

UX MATTERS

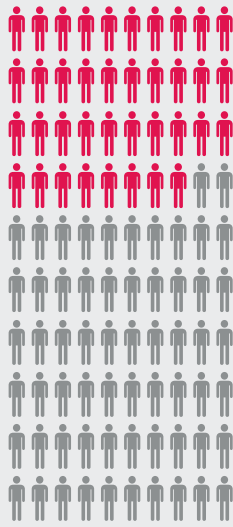
\$1 spent on UX =
\$2 to \$100 in return¹

USER EXPERIENCE



Judgment of website credibility are **75%** based on website's overall design²

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



Without quality **personas** to base requirements on teams will loose out on up to **4x** the return⁴

Wireframing⁵



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 acceptance⁶



CUSTOMER EXPERIENCE

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



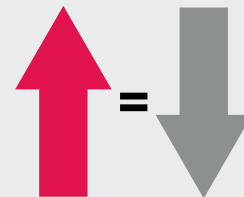
85% would pay up to **25% more** to ensure a superior customer experience⁸

Companies that prioritize the customer experience generate **60% higher profits** than their competitors⁹



10% increase in **customer retention** levels results in **30%** increase in the **value** of the company¹⁰

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



Satisfied customers tell **9** people how happy they are **VS** **dissatisfied** customers tell **22** people about their bad experiences¹²



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

Highly **engaged employees** are **33x** more likely to do something good for the company—even if not expected¹⁴

MOBILE

94% of smart phone users look for **local info** on their phone¹⁵



61% of consumers have a **higher opinion** of companies that provide a positive mobile experience¹⁶



52% of users said that a **bad mobile** experience made them less likely to engage with a company¹⁷

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**¹⁸



90% of smart phone users **take action**, such as contacting a business or making a purchase¹⁹

67% of users are more likely to **buy** from a mobile-friendly site²⁰



60% of consumers use **mobile exclusively** to make purchase decisions²¹

An **ecommerce site** where product pages were **optimized for mobiles** saw:²²



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 differentiators²³

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