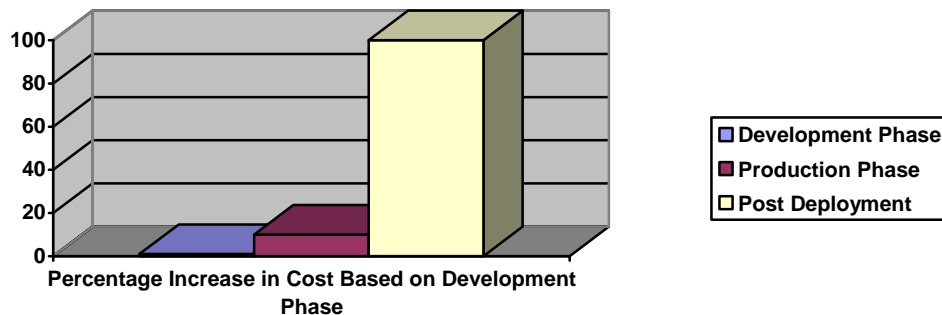


## Why Usability is Important / Usability ROI

When usability is integrated into the product development process early on, it has significant cost-saving effects. While some companies may think that usability is an unnecessary expense, it is difficult to argue that developing a product that works well the first time is more efficient than having to make changes to it later.

Research has shown that the cost of correcting or redesigning a product in the production phase is **10 times the cost of correcting it in the development phase**. Additionally, it can cost as much as **100 times more to correct a product once it has been deployed** (Gilb, 1988). Without integrating user evaluations into a product's development, companies will not get feedback on what users think of the product until it has been deployed. Overlooking the importance of user feedback during the development phase can result with significant expenses if the product requires changes to make it usable.



Usability uncovers inconsistencies or stumbling blocks in the user's interaction with a product or system. Implementing changes to the design based on usability findings benefits the user as well as the company:

<b>Benefits to the User</b>	<b>Benefits to the Company</b>
Increased ease of use	Simpler products / Fewer product iterations and revisions
Improved productivity (reduced time to complete a task and reduced errors)	Fewer customer service calls / Decreased support costs
Higher customer satisfaction	Increased traffic / More sales / Increased appeal
Higher customer retention	Reduced risk of abandoning the product
Increased trust in the product and company	More customer loyalty

**A usable product is recognized, used, and recommended.** When comparing two products that offer the same capabilities, the product that has the better user experience will perform better in the market. The more this product is recognized, the more people talk about it and recommend it. After a while, people automatically go to that product without even considering the competition.

**Usability helps companies understand their customers.** When considering two companies that offer comparable products, the company that is proactive about understanding the customer's needs and how the customer interacts with the product will perform better in the market.