

# UX & ROI

Improving the business value of a service  
with good UX and good design skills

Frédéric Gaillard - Axance (UXalliance-Paris)

UX|Masterclass

3 things I want to talk  
to you about today

First

Most requests for UX services  
are not focused on business

# Second

UX practitioners have the right skills for achieving business goals

Third

**Business value** is one of our best  
advocate for **selling UX**

Who am I?

# Your presenter: Frédéric Gaillard

Founder and CEO of Axance (Paris)

Axance is a French design consulting firm  
Specialized in incorporating user-centered design principles  
into online product lifecycle

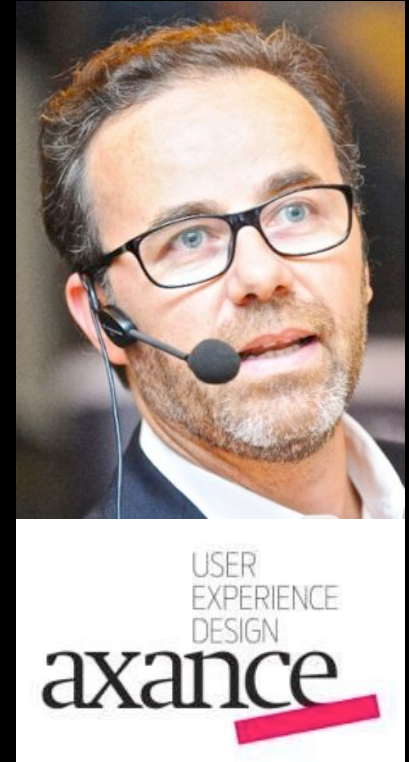
Date of creation: 1999

Number of Employees: 35

Total clients: 200+

Turnover (2013): €3.9M (estim.)

Founding member of UXalliance in 2005



What is our driver?

when it comes to do our job





What are you ready to do to help your client?



Can you **change the world**  
for your client?



Image à changer



Be happy




Do we **just** want  
to **please** our client?





What, ...if we had a **long term objective** for our client?

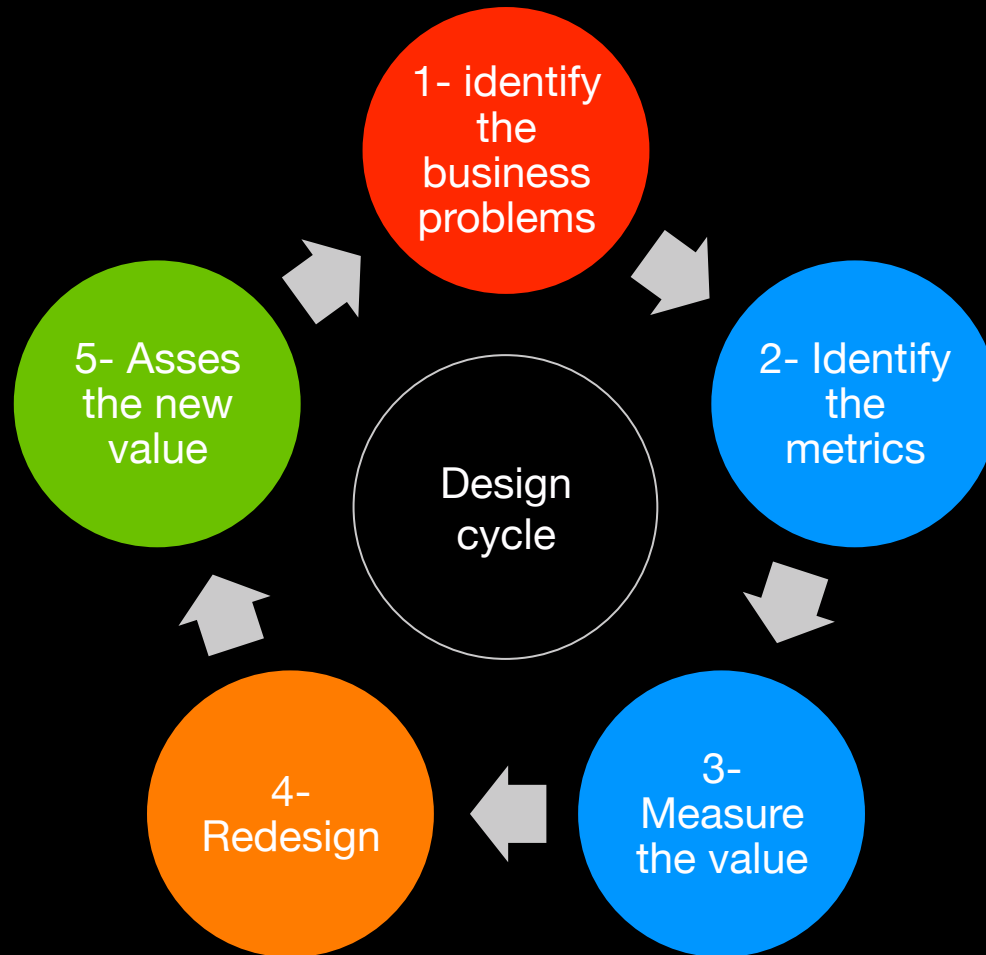


Wouldn't that be to make our  
client **more successful?**

How can we make our client  
more successful?

By contributing  
to the **business value**

# By including the business value into the design cycle





# What are the metrics?

(to measure the business value)

