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On

**IMPACT OF UX ON BUSINESS**

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Guided by: Submitted by:

Mrs. Nitasha Hasteer Aarushi Agrawal

A2305316007



**AMITY UNIVERSITY UTTAR PRADESH**

**GAUTAM BUDDHA NAGAR**



**DECLARATION BY THE STUDENT**

I , Aarushi Agrawal , student of B.Tech (IT) hereby declare that term paper the titled “IMPACT OF UX ON BUSINESS” which is submitted by me to Department of Information Technology, ASET, Amity University ,Uttar Pradesh, Noida, in partial fulfilment of requirement for the award of the degree of Bachelor of Technology in Information Technology , has not been previously formed the basis for the award of any degree, diploma or other similar title or recognition.

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This is to certify that that Ms AARUSHI AGRAWAL, student of B.TECH in (IT) has carried out the work presented in of the term paper entitled “IMPACT OF UX ON BUSINESS” as a part of first year programme of Bachelor of Technology in at Amity School Of Engineering And Technology , Amity University, Noida, Uttar Pradesh under my supervision .

Name & signature of the faculty guide

Amity School Of Engineering and Technology ,AUUP

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Abstract

“Good UX is good business” said by Thomson John Watson holds true. Also, this fact is stated several times in the digital customer experience strategy summit (DCX) by great industry leaders.

UX is how a user interacts with a website. It starts right from the home page creating a first impression to the overall fuss free experience. Study shows that a person forms first impression in 2.6 sec which decides the customer stays or leaves the website. People should have a positive impact and be satisfied in every aspect after having visited the website including the practical, affective, meaningful and valuable aspect of human–computer interaction. UX research helps to uncover the opportunities in the market and provides a 360-degree view of the user. There is a realisation that business success is happens when customer needs are fulfilled. UX not only increases the value of the products and services but also enhance the functionality. Having enriching user experience is vital for a company’s good image.

In fact, a good user experience is vital for any business to bloom to give user an engaging experience. Many companies are now realising the value of UX. A good UX can cut through the online internet competition and make the business sore heights in no time. A company should understand its customers, his needs, know the expectations and strive hard to provide it. A company’s website with good features but bad UX cannot flourish as it cannot retain its customers. Retaining the users is like converting casual visitors to regular contributors. They need to be coming back for more with robust sign-in options and user-friendly notifications etc. Successful companies pay for a good UX and realise the cost of bad UX. A good UX brings good returns Forrester research shows that every dollar spent brings back hundred dollars. Statistics state that 88% of the online customers are less likely to return to a website after a first-time experience with bad graphics henceforth declining the shares of the company. A website with low usability is not going to see much happy customer hence it is really important to develop the harmony amongst production and end-client encounter and finding areas where to customise the user experience and define business strategy accordingly.

1. Introduction

The cause-effect of taking the plunge and invest in UX buyers are shifting from an offline world to an online universe. E-commerce websites are flourishing more than ever. Sessions in lifestyle and shopping apps on IOS and android increased at the rate of 174% year-over-year. User interfaces of modern industrial automation systems are required to provide similar user experience as known from mass market consumer devices like smartphones. They need to support an increasing amount of dynamic visualizations as well as multi-touch interactions and screen gestures. But if this shift is ignored, then the users walk away and the wallets shrivel up ,for example it was an do or die scenario when Netflix within less than 10 years killed blockbuster and became a catalyst for an online media revolution .89% of consumers purchased from a competitor following a poor customer experience. Creating a loyal customer base is what determines the success status of an organisation investing in UX helps in acquiring customers and keep the base already there. There has been an increase in the customer acquisition of the companies with a potentially high profitable result. Something that is easy to use attracts the consumers to a large extent people stick to it and keep using it. It is important that the products with important features are launched not solely depending on the hunch or by copying competitors’ website but by putting heart of users in the business strategy. Today business companies need to deal with customer advocacy with great efficiency as any lack of it would not be beneficial.

A better UX also contributes to increase in stakeholders’ confidence and helps reduce risk of failure of their certain products. Engaging the audience is essential with the comment plug-in to be internet' sensation since if took care of ineffectively, clients won't communicate with the product. Put just, the contrast between a fruitful UI and a disappointment could mean the destiny of your product. It is seen expensive oversights in customer extends that didn't take part in user experience profiles early. This stage is most productive for the objective client, and even what catch hues are best for that client, conveying a first rate user experience is about more than viable item configuration—it's great business. UX assumes a basic part in both client obtaining and maintenance. In the event that you manufacture something that is pleasant to utilize, more individuals will need to utilize it. And in spite of the apparently plentiful motivations to put resources into UX, just 55% of organizations are at present leading any user experience testing. Extraordinary organizations accomplish something other than take care of an issue—they make an affair around their items. By 2020, client experience will surpass cost and item as the key brand differentiator.

