Why is Good User Experience Important?

1. Improves reputation of brand

2. Increases customer loyalty
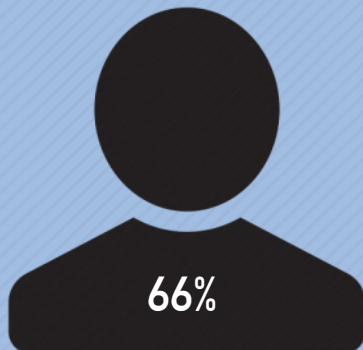
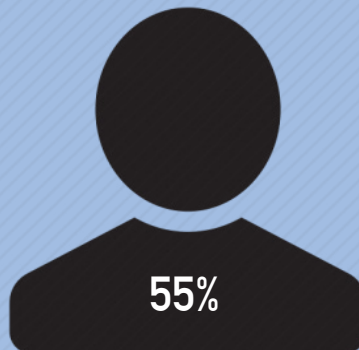3. Quicker completion of tasks

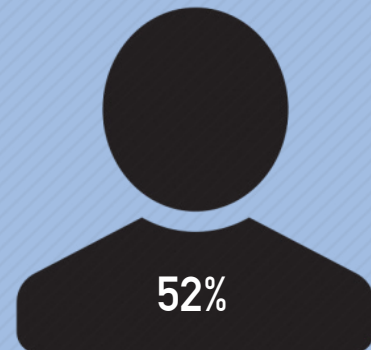4. Significantly reduces costs

5. Fosters conversion & ROI

"If I really like the brand or company, I'm disappointed if the mobile site is a bad experience."

"A frustrating experience on a website hurts my opinion of the brand overall."

"A bad mobile experience makes me less likely to engage with a company."

66%

55%

52%

Sources:
https://www.resolutesoftware.com/news/why-is-ux-design-important/
https://www.bareinternational.com/bare-shares-32-customer-experience-statistics-you-need-to-know/