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Introduction

- Freddy de Weerd
- Test architect at Polteq

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



Premium software quality. 

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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”



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A show of hands ...

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



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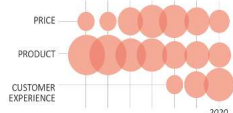
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Importance of UX

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 Investement



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

OPTIMIZED ECOMMERCE SITES HAVE SEEN:



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



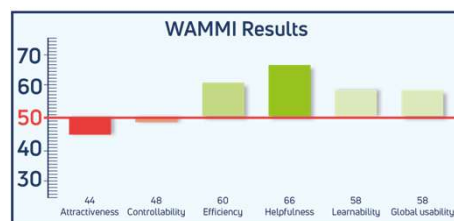
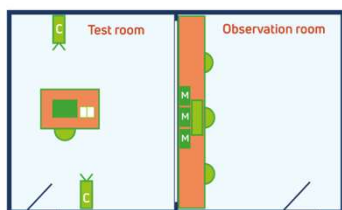
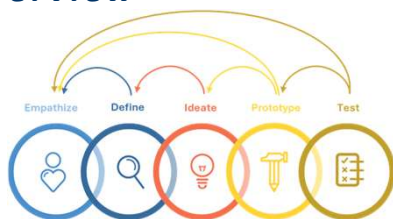
Source infographics: The Business Value of UX Design
<https://www.impactplus.com/blog/the-business-value-of-ux-design>

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Quality measures for UX

Overview



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From Design to Disaster

Why great
UX Designs
still fail in
practice



Band wagon effect



QUALITY OBJECTIVES

Is UX a relevant quality
objective?

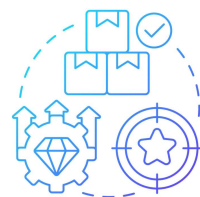
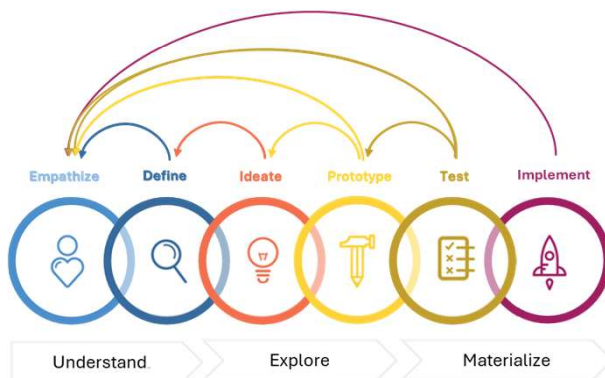
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Bridging the gap

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

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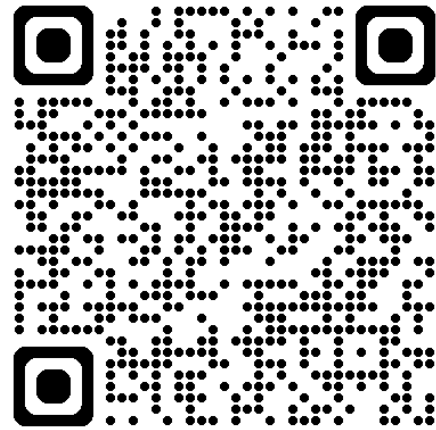
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From Design to Disaster

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)



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Polteq. Premium software quality

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