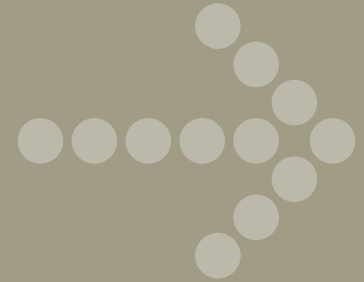


# user experience matters™



At EffectiveUI, we believe delivering users exceptional, engaging experiences enriches overall satisfaction with your brand and boosts your revenue. The proof is undeniable.



# the ROI of UX

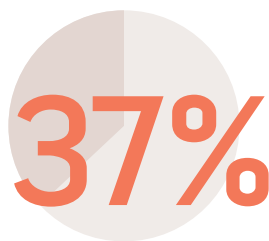
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## What can user experience (UX) do for you?



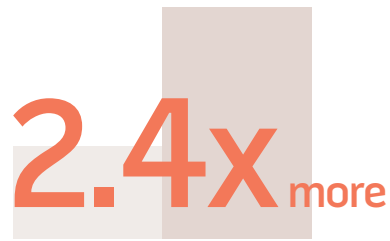
### Reduce Development Costs

By investing in UX to redesign its user interface, McAfee saved 90 percent in support costs.



### Increase Revenue

An investment portfolio containing companies known for successful UX outperformed market indices and generated 37 percent growth.



### Monetize Loyal Customers

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

By investing in EffectiveUI's user experience strategies, one publishing giant's revamped online collaboration software tool quintupled its customer base and exponentially increased its profits within one year. The tool also helped reduce the client's support costs by more than one-third.

Approximately 70 percent of projects fail because of lack of user acceptance.  
Forrester Research Report: "Rich Internet Application Errors To Avoid"

When organizations invest in UX during a project's concept phase, they reduce product development cycles by 33 to 50 percent. This is vital; a one-fourth delay in the amount of time it takes to bring a product to market results in a 50 percent loss of that product's profit. In software, where about 5 percent of features are used 95 percent of the time, UX can better focus feature sets.  
"Special Report: UX Business Impacts and ROI," Strategic Data Systems.

A well-designed site can have up to a 200 percent higher visit-to-order conversion rate than a poorly designed site. And visit-to-lead conversion rates can be more than 400 percent higher on sites with a superior user experience.

Forrester Research Report: "Customer Experience Boosts Revenue"

By implementing a user-centered strategy for its consumer-facing website, Credit Suisse found that UX reduced errors by 50 percent; increased usage by 30 percent; reduced complexity by 65 percent; reduced churn by 18 percent; and increased up-selling by 15 percent.

Forrester Research Report: "Case Study: How Credit Suisse Made Customer Experience Matter"

Businesses must place top priority on optimizing customer experience and user interface design. A user interface's design commonly uses 50 to 70 percent of a system's total development costs. In fact, user interface design can cost as much as 85 percent of total project development costs.

"Professional Usability Testing and Return on Investment as it Applies to User Interface Design for Web-Based Products and Services," MauroNewMedia.