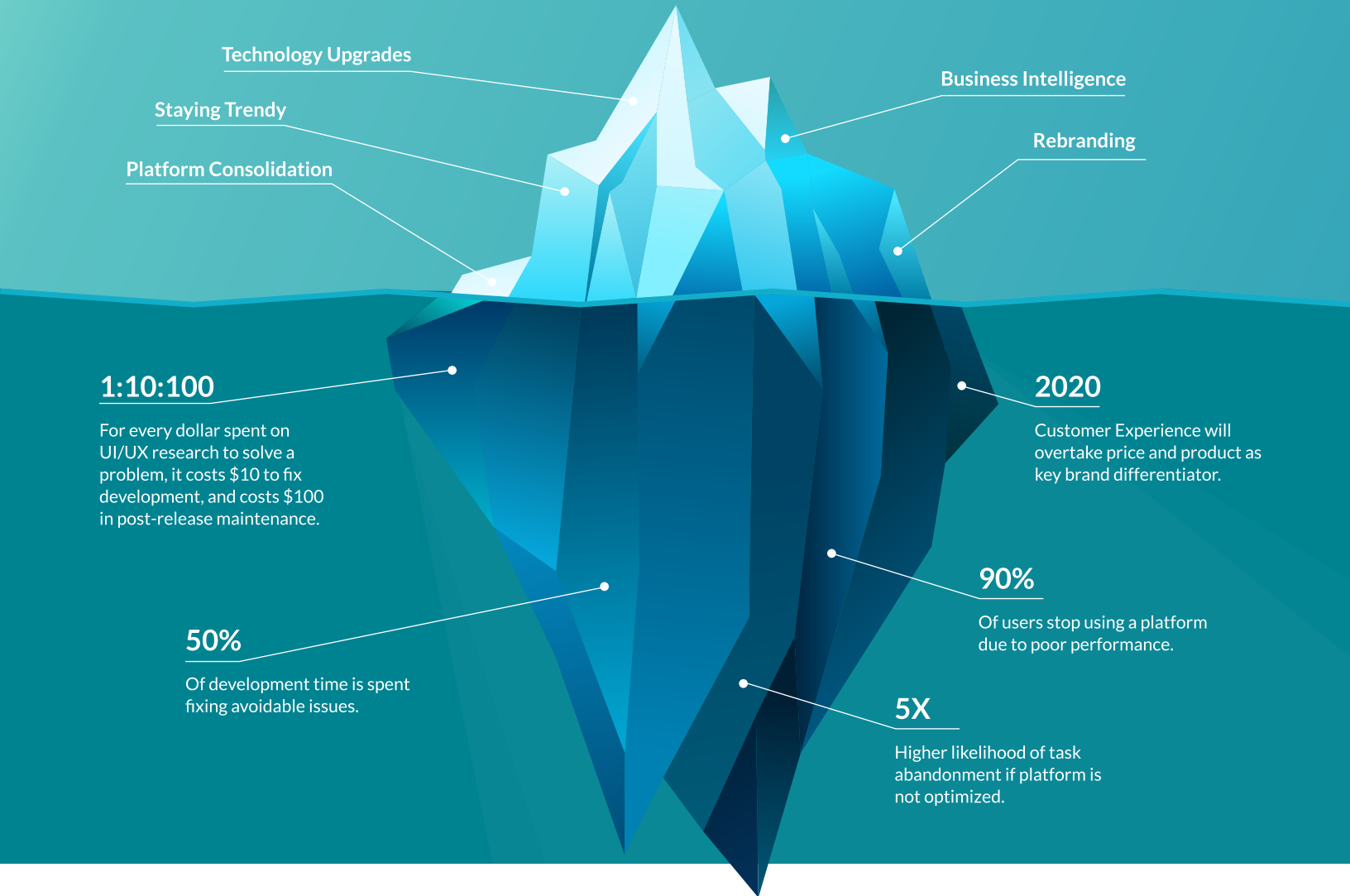


# The User Experience Iceberg

While working with clients to solve any number of business problems, they are often focused in on something they believe to be the problem. Even when “fixed” there are still issues. Regardless of industry, communication is one of the most common friction points. Whether it’s messages to prospects, top-down internal sharing, or customer engagement, this inability to effectively communicate creates unnecessary overhead. As enterprise scales up, the communication breaks down.



**1:10:100**

For every dollar spent on UI/UX research to solve a problem, it costs \$10 to fix development, and costs \$100 in post-release maintenance.

**50%**

Of development time is spent fixing avoidable issues.

**2020**

Customer Experience will overtake price and product as key brand differentiator.

**90%**

Of users stop using a platform due to poor performance.

**5X**

Higher likelihood of task abandonment if platform is not optimized.

## PAUSE

Organizations look to tackle business problems head on. The tactics for solving issues don't address the underlying problems. With the inability to know the reach and ROI of the solution.

*Current platforms have little traction because content are dumped on and hoping users find what is relevant.*

## THINK

The Design Thinking methodology empathizes with each user segment to isolate and resolve the exact point of friction in the most effective way.

*By conducting research, you learn what is the right message to the right person at the right time.*

## BUILD

Only focusing on deadlines and deliverables is a mistake. Truly successful UX Design never ends. Looking at the jobs-to-be-done framework, we see that users may shift but the core functions don't change.

*We provide our clients with a blueprint to empower stakeholders to take on user testing and optimization.*

## ABOUT VERIDAY

With expectations higher than ever; delivering intuitive, frictionless, user-centric experiences is crucial to staying competitive. To achieve this level of customer experience and create entirely new engagement models, organizations need to audit their platforms for friction points, gather data that add strategic value, and create high-impact moments at key points in the customer journey.

*Our team at Veriday shares in your passion for delivering engaging, trusted, and delightful experiences. We focus on reaching tangible outcomes on an ongoing basis for our clients, rather than shipping deliverables.*