

3 OF 12 TOP REASONS PROJECTS FAIL

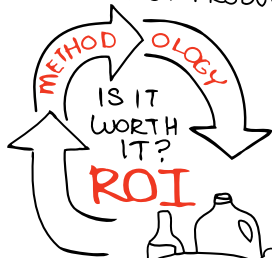
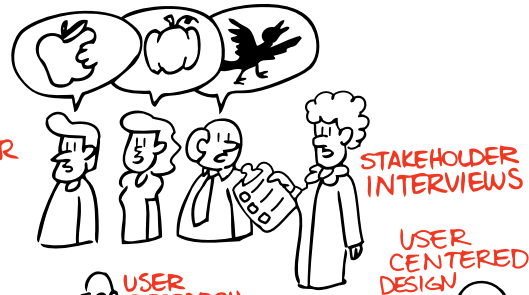
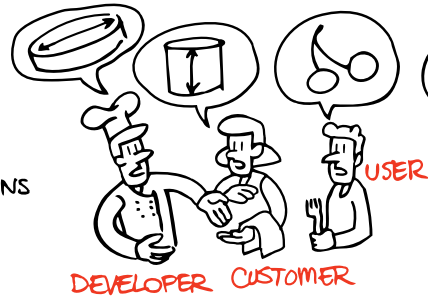
THE ROI OF USER EXPERIENCE

- 1 BADLY DEFINED REQUIREMENTS
- 2 POOR COMMUNICATIONS
- 3 STAKEHOLDER POLITICS

USER EXPERIENCE IS THE SCIENCE & ART OF DESIGNING A PRODUCT

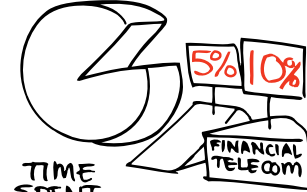


- EASY TO USE
- FITS EXPECTATIONS
- MEETS GOALS



IEEE WHY SOFTWARE FAILS \$1T

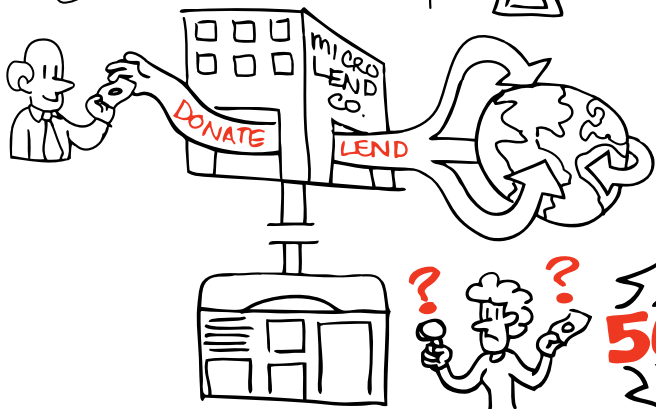
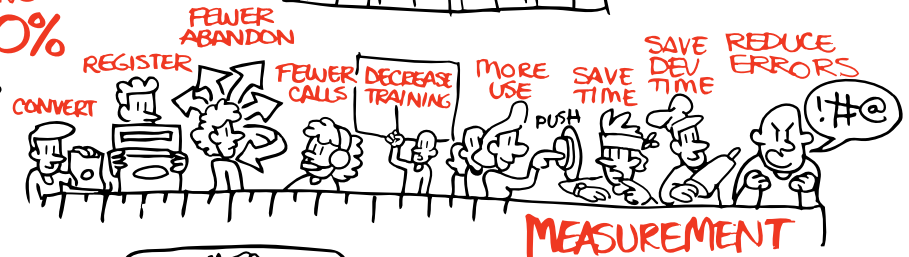
ABANDONED PROJECTS 15%



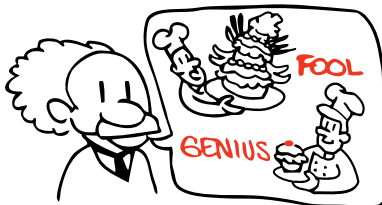
TIME SPENT REWORKING 50%



FLOUR ORDER 3 BAGS



SMALL OR HOME BUSINESS
MY CAKES



-912,000 1 YEAR
\$50,000
\$50,000
\$100,000
50

50
\$50 = -\$2500 1 DAY