

# Rise & Importance of User Experience



UX = User eXperience





## What is UX?

UX involves a person's behaviors, attitudes, and emotions about using a particular product, system, or service

A 3D digital visualization featuring a globe, a bar chart, and several data lines on a grid background. The globe is positioned in the lower-left foreground, showing the Americas. To its right is a 3D bar chart with multiple bars of varying heights. Several glowing lines in shades of blue and green curve across the scene, some connecting to the globe and others to the bar chart. The background is a light blue grid that recedes into the distance, creating a sense of depth. The overall color palette is dominated by various shades of blue and teal.

Delve deeper

UX includes the practical, experiential, affective, meaningful and valuable aspects of Human-Computer Interaction (HCI) and product ownership

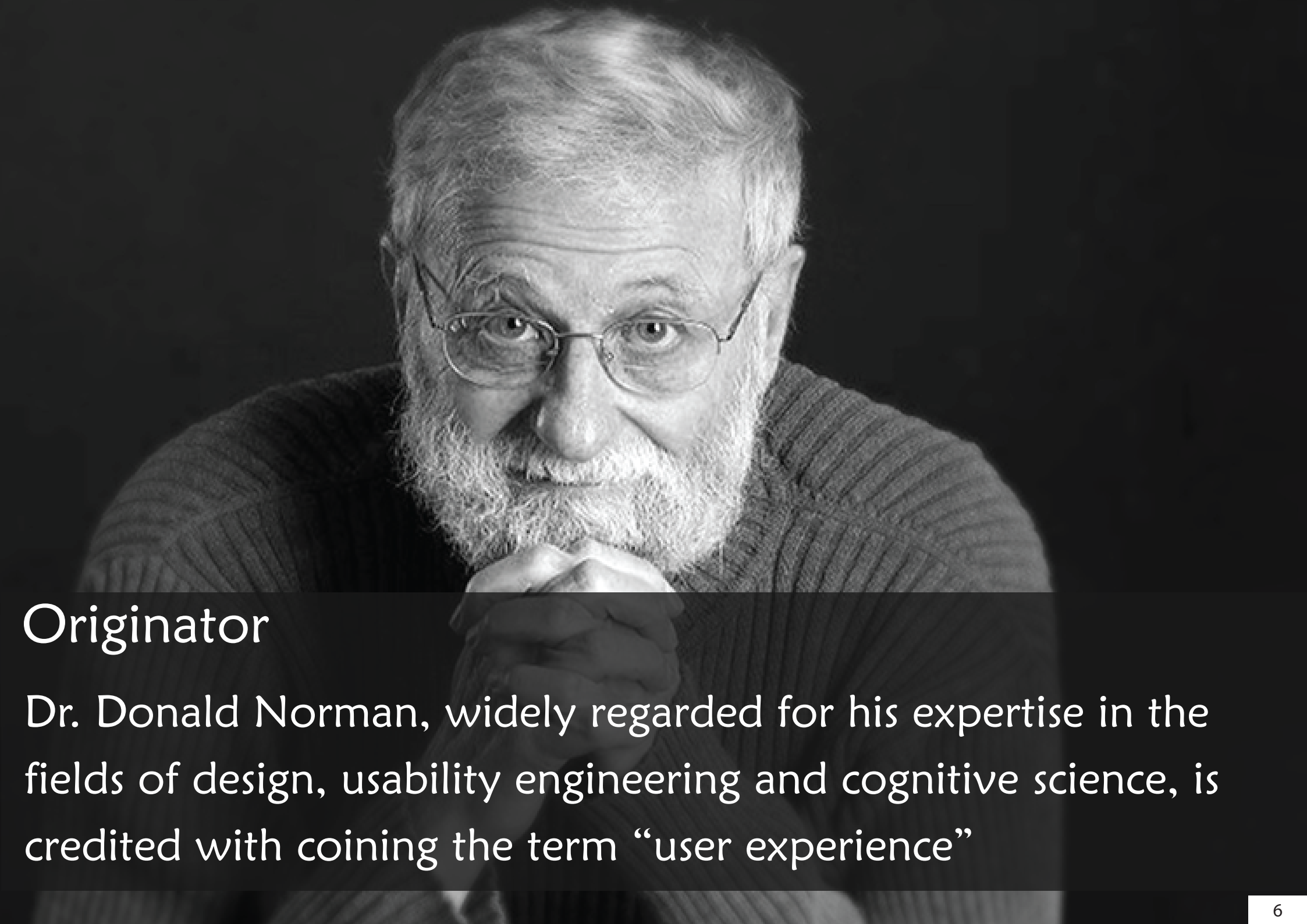
In the arena of web-based systems, UX is the newest kid on the block