# 4 types of metrics



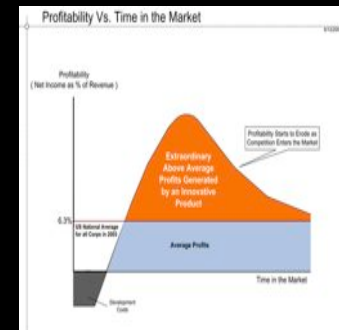
Sales &  
Revenue

Audience &  
Influence

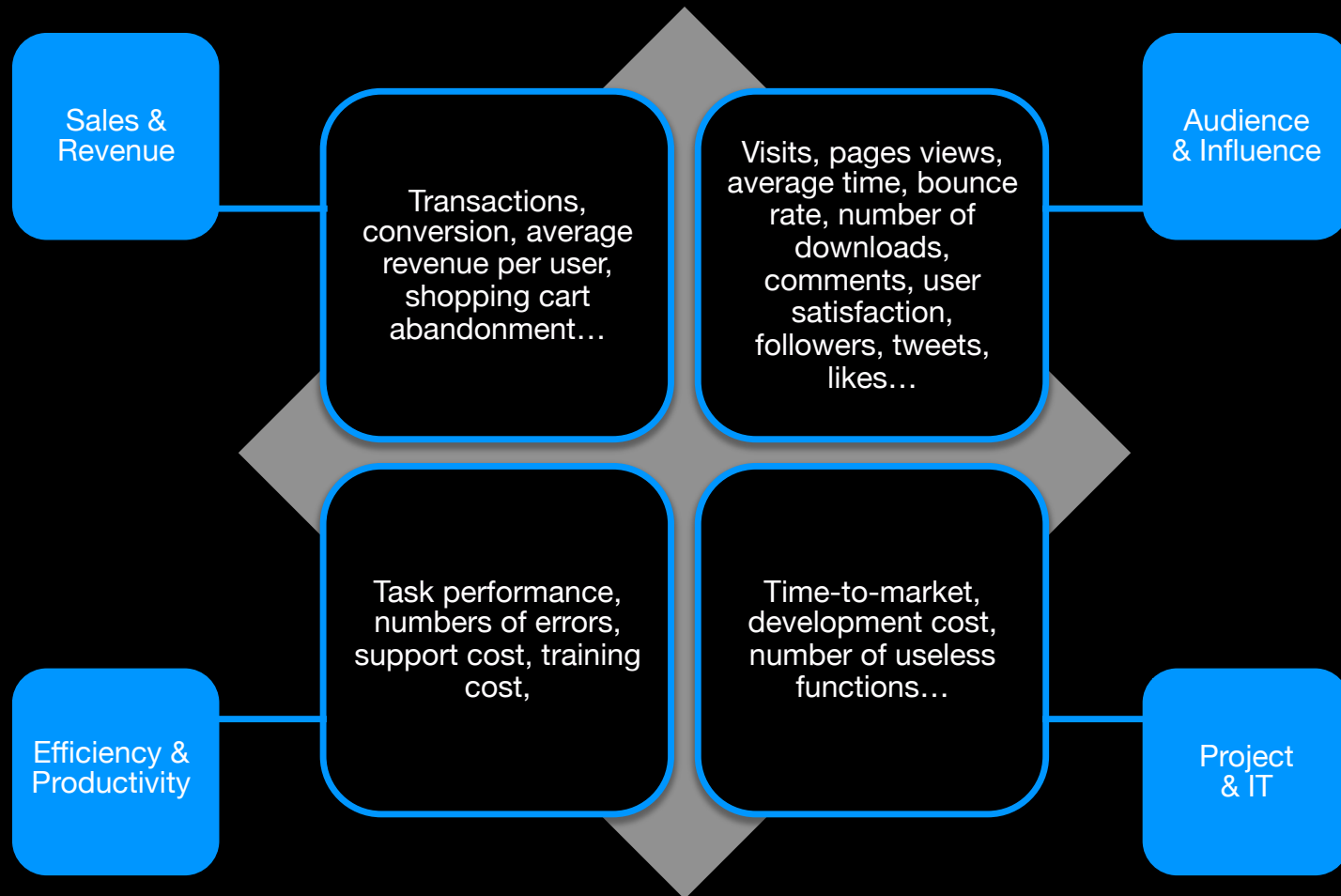


Efficiency &  
Productivity

Project & IT



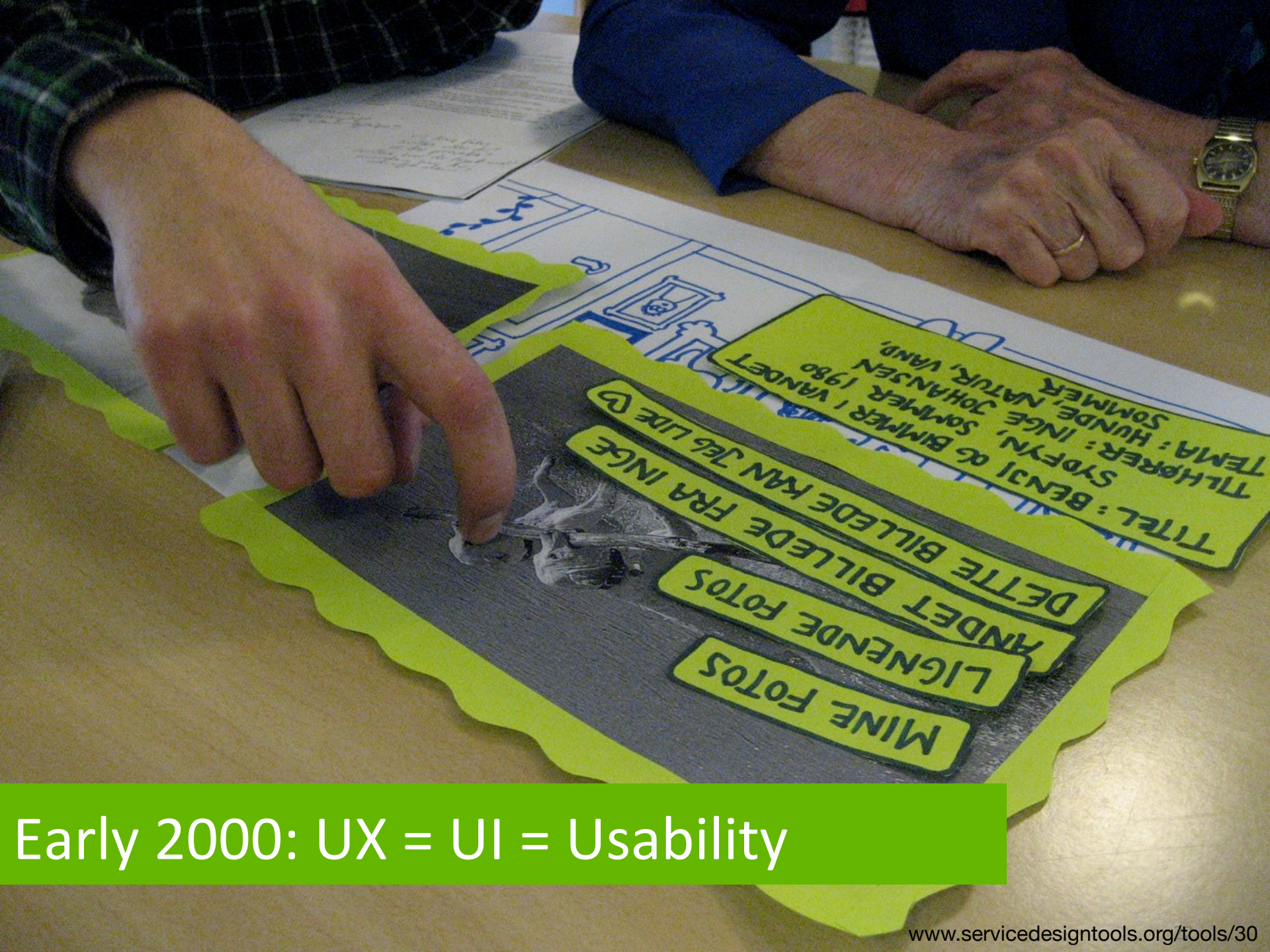
# Examples of metrics



How is UX connected to the  
business?

UX skills have changed  
dramatically in the last years





Early 2000: UX = UI = Usability



Today: UX = product-service = strategy

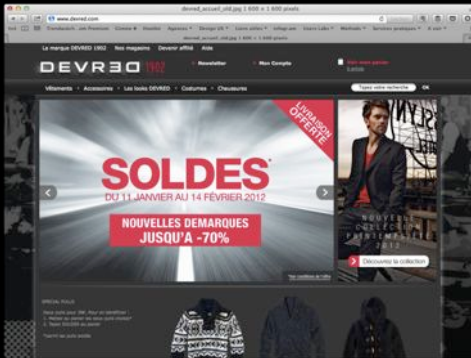


UX mission is to build the service that fits best to the customer needs



Let's see some  
concrete examples

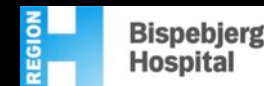
# 3 case studies where UX helped to improve the business value



Devred men clothings   Concorde luxury Hotels   Bispebjerg Hospital

DEVRED 1902

CONCORDE  
HOTELS & RESORTS



DEVREO 1902

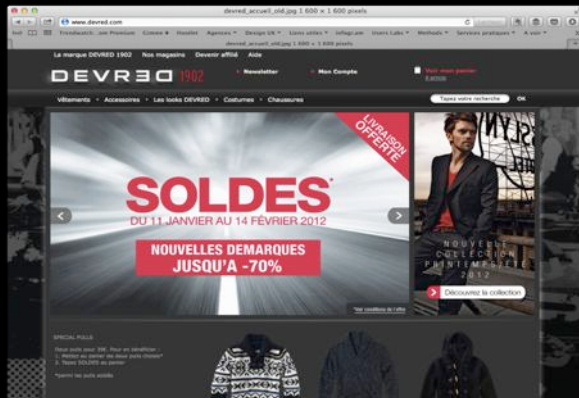
# Devred: clothings for men



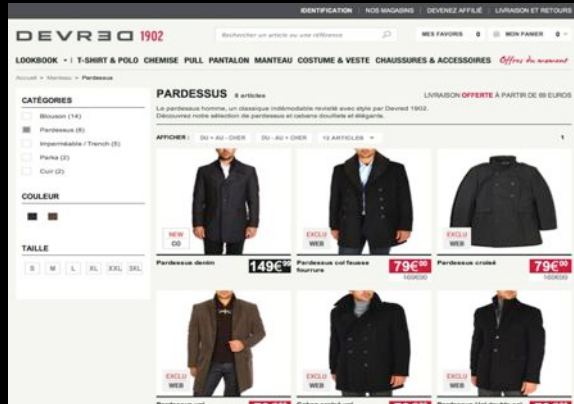
300+ shops in France



38,000 clothes sold everyday



Website sells less than 1 store



Average time spent online is 2.5 min.

