Want ROI in Mobility? Focus on the User Experience

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Brillio Mobility helps organizations at any stage of their respective mobility journey. We understand that there are varying degrees of mobile maturity, and we work side by side as partners with our clients to ensure success in achieving their stated business goals and vision.

Brillio is a global technology consulting firm focused on leveraging emerging technologies for innovation and application modernization in the Banking & Finance, Utilities, CPG, Retail, Technology, and Media and Entertainment industries.

We are focused on improving competitive advantage for our global customers by rapidly and effectively deploying innovation in technology. What sets us apart is our customer-centric culture, long history of reliable IT delivery and our disproportionate investments in innovation, allowing us to significantly improve business efficiency and agility.

Specifically within our Mobility practice, Brillio focuses on 4 key areas:

1. **Advisory Services**, wherein we help our clients establish mobility governance teams, determine appropriate mobility strategies, prioritize mobility roadmaps, and assess application development approaches... or, as we like to say, we help our clients figure out the "what" and the "why" of mobility.

2. **UX/UI and Design Services**, wherein we help our clients figure out how to “bring the wow” to their mobility initiatives.

3. **Innovation Solutions**, wherein we work with our clients and/or partners to develop key vertical industry or horizontal mobility offerings that we can deploy to our clients.

4. **Solution Delivery Services**, which is essentially the “how” we deliver what is decided upon as the use cases and strategies for mobility.
CHAPTER ONE:
How does the app make you feel?

I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel

*Quote by Maya Angelou*

Make no mistake, the real game changer for enterprise mobility isn’t a single app or device. Rather, it’s the human element or what we refer to as the **humankind**. It’s about helping users take action in the moment—based on their ‘experience’ when they download the app—when they use the app—when they talk about the app. It’s all about the experience they have with the app.

Over the years, as we’ve traveled around the world meeting with clients and speaking at conferences, we often times ask this question to members of audiences: “what is your favorite app?” More often than not, when people answer that question, they are unknowingly smiling. To us, they do so because they subconsciously think about how the app they’re mentioning makes them happy, and a smile is the automatic result!
It’s been 20 years since the first smartphone came out, and seven years since Apple debuted the iPhone. Since then, mobile usage has exploded and dominated both consumer brands and enterprise organizations alike. Gartner recently forecasted that app store revenues would reach a titanic $25 billion by the end of 2014. Who would ever have imagined this just a few years ago?

And over the course of the past two decades, the debate over what makes for an engaging digital customer experience has been an ongoing conversation - over and over, anywhere and everywhere. The consumerization of IT has placed significant pressure on organizations to figure out how to enable, secure and manage enterprise apps. And executives have tried to sort out just how to calculate and achieve an acceptable ROI on mobility related investments.

With mobile nearing ubiquity, how much more room could there be for this particular conversation? If you’re skipping ahead to wearables and the Internet of things, you might just miss the most exciting and in-depth transformation mobility has to offer: the user experience as it relates to **humankind**–

How does the app make you feel?

- I felt uncomfortable.
  - It just doesn’t look very good.
  - I felt unintelligent.
- It didn’t do what I expected.
  - I was so annoyed.
  - I was flat out angry.
  - It just wasn’t intuitive.

If these are comments you’re hearing from your app users or reading in the reviews on your App Store, you quite likely have a user experience challenge. And to be clear, even if an app functions, that doesn’t mean that users will enjoy using it. After all, the app HAS to work in a way that delivers results. The real issue at hand is–how do users feel when using it? For sure, we’ve all downloaded applications that when running them for the first time, they didn’t quite live up to our expectations. If you’re like most, you deleted those apps and never looked back again. For, as the expression goes, you only get one chance to make a first impression.
And, at the end of the day, we are developing apps so that people will use them. Without usage, what is the purpose of creating the app in the first place? As we like to say at Brillio Mobility, our mantra is quite simply–

**USER EXPERIENCE DRIVES USER ADOPTION, AND USER ADOPTION DRIVES ROI**

Quite simply stated, if users don’t adopt and use the app, there will not be any ROI. So, our goal should be to create whatever will ultimately get users to use the apps we develop.
Accessibility and universal design, coupled with integral empathy, result in extraordinary user experience. And an extraordinary user experience results in successful mobility ROI and overall initiatives. Today, retail companies collectively spend billions of dollars each year on end-user experiences intended to attract, serve, and retain customers. They build new stores and launch new websites; market, advertise, and promote across multiple channels; experiment with trendy mobile apps; roll out new products; and re-engineer services.