# The UX Mantra

UX is about **40%** TECHNOLOGY  
and DESIGN

The other **60%** is  
understanding user  
PSYCHOLOGY



## Originator

Dr. Donald Norman, widely regarded for his expertise in the fields of design, usability engineering and cognitive science, is credited with coining the term “user experience”

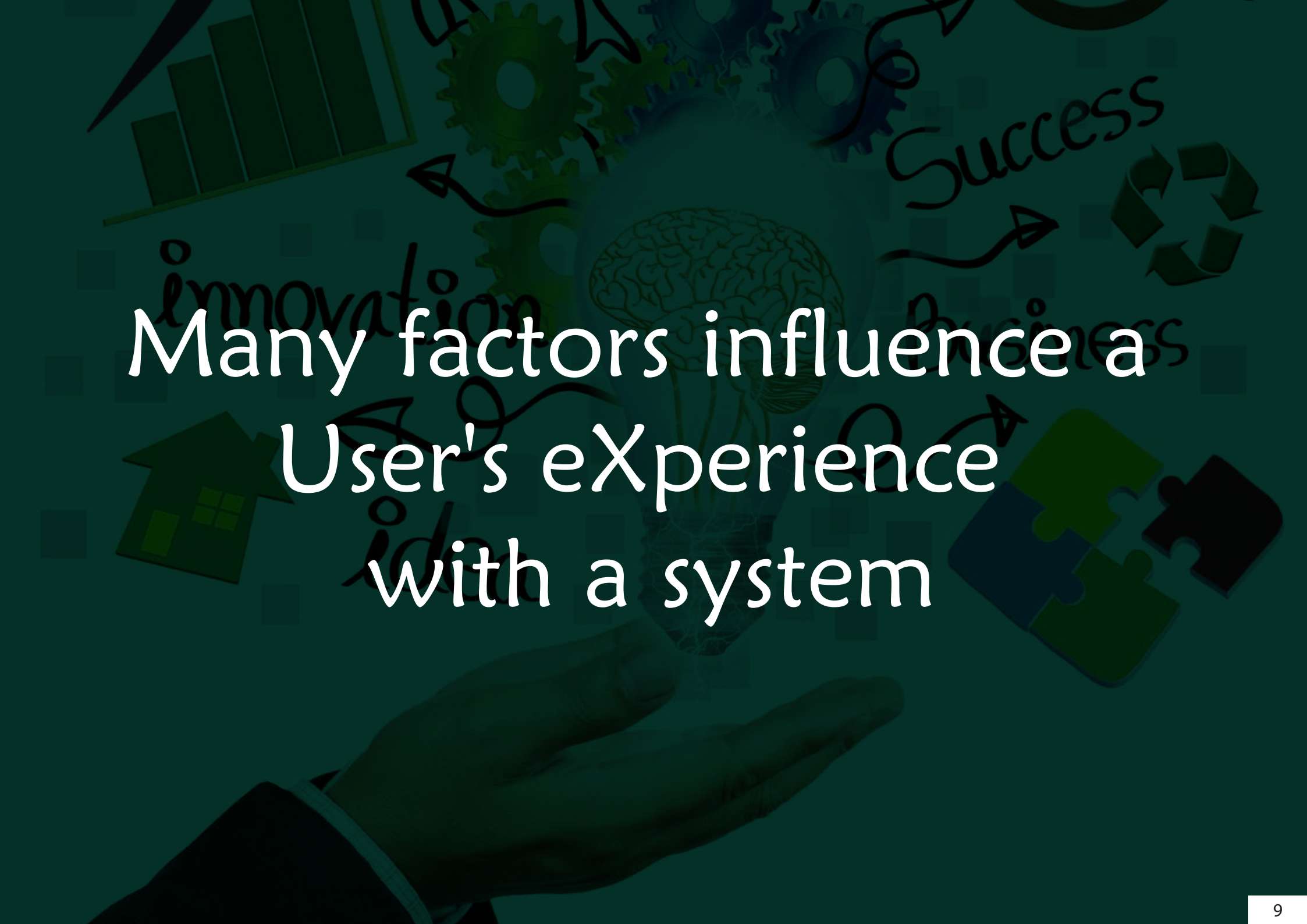


UX is at the heart of **Design, Business and Technology**



User experience may be considered subjective in nature to the degree that it is about individual perception and thought with respect to the system





Many factors influence a  
User's eXperience  
with a system

# Main categories

User's State and  
Previous Experience



System Properties and  
Usage Context





UX designers analyze and gain insights into sub-systems and core processes inside a system

UXD basically revolves around the layout and navigability functions





Competency of the information architecture used is a cornerstone of impressive UXD



UX designers analyze and measure user perception about a system by paying attention to perception of the value of the system, ease of use, efficiency, utility and so on

# UXD is NOT the same as Usability!







## UXD not a substitute for other disciplines

- ✓ Web design
- ✓ User-centered design
- ✓ Graphic design
- ✓ Human factors engineering
- ✓ User Interface (UI) design

# UXD is all about the User





It is not meant to show off interactivity or trendiness of apps

UX design requires a very deep understanding of the audience, needs, goals, expectations, preconceived ideas and existing abilities related to what you are trying to communicate





UXD should function unobtrusively such that the user is unaware of the complexities that enable a matchless experience



A seamless UXD experience is the bedrock of satisfaction levels experienced by users through app interactions

Companies can leverage a sturdy UXD experience for...

- ✓ Increased productivity levels
- ✓ Boost in sales
- ✓ Reduction in training
- ✓ Lower development costs





There has been phenomenal growth in the ways in which we access the Web. We now have smartphones, tablets and other handheld devices; and also dozens of browsers



Today's websites are complex, loaded with information and feature-rich. The challenge is to lure users with an exceptional UXD





UX research is required to understand the mind of Users

It is a highly challenging and important discipline





Some of the biggest IT companies and also startups have utilized UX research to make their products attractive for end users

