Winning Budget for User Research:

Is There a Silver Bullet?

The Situation

Winning Budget for User Research

Proving to our clients and potential clients that designing their products or services with a holistic consideration of the user's perspective will reap larger returns than other potential business investments.

Erin Young, Austin UPA

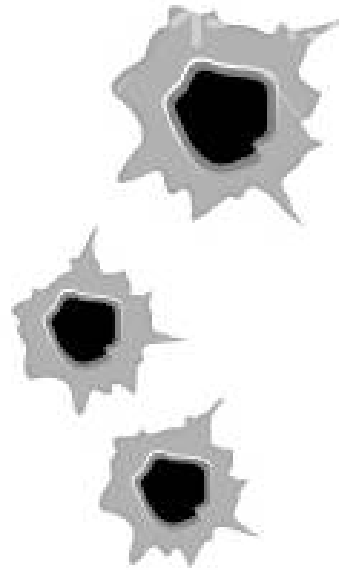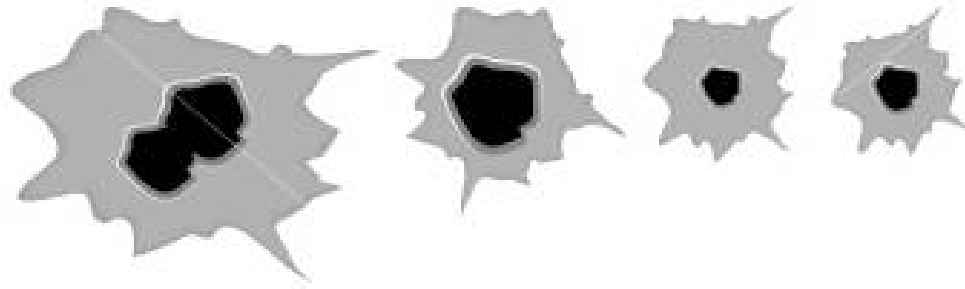# The Solution: Persuasion

The White Flag

Management cannot be expected to recognize a good idea unless it is presented to them by a good salesman.
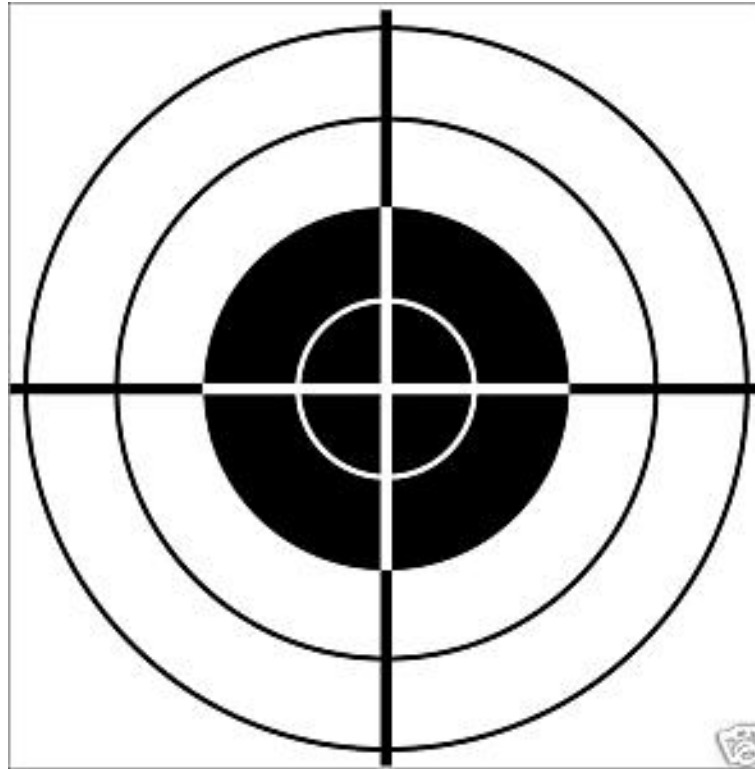
David M. Ogilvy

Your Sales Strategy

Sales Strategy

Sales Strategy

Chart the Players

Sales Strategy

Discover Your Champions

Sales Strategy

Understand the Players

Sales Strategy

Cost-Benefit Analysis

Sales Strategy

*User experience professionals are **loss prevention experts**. Frustrating devices and interfaces, confusing navigation, and unfamiliar terminology all reduce profitability – investing in user experience is a proven way to reduce these losses.*

Stephanie Rosenbaum

Sales Strategy: Cost Benefit

Allocations of Budget to UX

Improvements or extensions 8-10%

Overhauled experiences 10-12%

New Experiences 18-20%

Sales Strategy: Cost Benefit

The iPhone was prototyped and evaluated over 100 times compared to most phones which are only prototyped 4-6 times. You can bet the UX/IA/UE for both physical device and interface was a lot more than 10% for that...more like 80%.

