

Special Report: UX Business Impacts and ROI

In the rush to meet business demands and expedite time-to-market, IT offerings often proceed at the expense of the user experience (UX). How does this impact results and what can you do to avoid it? These issues were addressed during our recent event: *This Product Sucks! Business Impacts of Usability Breakdowns*. Below is a summary from that discussion, featuring the ROI companies can achieve through a broad range of UX investments.

UX Investment Results

Research consistently shows the most common results from investments in improving UX are:

1. **Decrease development costs**
2. **Increase revenue**
3. **Decrease time to market**

Recent survey of 735 internet companies, shows they invest

11.5%

of product development budget

in UX resources and usability testing.

Decrease Development Costs

The User Interface (UI) of software is:

- 47-66% of a project's total code
- 40% of the development effort
- 80% of the unforeseen fixes required (the other 20% are bugs)

Investing in UX can significantly reduce your risk of incurring extra development costs.

Real world example: McAfee UI redesign **saved 90% support costs.**

Decrease Time to Market

Research shows:

- UX investments made in the concept phase **reduce product development cycles by 33-50%.**
- A one-quarter delay in time to market equals a **loss of 50% of that product's profit.**
- About **5% of features are used 95% of the time.** UX can better focus feature sets.

Increase Revenue

An investment portfolio formed in 2007 of select companies known for successful UX, **outperformed market indices and generated 37% growth.**

Good experience leads to increased loyalty and increased Net Promoter Scores.

Companies can **monetize loyal customers 2.4 times more** than neutral customers

Real world example: IBM plans a 1:10 return for usability testing but gets returns as high as 1:100.

[Want to learn more](#) to save you money, increase revenue, and expedite your time to market? Contact Rick Held at 937-886-9405, ext 102 or rick.held@sds-consulting.com.