# UX & User Choices Connection

88%

online consumers less likely to return to a site after a bad experience

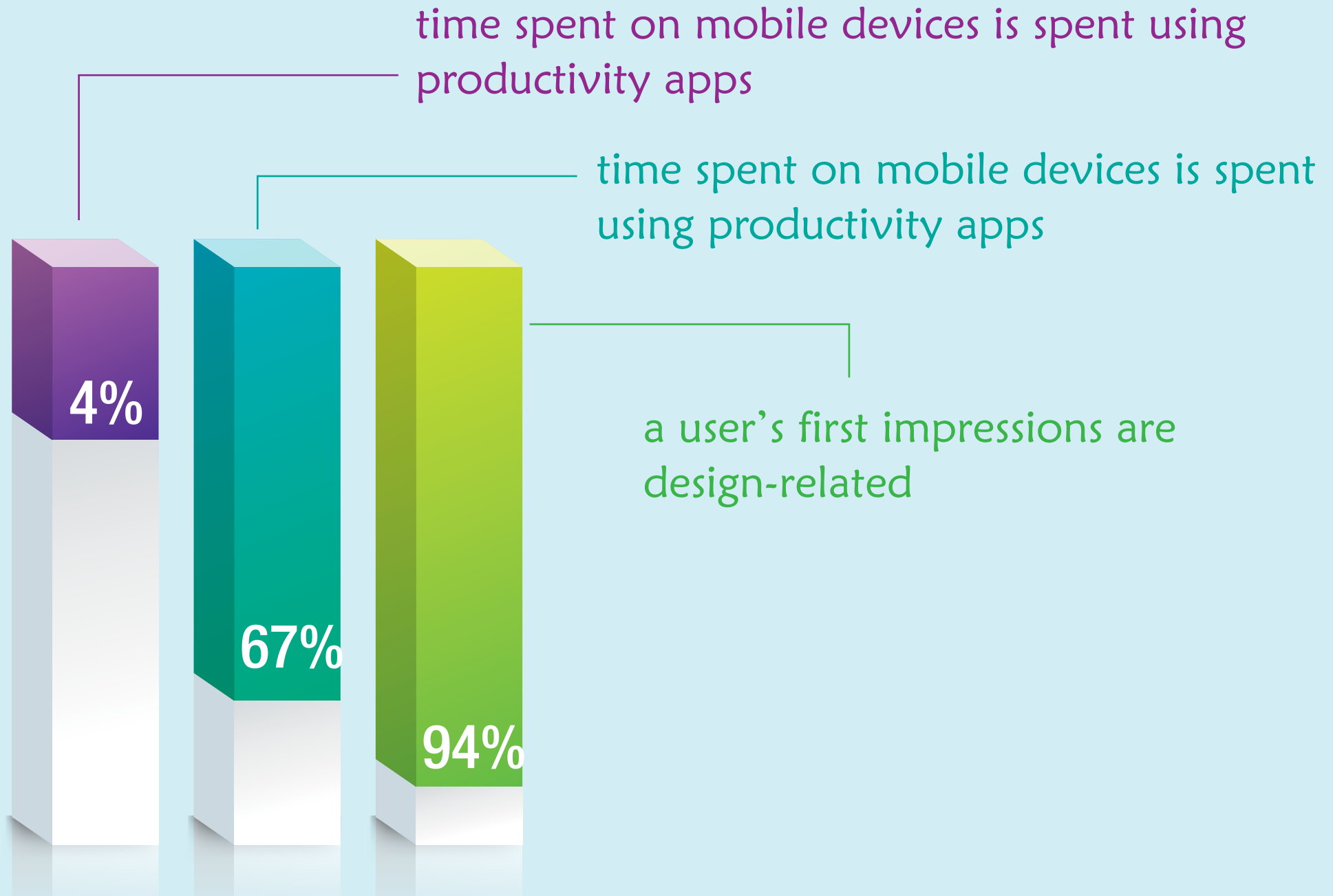
48%

people cited a website's design as number one factor in deciding the credibility of a business

