

ROI For Usability Engineering

USABILITY

Ease with which user can work with an application in order to achieve a particular goal.

USER EXPERIENCE

Creating an interaction model that impacts user's perception of a application.

Investing in usability is the first step towards making a product successful. Usability makes the product more likeable and its use more seamless and easy. It helps in increasing customer satisfaction and productivity, and builds customer trust, inevitably resulting in tangible cost benefits. Usability helps in building and moulding public's perception of the company thus affecting its brand value and market share.

Value of UI Practices

Research shows that the cost of correcting a usability-associated problem during development is 10 times the cost of fixing the same problem during the design phase. This cost increases to 100 times if reported after a product's release.

Cost of fixing UI problem during design : x

Cost of fixing UI problem during development : 10x

Cost of fixing UI problem after release : 100x

Increase Sales Revenue

An application that is easy to navigate and use would result in greater sales by engaging the customer. Surveys show that online shoppers spend most of their time on websites with the best usability. Websites that are user-friendly tend to do repeat business once the user gains trust in the organization.

Reduce Development Cost

Applying the best practices of usability engineering in the initial stages of a product lifecycle translates into greater cost savings due to a substantial reduction in redesign, maintenance and customer support which eat into the profits. Usability helps you

- Save on redesign costs
- Reduce maintenance cost substantially
- Save on development time

Usability helps drive

- Increased transactions
- Increased sales
- Increased site traffic
- Increased visibility
- Increased market share

USER EXPERIENCE

- Research
- Strategy
- Design

USER INTERFACE

- Desktop Applications
- Web Applications
- Mobile Applications
- NUI Applications

CONTACT US

Get in touch with us to find out how we can help you create usable and rich engaging user experience.

Email

consulting@esberi.com

Phone

+91 9600 000 211

Improve Overall Efficiency

User-centric applications with its ease of use and navigation help drive user productivity and satisfaction thereby reducing the need for investing heavily in customer support and detailed documentation. An application that is easy to use motivates the employees to work effectively and also paves way for reducing absenteeism and other performance related problems. All these benefits augur well for an organization as it aligns with its business goals. Usability helps improve efficiency by

- Reducing time to complete task
- Increasing user satisfaction
- Increasing number of successful transactions
- Reducing error rate
- Helping users find what they want to find
- Reducing support and training costs
- Building trust

The central theme of any product is the user. Therefore, usability engineering techniques play a vital role in ensuring that the customer remains the center of any product design and development, and all the concerns pertaining to the user are proactively addressed.

Usability engineering benefits the product in more ways than one. The benefits of usability engineering can be realized throughout a product's lifecycle. Efficient development methods result in faster development and reduce the time to go-to-market substantially. As a result, products can be launched faster thereby giving the manufacturer a competitive edge.

Finally, the cost-benefits of usability justify the investment both in terms of time and money. As more companies and decision-makers become aware of the role of usability in achieving a higher ROI, usability techniques will become standard.



Level 3, Altius Tower, Olympia Tech Park
Guindy, Chennai, India 600032
Phone +91 44 4299 4357
Fax +91 44 4299 4300

<http://www.esberi.com>