



# WHY UX MATTERS.

A WHITE PAPER

# USER EXPERIENCE

- It's not only about aesthetics, it's about telling a story...
- Making it simple... "Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius—and a lot of courage to move in the opposite direction." - E.F. Schumacher
- Thinking ahead of the curve... "If I had asked people what they wanted, they would have said faster horses." - Henry Ford





## RETURN ON INVESTMENT

# 10X

ROI is typically realized within the first few months of a UX project when one cross-sale, resale or up-sell occurs. Lower user complaints and higher customer satisfaction will yield enormous results within the first few years providing what could be a **10x ROI** including both high revenues and reduced churn.



WHAT'S IMPORTANT

**MAPPING THE CUSTOMER JOURNEY HAS BECOME AN INTEGRAL PART OF DESIGNING A WEBSITE OR WEB APPLICATION.**





# MAPPING

Those who embark on the process of UX before beginning a project produce vastly superior, lower cost and ultimately more effective projects than teams who do not. These benefits come in the form of the following\*:

- Higher customer utilization and conversion
- Higher percentage of completed software projects
- Less rework during the project yielding a better outcome at a lower cost
- Reduction in bugs and errors contributing to a higher project completion rate and lower cost
- Increased stakeholder satisfaction
- Increased revenue through greater user interaction and lower abandonment
- Lower customer support and account management costs



\* <https://www.usability.gov/what-and-why/benefits-of-ucd.html>



THOSE ARE JUST SOME OF THE REASONS WHY

# UX MATTERS

MANY OF THE REAL BENEFITS ARE DETERMINED FROM OPTIMIZATION DURING THE PROJECT, OR POST-PROJECT RELEASE WHEN A/B TESTING AND PRE- AND POST-DEVELOPMENT ANALYTICS ARE CAPTURED AND ANALYZED.

# CUSTOMER JOURNEY

Thinking about your user and building the customer journey is how one begins the process of UX. This process focuses exclusively on understanding your clients and users and their journey throughout the touchpoints that you provide them. This process goes far beyond the aesthetic process of designing a website and gets into the feelings, actions and thoughts that your user might have to take. It is about empowering the user and providing them value at every turn. If the user feels valued and that someone has thought about them, they are much more likely to take positive action on the site or application.



# THE PROCESS.

In order to carry out the the process of UX design and why it is so time intensive, the following may occur during a project: \*

- Customer Research
- Competitive Research
- Stakeholder Interviews
- Wireframes, Design and Mockups
- Prototype Coding and Interaction
- Feedback and Redesign
- Testing and Data Capture
- Building the following:
  - Persona's
  - Sitemap/User Map
  - User Stories
  - Customer Path
- Analytics, Goals, Metric Definition

\*<https://blog.prototypr.io/a-common-product-ux-design-process-55af4ab5665e>





TRADITIONAL VISUAL ONLY DESIGN DOESN'T ALWAYS  
TAKE INTO ACCOUNT THE PROBLEMS TO BE SOLVED AND  
MIGHT FOCUS ONLY ON THE AESTHETIC.

**THE KEY TO SUCCESS FOR A NEW  
PROJECT IS THINKING ABOUT KEY  
POINTS AHEAD OF TIME &  
DEVELOPING A STRATEGY TO ADDRESS  
THEM.**

# THE END.

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