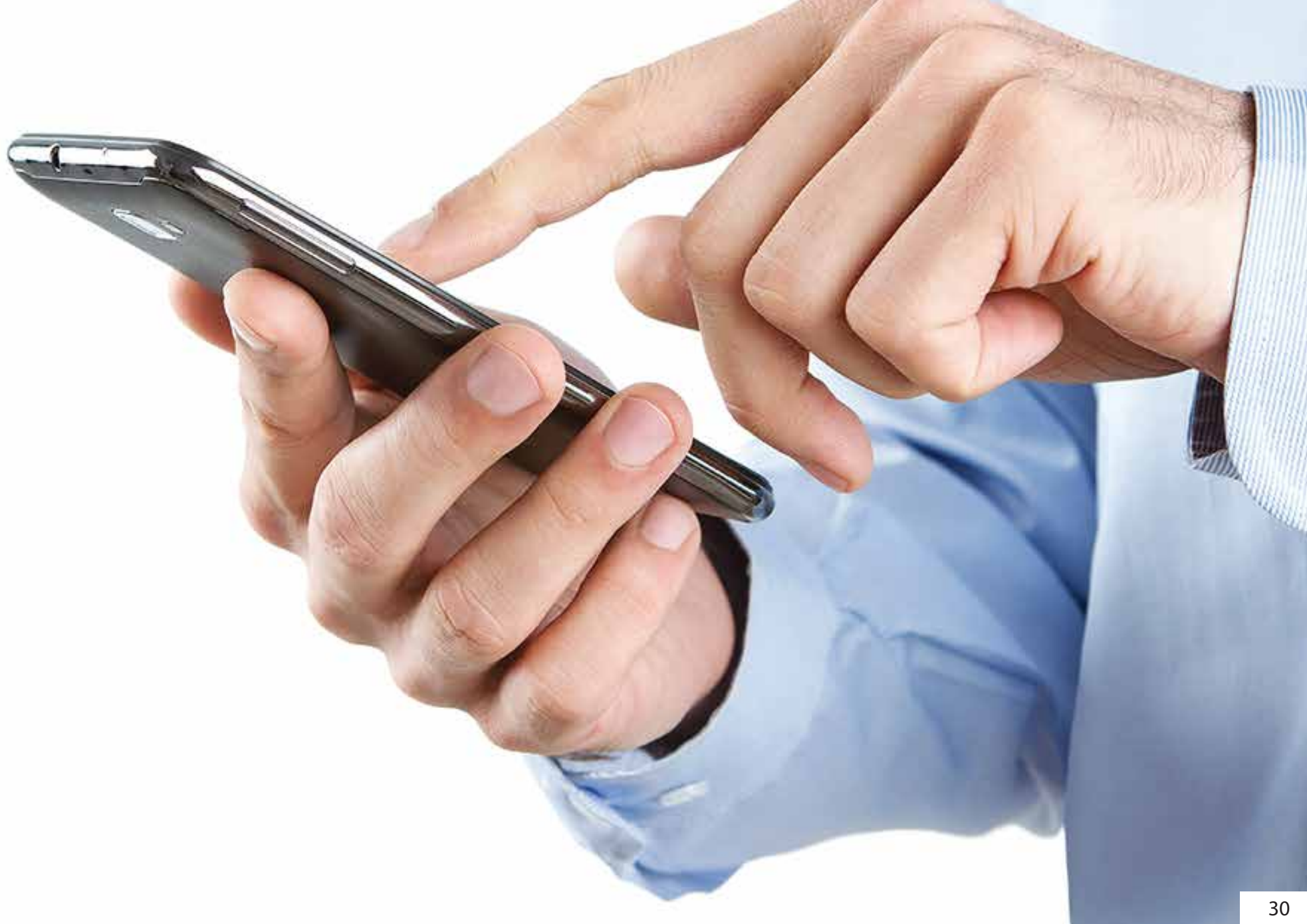
25%

apps abandoned after a single day.

# Mobile: What it is. What it does



Mobile applications are mainly used for killing time!



50

million mobile  
apps downloaded  
daily

But

95%

are abandoned  
within a month





# Why UX is crucial for mobile?

90%

people use multiple screens sequentially

81%

for browsing the internet

67%

for Shopping online

46%

for managing finances

43%

planning for a trip



Timing is critical  
A 1-second response keeps users engaged with the content, there by increasing the conversion rate and reducing abandonments



## APP-reciation

U.S. users have on average twice as many apps as in 2013: 42 apps on smartphones, and 35 on tablets