To be brief, enterprise companies should have the same mindset. They should be focused on creating and managing a myriad of touch points for their workforce and consumers alike that will deliver, simultaneously, both a functional and emotive user experience.

When done well, a mobile app is designed to illuminate a holistic user experience, demonstrating the highs and lows people feel while interacting with your product or service. The benefits of designing and developing strategic UX is to be able to unlock a more compelling and more valuable overall experience—ultimately leading users to adopt and use the app which, in turn, then leads to the much sought after ROI.

Our mission at Brillio is to guide our clients towards great human experiences.

We’ve created this guide for others who are ready to take on that challenge.
CHAPTER TWO:
Why should you care how the user feels?

If you want ROI, focus on the ‘intention’ of the user experience.

Customers are increasingly choosing products and services based on the quality of the experiences they have with them. These experiences often break down when they span multiple channels. In fact, statistics show that 40% of consumers turn to competitors’ mobile apps after having a bad experience. Regardless of the channel, be it call center, website, mobile app, physical environment, a good user experience is paramount to obtain, and retain, loyal customers.

Remember –UX is not UI. The interface is not the solution. The UI is what it looks like visually. The UX is about how users feel when using it...

With Brillio’s clients, they’ve come to see the value of experience design–recognizing that the incremental spending for experience design, compared to the total cost of an app, has a very positive ROI.

By talking with colleagues in the industry, we’ve come to know that some companies are willing to budget nearly 50% of an app’s cost in the UX category. While this might not be industry norm, the success achieved by those apps that did budget this high for UX, is outright evidence of the rightness of this approach. In the past, on the other hand, mobility projects have focused on individual touch points, technologies, and features, without a clear picture of the total user experience.

In order to truly succeed beyond mediocrity, you need a map, a plan, an outline–of the intention of the experience you hope to deliver with the app, just as you do when thinking about other engagement channels. Advances in technology and changes in customer expectations are placing more emphasis on the interconnectedness of channels and touch points.
Too often, companies design and develop applications from the starting point of their respective technical capabilities. On one level, it makes perfect sense to start with “well what capabilities do we have” to deliver the needed solution. However, on the other hand, any company’s capabilities might not match up exactly to what the end users’ expectations are. So, we encourage clients to start the design thinking process from the perspective of the user and their expectations and use cases. In this way, whatever solutions are created will address users’ needs and desires, stimulating adoption and, hence, ROI.

At Brillio, we strive to identify the intersection of business goals, technical feasibility and ‘human factors’ to identify the true opportunity for a successful mobile app—one that delivers meaningful ROI. We like to talk to our clients about a firm belief we have in what we call “contextual relevance”. What does that mean? All apps, regardless of the end users, must deliver the relevant information at the right time, in the right context.

Generic apps, features or functionality, in and of themselves, will not suffice to make a compelling app. Rather, all apps must have contextual relevance for users: the apps must contain appropriate UX, features, functions, etc. based upon the expected use cases.

For example, if you are looking for an ATM from your bank, a mapping feature will know where you are and then be able to identify the closest ATMs and provide directions -- be it via walking, driving or public transport. Contextual relevance is all about the UX. After all, the more contextual relevance built into an app, the more likely people will be to use it. And, as our mantra goes, user adoption drives ROI.
Defining the User Experience

We define the user experience as a “lean process”. Brillio’s lean process comprises of a set of principles that may be used to guide your design and deliver a digital experience that meets your needs. It’s not a process in which each tool is rigidly applied.