**DEVRED 1902**

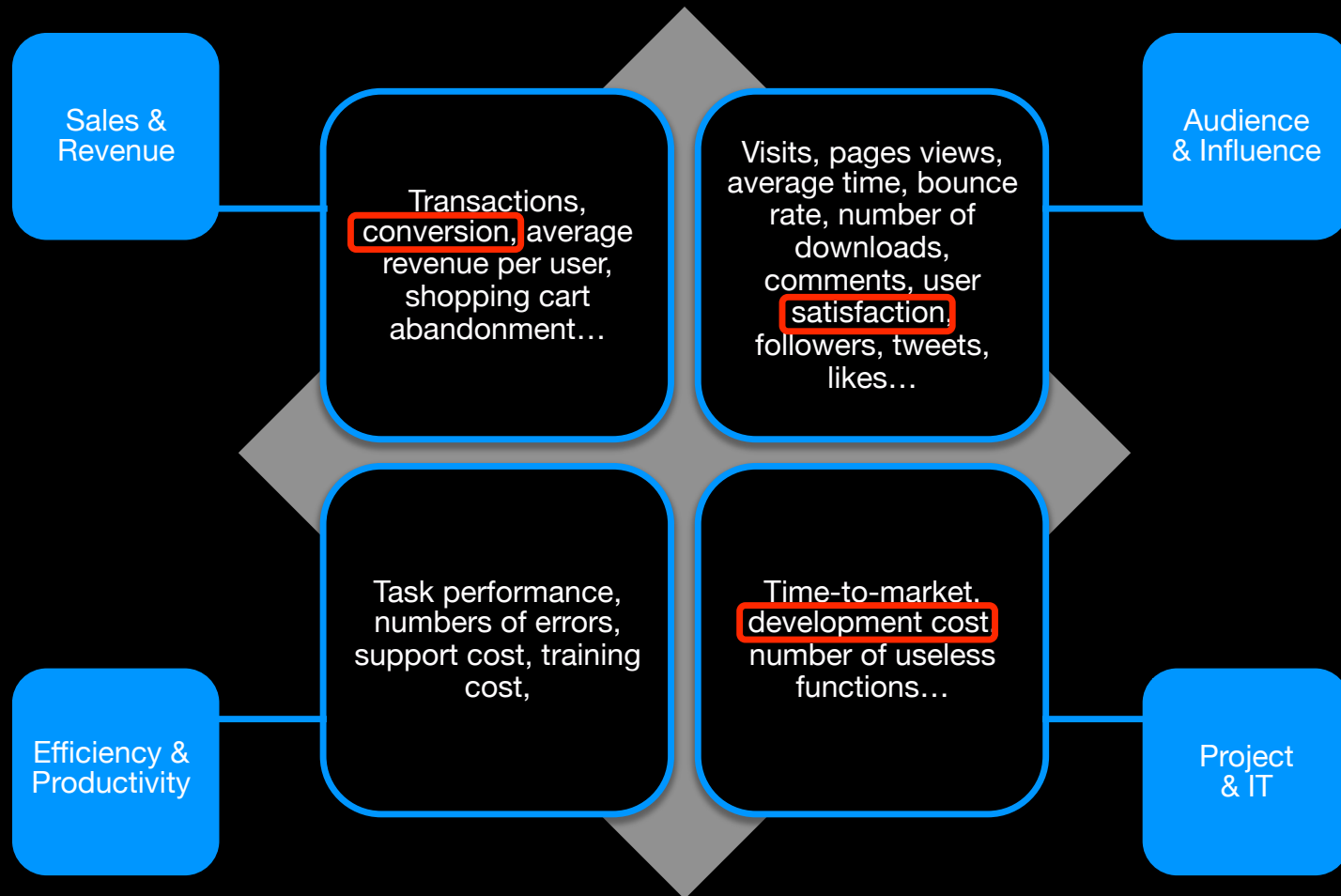


# What were the business problems?

- Webshop had **poor sales** performance
- **Connection** between **online visits** and store sales is not clear
- Web **developments** have been **expensive** compared to the current benefits

DEVRED 1902

# 3 metrics have been measured





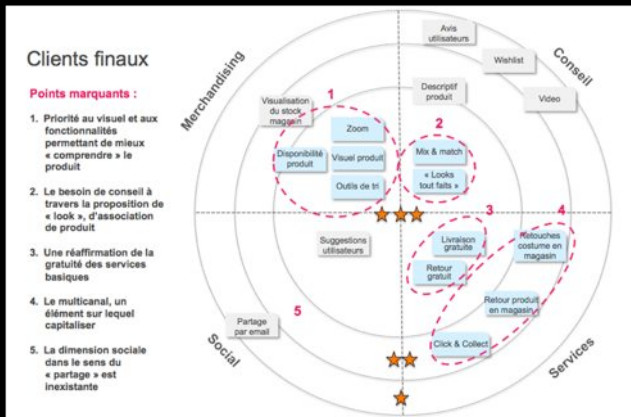
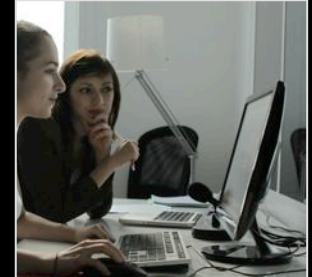
# How do customers make a purchase decision?



We listened to the customers



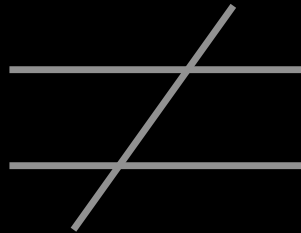
We observed customers (and employees) in context of use