* 1. The UX Or User Experience

User experience incorporates all parts of the end-client's communication with the organization, its administrations, and its products. It is the interfacing of user with the computer system and the web application. All is important so that the impacts delivered to meet the client's own objectives and measures of progress and satisfaction, and in addition the destinations of the giving association.

1. Why UX ?

The aim is to support the design for the User Experience (UX). Considering the satisfaction of users’ psychological needs as a fundamental part to an accurate UX, there is a description of the opportunities offered by an artefact for the fulfilment of said needs. To this end, it fosters the concept of experience affordances as a starting point for the evolution of a model that creates an experience of affordances of a design-as-communication outlook. This model states the role of the elements involved in the satisfaction of user's irrational needs through practical connections. Advantages and limitations of the proposed model are discussed. The advantages provided by said model can be found as the support for the synthesis of solutions, due to the clear representation of the factors classified as composing an experience

Putting resources into user experience (UX) by planning to program a client-focused outline system serves three essential functions. Firstly, it builds the top and main lines of organisations signifying the aim and services of the organisation. Secondly, UX guarantees items are propelled on time, on spending plan, and remain inside the allocated resources therefore enabling the business strategies. Thirdly, enables groups to make unrivalled items, customised for client gatherings, to accomplish the particular assignments that are for the use to client in the real world.

2.1 Costs reduced

Having a great UX ensures that the vital features that needs are not left out and avoids costly development of the features that are not necessary to users. It also reduces the training and support costs. In customer facing applications UX deals with the customers’ tolerance of business goals that conflict with their personal goals in earlier times the traditional and offline methods of doing business had visibility and communication with the consumers but now with ecommerce it is much harder to sustain for long periods of time. This also lead to decrease in the overall project costs and time scales thus creating increased revenues. The engagement of the users is turned into revenue with new inventory and highly configurable advertisements serving directly from top demand partners on the website. Fixing a dilemma at the developing step is 10x costlier than correcting the similar difficulty at the design stage hence the products’ cost will be reduced and have a competitive price. Apparently, this proves the importance of early emphasis, prototyping and usability trial before hand in the development. Even the development processes can be cheaper as the extra cost can be overcomed in the design stage of the product development process only. The usability testing can help with the realisation of the unsuccessful feature that were planned to be launch earlier in the market. Getting the chance to advertise first with the correct item has points of interest. This will probably occur with a UCD system. Once the issue is surely knew, the arrangement and plan necessities are concrete and advancement groups can be heads down and work deliberately towards an unmistakable objective with almost no probability that there will be changes to prerequisites. Maintaining a strategic distance from these progressions spares time. Moreover, groups that take after the UCD procedure will probably get the opportunity to showcase first with the correct item. That is, regardless of the possibility that groups without UCD structure figure out how to get the chance to advertise to start with, their probability of expecting to haul out because of improper plan is high. It has been discovered that 80% of programming lifecycle costs happen amid the upkeep stage and were related with 'neglected or unexpected' client prerequisites and other ease of use issues. This identifies with those items that rapidly get the opportunity to showcase with a not very impressive item and afterwards rapidly repeat since they find what they ought to have made the first run through. This sort of cycle is costly, eats through benefit, and extends the time it takes to get the chance to advertise with the correct item. Repeating with code is characteristically more costly than emphasizing through fast prototyping. In case will fizzle, fall flat and quick so the outlines move into improvement just when groups know the final product will be effective. The greater the scale, the greater the reserve funds. At the point when groups do things right, the cost in squander is low and income is high from fulfilled clients. Clients purchase more from organizations they like–and they like organizations that make things simple. On the off chance that it is difficult to work with your organization, organisation is losing customers.

2.2 Innovative approach

UX leads to innovation. Understanding the current state of customer experience of a website brings into perspective the future of the company this also creates the opportunity to innovate a website and see the loopholes in the business strategy which was responsible for a low output despite a certain serious effort. This signifies the value of staying ahead in the market and increase online sales.

2.3 User research

UX also answers the question why are users behaving the way they are? Why a customer is not buying regularly this gives a clear insight to make much needed improvements. This insight helps in measuring the KPI’s that are important in a business. The concept of service design is significant there is a contribution of 60%-70% of GDP of most industrialised nations. Products are now linked with services of different kinds thus an overall user experience is what matters. The quality of service encountered as the key value for success.

