

1

Introduction

- Freddy de Weerd
- Test architect at Polteq

In IT since 1996, switched from Cobol developer to QA and testing



Premium software quality. 

2

2

From Design to Disaster

Why great UX Designs still fail in practice

Three main topics

- Importance of UX
- Quality measures for UX
- Bridging the gap

“Place your mouse in the top right corner of the screen”



Premium software quality.  3

3

A show of hands ...

Who has encountered **UX**, **Usability** and/or **A11Y** in a professional capacity?





Premium software quality. 

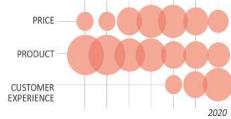
4

4

Importance of UX

Increasing importance

By 2020, CUSTOMER EXPERIENCE WILL OVERTAKE PRICE AND PRODUCT as the most important BRAND DIFFERENTIATOR



-40% OF CUSTOMERS TURN TO THE COMPETITION AFTER A BAD EXPERIENCE



Customers are 15.8% LESS LIKELY TO SWITCH BRANDS when there is a good user experience

Return On Investment



OPTIMIZED ECOMMERCE SITES HAVE SEEN:



FIXING A USER EXPERIENCE ERROR AFTER DEVELOPMENT IS UP TO 100x more expensive THAN IT WOULD BE BEFORE



Mobile users are 5X more likely to ABANDON A TASK if the site is NOT OPTIMIZED FOR MOBILE



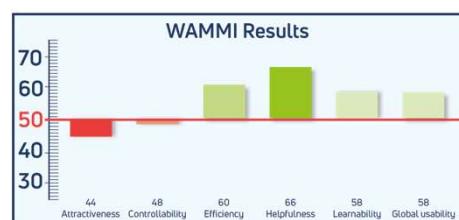
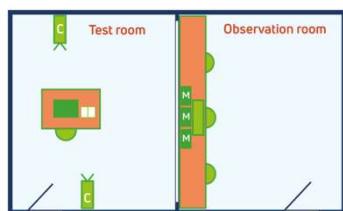
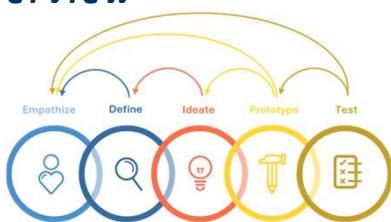
Source infographics: The Business Value of UX Design
<https://www.impactplus.com/blog/the-business-value-of-ux-design>

Premium software quality.

5

Quality measures for UX

Overview

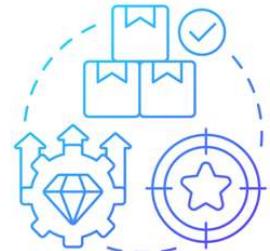


Premium software quality.

6

From Design to Disaster

Why great UX Designs still fail in practice



QUALITY OBJECTIVES

Band wagon effect

Is UX a relevant quality objective?

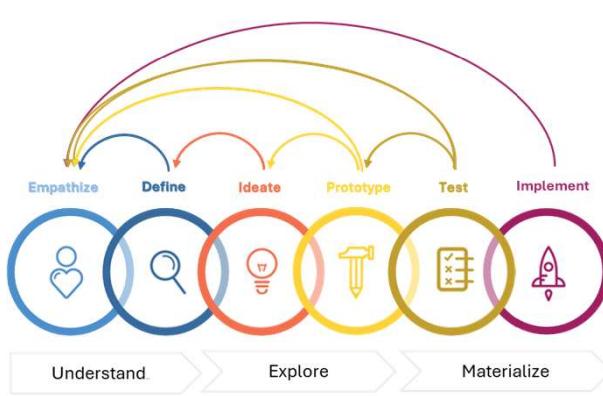
Premium software quality.

7

7

Bridging the gap

Design Thinking Extended



QUALITY OBJECTIVES

- **Tangible UX/Usability**
 - Early quality involvement
 - Acceptance criteria
- **Explicit attention to UX/Usability**
 - Usability Reviews
 - UX/Usability Testing
 - User surveys



Premium software quality.

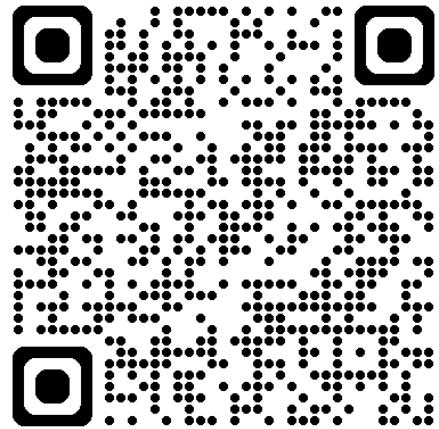
8

8

From Design to Disaster

UX (Design) needs to take the same path as Testing did in the past and extend from inception to closure of a project

Download the whitepaper on this subject (In Dutch)



Premium software quality.  9

9

Polteq.

Premium software quality

Hoofdkantoor Nederland

Polteq Amersfoort
Printerweg 52
3821 AD Amersfoort

Telefoon: +31 (0) 33 27 73 522
E-mailadres: info@polteq.com

Hoofdkantoor België

Polteq Leuven
Interleuvenlaan 62
3001 Heverlee – Leuven

Telefoon: +32 (0) 16 39 48 04
E-mailadres: infobe@polteq.com



10



11