We analysed the buying factors and compared it to company strategy



Learning: men don't buy clothes like women do

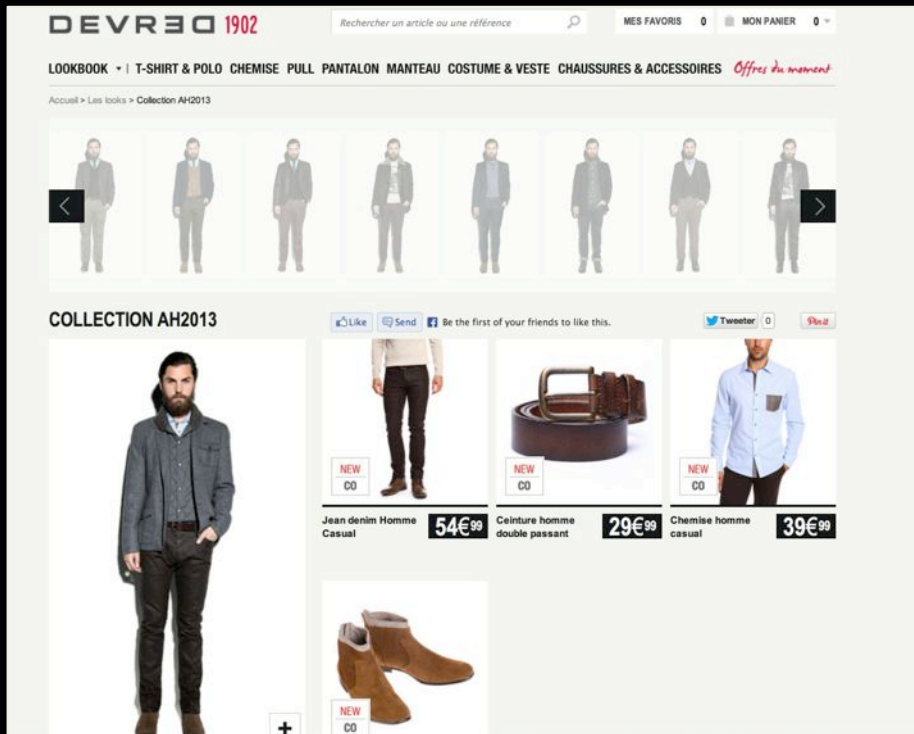


DEVRED 1902





# We organized products around “total looks”



Lookbook



Same look as the one in store



# We have reduced the development costs

- We have focused on a **few features**  
*(we have dropped some complex ideas to speed up the process: e.g. loyalty card)*
- We always had **one IT member** at each meeting  
*(we have always looked for the cheapest solution)*
- We have worked with **experienced employees**
- We did not change the structure of the pages
- We used **existing pictures**
- ...

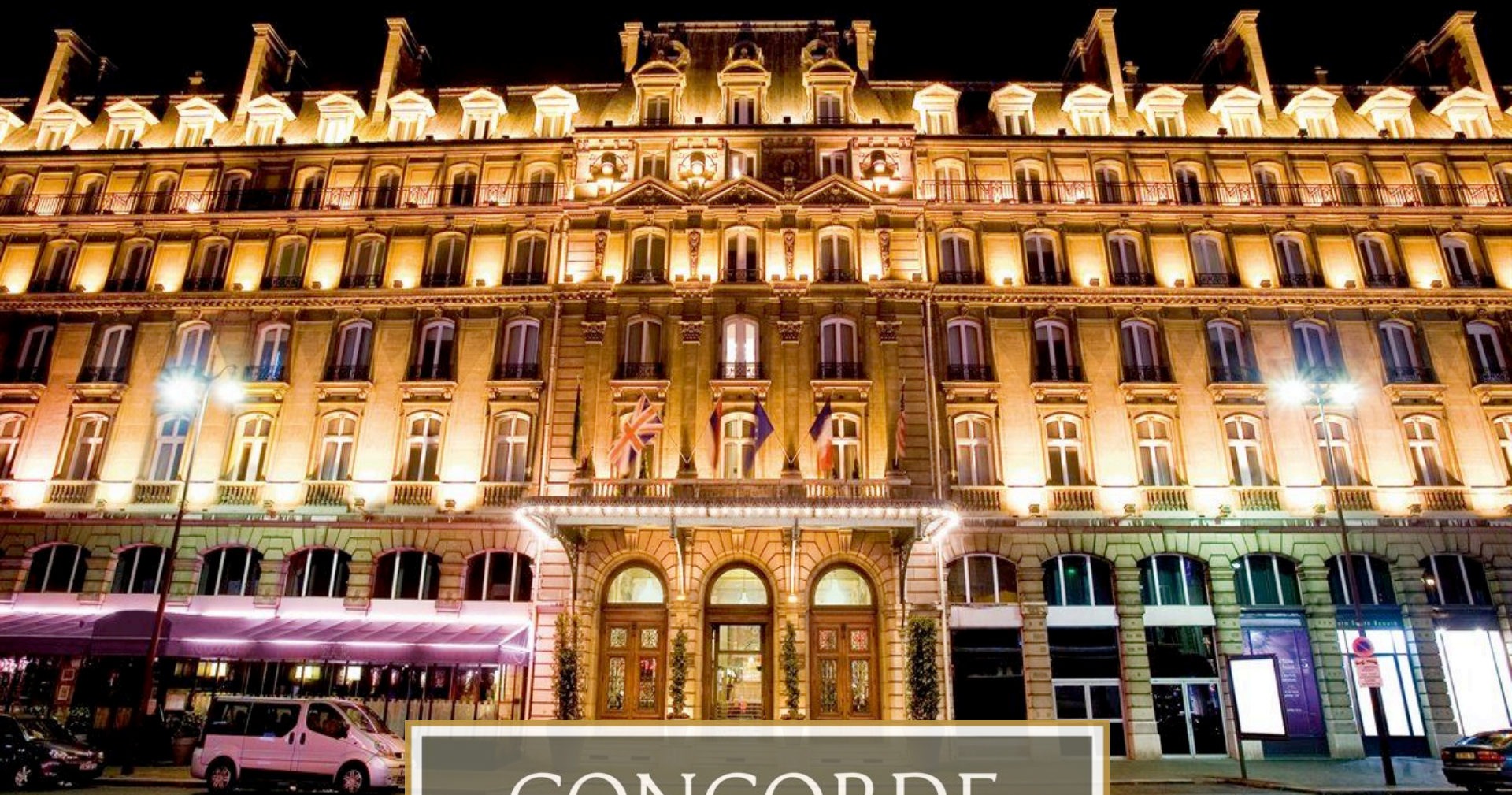


# Main results after 3 months

- E-store has become the first point of sale
- Conversion rate has increased by 92%
- User satisfaction has increased by 134%
- Development costs were reduced by 43%

DEVRED 1902





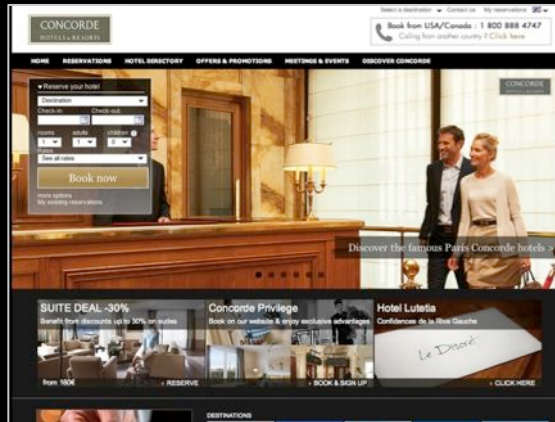
# CONCORDE

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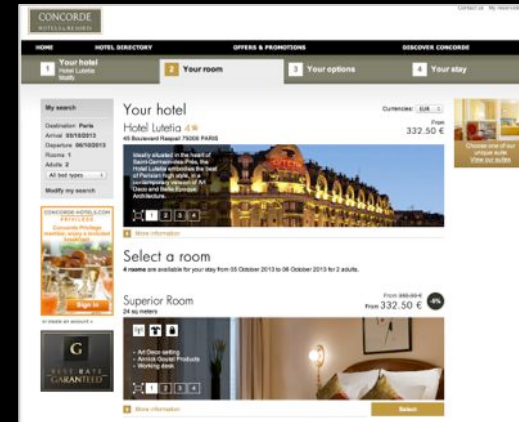
## HOTELS & RESORTS



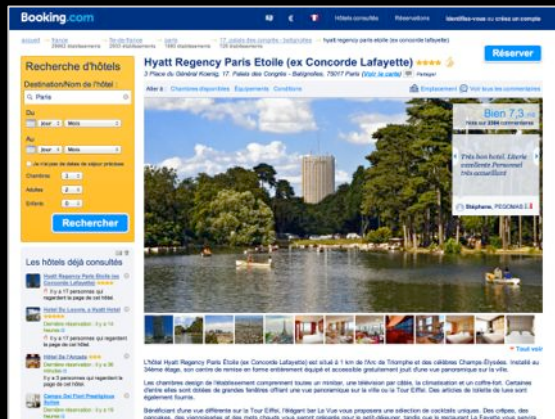
# Hotels Concorde: luxurious rooms mostly sold at Online Travel Agencies