Discovery.
Research to learn about initial pain points. This stage is important for both parties to learn about the pain points of the ultimate end user. As the discussion progresses, both parties come to realize what the pain points are in order for them to be overcome. This stage helps both Brillio and our clients establish upfront the primary pain points that need to be addressed within the initiative.

Define.
Understand the pain points and define them. Once we both understand the pain points, it is important that both parties understand them in their entirety and define their overall scope. For example, to what level do we want to solve for it, what amount of time/money do we want to set aside to address it, will these pain points create a need to revisit the overall project scope and/or the budgeting? This understanding assists with getting a proper picture of the true nature of the problem at hand and for both parties to understand the efforts involved in remediation.

Ideate Concepts.
Since the pain points have been identified and defined right at the start of the process, Brillio finds it easier to target just what is necessary. We conceptualize user centric solutions that help reduce the pain points in a way that likely wasn’t thought about before. We try to inculcate solutions that help reduce pain points without being cumbersome and allow users to experience it (the solution) in a new light.
We provide more than one solution to make sure that both the client and we are satisfied with the final concept. During this phase, we also suggest alternatives to increase productivity and efficiency.

**Prototype PoCs.**

Based on the ideation and the concepts we have spoken to the client about, we start designing visual solutions. This is a rigorous creative time for the UX team to come up with various design alternatives to see what fits with the user requirements. This comparing of our designs to competitors’ designs, making sure that our work stands a notch higher and better, showcases how the proposed design provides a better visual appeal to the user. Overall, it needs to provide a pleasant journey for the user—both the look and feel of the designs. We provide sketches and wireframes based on these designs and create Proofs of Concept to allow the clients to understand our vision for the product.

**User Feedback.**

We showcase these designs to the client and provide our rationale backing up each and every placement of text, images, action buttons, etc. We aim to understand what is and isn’t working via direct feedback from users and clients and then take this information and incorporate it in the revised solution. Once we have worked around the implementation, we test just how the user feedback can make the solution better.

**Iterate Designs.**

Testing is an important aspect of implementing the designs. We edit the solutions and make appropriate changes to the designs. This is overall an iterative process whereby we ensure inclusion of all desired feedback and conduct one final test before the final review and client sign off.
CHAPTER THREE:
Focusing on ‘good design’ to deliver the ultimate customer experience

- 127 minutes in a day is the time an average customer spends on mobile applications...
- 74% of enterprises state that the User Experience is critical for improving sales...
- 62% of customers make future purchases relying on previous user experience...

User Experience Statistics

**BOOSTING YOUR SALES**

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What does "good design" mean in a subjective universe? No matter the discipline, good design is a network of systematic responses that addresses needs on a daily basis and solves the problems of today. Yet human beings, in the great spectrum of their physical and emotional responses, have a wide variety of needs. Therefore, how can the concept of "good design" apply to all people?
Just having an app, as we’ve mentioned before, is not going to deliver ROI. There has to be a purpose, a reason, for having the app and that app has to deliver an experience that makes the user ‘feel good’ about using the app. Great design creates effective products that provide great user experiences. When the users’ goals are kept in mind during design, they can complete their tasks faster, with more ease, and sometimes even joyfully.

Organizations that use these products benefit by having more productive, and less frustrated, employees. For example, think about employees having to do expense reports. Even today, many employees are taping receipts to copy paper or scanning receipts on a flatbed scanner. Then, they enter in the amounts into some spreadsheet or expense management tool within the corporate ERP system. All in all, it would be a challenge to find any employee who enjoys this experience.

However, contrast this to using a mobile app that allows users to simply snap a picture of a receipt which is then “read” and all appropriate information – date, amount, etc. – is automatically parsed from the image and placed into the appropriate fields within the app. Then, by simply hitting “submit”, a user has completed an expense report. In this world, users go from hating the exercise of completing an expense report but begrudgingly doing so in order to get their money back, to outright enjoying the experience and even thinking how “cool” it is to do so.
Companies that sell products with great user experience, like Apple, have increased profits and benefit from strong customer loyalty. In fact, one might even say that Apple isn’t really selling products at all. Rather, they’re selling user experiences that happen to be had via a physical product. Focusing on the experience of the user is what makes Apple so incredibly successful. The product simply follows suit in order to deliver the experience that was designed from the outset.