2.4 Usability and efficiency

Many users who have a tough time with the website or have a bad user experience tend to blame themselves and not the website. Maybe the website is easily found in a go, but the visitors may not be aware of the alternative to it. The whole prospect of starting over from the beginning isn’t healthy. A website which doesn’t makes users think about unimportant things and are effortlessly scrolled through do not sap the enthusiasm and energy or time is a plus point in retaining customers. It is important to create pages that are self-evident and self-explanatory. To upgrade the success rate, decrease in user error should be there. UCD and UX are about something other than expanding convenience. It is additionally about enhancing client execution which implies expanding achievement rates, and diminishing mistakes, decreasing time on assignment, and expanding the general economy of generation. That implies components and prerequisites should be mapped to genuine necessities that have a real business esteem from real considerations. The concentration of UCD endeavors in an undertaking is enhancing net revenues by expanding specialist efficiency, wiping out modify, decreasing preparing time, and general expanding the economy of generation. Through outline and human execution assessment (ease of use testing), groups can plan whatever user experience they are searching for. UCD and UX are about something other than expanding convenience. It is additionally about enhancing client execution which implies expanding achievement rates, and diminishing mistakes, decreasing time on assignment, and expanding the general economy of generation. That implies components and prerequisites should be mapped to genuine necessities that have a real business esteem from real considerations. The concentration of UCD endeavours in an undertaking is enhancing net revenues by expanding specialist efficiency, wiping out modify, decreasing preparing time, and general expanding the economy of generation. Through outline and human execution assessment (ease of use testing), groups can plan whatever user experience and what they are searching for an extensive examination proved that the complexity of software was the main problem of workers turnover and labour satisfaction. Frameworks and operations that are simpler to utilize are quicker. At the point when things are more convoluted, it builds push and backs off procedures and presents blunder and adjust, all of which costs organizations cash. The users want ease of learning, be it any subject matter. UX also contribute to decrease the supporting expenditures. Because of the UCD procedure, it is conceivable to deliberately decrease preparing time of new contracts. This is because of the realisation how new representatives pondered, discussed and did their work. A framework that mapped so well to how existing procedures were considered that the new framework seemed well and good appropriate out of the container for the current client gathering. This decreases the cost of execution by not having to broadly prepare workers in the wake of obtaining a current framework. The main extra cost would be refreshing existing manuals to coordinate the re-outlined framework to locally available new contracts. Litigation is avoided within the organisational compartment to an extent.

2.5 Understanding the users’ psychology

Mostly people don’t read the text but instead scan most of the web pages. People are always in a hurry and are usually interested in only a part of it and not reading every single line. Even if the common tendency is so designers do not choose the best option and hence are not able to present the content of the website properly. Moreover, people visit many websites before finalising one for use. So, with this phycology of the users to deal with it is much more essential for a stable and successful design and user experience to come up. Also giving the concept of user research.

1. Case studies

Some of the most successful and popular companies have begun to adopt UX design into their digital presence for example apple which has marked the start of a new era in the field of consumer expectation for the UX of devices with graphical interface. The launch of ios 7, apple made grand success with some bold steps by changing the textures, shadowing, and other elements that are integral to the identity were treated as a trademark. Users start getting comfortable having learned how to navigate within the device. It had new fresher and simpler look now. Also, the GUI (Graphical User Interface) of the applications seems real. For example, the Calculator application looked like a real calculator.  Another example is the fake stitched leather look of the “Contacts app”, which had impression of a real-world notebook. This impressed the users a lot.

3.1 Facebook beats Myspace

A similar example is of the social media giant Facebook which crossed the company myspace in no time despite of having same work area. The attractiveness of Facebook continued over time with a gradually increasing curve as depicted in figure 3. The figure 6 shows the positive factors of the UX were related as the sociability and stimulation. This refers to the socially and most commonly referred content to create curiosity and interest in the application.

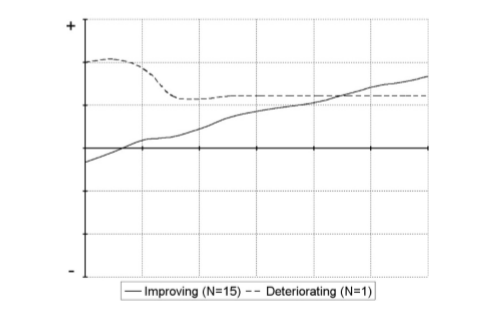


fig 1 : the mean attractiveness curves of the improving and detorioating curves of the Facebook users (3-12 months).

Source: [13] Hertenstein, J. H., Platt, M. B., Veryzer, R. W. 2013. What is 'good design'? An investigation of the complexity and structure of design. Design Management Journal. 8, 8-21.

3.2 Dulux visualizer

With the launching of this app customers can now understand and picturise their homes with three dimenisonal experience. The app store made huge difference in the sales and reach out to more customers. This app has also won many awards in the innovative and design field. People could now redecorate their homes by trying out everything before hand on a software that actually gavethe experience of real hand on experience.

3.3 Uber

Take Uber, for instance. Paying an outsider for a ride isn't new or inventive. Yet, Uber made an ordeal that made the thought feel new and energizing, and clients have purchased in. The experience of Uber is as fundamental to its reality and development as their centre plan of action. Uber isn't the only one in that regard, and it is believed that industry will see significantly more organizations in that position in the coming years. The key differentiator is good customer service, customers pay more for a premium pack which gives the more satisfaction, more enjoyable and exciting life. Presenting a product in a more innovative, redesigned and managed way give a competitive edge for both modern businesses and public sector organisations.

