develop current methodologies.	