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## MHP UX Maturity Report

# Three out of four companies waste UX potential

- Many companies invest in the user experience but fail to fully exploit the potential
- 95 percent confirm the clear influence of the user experience (UX) on product quality, yet only 18 percent are actively promoting the subject within their organization
- The MHP UX Maturity Report 2025 provides recommendations on how to create a resilient UX organization from individual UX initiatives

**Ludwigsburg** – The user experience is a key factor in growth and sales. Yet many companies fail to take advantage of it. The MHP UX Maturity Report 2025 reveals a clear gap between the recognized importance of UX and its consistent implementation.

Among the companies surveyed, 73 percent find themselves on only the middle level or lower out of a total of five levels. The user experience is taken into account but not consistently managed. Just 27 percent have succeeded in centrally organizing user orientation or strategically embedding it in their corporate culture, although there is clear awareness of the problem. Some 95 percent of respondents are convinced that a good user experience improves the quality of digital products, while 72 percent of managers recognize its strategic importance – but only 18 percent actively promote the subject within their organizations.

Markus Wambach, Group COO at MHP: "The good news is that the understanding of user orientation is there. The task now involves consistently turning this awareness into structures, responsibilities and decisions."

Rather than seeing user experiences as an individual project, they should be looked at holistically. Just two percent of respondents state that they take a holistic and strategic approach to the subject – even though it is considered relevant to product quality overall.

## Implementation founders on personnel, budget and design system issues

The reasons are due in particular to a lack of human resources, while in many places no design system is used. Almost every other company (49 percent) says it does not have enough qualified personnel for user-centered work. AI tools could ease this situation, but

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only 21 percent of the companies surveyed use them in their UX processes. In addition, 40 percent lack the necessary budget. As a result, measures remain sporadic, with impact and quality hardly scalable.

Julian Sauter, author and Manager at MHP: "Many companies have all the tools – but do not yet use them systematically. Those who take structured action now can quickly make a tangible impact. Clear standards and appropriate KPIs can especially help to implement user-centered approaches more sustainably and effectively."

The MHP UX Maturity Report 2025 also provides recommendations on how to create a resilient UX organization from individual UX initiatives. With the aid of a six-step plan, the UX maturity level can be systematically increased – from taking stock of the situation and setting KPIs to running pilot projects and developing a broad range of skills. UX managers and decision-makers in companies are thus given a practical road map to help them use UX in a strategic manner and overcome HR-related and financial obstacles.

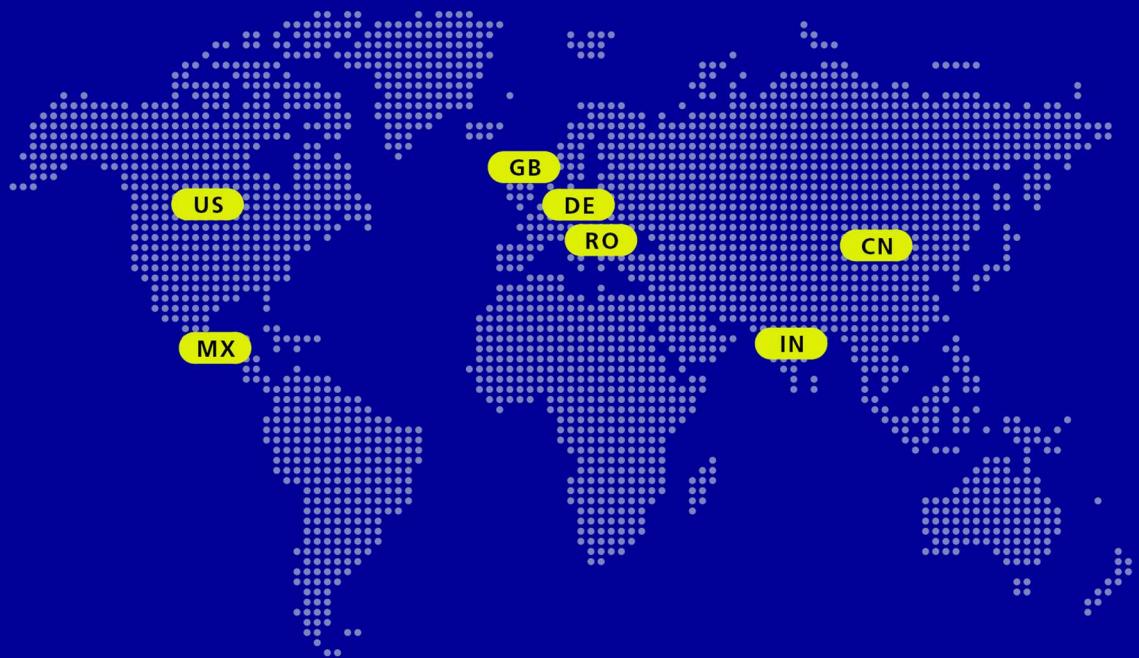
### **About the MHP UX Maturity Report 2025:**

The key findings of a self-administered survey among 100 professionals and managers across various industries were evaluated on the basis of the maturity level of the user experience in their companies using the MHP UX Maturity Model (based on the UX Maturity Framework developed by Chapman and Plewes).

The model provides a systematic basis for assessing the status quo of the user experience in an organization and points out stages of development that help companies to gradually improve their UX expertise.

<https://www.mhp.com/en/insights/what-we-think/ux-maturity-report>

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## About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide since 1996 and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why MHP, a Porsche AG company, provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, Mexico, the UK, Romania, India and China. More than 4,700 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP – today and in the future.