1. Role of business analyst with the UX strategist

The UX is also related to business analyst in an organisation. There is a very close relationship between roles played by the UX designer and a business analyst. A business analyst understands business strategy and its objectives very clearly. He is responsible for the clarification and articulation of the company’s’ aims. Business analyst like the UX designer ensures that the business value is defined in its true sense. To be precise, UX is the voice of any business. UX designers is a step bit further where the duty is also to plan, measure and execute the business plans. The UX is composed of three aspects together namely business, design and technology. The business includes vision, goals, analytics and stakeholders. The design includes aesthetics, abstraction and visual front-end data. Whereas the technology includes the functionality, foundation and realist approaches. The business and technology together determine logic, efficiency to a product display. The design and technology aspects together state the interaction of user and the service. The design and business when combined is responsible for the company image, advertising for the product consistency and building trust. Technology business and design all combined is responsible for user advocacy, the product attractiveness testing and the user driven aspect of it.

Further UX needs to evolve regularly and should not be understood as a onetime event. With this speedy expansion, it is becoming more complicated. Recent trends like customisation of a product, mobile first design, chat bots, gesture and voice based experiences leave a permanent mark in the industry. Increase in AI-powered website will have better web support and be faster.

Industrial design often serves to link the engineering and research capabilities with the user aspirations. Industrialists say “I wanted to connect the worlds of design, technology, and business together, so that people wouldn’t see them as three different things. So, it is basically 50% usability and 50% design.

1. Government’s contribution

The Government assumes an imperative part in supporting firms' capacity to utilize and encourage inventiveness and outline through conveying training and abilities. This decides the nature of the workforce as far as aptitudes and administration and the capacity of a firm to take advantage of an "innovative" work drive. Intellectual property right James Purnell, Minister for Creative Industries and Tourism, recently described intellectual property rights as the backbone of the creative economy. Public procurement- the important role the Government can play in fostering creativity is through procurement the direct purchasing of goods and services by the public-sector accounts for around 5 per cent of procurement. Cultural environment-Government needs to support the cultural institutions. The Department for Culture, Media and Sport lead the Government’s efforts to improve quality of life for all through cultural activities by making them interactive and user friendly.

From a business perspective, shifting attention from technological to experiential advancement is important, if the invention of new technologies and their marketing becomes increasingly difficult day by day.

5.1 Indian scenario

Indian aspect Design finds its application in wide range of organisations and is a long-term entity. The priority is on maintaining and increasing production levels, which ensures cash flow and profits. Indian market is flooded with the foreign products which only can meet the aspirations but not fulfilling the needs. One of influential factors for the achievements of quality high products and the craftsmanship is not deterred by the industrial revolution. Product innovation is not accepted by the Indian industry. But not for long small-scale industries are updating their product designs to meet customer’s needs. The environment for product innovation is yet to be place its hands in Indian industry. Most companies have come up with the collaboration with foreign agencies but it is yet to prove its value. This is due to the fact that collaboration assignments do not make design changes or encourage it. With the Indian market mentality and their way of work is concentrated to short term plans whereas design needs a full-time attention and care to flourish. Recent technological product launches such as cameras and moulded luggage have proved the way to develop and trap the market. With the typical narrow estimations of the market, ROI in design are always slow. Design is also sometimes prompted by competition. Only an attractive design to the users will conquer the market sales. For example, the colour T.V. industry, the plans of Japanese and Korean organizations are strongly keeping its hold in the Indian market. India can make the use of its public sector and its vast industrial base to enter the international market. Not only information industry, electronics industry but also crafts based industry also are affected. Design can change the face of the craft sector all together of the present. Most alumni from IITs are not slated to fill in as fashioners. Businesses don't have positions, for example, plan supervisors and outline chiefs. This has without a doubt influenced the labour improvement in the plan area. Due to the very aggressive global markets and expanding complexities of present day items, the cost of item advancement in ventures is significantly higher than some time recently. These expenses and additionally the high lead time, are demoralizing item advancement in this field. Our Public Service Organisations like Railways and Posts are among the biggest on the planet. They have possessed the capacity to meet the centre practical requests of the general population. Be that as it may, due to the non-focused nature and bureaucratic lack of care to the enthusiastic requests of the 'shopper', from time to time have customer comfort, great correspondence, and satisfying condition been the worries of these administrations. The western convention of innovators transforming into business visionaries did not exist in India. Indian industry, for the most part keep running by the business group, likes to rival a market escalated entrepreneurial approach. Small scale ventures with constrained abilities can profit by Industrial Design services. The contextual analysis of outline of gas stove upheld by Indian Oil demonstrates to defeat the assets restriction of S.S.I. to bolster plan movement. A model plan, where the parent organization put endeavours and assets in item improvement and utilized expert Industrial Designer is currently authorizing a few SSI's to fabricate and advertise the item.

