The Benefits of Good User Experience (UX)

Acquire more customers, increase sales and engagement

What is UX?

User experience (UX) refers to the overall satisfaction a user has while interacting with a website or an application, in terms of their enjoyment or the ease of use.

@disha.ng

Good UX reduces business costs

When a product delivers a brilliant user experience, less money is spent advertising, training and providing support to customers.

@disha.ng

Good UX design increases sales

When a website or app delivers a good user experience, customers are more likely to complete a purchase or upgrade to pro.

@disha.ng

Good UX increases user engagement

A catchy headline or a great graphic may attract users to any platform, but then it's up to the user experience to keep them engaged.

Good UX design increases loyalty

A good user experience increases customers' willingness to pay, increases their likelihood to recommend a product and reduces their likeliness to switch brands.

@disha.ng

Good UX boosts word-of-mouth

People make an impression of your product within the first few seconds of using it, and if they love it, they will preach about it.

@disha.ng

Your thoughts?

Feel free to tag, share or save this. You can add your thoughts in the comment section.