



**HOW TO PROVE THE ROI FOR  
USABILITY IMPROVEMENTS?**

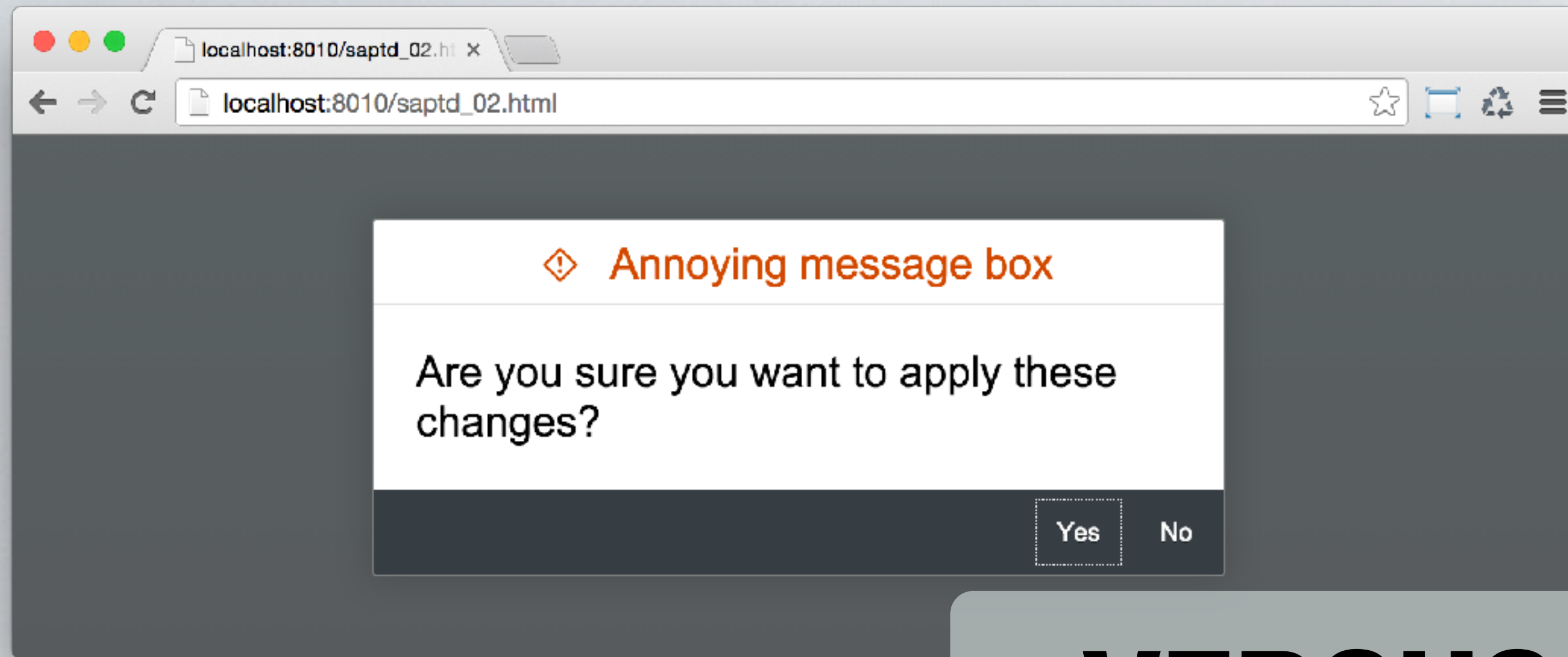




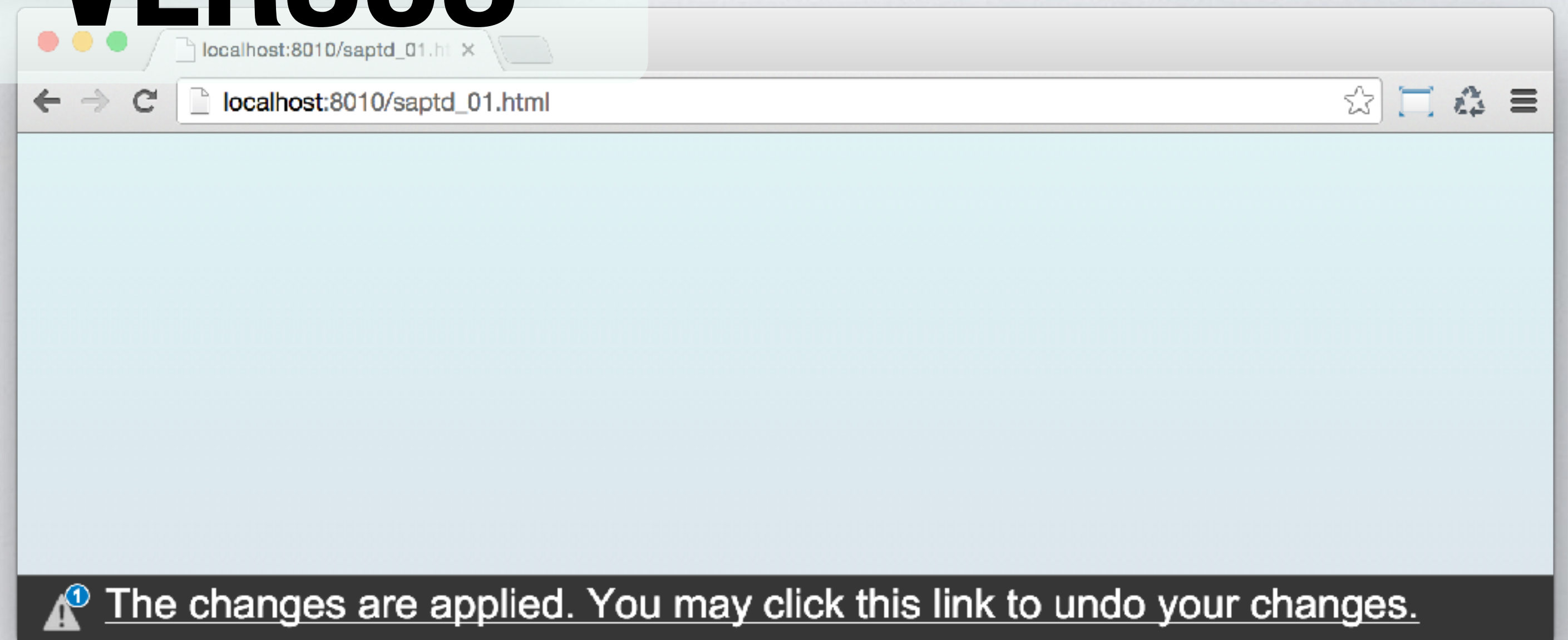
**USER EXPERIENCE**

**DESIGN**





VERSUS







**Problem is, many companies track what is easy to measure, not what is important to measure**



# Business Culture

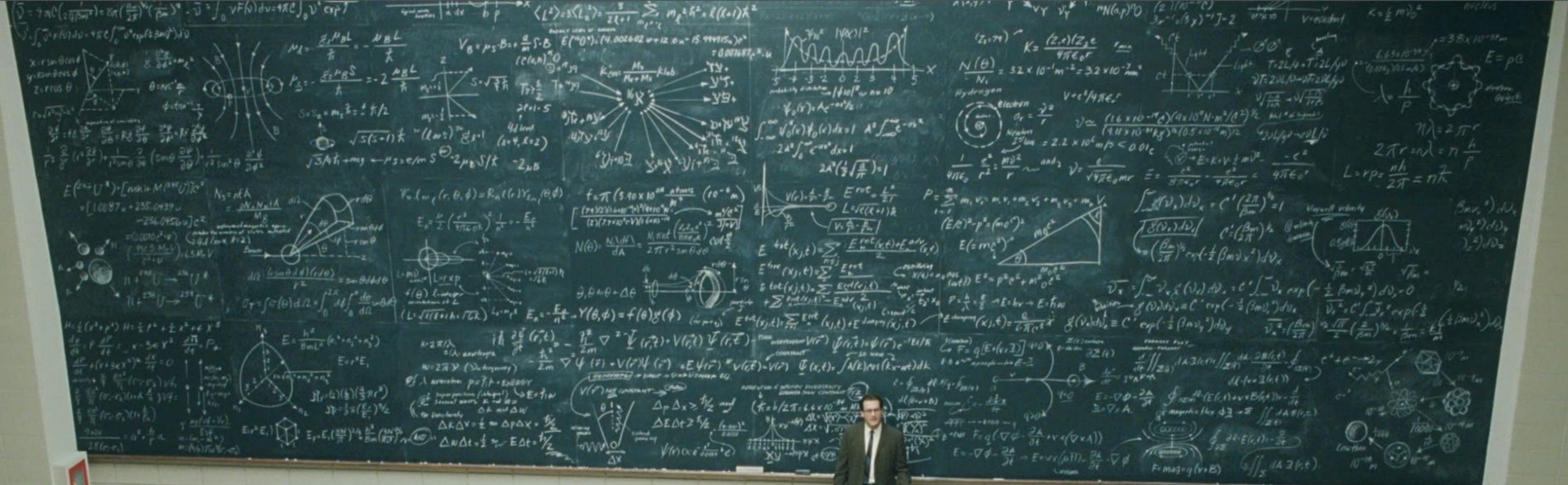




# **When's the best time to discuss?**

- **When a UX problem is causing too much user pain**
- **When seeing or evaluating new business opportunities**
- **When defending the right design against cheap / quick solutions**





You'll be surprised it's not that hard  
to calculate



# Some metrics for ROI

**Increase profits & reduce losses:**

- **Decrease calls to Helpdesk**
- **Reduction in training costs**
- **Reduction on user waiting time**
- **Reduction on application faults**
- **Reduction on development**
- **Etc...**