Website



Product page



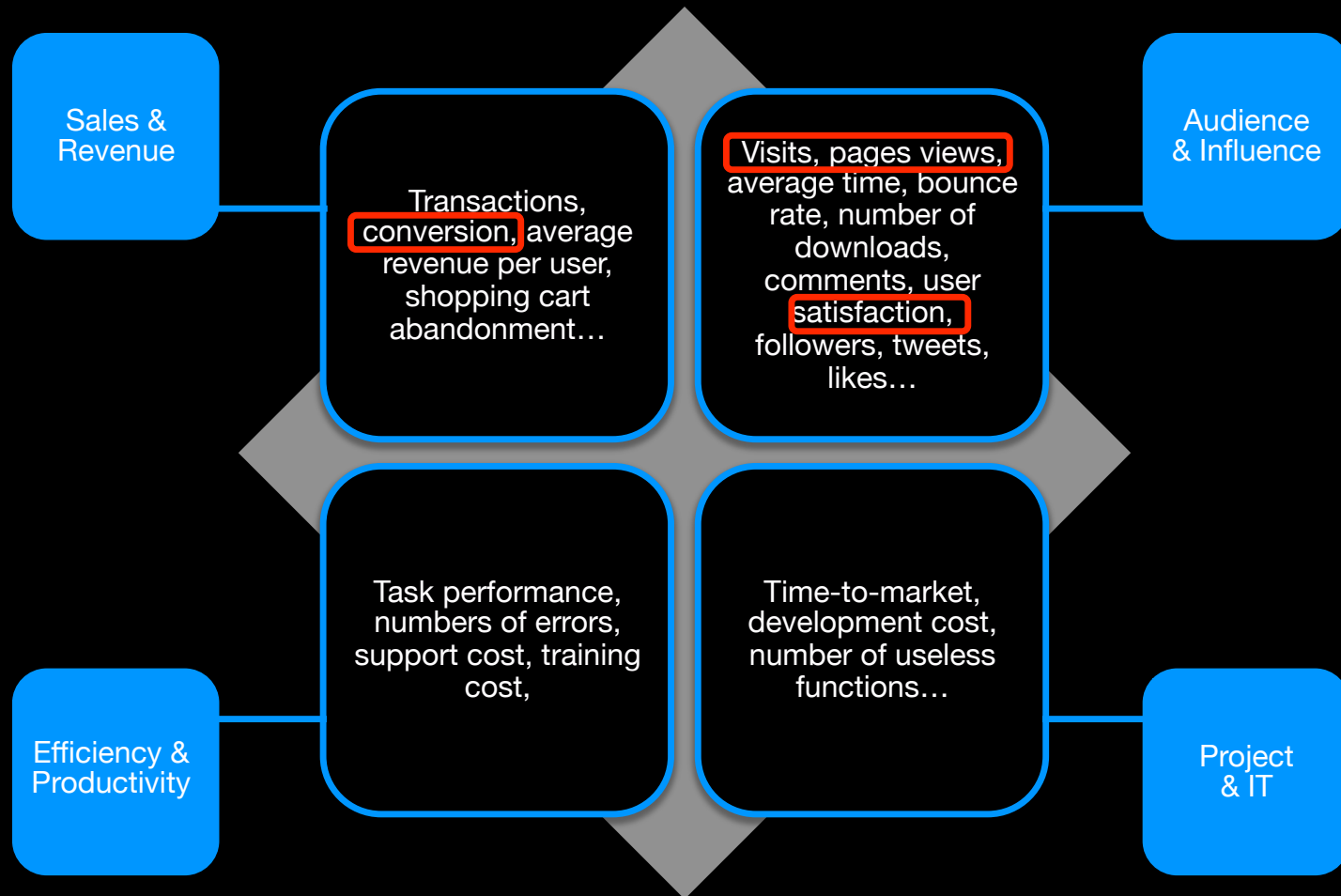
Listings at OTA

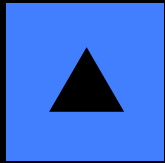


# What were the business problems?

- Poor conversion rate
- Business dependency with OTAs involving high fees (e.g. *Booking, Expedia*)
- Decreasing sales from foreign markets (*Russia, Japan, China...*)

# 3 metrics have been measured

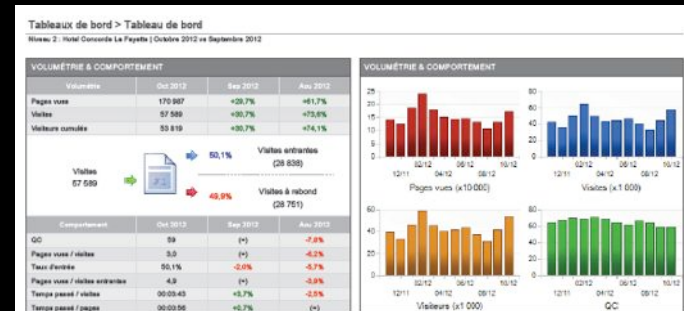




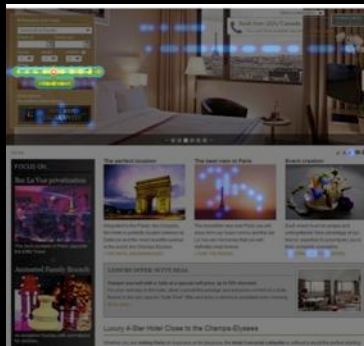
# How do customers book a room online?



When do users leave the site?



Why do users leave the site?



Are there any usability flaws when discovering the product page?



How is a luxury room is perceived on a OTA site?





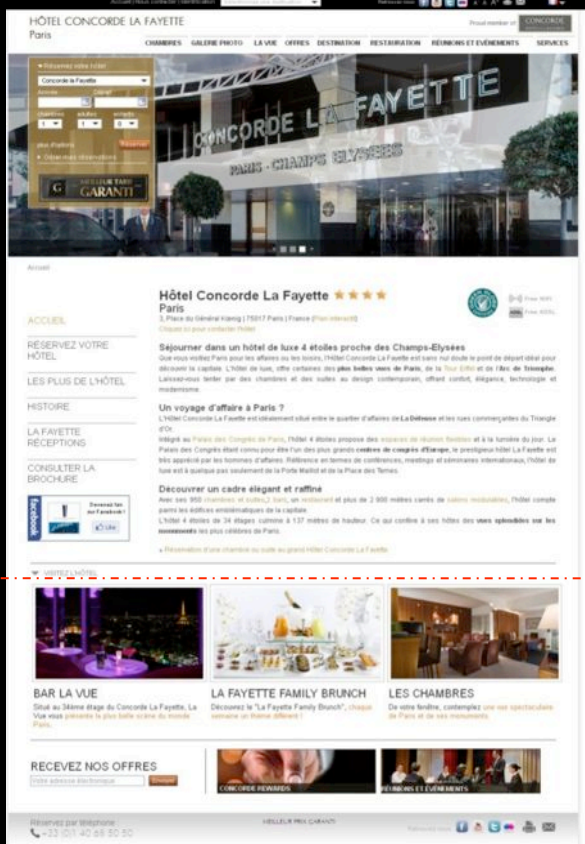
# Main insights from users

- Some users wanted to call a clerk before completed their booking:  
They **couldn't find the phone number** on the page  
*The telephone number (toll free) wasn't visible on site pages*
- Most users wanted to book a table at the restaurant:  
They **couldn't find a "booking" button** on the page  
*The Booking button was missing on the restaurant page*
- The **rate strategy was confusing** for most customers:  
They had to choose between 57 different options for 1 room
- Some foreign visitors were **expecting a translated version** of the site on their own language  
The "English only" version was not enough for Japanese or Russian visitors

