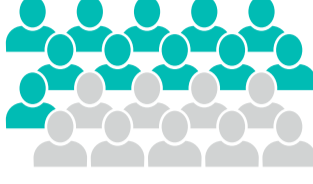# What is UX?

1 · 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.

2 · Why is UX important?

People are busy and their attention spans are short

55%

of users spend **fewer than 15 seconds** actively on a page[1]

It's a Smartphone World

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

- 30% increase in sales
- 50% fewer bounces
- 70% increase in quantity of products sold

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 site[3]	go

The good news? The payoff is big.

Design-led Companies

S&P Index

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]

A Well-functioning, User-Centered Site Can:

- Increase customer loyalty
- Increase conversions
- Decrease customer support time/cost
- Decrease bounce rate

3

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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