

Know Your User - UX Statistics and Insights

88%

of online consumers are less likely to return to a site after a bad experience



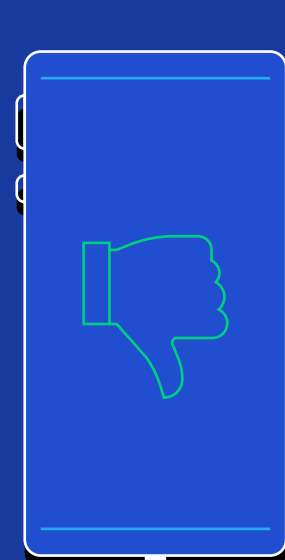
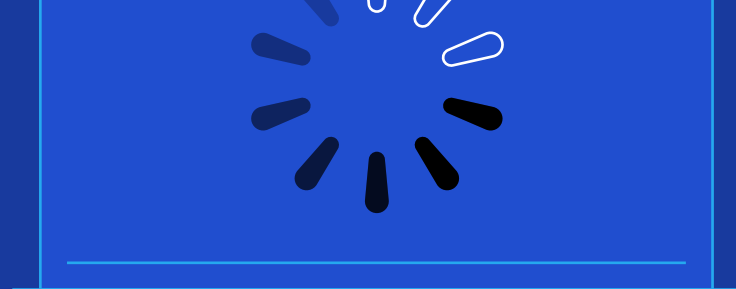
90%

of users reported they stopped using an app due to poor performance

Slow-loading websites cost retailers more than

\$2 billion

in lost sales each year



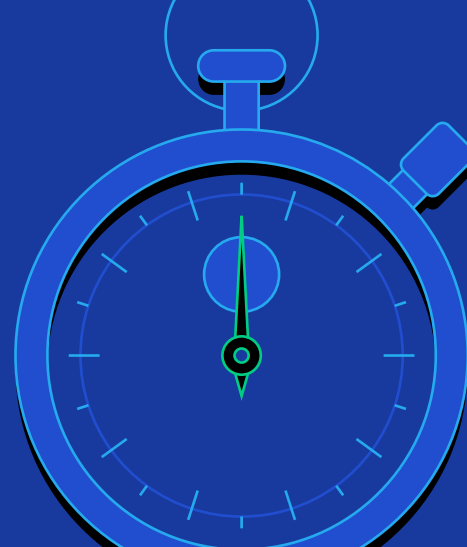
Mobile users are

5 times

more likely to abandon a task if a site isn't optimized for mobile

53%

of mobile site visits are abandoned if pages take longer than three seconds to load



3 2 1 ...



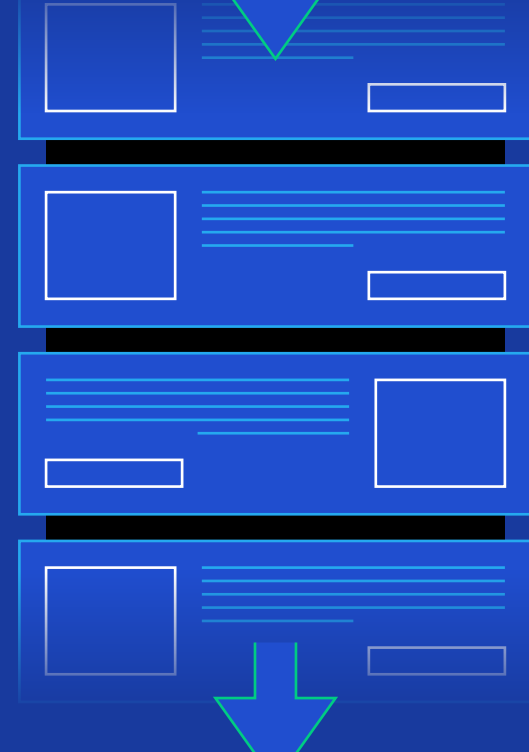
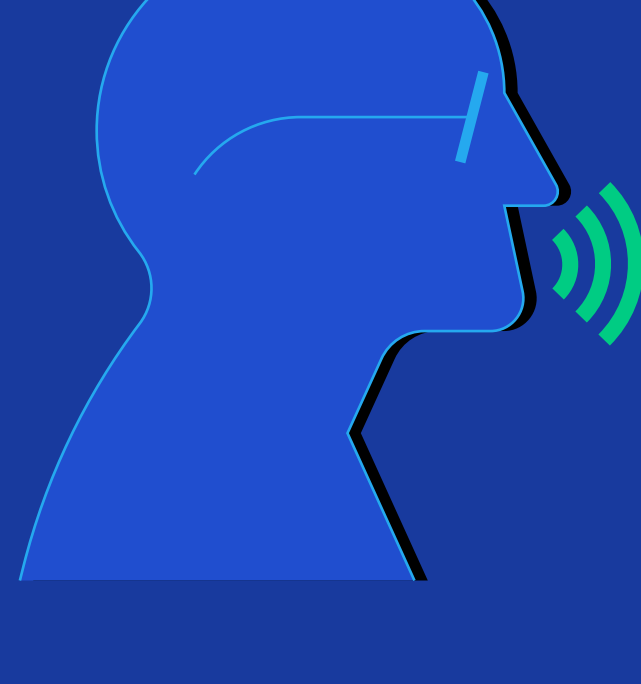
People who have a negative brand experience on mobile are

62%

less likely to purchase from that brand in the future

51%

of people 55 years old and older said a top reason for using their voice-activated speaker is "it empowers me to get answers and information instantly"

