

# UX MATTERS

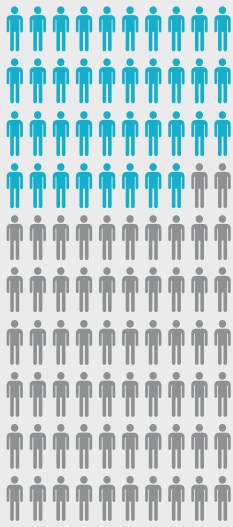
\$1 spent on UX =  
\$2 to \$300 in return<sup>1</sup>

## USER EXPERIENCE



Judgment of website credibility are **75%** based on website's overall design<sup>2</sup>

**38%** of people will stop engaging with a website if the layout is **unattractive**<sup>3</sup>



Without quality **personas** to base requirements on teams will loose out on up to **4x** the return<sup>4</sup>

## Wireframing<sup>5</sup>



**50% more** accurate estimate for build time and cost



**80% reduced** requests for clarification by development team



**25% reduced** rework and bug fixes post-launch

**70%** of projects **fail** due to lack of user acceptance<sup>6</sup>



## CUSTOMER EXPERIENCE

**86%** of customers quit doing business with a company because of a **bad customer experience**<sup>7</sup>



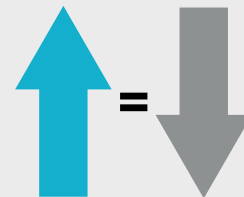
**85%** would pay up to **25% more** to ensure a superior customer experience<sup>8</sup>

Companies that prioritize the customer experience generate **60% higher profits** than their competitors<sup>9</sup>



**10%** increase in **customer retention** levels results in **30%** increase in the **value** of the company<sup>10</sup>

**2%** increase in **customer retention** has the same effect as a **10%** decrease in **cost**<sup>11</sup>



**Satisfied** customers tell **9** people how happy they are **VS** **dissatisfied** customers tell **22** people about their bad experiences<sup>12</sup>



Companies that outpace their competitors in Customer Experience have **50% more engaged employees**<sup>13</sup>

Highly **engaged employees** are **33x** more likely to do something good for the company—even if not expected<sup>14</sup>

## MOBILE

**94%** of smart phone users look for **local info** on their phone<sup>15</sup>



**61%** of consumers have a **higher opinion** of companies that provide a positive mobile experience<sup>16</sup>



**52%** of users said that a **bad mobile** experience made them less likely to engage with a company<sup>17</sup>

**61%** of users said that if they didn't find what they were looking for right away on a mobile site, they'd quickly **move on to another site**<sup>18</sup>



**90%** of smart phone users **take action**, such as contacting a business or making a purchase<sup>19</sup>

**67%** of users are more likely to **buy** from a mobile-friendly site<sup>20</sup>



**60%** of consumers use **mobile exclusively** to make purchase decisions<sup>21</sup>

An **ecommerce site** where product pages were **optimized for mobiles** saw:<sup>22</sup>



**30% increase** in sales



**50% decrease** in bounce rate



**70% increase** in quantity of products sold

By **2020**, customer experience will overtake price and product as the key brand differentiators<sup>23</sup>

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