

10/19/2014

THE VALUE OF USER EXPERIENCE

Thank you to those who attended! *Our Start a Conversation: White Paper Author Series* featuring "[Quantifying the Business Value of User Experience](#)" had a record setting attendance of over 150 participants. The conversation was engaging and your participation was appreciated!

This paper began as a presentation at the annual iSummit conference, and the audience wanted more information on specific measurement techniques and ways to maximize their investment in UX. The white paper was a great format to formulate and communicate best practices to share with a broader audience internally.

This paper was co-authored by Jimmy Martin, Paul Smith, Alfred Poindexter and Maria Szubski. Charles Caldwell represented the team in-person at the GTIC to discuss the benefits of Usability and User Experience (UX) as well as sharing how the User Experience measurement tool is currently being used at Nielsen.

Key messages from this session include:

- User Experience is something that is measurable. Better user experiences lead to satisfied customers and clients who are likely to use and recommend products.
- The Nielsen Experience Team can be utilized to research, define, evaluate, and test the user experience at every stage of a product cycle.
- The UX team is working to integrate this tool as part of our NPI process.

We encourage you to visit the [Whitepaper Library](#) to learn more about this and other ideas being shared across Nielsen. After reading the paper feel free to reach out to the author and "Start a Conversation" of your own!