5.2 International advancements

Understanding the possibilities of plan, different nations created projects to advance outline culture in ventures, make purchaser mindfulness in plan and refresh plan instruction programs. Governments assumed imperative part in these improvements. It is not shocking that outline was perceived as an apparatus for improvement, particularly in fare exchange, by the administrations in industrialized nations as right on time as the primary decade of this century. Hongkong additionally shows how outline and item development can be utilized to guarantee mechanical development as well as to enhance the expectations for everyday comforts of individuals inside the nation. From a separation, the achievement of these nations in the universal market looks practically moment. Be that as it may, a nearer investigation uncovers the orderly strides to advance new business approach utilizing plan as a system. Interests in plan instruction, research and outline advancement bolstered by the strategy details have together added to their prosperity.

It is not quite recently the keen advertising and adroit business approach, yet the deliberate item development and outline that underline the Japanese achievement. Japanese passage into U.S. Purchaser hardware market will demonstrate the point further. The purpose behind ubiquity of the Japanese customer gadgets items was not their lower cost or better execution, as one would accept. It is their capacity to meet the prerequisites of the new American way of life that made these items famous in youthful Americans. Japanese architects saw the new patterns towards versatility in youthful American in the sixties. They offered minimized versatile superior items that American organizations had neglected to offer. Japan's offer in shopper gadgets item classes is currently as high as 80 for each penny. With most driving U.S. makers pulling back from this zone now, the whole market is ruled by the Japanese purchaser hardware items. Japanese comprehended the way of connection between research, innovation advancement and item development, and kept up a cautious harmony between the three components with watchful arranging.

Brazil-focused available hole for aircraft which was not practical for the created nations to top off. Creative item advancement is presently perceived as a multi-disciplinary movement including item arranging, building plan and mechanical outline upheld by showcasing and administration inputs. Acceptance of item development inside the ventures and of new item thoughts by the public would not have been conceivable without dynamically limited time endeavours. Before long general courses begun in Europe and U.S.A. Stanford University(USA) offers a Degree developer in building with a choice to expand into Industrial Design. Tufts University offers a graduate software engineer of 4 years span in plan with an overwhelming accentuation on human variables.

1. Design approach

There are several areas attached to this concept of UX as discussed, the service design which contributes to experience in business integration, digital market content marketing, people come to a website for content only which should be enriching and satisfying. The interaction and interface helps to expertise on uses and digital objects with the users. Another area is the digital ecosystem strategy which creates the digital environment and active brands. Lastly the business usability audit which creates forms the context analysis. All these are the integrated and closely interrelated key features of user experience. With utility and accessibility of apparatuses at the transfer of UX designers today, a distinct level of closeness is being moved out from designers over the probable result of visual outlines. Regardless of clients dynamically impacting the consequence of plans, this still leaves UX designers with a level of independence and permit to utilise their masterful temper.

6.1 Service design

Service design helps in solving pressing environmental, social and economic challenges to sustainability. The technological revolution is used that multiplies the scope for creating and delivering better services. Service design project has strong focus on information architecture. The fundamental meta-trend and the concept behind the UX practices is related to the mindset about changing stagnant management theory which is the traditional top-down and only specific to quantitative approach to a more qualitative approach in innovation process addressing social and economic issues hand in hand. The application of a good UX creates not only solves problem and satisfy the user but also make the experience compelling and delightful.

The constantly generating new value of client and the service provider bridge the experiences. UX design for web and service design are perfectly relate to design thinking solving the economic, social and environmental challenges.

6.2 Design thinking

There is a change to design thinking which reflects the growing recognition on the part of today’s business leaders the design cannot be only left to designers. Solution of many problem lies with the challenges faced by us in day to day life. The design thinking is vital It includes understanding the context that is being addressed i.e. The people, relevant activities and environments by the UX team. The people first approach is the ability to see the world from perspectives of customers clients’ colleagues and end users.it also says imagining the ways which are desirable and satisfy the latent and explicit needs of consumers. Design thinking helps in transforming the way by which they interact to the people. This design thinking means putting the user at the core of the solution and acts as a platform to collaborate on equally complicated matters. This rapid and interactive process can adapt to creative everyday resolution to the chores. The technique to address things in a new way that is never obvious to others and have the big picture in front of them, along with developing compassion with the customer and withstanding with the customers. Encouraging input and involvement by eliminating fear of failure is important.

So the traditional approach says that to weigh all the alternatives in front of them and chose one by weighing them whereas the design approach means to believe that new alternatives can be found out and the true consequences are impossible to predict thus chose best alternative at each level for desirable outcomes.

