

UX Planning

KPI Tool

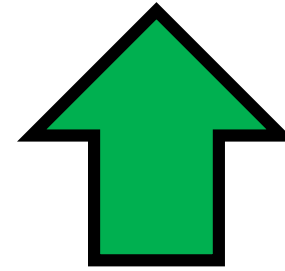
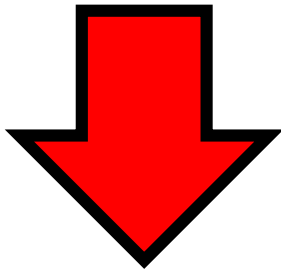
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The value of user experience (UX)



\$1 of spending on UX can save up to \$100 of development work



- Save development and redesign cost
- Reduce maintenance costs
- Reduce training and documentation costs
- Reduce support or help desk calls
- Increase adoption rate
- Increase efficiency and productivity
- Increase engagement and usefulness
- Increase user satisfaction

User experience principles

SAMPLE

As we keep looking towards building better experiences, these core principles guide our actions

Test early and
test often



Collaborate
to create the
best work

**Delivering
incredible
experiences**

Work is based on
research and
rigorous analysis



Users are
the center of
everything

User experience process

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Build

Develop and Iterate



Discovery

Business context and user insight



Design

Detailed design with colors, styles



Concept

High-level idea and concept illustration



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This is a Sample

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