Sales Strategy: Cost Benefit

10% Usability Budget (Nielsen)

Metric	Average Improvement
Sales / conversion rate	100%
Traffic / visitor count	150%
User performance / productivity	161%
Use of specific (target) features	202%

Sales Strategy

One Size Fits All?

Silver Bullet Tactics

Silver Bullet Tactics

The Specifics

Silver Bullet Tactics

Listen

Silver Bullet Tactics

No UX Geek Speak

Silver Bullet Tactics

Talk Their Talk

Silver Bullet Tactics

"We need to better group and categorize the content on the top of the second order page to allow for more whitespace. That should improve readability which we know users have complained about due to our last help desk feedback."

Silver Bullet Tactics

"Customers are having issues that decrease sales by 38%. We can fix this with a couple of changes that will take about four weeks to complete. The breakeven on this effort is less than four months."

Silver Bullet Tactics

"A recent usability test indicated that 17% of users do not understand how to enter the discount code. Furthermore, they indicated that the entry field is too short and should be larger. We are confidant that the results are statistically significant given the sample size and experimental design."

Silver Bullet Tactics

"We know that customers can't figure out how to enter discount codes on our web site. I reviewed this with our sales team; we're losing about $24k per month. They also indicated that we're at risk of losing 10% of our customers permanently. I spoke with the design team and we can fix this problem for $80k."

Silver Bullet Tactics

Collect ROI Examples

Silver Bullet Tactics: ROI

$25,000 or >$1,000,000?

Silver Bullet Tactics: ROI

User Survey + Analytics = 150% Gain

Silver Bullet Tactics: ROI

66% of IT Projects
Challenged, Failed or Abandoned

Inadequate user requirements

Silver Bullet Tactics: ROI

"The overwhelming majority of today's Web sites suffer from design flaws. These problems hurt the business by making it hard for customers to achieve goals like buying products, opening an account, or using self-service features."

Forrester January, 2010

Silver Bullet Tactics: ROI

41 percent of online shoppers will only tolerate one or two bad online experiences before abandoning a retailer's Web site.

Gomez, 12/2009

Silver Bullet Guerilla Tactics

Continually advocate for getting the customer's voice heard

Silver Bullet Guerilla Tactics

Take Credit!

Silver Bullet Guerilla Tactics

Getting sign off on a UX project in less than 60 seconds

Alastair, User Experience Manager
Catch in Australia

Silver Bullet Guerilla Tactics

Julie Rogier of MarkitStrategies

Winning Budget for User Research
The Plex Systems Story

Silver Bullet Guerilla Tactics

What Are Your Stories?

BORDERS.

Winning Budget for User Research

"You know how to think about end users and customers. You know how to gather data and get answers to tough questions. Why not apply these skills to your work environment, including management and peers? Find out what makes these people tick. Find ways to help them. Find ways to make them successful. As you are doing this, continually work with people to understand the value of UX. You don't need to explain the processes, tools, or techniques; instead you need to **focus on value**."

Resources

Institutionalization of Usability: A Step-by-step Guide; Eric Schaffer (2004 Human Factors International), Addison-Wesley

Selling Usability-User Experience Infiltration Tactics, John Rhodes of WebWord.com

Jakob Nielsen, http://www.useit.com/alertbox/roi-first-study.html, Jan., 2003

Alastair, User Experience Manager, Catch Australia
http://blog.clunky.com.au/2010/03/18/getting-sign-off-on-a-ux-project-in-less-than-60-seconds

Can You Say That in English? Explaining UX Research to Clients
by David Sherwin
Published in: User Interface Design, Information Architecture, Usability|

Resources