1. Application of UX - SEO

The term SEO stands for search engine optimisation. An important aspect of SEO is the use of UX in the search engine websites. It makes the website easy for users and search engine bots to understand the inputs and outputs efficiently. Although they are complicated there always remains a difference in the way human and a machine interacts with the information. SEO is a mechanism by which search engines find about each page and how is it valuable for the users. Like the UX strategy SEO is the recognition that both the abilities and shortcomings of search engines allows you to suitably build, format, and interpret your web content in a way that search engines can analyse. Without the proper UX a website can be invisible to search engines hence dramatically reducing the user footfall over the website. With the application of good UX website can reduce the poor link structure of the websites, duplicate versions are a problem for the original content to display and removing the mixed contextual signals from different websites or blogs. It is a true that technical details of the search engine-friendly web development is necessary. The engines by themselves have no methods to estimate the quality of content available on the web.

Since the beginning of the SEO there has been continuous ups and downs in the field. But search marketing will always have a hype and be a priority for those who want to remain competitive on the web. Websites struggle for attention and position in the search engines, and those with the expertise and experience to improve their website's ranking will take the benefits of expanded traffic and visibility. In general, the good UX should be able to cater the needs of the website by enhancing easy to usage, navigation, and understanding of the websites’ content. It should provide direct, actionable information relevant to the query with efficient search boxes. The professionally designed and accessible to modern browsers have its own charm on the users. The successful delivering of high quality, legitimate, credible content is desirable. Working a thoughtful, empathetic user experience helps to ensure that visitors to your site regard it positively, encouraging sharing, bookmarking, return visits, and inbound links—all signals that flow down to the search engines and add to high rankings. Creativity, high-quality writing, use of examples, and the inclusion of pictures and multimedia can all help in crafting content that perfectly meets a searcher's goals. Your award is satisfied searchers who express their positive experience through engagement with your site or with links to it.

1. UX strategy

An product analyst ponders every one of the conceivable outcomes for the product and characterizes it after exploring the potential clients and existing contenders. They contemplate how much the item will cost to make and be valued to offer at, and how it will be appropriated to various client sections. UX methodology goes past only one advanced item or online experience. It traverses many distinctive computerized items, administrations, and stages; it interconnects all individuals from an advanced interface family. Another critical thing to understand is that a strong UX plan at no time in the future separates brands. For organizations, for example, google, clients accept the UX will be great. Google doesn't need to report it any longer, and when it's terrible, it's all the all the more bumping. That is the reason a UX methodology turns out to be significantly more intense. As the organization develops and extends its computerized properties, you have to always turn and move your course of action, preparing your procedure into every single online administration adequately, dependably, and without grinding. An item needs a decent UX regardless. UX procedure is the procedure that ought to be begun initially, before the plan or advancement of a computerized item starts. It's the vision of an answer that should be approved with genuine potential clients to demonstrate that it's coveted in the commercial center. In spite of the fact that UX configuration incorporates various points of interest, for example, visual outline, content informing, and how simple it is for a client to fulfil an assignment, UX system is the "master plan." It is the abnormal state plan to accomplish at least one business objectives under states of vulnerability. It ought to depend on experimental, lightweight strategies that rapidly move you and your group (since let's be honest, you're presumably not doing this by itself) toward your coveted goal. A strong technique is the distinction amongst achievement and disappointment. In the advanced item world, tumult—time delays, expanded expenses, and awful user experiences—get exacerbated when there is no common item vision among colleagues. It ought to depend on observational, lightweight strategies that rapidly move a organisation toward your coveted goal. A strong methodology is the distinction amongst achievement and disappointment. In the computerized product world time delays, expanded expenses, and terrible user experiences—get exacerbated when there is no common item vision among colleagues. An immediate showcasing channel focused at a wealthy client portion. Investigated new strategic offers by testing client securing with landing pages even however imagining creative items is fun, it's difficult to motivate individuals to change their conduct. Clients need to see the incentive in the new route before they'll consider relinquishing the old. It is along these lines that UX strategists should be similarly enthusiastic about innovation, because the internet keeps on offering buyers an interminable supply of advanced alternatives. Each snap, swipe, and drift is a choice that clients can make. They have choices — a gazillions of them — to purchase or not purchase, as or ridicule, share or overlook, finish or scratch off. This is must to realize what elements to offer and how individuals really utilize them and must see the greater part of the most recent and up and coming gadgets, stages, and applications with the goal that can be considered as an application .

