

What is UX?

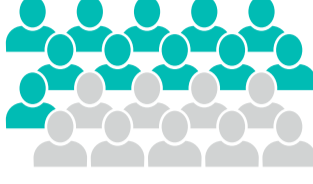
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What is UX?

UX simply means "User Experience" and refers to a user-centered design process that takes users' needs into account at every stage of a product's life cycle.

Why is UX important?

People are busy and their attention spans are short

55% 

of users spend **fewer than 15 seconds** actively on a page¹

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It's a Smartphone World

Increasingly, providing excellent customer service means having a mobile-friendly site.

An e-commerce site where product pages were optimized for mobile saw a 30% increase in sales, 50% decrease in bounce rate and 70% increase in quantity of products sold.²

If your site is not mobile-friendly, you are losing customers. It's that simple.

When content is not optimized for mobile use...

79% of users will search for another site³

go

Design-led Companies

The good news? The payoff is big.

2014 results show that over the last 10 years design-led companies have maintained significant stock market advantage, outperforming the overall S&P index by an extraordinary 219%.⁴

S&P Index

A Well-functioning, User-Centered Site Can:



Increase customer loyalty



Increase conversions



Decrease customer support time/cost



Decrease bounce rate

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Convinced? Here's how to get started.

- 1 Hire a UX expert**
If you are creating or modifying your current website, hire a UX web developer, and avoid making costly mistakes in the first place.
- 2 Consider a usability audit**
Conducted by professionals, a usability audit can be used to determine how well your current site is functioning.
- 3 Test early, and test often**
There are things you can do yourself. Use an online tool, like userium.com to find out your weak spots.
- 4 Keep it simple**
When in doubt, follow solid UX design principles and remember, simple is better! UXmyths.com is a good place to start.

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¹ Chartbeat Study 2013: Using Engaged Time to Understand Your Audience.
² Digital Commons Case study 2014. Designing for Success: Creating Business Value with Mobile User Experience (UX)
³ Google Study 2012. Sterling Research and SmithGeiger: What Users Want Most From Mobile Sites Today.
⁴ Design Management Institute: The Value of Design (2014)

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