Winning Budget for User Research: Is There a Silver Bullet?
The Situation
Winning Budget for User Research

Proving to our clients and potential clients that designing their products or services with a holistic consideration of the user’s perspective will reap larger returns than other potential business investments.

Erin Young, Austin UPA
The Solution: Persuasion
The White Flag
Management cannot be expected to recognize a good idea unless it is presented to them by a good salesman.

David M. Ogilvy
Your Sales Strategy
Sales Strategy
Sales Strategy

Chart the Players
Sales Strategy

Discover Your Champions
Sales Strategy

Understand the Players
Sales Strategy

Cost-Benefit Analysis
User experience professionals are **loss prevention experts**. Frustrating devices and interfaces, confusing navigation, and unfamiliar terminology all reduce profitability – investing in user experience is a proven way to reduce these losses.

Stephanie Rosenbaum
Sales Strategy: Cost Benefit

Allocations of Budget to UX

- Improvements or extensions 8-10%
- Overhauled experiences 10-12%
- New Experiences 18-20%
Sales Strategy: Cost Benefit

The iPhone was prototyped and evaluated over 100 times compared to most phones which are only prototyped 4-6 times. You can bet the UX/IA/UE for both physical device and interface was a lot more than 10% for that...more like 80%.
## Sales Strategy: Cost Benefit

### 10% Usability Budget (Nielsen)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Average Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales / conversion rate</td>
<td>100%</td>
</tr>
<tr>
<td>Traffic / visitor count</td>
<td>150%</td>
</tr>
<tr>
<td>User performance / productivity</td>
<td>161%</td>
</tr>
<tr>
<td>Use of specific (target) features</td>
<td>202%</td>
</tr>
</tbody>
</table>
Sales Strategy

One Size Fits All?
Silver Bullet Tactics
Silver Bullet Tactics

The Specifics

Business Plans That Fund

"Your Road Map to Funding"
Silver Bullet Tactics

Listen

Is he listening?

Blah blah blah
Silver Bullet Tactics

No UX Geek Speak

Geek speak free
Silver Bullet Tactics

Talk Their Talk
“We need to better group and categorize the content on the top of the second order page to allow for more whitespace. That should improve readability which we know users have complained about due to our last help desk feedback.”
Silver Bullet Tactics

“Customers are having issues that decrease sales by 38%. We can fix this with a couple of changes that will take about four weeks to complete. The breakeven on this effort is less than four months.”
Silver Bullet Tactics

“A recent usability test indicated that 17% of users do not understand how to enter the discount code. Furthermore, they indicated that the entry field is too short and should be larger. We are confident that the results are statistically significant given the sample size and experimental design.”
“We know that customers can’t figure out how to enter discount codes on our web site. I reviewed this with our sales team; we’re losing about $24k per month. They also indicated that we’re at risk of losing 10% of our customers permanently. I spoke with the design team and we can fix this problem for $80k.”
Silver Bullet Tactics

Collect ROI Examples
Silver Bullet Tactics: ROI

$25,000 or >$1,000,000?
Silver Bullet Tactics: ROI

User Survey + Analytics = 150% Gain
Silver Bullet Tactics: ROI

66% of IT Projects Challenged, Failed or Abandoned

*Inadequate user requirements*
“The overwhelming majority of today’s Web sites suffer from design flaws. These problems hurt the business by making it hard for customers to achieve goals like buying products, opening an account, or using self-service features.”

Forrester January, 2010
Silver Bullet Tactics: ROI

41 percent of online shoppers will only tolerate one or two bad online experiences before abandoning a retailer’s Web site.

Gomez, 12/2009
Silver Bullet Guerilla Tactics

Continually advocate for getting the customer’s voice heard
Silver Bullet Guerilla Tactics

Take Credit!
Silver Bullet Guerilla Tactics

Getting sign off on a UX project in less than 60 seconds

Alastair, User Experience Manager
Catch in Australia
Silver Bullet Guerilla Tactics

Julie Rogier of MarkitStrategies

Winning Budget for User Research

The Plex Systems Story
Silver Bullet Guerilla Tactics

What Are Your Stories?

BORDERS®
“You know how to think about end users and customers. You know how to gather data and get answers to tough questions. Why not apply these skills to your work environment, including management and peers? Find out what makes these people tick. Find ways to help them. Find ways to make them successful. As you are doing this, continually work with people to understand the value of UX. You don’t need to explain the processes, tools, or techniques; instead you need to focus on value.”
Winning Budget for User Research: "Collect Your Silver Bullets"
Resources


Selling Usability-User Experience Infiltration Tactics, John Rhodes of WebWord.com


Can You Say That in English? Explaining UX Research to Clients by David Sherwin
Published in: User Interface Design, Information Architecture, Usability
Resources