Nearly 90% use less than 10% of those apps on a daily

## Shopping on mobile websites rises

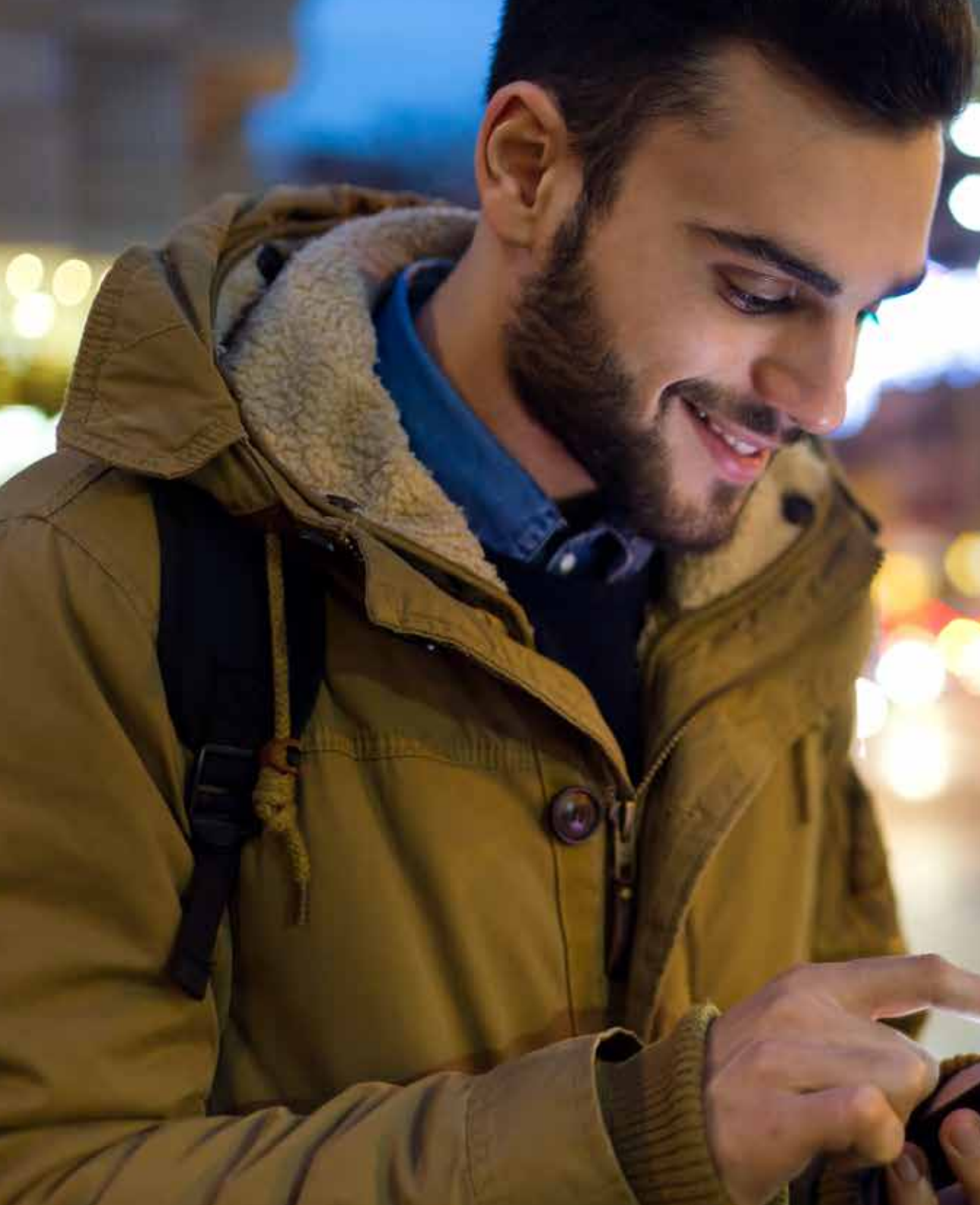
- ✓ **58%** mobile revenue from mobile websites
- ✓ **42%** from native applications
- ✓ **4%** smartphone shoppers use their devices in-store





