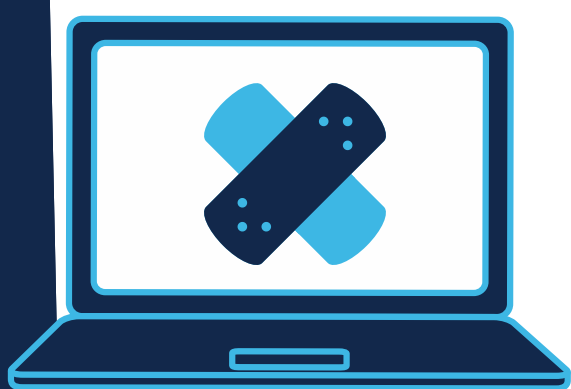# THE IMPACT OF EFFECTIVE
UX Design

Designing for the user is important. However, how does that benefit the business besides making customers or clients happy? Here are some ways UX design can benefit your business:

REDUCE COSTS

Preventing usability issues from the onset is far less expensive than product redesign and fixes once it's already on the market. According to Truelist, fixing a UX problem in development costs 10 times as much as fixing it in design, and 100 times as much if you're trying to fix the problem in a product that's already been released.
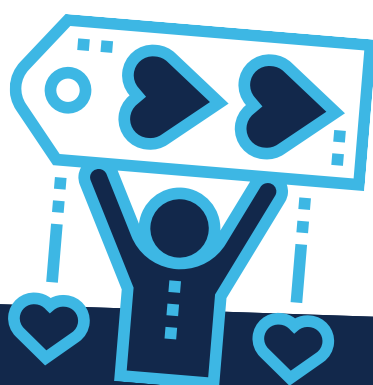
INCREASE CONVERSIONS

Reducing the level of effort users need to take to make a decision will maximize conversions no matter what your product is. Slow-loading websites cost retailers each year in lost sales to the tune of an estimated $2 billion.

BOOST SEO

Google actively promotes great UX in its search results. The goal is to provide users with the best answer to their questions as quickly as possible by serving up the most relevant information first. UX is a big factor in Google's search algorithm. A good UX design will result in a healthy ranking.

INCREASE BRAND LOYALTY

A good UX builds trust in your brand, product or service, and establishes a long-term relationship with your customers. Creating a seamless and enjoyable interaction will promote customer activation, which in turn, translates into brand recognition and loyalty.

NEED HELP FINDING A UXER?

Typically, a UX professional is needed to ensure your UX—whether it's through a website, a store or a smartphone—is done right. We know exactly what to look for. It's kind of our specialty! Contact us today.