It has been shown, time and time again, that the products and tools with the best user experience beat out competing tools that are superior in other ways. The Nintendo Wii and Apple iPhone are two great examples of this. In these days of conservative budgets and increased competition, an organization must build and use products and services that provide the best user experience. It’s really that simple. If you create a great user experience, the benefits are unlimited.

At Brillio, we believe the benefits of focusing on the user experience are, as simply as Wikipedia* describes:

- ✔ Increasing user adoption through enhancing overall application usability
- ✔ Integrating business and marketing objectives while safeguarding end user’s agility
- ✔ Bring to light only what is necessary for relevant feature sets
- ✔ Streamlining end-to-end design and development through well thought out governance and guidelines
- ✔ Provide clear and concise design collateral for both internal/external consumption

As mentioned earlier, UI is just the visual appeal to what the user sees whereas UX is the entirety of how the user feels. It is about instilling the intuitive from start to finish so that the user has a pleasant and flawless experience, one that is enjoyable and effortless all the way through without any hiccups. We strive to ensure that the user experience is smooth sailing.

While the need for ‘humankind’ UX has gained traction in many organizations, we don’t want to lose the forest for the trees. User experience design has the ability to exert a larger influence on the overall strategy of a product or service, and that comes with responsibility: we cannot make uninformed design decisions.

At Brillio, we ask questions before we design. We seek answers before we develop. This is all part of our UX design methodology.
Workers are already pushing for change by bringing consumer apps and devices to work. Yet before businesses can fully embrace mobility, they’ll need to eliminate a few roadblocks. We’ve spoken previously about some of these in our eBook entitled *The Seven Things You Must do to Succeed with Enterprise Mobility* (http://bit.ly/1oUUSHB) including the concept of BYOA (bring your own application) and BYOD (bring your own device).

Businesses need to think about how increased use of mobility solutions can advance core business goals: customer service, agility, cost savings, new revenue channels, training, etc. Employees don’t want to suffer what is called the “Sunday night, Monday morning experience” – using their cool personal mobile devices on the weekend and then struggle having to use antiquated enterprise applications and equipment during the work week. Rather, employees want to use the latest devices and technology to be more engaged and efficient while at work. And most importantly, they don’t want two devices with two different experiences.

Whether we think of ourselves as architects or conductors, the proliferation of connected devices and of their use by people means three things:

**First,** we need to stay up-to-date with new devices that are emerging. That means we’ll need to plan for tomorrow as well as for today. In short, we need to future proof our investments.

**Second,** we understand the job of mobile devices. Today's devices don’t constrain possibilities but rather create and empower new ones. With that in mind, we must understand their roles and the behaviors they engender in people. We must stay true to the values and benefits of “contextual relevance”.

**Third,** organizations need to rethink employee workflows now that they are no longer tied to a desk in order to get work done. There should be a balance to the anywhere/anytime access to people and information inherent to mobile with increased flexibility for their workforces. Remember, just because we can do something “anytime, anywhere”, doesn’t mean we should.
Making it real

In this visual culture in which we live, those objects and object appreciation verges into fetishism very quickly. In order for UX to be an intuitive and enjoyable experience, we must understand the context and the techniques that go into actually creating it in the first place. As much as the app is designed to create an experience, it also has to work easily within everyday life.

Personas

Today’s consumers are demanding more from companies. Customers expect products, services, and information that are timely and catered to their specific needs and desires. Traditionally, companies develop and market products based on market segmentation and demographics, assuming that the features, functionality and messaging will meet the needs of all of the users in that demographic—a "one size fits all" mentality. However, when it comes to mobility—the users’ needs and desires are more accurately identified through the development of personas rather than through demographic data. It’s no coincidence that “person” is the root of “persona” as well as that of “personalization”. Allow users to personalize their own experience in ways that will entice them to use your app more and more. It should be tailored to them.