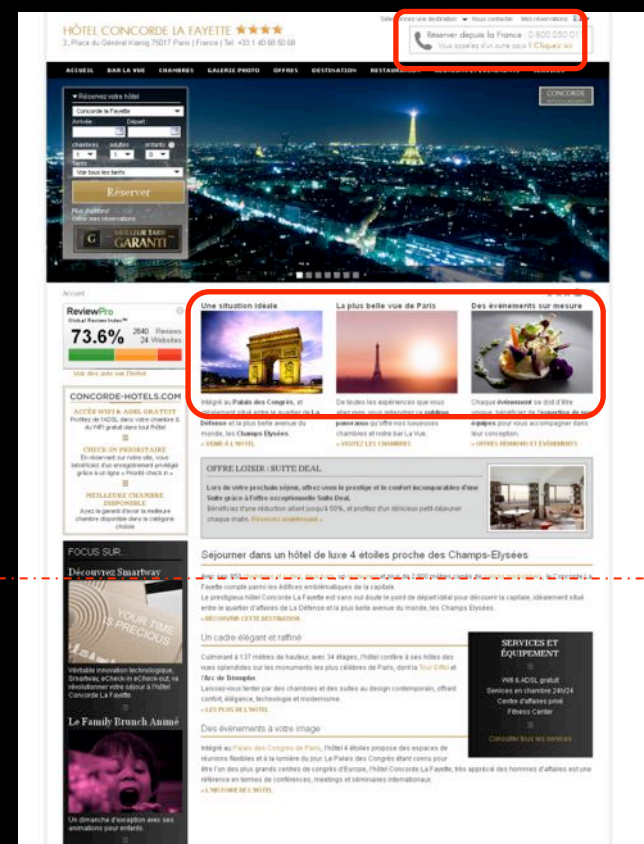


# We moved strategic information above the fold

BEFORE



AFTER



Toll free

Package

Fold

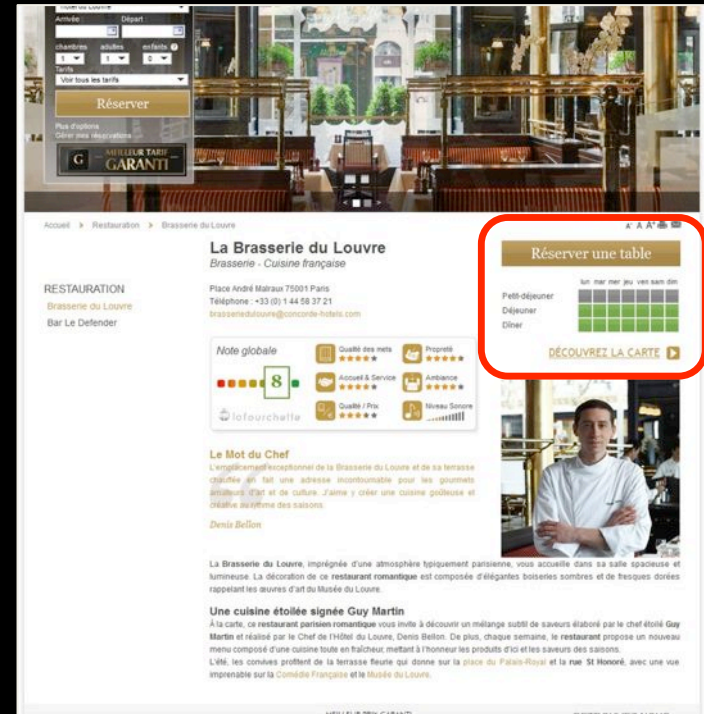


# We added a “booking engine” on the restaurant page

BEFORE



AFTER





# We simplified the rates and added an “economy” version

BEFORE

**2 Select room in CONCORDE OPERA PARIS**

Please select a rate and room type among those below.

24 room types and rates found for 22-23/12/2012 for 1 adult

Show results by: **Rate type & Package** Room type

Rates are displayed in: **EUR**

**BEST AVAILABLE RATE** terms and conditions from 200.00 EUR inc. VAT per night

sort by price ascending | price descending

Room type	Price	Book
<b>Classic Room - 1 Full bed</b> Bursting with charm, Classic <sub>lux</sub>	200.00 EUR inc. VAT	<a href="#">BOOK</a>
<b>Superior Room - Twin beds</b> Settle down inside a typically <sub>lux</sub>	220.00 EUR inc. VAT	<a href="#">BOOK</a>
<b>Superior Room - 1 Queen bed</b> Settle down inside a typically <sub>lux</sub>	220.00 EUR inc. VAT	<a href="#">BOOK</a>
<b>Deluxe Room - Twin beds</b> Elegant and comfortable, the <sub>lux</sub>	260.00 EUR inc. VAT	<a href="#">BOOK</a>
<b>Deluxe Room - 1 Queen bed</b> Elegant and comfortable, the <sub>lux</sub>	260.00 EUR inc. VAT	<a href="#">BOOK</a>
<b>Junior Suite - 1 Queen bed</b> The spacious single-room Juniors <sub>lux</sub>	300.00 EUR inc. VAT	<a href="#">BOOK</a>
<b>Junior Suite, 2 rooms - Queen bed</b> Truly a peaceful haven, the <sub>lux</sub>	470.00 EUR inc. VAT	<a href="#">BOOK</a>
<b>Junior Suite - 2 rooms, Twin beds</b> Truly a peaceful haven, the <sub>lux</sub>	470.00 EUR inc. VAT	<a href="#">BOOK</a>
<b>Rotonde Suite - 1 Queen bed</b> The Rotonde Suites are a perfect <sub>lux</sub>	690.00 EUR inc. VAT	<a href="#">BOOK</a>
<b>Maria Callas Suite - 2 Bedrooms, King beds</b> The ultimate jewel at Hotel <sub>lux</sub>	1,600.00 EUR inc. VAT	<a href="#">BOOK</a>

AFTER

**Select a room**

4 rooms are available for your stay from 23 November 2012 to 24 November 2012 for 1 adult

**Superior Room**  
24 sq meters  
From 260.00 €  
From **266.00 €** 5%

• Art Deco setting  
• Amnec Oudal Products  
• Working desk

The hotel's Superior rooms are a haven of peace in the very heart of Paris, subtly combining elegance and modern comfort. These rooms offer a welcoming and comfortable atmosphere in a very Art Deco setting. As well as white-tiled bathrooms with mosaic detail, they also have a desk area for working or relaxing.

**Bed type: Twin beds**

Best non flexible rate **266.00 €** Best flexible rate 280.00 €

This reservation cannot be cancelled. [See rate conditions](#) **266.00 €**

Included in this rate:  
✓ Priority Check-in [View details...](#)

**Options**  
☐ Buffet Breakfast - Online special offer (19.00 € instead of 26.00 €)

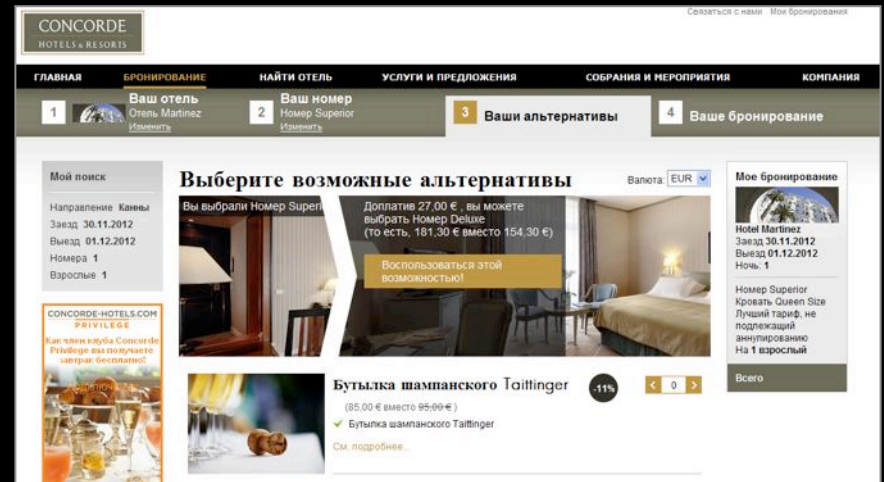
- Reduction of number of rates
- Addition of a non-refundable economy rate (like on OTA's)



