

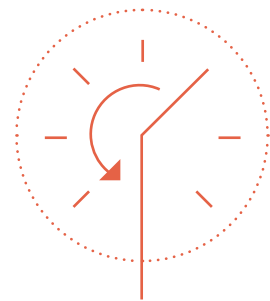
The Improviser



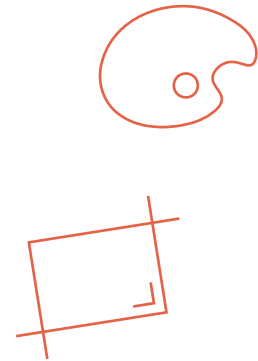
Gary began developing his project without UX.



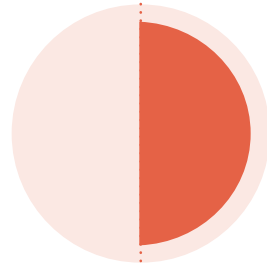
He had heard about UX, but he didn't know the value was best when it's used before product development.



He decided on colors and layout that he thought looked cool, and features he thought were best for the customer.



He had his developers make UI decisions on the fly.

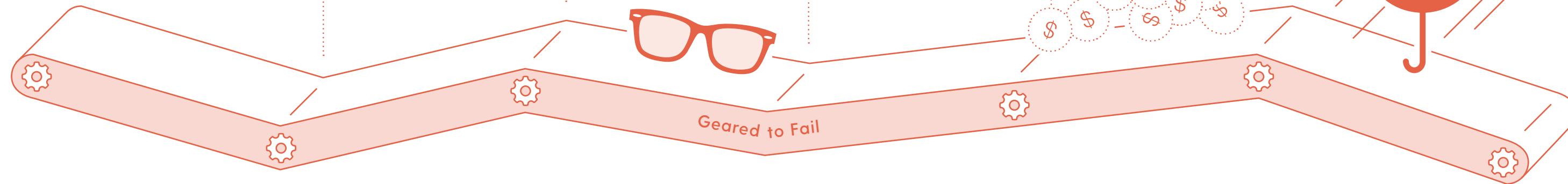


He decided he could conduct user research after the product was launched.

Finding a problem during the development phase is **10x more costly** than identifying and correcting it in the design phase.²

He launched the product, and it failed.

68%
of users leave a website because of **poorly designed UX**.³



The Thoughtful Planner



Ben took 10% of his budget and spent it on UX first.

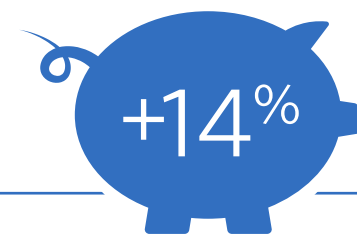
10-20% of your project's budget should be spent on UX for optimal ROI.

Every dollar invested in UX returns up to \$100.⁴

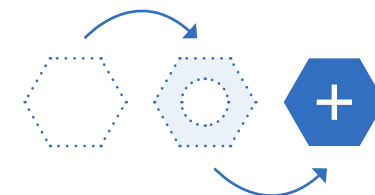


He worked with a UX company to determine the best design.

Investing in UX results in: **14% increase** in willingness to purchase.⁵

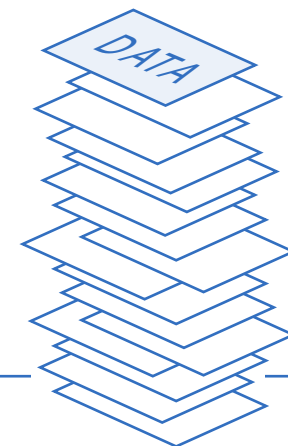


He built prototypes, and then tested them with users.



97%
of companies consider **customer experience** to be a strategic priority.⁶

He had mounds of data from the user tests which led to informed decisions that made the product better.



He made iterations based on research, because he knew the product needed to be:

- **Useful**
When the right problem is solved the right way.
- **Usable**
When the software experience blends into the background.
- **Desirable**
When customers prefer your product over the competition.

He launched a successful product, loved by users.

15%
of people are less likely to switch brands.⁷

16%
increase in likelihood to recommend.⁸

Leading companies in the Customer Experience Index have a cumulative stock performance gain of

43%⁹



User experience is a customer-focused practice that leads to solving the right problem at the right time. The UX process is not as simple and repeatable as an assembly line, but through extensive research, modeling, design, and testing you can find solutions that will work for your product and out of the two methods that follow, will keep you far away from being The Improviser.

We're Not Making This Up

The global Customer Experience Management Industry is predicted to grow from **USD 4.36 Billion** in 2015 to **USD 10.77 Billion** by 2020.¹⁰

UX increases Key Performance Indicators (KPI's) by **83%**.¹¹

What Makes UX?

- / Research and Modeling
- // Designing
- /// Building
- //// User Testing

Sources

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- 3 - <http://www.userxman.com/images/ExperienceDesign-Value.jpg>
- 4 - <http://www.uxteam.com/blog/every-dollar-invested-in-ease-of-use-returns-10-to-100-dollars/>
- 5 - Forrester Report: Best Practices In User Experience (UX) Design, Sept 2009, pg. 2
- 6 - Forrester Report: The State Of Customer Experience, 2012
- 7, 8, 9 - Forrester Perspective: The Business Impact of Customer Experience 2013, Watermark Consulting, pg. 5
- 10 - Customer Experience Management Market Report by marketsandmarkets.com, Oct 2012
- 11 - Nielsen, Jakob (2008). Usability ROI Declining, But Still Strong.



Create A Meaningful Experience.™

Since 1988, we've been elevating the importance of user experience to create some of the most useful, usable, and desirable products of our time.