

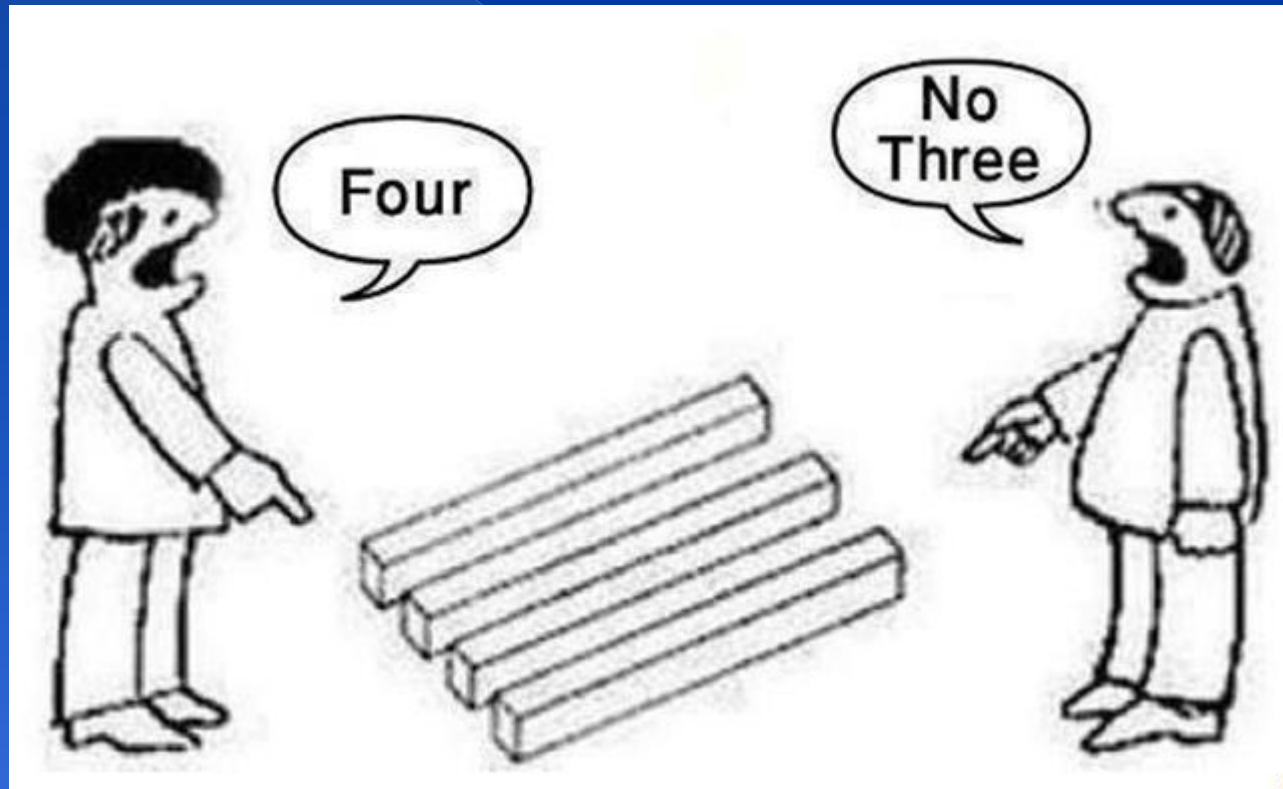
Social ROI Can Motivate Management to Support UX

