

5.6: Advantages and disadvantages of UX design

Ensuring you adhere to all the principles of UX design can be costly and time consuming. Testing each development or aspect of the site can be very drawn out. However, the advantages that UX provides far outweigh the costs.

Good UX means users will have a pleasurable experience on your site, are more likely to return and recommend your site, both of which lead to sales and help you to meet your business objectives. Poor UX means users have negative and disappointing experiences; they may not return and may relate their negative feedback to others, which in turn loses any potential sales.

Including UX from the beginning helps to keep costs low and on budget. It is estimated that for every US \$1 spent in the initial phases to improve UX, it would cost US \$10 to fix during development, and upwards of US \$100 to fix after the product is released (Gray, 2016).

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