

# User Experience (UX)

## The Key to Effective Applications

XXXX



# What is UX?

- UX = User Experience (UX) Design
- Usability means that the application is:
  - Intuitive
  - Easy to use
  - Streamlined
  - Useful
  - Slick
  - Uncomplicated
  - Clean
  - Efficient
  - Minimalistic
  - Modern
- The app is easy to learn, and efficient and enjoyable to use

# Why UX Matters

- 58% of employees abandon corporate mobile apps
- 26% of employees using corporate mobile apps say their productivity suffers
- Employing UX:
  - Builds user and client confidence in products
  - Renews existing products with usability improvements
  - Becomes differentiator in Agile and mobile development
  - Creates a natural continuous improvement interplay:
    - UX feeds Mobile
    - Mobile feeds UX
    - UX feeds usage data analytics
    - Usage data analytics feeds UX

# The Monetary Value of UX

Spend during DESIGN phase	Money saved avoiding technical risk during DEVELOPMENT phase	Money saved in POST-PRODUCTION phase (unhappy customer)
\$1	\$10	\$100
\$100	\$1,000	\$10,000
\$10,000	\$100,000	\$1,000,000

*Software Engineering, A Practitioner's Approach*, Roger Pressman

# UX is Agile

## Agile

Iterative process (Scrum)

User-centered development

“Working software over comprehensive documentation”

“Customer collaboration”

Generalists over specialists

## UX

Iterative process (Scrum)

User-centered design

Lightweight, meaningful, rapidly iterated deliverables

User feedback & testing

Multi-disciplinary field

# Our Approach to UX

- UX Design
  - Integral part of the Salient CRGT application development approach
- Salient CRGT UX consulting services include:
  - Usability audits
  - Usability recommendations
  - Redesigns

# Our UX Services

	Light	Basic	Comprehensive
<b>User Testing &amp; Research</b>	<ul style="list-style-type: none"> <li>✓ Expert Review</li> <li>✓ User Interviews</li> </ul>	<ul style="list-style-type: none"> <li>✓ Expert Review</li> <li>✓ User Interviews</li> <li>✓ Usability Testing</li> <li>✓ Card Sorting</li> </ul>	<ul style="list-style-type: none"> <li>✓ Expert Review</li> <li>✓ User Interviews</li> <li>✓ Usability Testing</li> <li>✓ Card Sorting</li> <li>✓ Surveys</li> <li>✓ A/B Testing</li> </ul>
<b>UX Design</b>	<ul style="list-style-type: none"> <li>✓ Wireframe Key Screens</li> </ul>	<ul style="list-style-type: none"> <li>✓ Wireframing</li> <li>✓ Information Architecture</li> <li>✓ Style Tiles</li> </ul>	<ul style="list-style-type: none"> <li>✓ Wireframing</li> <li>✓ Information Architecture</li> <li>✓ Style Tiles</li> <li>✓ Design Comprehensive</li> </ul>
<b>UI Development</b>	<ul style="list-style-type: none"> <li>✓ Prototype Key Screens</li> </ul>	<ul style="list-style-type: none"> <li>✓ Complete Prototype</li> </ul>	<ul style="list-style-type: none"> <li>✓ Front-end Development</li> <li>✓ Deploy site or app</li> </ul>

# Contact Us

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