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TECED

Consider Both Perceived and Measured ROI

Perceived ROI works when
measured ROI fails



UX ROI Falls into Categories



Internal, measured and perceived

External, direct and indirect

Direct and Indirect ROI

Direct: sales and revenue



Indirect: customer satisfaction/brand awareness



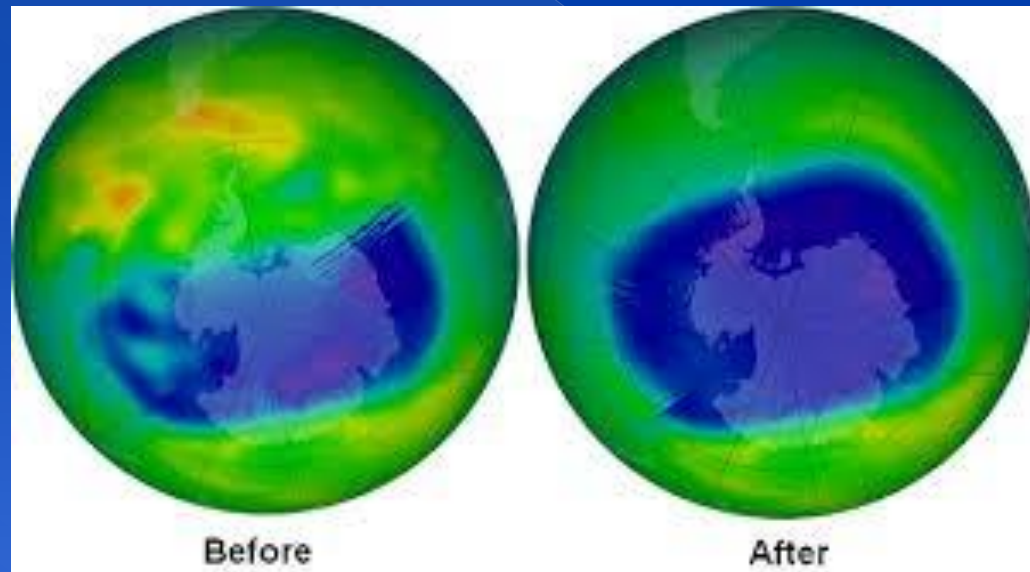
Social UX ROI

Perceived Internal ROI =
Social ROI



UX ROI is Hard to Measure

Before-and-after data is expensive to collect



UX Is Not Alone

Engineering/Development
QA



World Events Overshadow UX Contributions

Political
Seasonal
Economic



So Can Industry Activities

Sales

Marketing

Competition



Measuring Social ROI