Design for Impact

Mobile apps and impact should go hand and hand. The impact can be comprised of the UX, simplification of process and overall value to the end user. Ask yourself if you are addressing the needs beyond merely the needed functionality so as to maximize the overall impact.
CHAPTER FIVE:
Building the experience that matches the expectations

User experience begins with the user expectation—only when you understand this can you build the experience that matches the expectations.

Let’s summarize what we’ve been talking about.

How are you making your users feel? Are you considering the important element of the human factor and of emoting? Managing the highs and lows people feel when interacting with your product is essential. Remember, better adoption leads to higher ROI.

The experience is paramount. Focusing on the “X” factor versus the “I” factor of the solution (between UX vs. UI) provides a foundation for a contextually relevant app which drives user adoption. Understand the experience you want to instill for the user.

An app is not just about functionality. It is about designing an experience valuable to the user. Are you focused on the value your app brings along with the experience? Is it impacting their day, job or activities in a positive manner? Do they consider it an important aspect of their mobile interaction? Does it make them feel good?

Are you focused on just getting something out the door or really focused on how to obtain the much desired, if not required, ROI? Staying current with the emerging technologies and the demands and expectations of the end user, provides companies with a clear path within their journey of mobility. Ultimately, the path will be one traveled by the many end users as they experience your mobile solution and its many opportunities.

Brillio champions the conversation and mantra that “USER EXPERIENCE DRIVES USER ADOPTION, AND USER ADOPTION DRIVES ROI.” Brillio is ready to take on the challenge of creating great human experiences with contextual relevance supported by an integrated user experience methodology. Are you up for it?
Are you wrestling with how to take your mobility initiatives forward? Do you have unanswered questions you wish someone could help you answer?

Our Brillio Mobility practice, along with our vast ecosystem of mobility solution providers, can help organizations at any stage of their respective mobility journey. We understand that there are varying degrees of mobile maturity, and we work side-by-side, as partners, with our clients to ensure success in reaching their business goals and vision.

We welcome the opportunity to have a 30-minute introduction with you to discuss the power of mobility... and how it can positively impact your business. Of course, you can contact Brillio Mobility directly by emailing Jeff Wallace, Head of Mobility Practice and Business Leader at Jeff.Wallace@brillio.com.

For more information about Brillio, please visit www.brillio.com.
Reasons to Care About User Experience:

1. Increase user adoption through enhancing the overall application usability.
2. Integrate business and marketing objectives while safeguarding end-users’ agility.
3. Bring to light only what is necessary for user-relevant application feature sets.
4. Streamline end-to-end design and development through well-thought-out governance and guidelines.
5. Provide clear and concise design collateral for both internal and external consumption.
We strive to identify the intersection of **business goals**, **technical feasibility** and **human factors and desires** to identify the true opportunity for innovation.

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**How is UX evolving?**

How user experience is typically seen?
As Visual Design and User Interface Design.

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**Brillio’s User Experience (UX)**

We make interactions intuitive and enjoyable by practicing the following UX methodologies:

- Discovery & research
- Stakeholder interviewing
- Heuristic evaluation
- Cognitive evaluation
- Persona development
- Scenario building
- Storyboarding
- Content development
- Taxonomy development
- Information architecture
- Navigation modeling
- Task modeling
- User interface design
- Interaction design
- Visual design
- Animation
- Prototyping
- User testing
- Design documentation
- User statistic analysis
- Design culture evangelism
- Collaboration
User Experience Statistics

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Brillio’s UX Lean Process
Helping Enterprises Avoid Mishaps

**Discovery**
Research to learn about initial pain points

**Define**
Understand the pain points and define them

**Ideate Concepts**
Conceptualize user-centric solutions

**Prototype PoCs**
Design visual solutions based on ideation

**User Feedback**
Take feedback and incorporate it in the solution

**Iterate Designs**
Make appropriate changes to the designs
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