## Device switching numbers

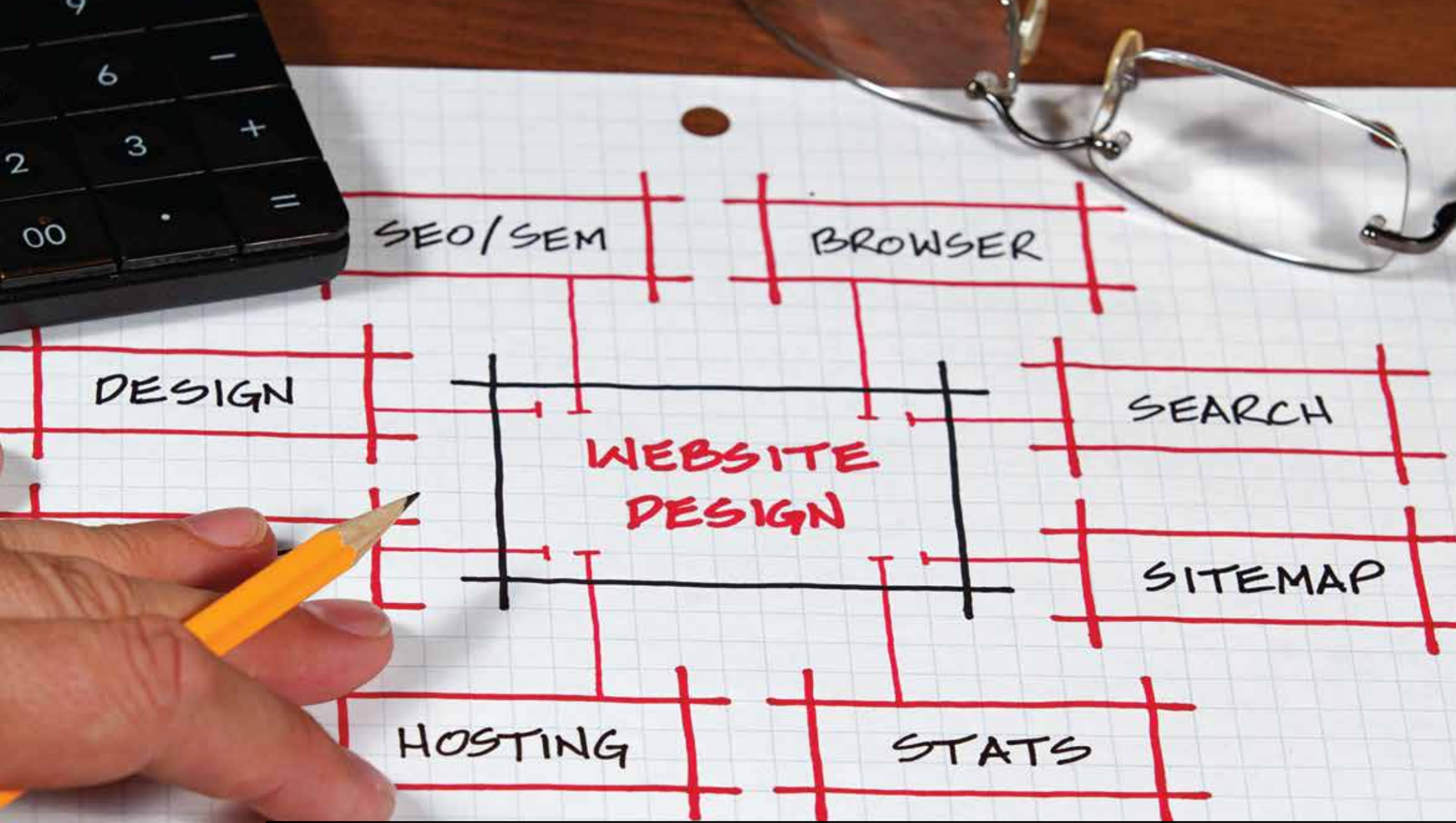
- ✓ 40% online adults switch to another device
- ✓ 60% switched to a laptop
- ✓ 25% switched to a tablet



## Future facts explosion of UXD

The field of user experience is growing rapidly, as demand is increasing rapidly

Today, designers and companies alike understand the importance of design in relation to the success of their site, app, product and more



A 1-second response keeps users engaged with the content, thereby increasing the conversion rate and reducing abandonments

# About Orchestrate Digital

Orchestrate Digital is a digital consultation agency with Headquarters in Dallas, Texas. We are an integrated arm of Orchestrate TechSolutions, LLC that offer services to diverse outsourcing requirements of clients in an extensive range of businesses.

Orchestrate Digital is the ideal strategic digital transformation partner, you need when seeking authentic, creative, and peerless solutions for a range of business needs. Cutting-edge responsive web designing, result-driven digital marketing, and game changing mobile apps are some of the expert services provided as part of an exhaustive list. Having mastered the art of making the audience to perform the intended action and leave them excited, our advanced Content Management and Digital Marketing services specialize in maximizing the engagement from global online community.





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