# We translated the site into full Japanese and Russian



Japanese

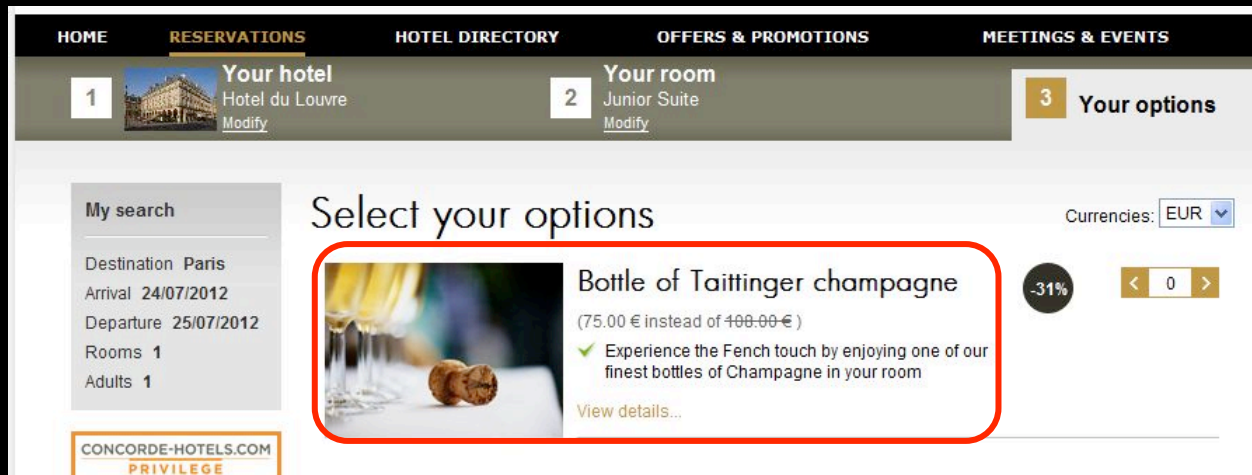


Russian





We proposed guests to customize their order with some special additional services



Options: breakfast, chocolate box, champagne, spa...



# We displayed alternates dates when hotel fully booked on specific dates

Concorde la Fayette 4★  
3, Place du Général Koenig 75050 PARIS CEDEX 17

From 198.55 €  
View rate details

A celebrated Parisian landmark, Hotel Concorde La Fayette is the third highest building in Paris and a choice destination for both business and leisure travelers.

Description	Access	Rates
Friday	Saturday	Sunday
23/11	24/11	25/11
From 198.55 € per night	From 141.55 € per night	From 141.55 € per night
30/11	01/12	02/12
From 198.55 € per night	From 160.55 € per night	From 160.55 € per night
03/12	04/12	05/12
From 179.55 € per night	From 198.55 € per night	Not available
06/12	26/11	27/11
From 198.55 € per night	From 246.05 € per night	From 198.55 € per night
28/11	29/11	30/11
From 198.55 € per night	Not available	From 198.55 € per night

Arrival 23/11/2012 1 night  
Departure 24/11/2012 Modify dates  
From 198.55 €  
Select

At hotel level

Disponibilité pour cette chambre

novembre 2012							décembre 2012						
lu	ma	me	je	ve	sa	di	lu	ma	me	je	ve	sa	di
29	30	31	1	2	3	4						1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30
							31						

Disponible Non disponible

At room level

ACCUEIL RÉSERVATIONS NOS HÔTELS OFFRES SPÉCIALES RÉUNIONS ET ÉVÉNEMENTS

1 Votre hôtel  
2 Votre chambre  
3 Vos options  
4

Offre simplement Dali

L'exposition consacrée à Salvador Dali au Centre Pompidou de Paris se déroulera du 21 novembre 2012 au 25 mars 2013. Une grande rétrospective montrera le plus célèbre et le plus populaire des artistes surréalistes dans toute son ampleur. Dali, inventeur des montres molles en peinture est également un génie touche à tout aux multiples facettes : cinéma, sciences, publicité...

- ✓ Un billet coupe-file par personne pour l'exposition Dali au Centre Pompidou avec 30% de réduction
- ✓ Pour chaque séjour réservé, Concorde reversera 14€ à son partenaire, l'O.N.G. CARE France
- ✓ Petit-Déjeuner Buffet

novembre 2012							décembre 2012						
lu	ma	me	je	ve	sa	di	lu	ma	me	je	ve	sa	di
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30
							31						

Disponible Non disponible

Arrivée < >  
Départ < >  
Chambres 1 Adultes 1 Enfants 0  
Réservé

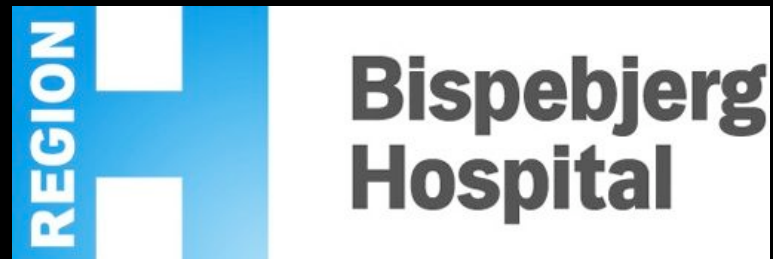
At offer level

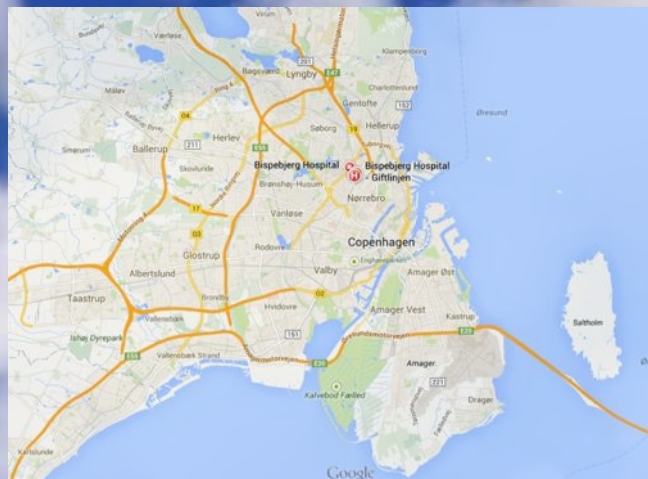


# Main results

- **Conversion rate** has increased by **40%**  
*(by simply moving the toll free number to the top)*
- **20%** of **restaurant customers** have **booked online**  
*(700 booking after first Month “booking button” was added)*  
**Added revenue** of 50 K€/Month
- **Conversion** rate increased by **430%**  
*(by simplifying the number of rates and adding a non-refundable economy option)*
- **Conversion rate** increased from **1.6% to 6%** on new full Japanese version *(and from 1.8% to 5.5% for Russian)*
- The site **brings more business than OTA**  
*(first source of online business)*







