

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.

online consumers that have a bad experience.

of them won't return



out of users judge your credibility by your website design. of users express a less positive perception of a company overall

after a single bad experience... of these are likely to ...and tell others about their more . negative experience.

than Every pound spent on

returns between

80% of UX problems can be solved by testing with users You can increase sales on your site as much as

and £100

of projects fail due to lack of user acceptance. **UX** increases KPI's by up to

...and

by providing sufficient product information to your customers at the right time.

launch (3)

2

build

learn

li

HIII

1 idea

at least of a programmer's time during the project is spent doing rework that is avoidable... **Spending** of your development budget on usability should improve your conversion rate by

UX is based on

of IT projects

are abandoned...

A Design Council study found that design-aware companies out-performed the FTSE 100 by more than

...a proper

upfront

**UX** process

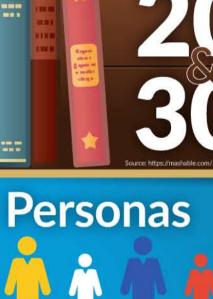
would help

to prevent

the majority

of this wasted

time and cost.



Wireframing

has become popular

Rapid prototyping

for good reason.

000

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

years of

scientific

years of industry best

practices & specifically

applied research.

knowledge

In one study, the outcome was... more accurate estimates for build time and cost. reduced requests

for clarification by

reduced rework

and bug fixes post-launch.

the dev team.



User involvement



no. of possible design alternatives

When a company commits fully to

user experience, it gives employees a focus that aligns them at a deep level.

Companies that put user

experience at the core of

their business and product

strategy garner high

customer loyalty.

**Everybody wants to** work for market leaders...

they're market leaders...

...not just because

...but because working for industry leaders that focus on the experience satisfies a deeper desire to be part of something extraordinary. urce: https://www.uxmatters.com/mt/archives/2017/03/experience-design-beyond-a-simple-roi.php

system-concepts.com