

20 User Experience Statistics

You can't afford to ignore...

If you look at some broader statistics that define a company's financial value, you can identify evidence-based data that defines the value of user experience. Looking at user experience broadly—across companies and industries—is starting to get traction as a way of mathematically calculating financial results that derive from user experience.

100 of online consumers that have a bad experience... **88** of them won't return.



94% of a website users' first impressions are design related. **3** out of **4** users judge your credibility by your website design.



Almost **50%** of users express a less positive perception of a company overall after a single bad experience... and more than **1/3** of these are likely to tell others about their negative experience.



Every pound spent on UX returns between **£2** and **£100**



70% of projects fail due to lack of user acceptance. **80%** of UX problems can be solved by testing with **5** users



UX increases KPI's by up to **83%**. You can increase sales on your site as much as **225%** by providing sufficient product information to your customers at the right time.



15% of IT projects are abandoned... and at least **50%** of a programmer's time during the project is spent doing rework that is avoidable... **2** build, **3** launch, **4** learn



Spending **10%** of your development budget on usability should improve your conversion rate by **83%**. A Design Council study found that design-aware companies out-performed the FTSE 100 by more than **200%**



UX is based on... **200** years of scientific knowledge & **30** years of industry best practices & specifically applied research.



Personas. Without quality personas to base requirements on, teams will lose out on up to **4x** the return. Many dev teams end up re-working because marketing changes their mind.



Wireframing. Rapid prototyping has become popular for good reason. In one study, the outcome was... **50%** more accurate estimates for build time and cost. **80%** reduced requests for clarification by the dev team. **25%** reduced rework and bug fixes post-launch.



User involvement helps to improve decision making, prioritisation and therefore development time by... **33-50%**. UX activities help save you making changes later, when it's more/too expensive or just too late.



84% of companies expect to increase their focus on customer experience measurements and metrics.



Companies that put user experience at the core of their business and product strategy garner high customer loyalty.



When a company commits fully to user experience, it gives employees a focus that aligns them at a deep level.



Everybody wants to work for market leaders... not just because they're market leaders... but because working for industry leaders that focus on the experience satisfies a deeper desire to be part of something extraordinary.