9. Mobile UX

Applications are changing the world. On the off chance that you work for a bank, an aircraft, a workmanship exhibition or an even a nearby bistro, you'll likely have made an application to associate and execute with your clients and guests. As clients, person devour these chomps measured lumps of computerized goodness ravenously, with a few appraisals putting all out-application downloads to date at more than 100 billion. Individuals find applications compelling, fulfilling and agreeable. Addressing their needs, filling dead time, tackling their issues. Things being what they are, the reason would we say we are sorting out a course that contends for some new considering? There is a praise for the achievement that is applications, administrations and the environment of cell phones; however, the need is to ask the question: what do the current ways to deal with portable communication ignore? Is there more to user experience than can be communicated through today's heads-down, glass blunted and me-focused reality? Specifically, there have been developing lines of pressure in User Experience that parallel the strains in the bigger field of HCI investigate, especially between approaches that stress the requirement for portrayals and understandings of user experience that are exact, similar, and generalizable, and third-wave approaches that accentuate the lavishness of arranged activities, the indistinguishability of psyche and body, and the relevant reliance of encounters. In the meantime, there are pressures between the necessities of the industry for instantly valuable and material systems and strategies, and scholastics' accentuation on evident, repeatable, and hypothetically grounded work. A contextual investigation indicates how a UX Research association made a far-reaching client initially culture, adjusted the system of numerous items to line up with genuine client needs and enhanced item convenience in a worldwide organisation with more than 1 billion month to month web and versatile application clients. Mobile applications frame an uncommon space for planning user experience (UX). Cooperation with the gadget ought to be outlined to such an extent that the time traverse of the clients' activities is shorter than in the desktop space, activities must be straightforward yet engaged. Additionally, cooperation must be proficient effortlessly, utilising just a negligible number of finger presses or keystrokes. In the meantime, the gadgets themselves present stage confinements and rules with respect to how UX ought to be tended to. There are comes about because of an investigation where the commitments of various on-screen characters to UX are tended to in the advancement of versatile undertaking applications. All in all, the examination demonstrates that for most straightforward applications, the best UX masters are really the designers who know all stage traditions, while, for more unpredictable applications, unique UX part is required keeping in mind the end goal to deal with the big picture.

Lean start up and its acquired lean UX are maturing increasingly common and being accepted in the entrepreneurial society. Lean UX encourages innovation, asserting that strong innovations need to be inventions that are also economically viable and technically worthwhile.

10. UX growth and maturity

The gap between the user experience and usability methods and the way the industry employs these methods is a very broad perspective. There is a change gradually coming up which shifts the way companies work within the fields. Various interviews were conducted by eight companies in 2013 and then in 2015 which foresees the way how the corporations deal with UX and usability in an active development environment. It is found that the UX maturity through the 2 years had changed largely. This was revealed by the fact that almost all the companies in 2015 had worked or were in the process of developing a UX strategy with more formalized and enhanced UX processes. The companies also allocated more support to carry out UX and usability work than before. All the companies used low-fi prototyping, supported by usability testing, workshops, persons, expert evaluations, user or client surveys, customer visits and user work reports and offered development using the Scrum framework. These companies were engrossed in the idea of sharp UX and found the notion of using the developers as a UX resource impressive. This, together with an idea of transforming existing usability techniques to be used in an agile, industrial setting could be an answer to bridge the gap between academia and the industry.

As discussed above, web design must do more than look good, and UX is an essential part of the conversion process. Common statistics related to large organisations reveal that 70% of them didn't show clear suggestions to act for anything on their home pages, for example, specials, email bulletins, how-to aides, demos, and intelligent apparatuses. By furnishing customers with instruments they can use to get more leads, or make more deals in the new year, there is an upgrade in increasing genuine esteem.

* 1. UX in 2020

Any solemn online business comprehends that UX is an important quality criterion.

Apart from these predictable trends, there are many other advancements, which have already cast their shadow forward and will significantly reshape the future of User Experience Management.

• Technological Diversity:

New touch points such as wearables, smart watches, smart or VR glasses embedded in augmented realities, as well as other modes of communication, such as language, gestures or automation, finish in additional complexity and therefore an additional requirement to standardize and automate experience management.

• Integration:

Nowadays, talk about mobile purchasing merely shows the tip of an iceberg in terms of the future advancements of interaction. The variety of user contexts and occasions to interact with customers will continue to increase. Complexity will expand whether users are browsing on office computers, on smartphones in the subway or by way of smartwatches or even in offline mode.

• Research Technology:

Already today, new research methods are being produced with varying degrees of success. An example would be the fully automatic recognition of a user’s facial expressions – is he stressed, happy, or annoyed? They can eventually be extended by physiological and neurological research methods. A smartwatch could easily measure the pulse or the resistance of a user’s skin. Additional smartphone or wearables-based measurement data could play a role, such as ambient static or geo-local data.

These are some of the trends that took over the market and raised the bar so high in the field of marketing and the factors that affect business that there is no turning point from here. No one could ever dream about these tools or features and services of which some of them are listed below.

**VR and 360º video**

Google’s Daydream VR headset with such many conceivable handy employments of the contraption, will undoubtedly observe VR and 360º video at long last seeping into the website architecture space as well.

**Card design and grid layouts**

Tumblr, and Dribbble are probably the most remarkable cases of card formats used to make a pleasant perusing knowledge and exhibit content in a flawless and edible way.

