User Experience (UX)
The Key to Effective Applications
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

<table>
<thead>
<tr>
<th>Spend during DESIGN phase</th>
<th>Money saved avoiding technical risk during DEVELOPMENT phase</th>
<th>Money saved in POST-PRODUCTION phase (unhappy customer)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1</td>
<td>$10</td>
<td>$100</td>
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<tr>
<td>$100</td>
<td>$1,000</td>
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*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

<table>
<thead>
<tr>
<th>Light</th>
<th>Basic</th>
<th>Comprehensive</th>
</tr>
</thead>
</table>
| ✔  **Expert Review**  
✔  **User Interviews** | ✔  **Expert Review**  
✔  **User Interviews**  
✔  **Usability Testing**  
✔  **Card Sorting** | ✔  **Expert Review**  
✔  **User Interviews**  
✔  **Usability Testing**  
✔  **Card Sorting**  
✔  **Surveys**  
✔  **A/B Testing** |

### User Testing & Research
- ✔  **Wireframe Key Screens**

### UX Design
- ✔  **Prototype Key Screens**
- ✔  **Complete Prototype**
- ✔  **Front-end Development**  
✔  **Deploy site or app**
Contact Us

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