

20 User Experience Statistics

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.

100 of online consumers that have a bad experience... **88** of them won't return.

Source: http://www.mcrinc.com/Documents/Newsletters/201110_wfy_web_performance_matters.pdf

94% of a website users' first impressions are design related. **3** out of **4** users judge your credibility by your website design.

Source: https://www.allshare.net/Vncps/less-is-more-people-give904447-5350-452z-8661-76a27245a7050v-default46b-6from_search-4

Almost **50%** of users express a less positive perception of a company overall after a single bad experience...
...and more than **1/3** of these are likely to tell others about their negative experience.

Source: http://www.mcrinc.com/Documents/Newsletters/201110_wfy_web_performance_matters.pdf

Every pound spent on UX returns between **£2** and **£100**

Source: <https://www.fastcompany.com/1667203/dollars-and-sense-the-business-case-for-investing-in-ux-design>

70% of projects fail due to lack of user acceptance. **80%** of UX problems can be solved by testing with **5** users

Source: <https://www.forester.com/report/Rich+Internet+Application+Errors+To+Avoid+-+ES4611>

Source: <https://theultimatex.com/2013/07/07/ux-experience-ux-testing.pdf>

UX increases KPI's by up to **83%** You can increase sales on your site as much as **225%** by providing sufficient product information to your customers at the right time.

Source: <https://www.rngroup.com/articles/usability-roi-declining-but-still-strong/>

Source: <https://archive.ule.com/publications/whitepapers/PogoSticking.pdf>

15% of IT projects are abandoned...
...and at least **50%** of a programmer's time during the project is spent doing rework that is avoidable...
...a proper UX process upfront would help to prevent the majority of this wasted time and cost.

1 idea 2 build 3 launch 4 learn

Source: <https://www.youtube.com/watch?v=Q94K0y0pLs>

Spending **10%** of your development budget on usability should improve your conversion rate by **83%** **200%**

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

Source: <https://www.rngroup.com/articles/usability-roi-declining-but-still-strong/>

Source: https://designbusinesscouncil.com/wp-content/uploads/2017/08/design_index_9199.pdf

UX is based on... **200** years of scientific knowledge & **30** years of industry best practices & specifically applied research.

Source: <https://mashable.com/2013/10/30/ux-myths-4-ways-to-use-ux-infographic>

Personas Without quality personas to base requirements on, teams will lose out on up to **4x** the return

Many dev teams end up re-working because marketing changes their mind.

Source: <https://www.experianalytics.com/blog/2014/07/making-strong-business-case-ux-infographic>

Wireframing Rapid prototyping has become popular for good reason. In one study, the outcome was... **50%** more accurate estimates for build time and cost. **80%** reduced requests for clarification by the dev team. **25%** reduced rework and bug fixes post-launch.

Source: <https://www.experianalytics.com/blog/2014/07/making-strong-business-case-ux-infographic>

User involvement helps to improve decision making, prioritisation and therefore development time by... **33-50%**

UX activities help save you making changes later, when it's more/too expensive or just too late.

Source: <https://www.experianalytics.com/blog/2014/07/making-strong-business-case-ux-infographic>

84% of companies expect to increase their focus on customer experience measurements and metrics.

Source: Customer experience expectations and plans for 2016. <https://temkigroup.com/product/customer-experience-expectations-plans-2016/>

Companies that put user experience at the core of their business and product strategy garner high customer loyalty.

Source: <https://www.usmatters.com/int/archives/2017/03/experience-design-beyond-a-simple-roi.php>

When a company commits fully to user experience, it gives employees a focus that aligns them at a deep level.

Source: <https://www.usmatters.com/int/archives/2017/03/experience-design-beyond-a-simple-roi.php>

Everybody wants to work for market leaders...
...not just because they're market leaders...
...but because working for industry leaders that focus on the experience satisfies a deeper desire to be part of something extraordinary.

Source: <https://www.usmatters.com/int/archives/2017/03/experience-design-beyond-a-simple-roi.php>

System Concepts is a UX & usability, health & safety and ergonomics consultancy offering practical, flexible and client focused solutions such as user experience research & strategy, lab testing, workshops, digital accessibility and much more.



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