Know Your User - UX Statistics and Insights

88% of online consumers are less likely to return to a site after a bad experience.

Slow-loading websites cost retailers more than $2 billion in lost sales each year.

53% of mobile site visits are abandoned if pages take longer than three seconds to load.

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."

First impressions are 94% design-related.

83% of people would consider messaging an online chatbot to communicate with a business or brand.

9 in 10 smartphone owners who describe a mobile brand experience as helpful would purchase from the brand again.

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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.

Judgments on website credibility are 75% based on a website's overall aesthetics.

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