Know Your User -UX Statistics and Insights

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



5 times

Mobile users are

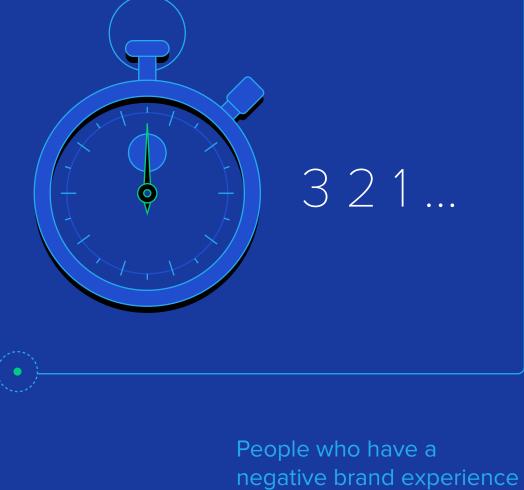
more likely to abandon a task if a site isn't optimized for mobile



abandoned if pages take longer than three seconds

to load

of mobile site visits are





62% less likely to purchase from that brand in the future

on mobile are





News, and The LA Times

Using infinite scrolling on

certain sites can lower a

adopted by Time, NBC

site's bounce rate. It's been

First impressions are

94%

design-related





based on a website's

overall aesthetics



83%

of people say a 'seamless



brand again

would purchase from the



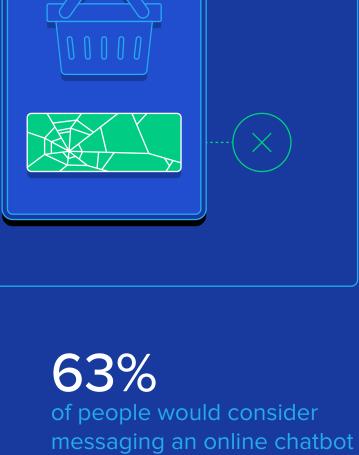
mobile experience

46%

of people say they would not

purchase from a brand again

if they had an interruptive



to communicate with a

business or brand

Google Forrester Research

eConsultancy

Sources:

- AppDynamics
- University of Surrey
- Northumbria University Sheffield University

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