**No. of users : 5000**

**No. of transactions : 120 per day per user**

**Let's imagine 1/2 a second advantage per transaction:**

**$5000 \times 120 \times 230 \text{ days} \times 1/2 \text{ sec} = 19,167 \text{ hours}$**

**Let's say avg. hourly rate of \$50 :**

**$19,167 \times \$50 = \underline{\$958,350}$**





**No. of users : 50**

**No. of transactions : only 12 per day per user**

**Let's go bold and achieve a FIVE SECOND advantage per transaction:**

$$50 \times 12 \times 230 \text{ days} \times 5\text{sec} = 192 \text{ hours}$$

**Let's say avg. hourly rate of \$50 :**

$$192 \times \$50 = \underline{\$9,600}...$$







**Avg. loaded head count per employee : \$ 120,000 per year**

**Hours work per year : 40 h/week x 48 weeks = 1,920**

**Hourly wage : \$120,000 / 1,920 = \$62.50**

**Time spent on UX evaluation, analysis, etc. : 240 hours**

**Total UX staff costs : \$15,000**

**Support call : \$200 per call**

**Support calls due to UX problems : 500 x \$200 = \$100,000**

**Task A improved by 3 minutes, performed 5 times a day**

**200 users perform task A : 200 x 3 x 5 = 50h per day**

**Annual savings: 50h x \$62.50 x 230 = \$718,750**

**Support calls after fixing UX problems : 100, reduction = \$80,000**

**ROI : \$718,750 + \$80,000 = \$798,750/year = \$15,360/week**



**Accessibility**

**Geographical markets**

**You are not your user  
...and neither is your client**

**Multi-language**

**Design based  
on perceptual & cognitive  
principles**

**Single Sign-on**

**Relative User Efficiency = ( Ordinary user time / Expert user time ) x 100**







# **Cost-Justifying Usability**

**Randolf G. Bias, Deborah J Mayhew**





**[HTTP://BIT.LY/QUALITURE-MST2018](http://bit.ly/qualiture-mst2018)**

**Here you'll find this presentation and additional resources**



A wide-angle photograph of a large lecture hall. The room is filled with students, mostly young men, sitting at rows of desks. They are all sleeping, with their heads resting on their arms or desks. The room has large windows in the background, letting in bright light. The text "ANY QUESTIONS?" is overlaid in the center of the image.

**ANY QUESTIONS?**



# THANK YOU.

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