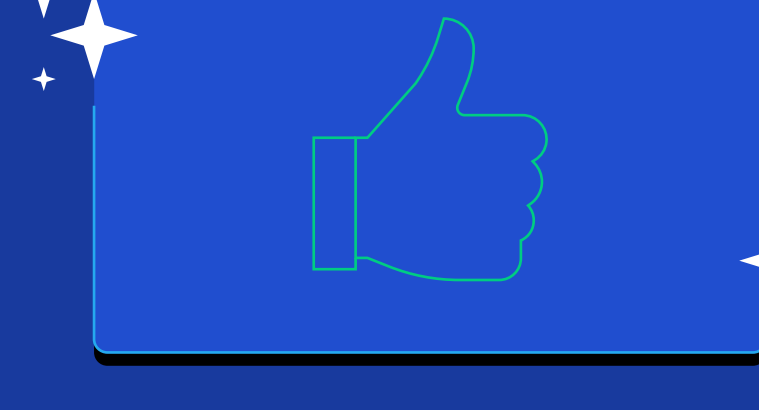
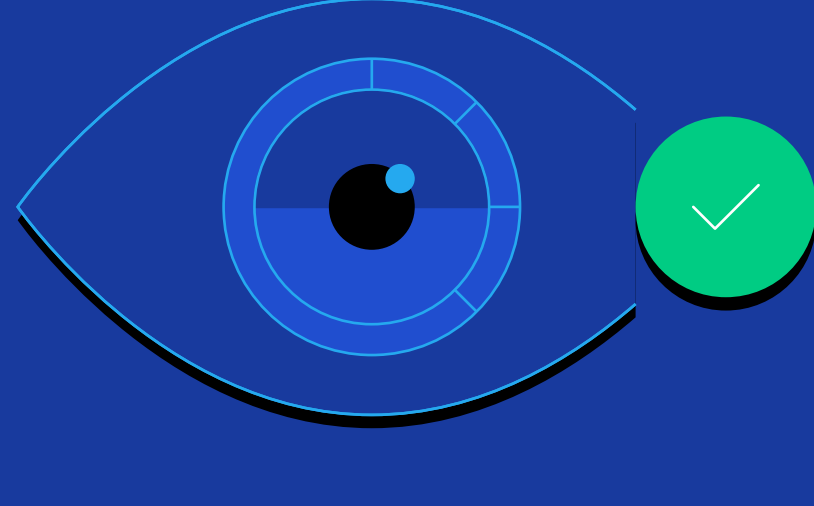


Using infinite scrolling on certain sites can lower a site's bounce rate. It's been adopted by Time, NBC News, and The LA Times

First impressions are

94%

design-related



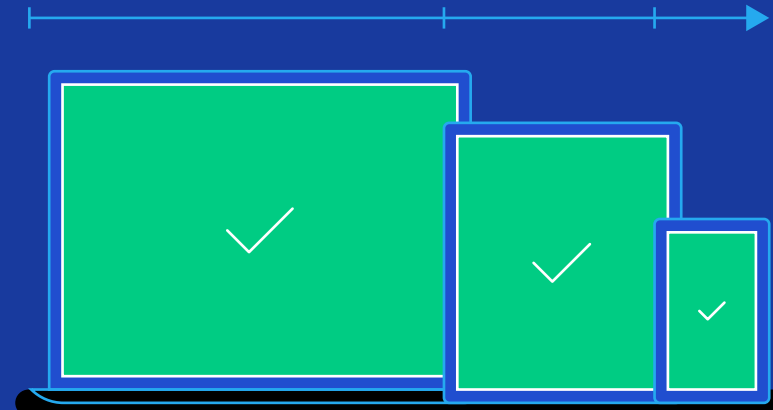
Judgments on website credibility are

75%

based on a website's overall aesthetics

83%

of people say a 'seamless experience across all devices' is very important

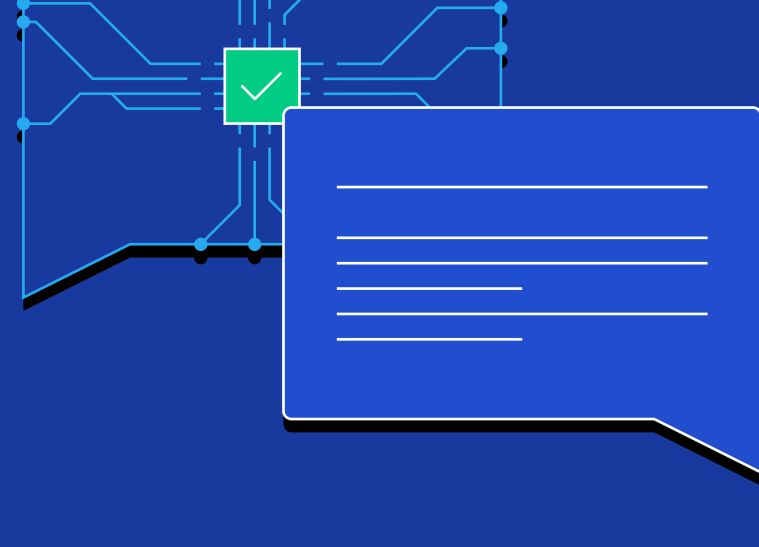


9 in 10

smartphone owners who describe a mobile brand experience as helpful would purchase from the brand again

46%

of people say they would not purchase from a brand again if they had an interruptive mobile experience



63%

of people would consider messaging an online chatbot to communicate with a business or brand

Sources:

- eConsultancy
- Google
- Forrester Research
- AppDynamics
- University of Surrey
- Northumbria University
- Sheffield University