**High-quality authentic photography**

Studies about have demonstrated that pictures including genuine individuals have a superior possibility at changing over guests as well. To draw in and connect with clients, brands will be grasping very much made yet genuine looking pictures that add to the visual story of their site.

**Natural language interfaces**

In 2017, we will likewise observe more common dialect use and, particularly, characteristic dialect frames that use ordinary dialect and mean to acquire data from a client in an additionally captivating and fun way. The magnificence of these structures is that they mirror the mental model of a client much superior to a customary frame and can be utilized as a part of different settings. Typeform is likely one of the best-known cases of this pattern. Search engines, especially Google, have worked indefatigably to enhance their enquiry abilities with the goal that individuals can search for data stating the inquiries similarly that they would on the off chance that they were addressing a companion.

**Engagement Bots**

The chatbots have been upgraded a lot in recent times. They have been installed to answer the queries of the consumer the FAQ section is always available.

**No more Home Pages**

The homepages are devalued now as the audience have become more specific to the landing pages. The aim is now to make the homepage interesting by using demographics and making this homepage as there first landing page. By adding specially crafted messages, the dying rate over the website can be increased.

**Scrolling navigation**

In today’s time, no one likes to scroll to infinite lengths of pages to find the necessary or useful information in the middle or in the end of the foot-long pages. It is important to entice the conversation within one page.

**Cinema graph images**

We all love happy cartoonish images, it creates a large impression. It is something which a user cannot skip at all. Be it part photos or part videos this tool is still under used. A fact states that 60% more ads are clicked using cinemographs than the static one.

**Skeleton screens**

These days people don’t have patience at all and UX designers are aware of it. A major part of UX design is the speed of loading the pages. It is more important how fast the customers feel. Very few people understand this but by loading the pages from simple to more complex helps in building interest of the user on the website. They are still cling to it in their short wait.

**Animated buttons**

Though it is something hard to develop it still is an key factor when it comes to good UX. The CTA button should be there. This should not overdo too. A subtle movement is enough to get the attention without being over inclusive.

**Full width images with monochromatic colours**

CTA(call-to-action) should be the strategy. It is the great tool to trick the clients or the users. This feature is very trending these days and have gained an upvote by many experts. Larger the images people stop more and look carefully the details. This helps in engaging the users.

**Split screen layouts**

The users can reach directly to the page where they want to head to. They are free to choose their own way of approach to the content. This attracts the customers and builds self-confidence.

**No more ads**

A big disaster is the cluttering of many unnecessary ads on the full pages. They suffocate the user and he wants to leave as soon as possible. A good UX is to declutter it and be tasteful in choosing the advertisements

**Lack of frequency of updating**

No one wants to see the same content over time. It needs to be fresh and updated regularly. Adding blogs is a very good way.

**Offline mode**

This extremely useful feature which has been much appreciated and and been wanted for long. It allows people to use the app without the internet connection and access data until online. This is based on cloud technology.

Keeping all these factors and the trends in mind helps to come out with an amazing UX for the website. A good UX contributes to the higher rankings in the search engines after all the main aim is to increase the user footfall over the website.

Conclusion

In this study, we have examined the usefulness and the need for investing in UX . We also identified the long term and short-term factors of the user experience influencing the businesses. The practical goal of a good UX is to bring in customers and retain them with the company. User experience is the look, feel and the usability of the website.UX research provides the feedback and concrete user statistics. User experience itself means the considerable association of the product or a service to its consumers. The users’ satisfaction is important to grow the users’ base. The above study reveals that drive recommendation of user to user and their loyalty plays a role in contributing for return of investment of a company. Additionally, the benefits of UX is that it reduces the risk factor and chances of occurring of extra developmental costs of workforce and its efforts. UX is a continuous process and is evolving at a rapid pace which reveals the various competing forces. Mobile UX is also gaining attention of the big giants now, new services are constantly adding up to the database and keeps the user glued to it. The recent advancements in this field are already gaining lots of appreciation and raising the quality standards of the user experience.

With the increase in awareness of the importance of effective user experience in the industry the good UX is also used for academic purposes. UX is not a single term it comprises of many aspects like system performance, accessibility, utility, HCI, human factors and the usability in marketing. Hence it is getting correct individuals and the correct science is more vital than getting the correct thought. By its inclination, UX configuration concentrates on the clients. It rotates around understanding them – their inspirations, wants, feelings, objectives, and their activities. Past making a successful site, UX research can enhance an organization's comprehension of their clients in all territories. An emphasis on UX can transform into a vast move to a customer centered viewpoint. In case will flourish throughout the following decade, we should be utilising the product imaginatively to convey our items and benefits or to charm our clients in new ways. Unimportant programming fitness is insufficient; programming magnificence is getting to be noticeably fundamental. Previously, organisations could relinquish programming quality to make their ship date, or trade off on programming elements to meet deadlines. In the new Internet economy, we must choose between limited options: we should deliver higher quality programming.

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