

# Why the price of your product is not everything



**There is a quick analysis into what else makes your sale. Customers are becoming increasingly interested in how the product feels and how much time and stress it will save them. Focusing on user experience can help understand the needs of your customers and bring to the table more than just price.**

There is an art to boarding a plane these days – from battling through the security check to finding your gate on the boarding pass. Tyler Thomson, a graphic designer from New York, flying with Delta Airlines became so frustrated with the layout of his boarding pass, that he decided to come up with his own version of the pass. His experience with Delta was so dreadful that he sacrificed his own time to help them. The proposal generated quite some buzz online and inspired others to provide designs for other airlines. Even such a small detail, as the design of the boarding pass corrupted the image of the brand.

Google understands the power of experience. Gmail is all about saving time, lowering error rate and making their users happy. Try sending email with the

words “see attached” and not attaching a file. Gmail will ask you if you really want to send it without an attachment, saving you from having to send an apology. This little detail makes users feel really happy about the product.

Both of these examples show that we are moving from a materialistic to a post-materialistic society where the amount and the price of the product are no longer the ultimate decision factors. People no longer choose their product based on the brand but the experience it provides.

So how do you know that your product provides a good experience? Can you be sure that your online banking does not infuriate your clients? Is it possible that your

hotel booking system is so misleading to your clients that it lowers your sales? Is your organization slowed down by a poorly design intranet system?

Websites and Web applications have become progressively more complex as our industry's

technologies and methodologies advance. What used to be a one-way static medium has evolved into a very rich and interactive experience.

But regardless of how much has changed in the production process, a website's success still hinges on just one thing: how users perceive it. “Does this website give me value? Is it easy to use? Is it pleasant to use?” These are the questions that run through the minds of visitors as they interact with our products, and they form the basis of their decisions on whether to become regular clients.

User experience design is all about striving to make them answer “Yes” to all of those questions. It became such an important factor that an entire research field emerged to address these issues. Today we can conduct usability studies with real people that are asked to fulfill certain tasks.

Respondents that are asked to participate in a usability study are usually picked from the target audience of the product. For instance if it is a billing system for self-employed people, we ask self-employed people to come over and test the design.

In a lab full of cameras and monitoring tools a UX researcher records the user playing with the product. When the session is over, he starts to analyze time on tasks, direct user interaction with the

design, users' focus level, number of mistakes they make or where they are looking. This data helps us iterate the product design to minimize frustration, save users' time and make them happy.

An unresolved design problem can be as much as a 90% increase in expenses when identified at the end of the product development cycle. Since qualitative usability testing allows us to test a low fidelity designs it is a huge mistake not to test the design in the very beginning.

The experience can also be harmed by the amount of data flooding users. A well designed menu or step-by-step process is crucial for user satisfaction. With a detailed methodology a UX specialist is able to optimize the navigation.

It is also possible to measure return on investment of your redesigned website or service. The benefits can include increased sales, increased productivity or decreased support costs.

Often it is the little details that tie the user to the product. A positive user experience is the result of thorough usability research and creativity. Delivering the right interaction at the right time is what makes the product feel good. This is an opportunity to discover and engage in an in depth relationship with your customers to understand and target their specific needs. As customers become more focused on purchasing experience it is crucial for businesses to tap into it and provide it.



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