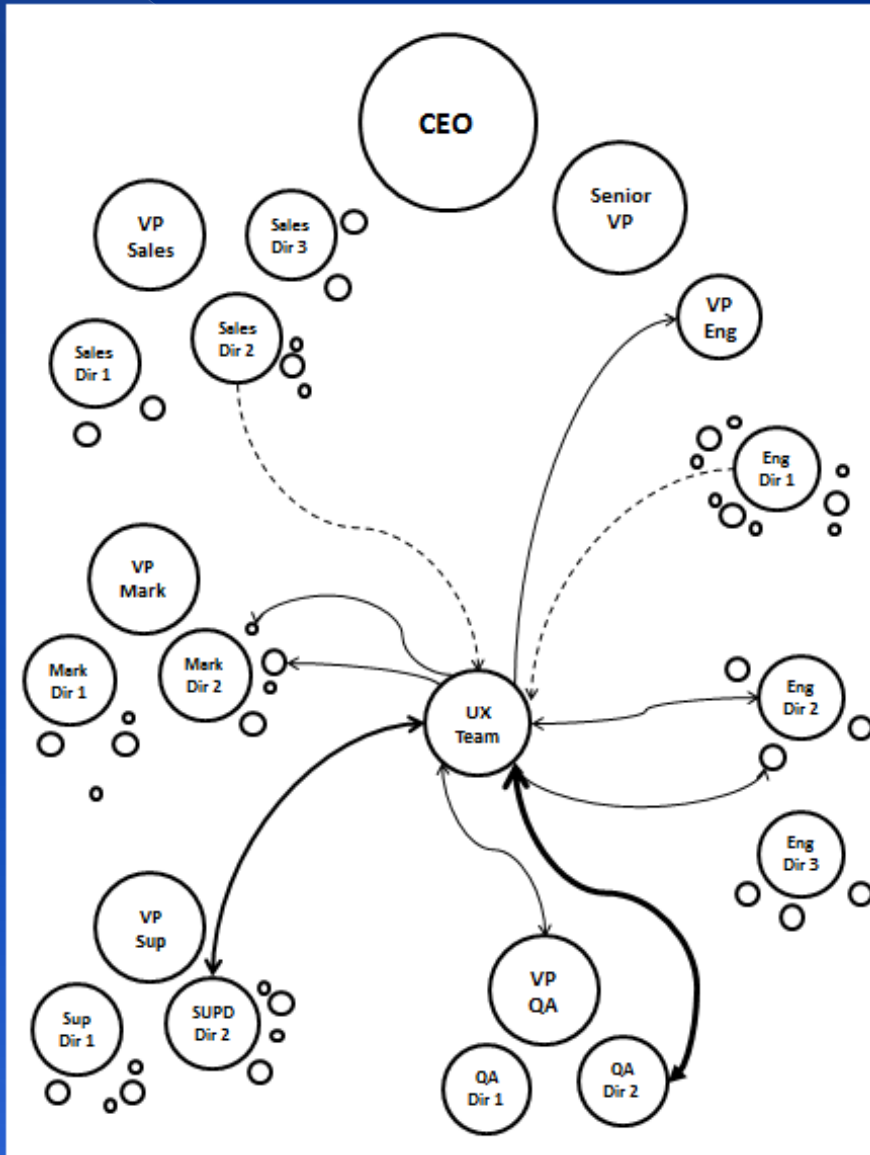
Formally



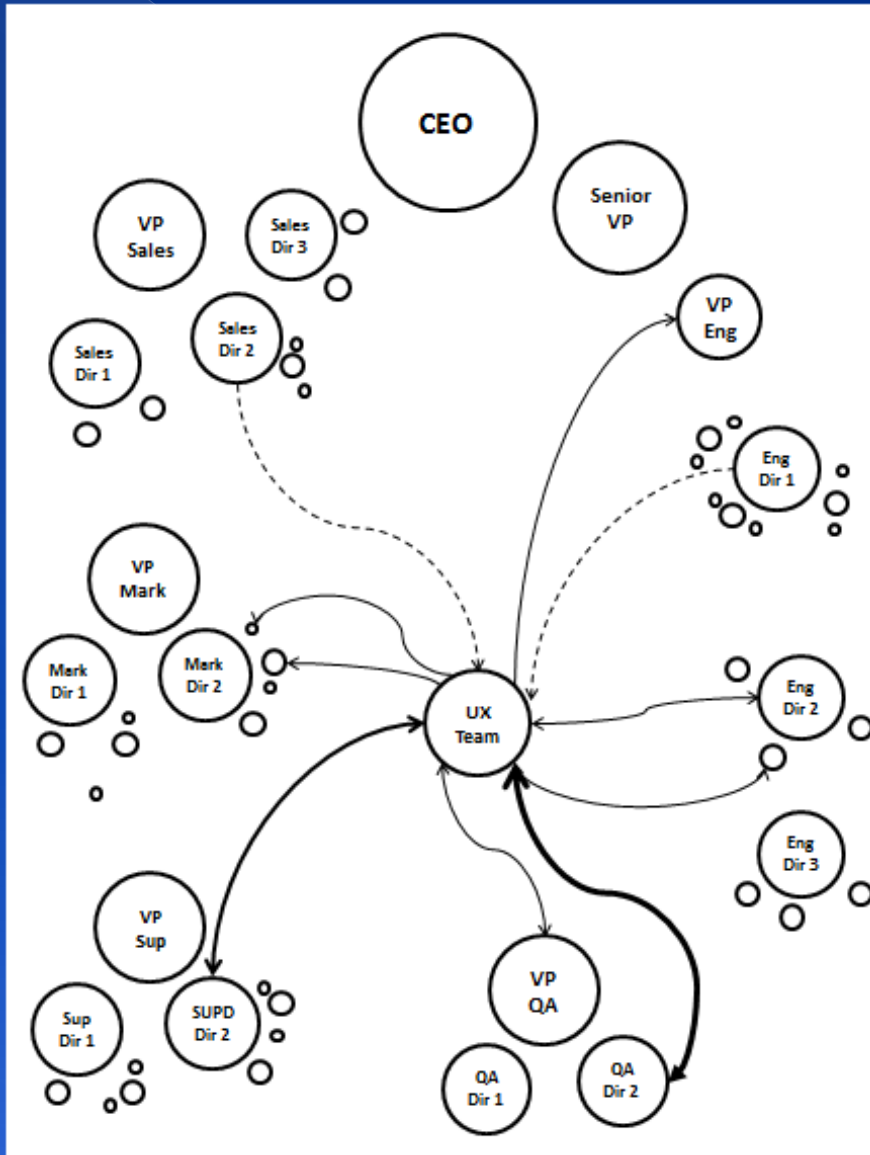
Informally



Make Successful Connections with Stakeholders



Make Successful Connections with Stakeholders



Communicate with Product Teams

Ask

Show

Get feedback



Respect Product Teams

Praise, don't blame



Include Good Examples

Don't show only extreme cases of user suffering



Support Other Teams

Offer helpful tools



Establish UX Strategic Infrastructure



Promote efficient UX practices

Examples to Follow



Participant recruiting

Research session
management

Template documents

Communicate Improved UX



To customers
To management



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