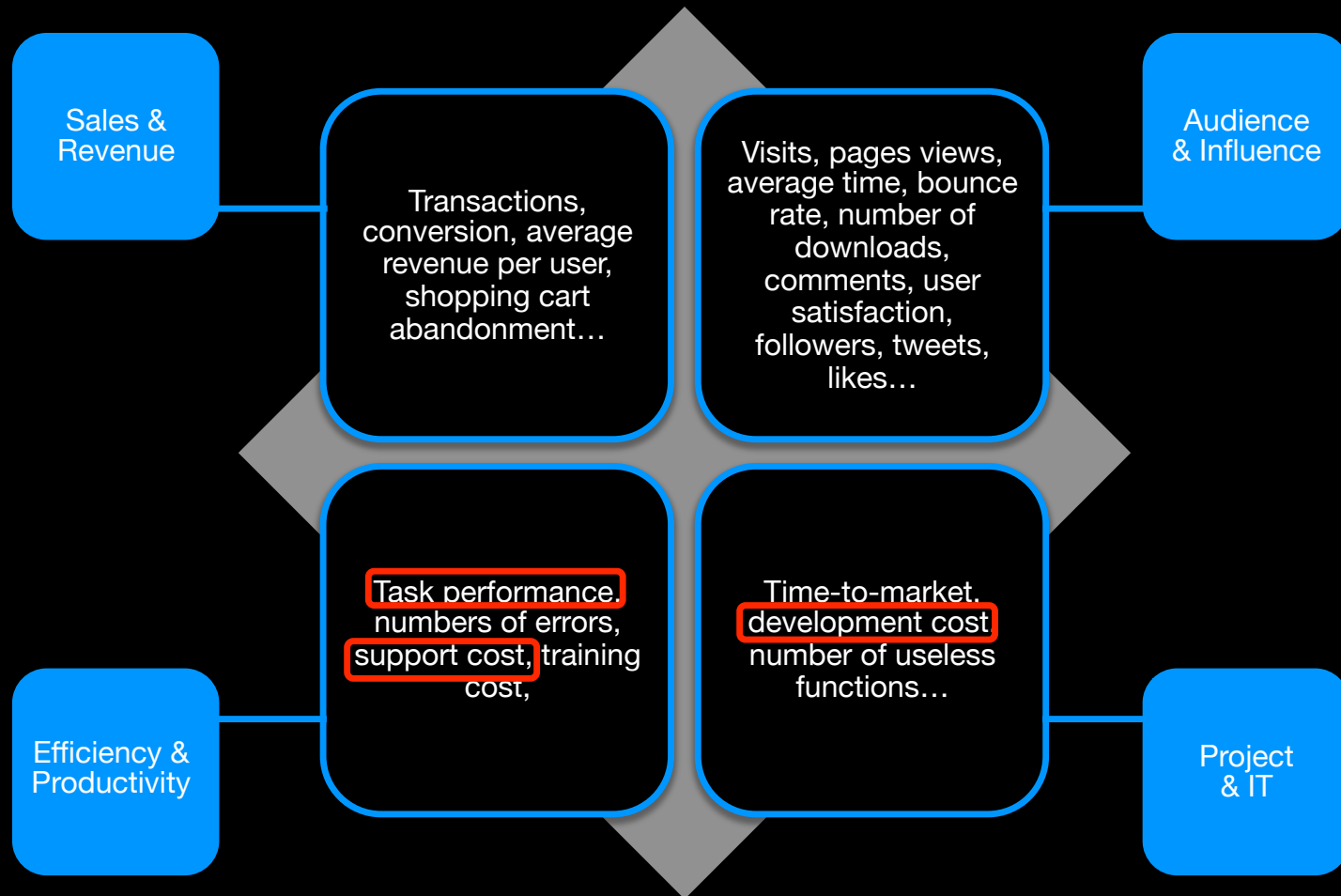
Bispebjerg hospital: among the 5 largest Danish projects in the industry



# What were the business challenges?

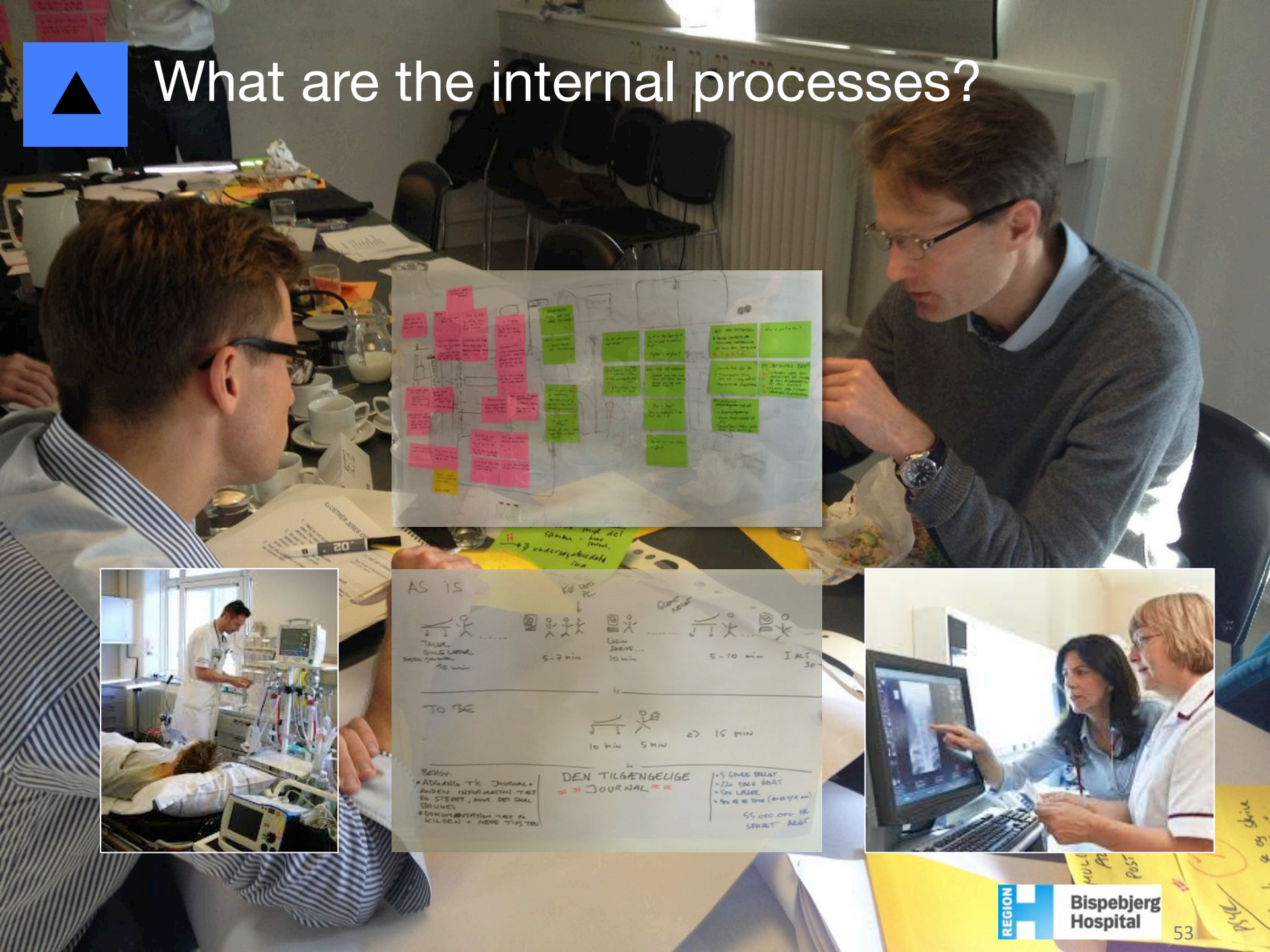
- Maintenance costs were higher than the average Danish hospital
- Training and administrative time were very high
- Neucosodomiale disease cases had increased in the last year
- Previous IT developments have been quite expensive

# 3 metrics have been measured





# What are the internal processes?





# 4 main insights

- Employees were **wasting time finding an available bed**
- Employees had **no means to communicate** an up-to-date **state of equipment**  
*(which beds are available? Where are they? Can we use it?)*
- **Neurosodium disease** is due to **reuse of non cleaned beds**
- **IT development team** was more **concentrated on tools** than process





# We implemented tags on bed



900 beds to be localized by tag



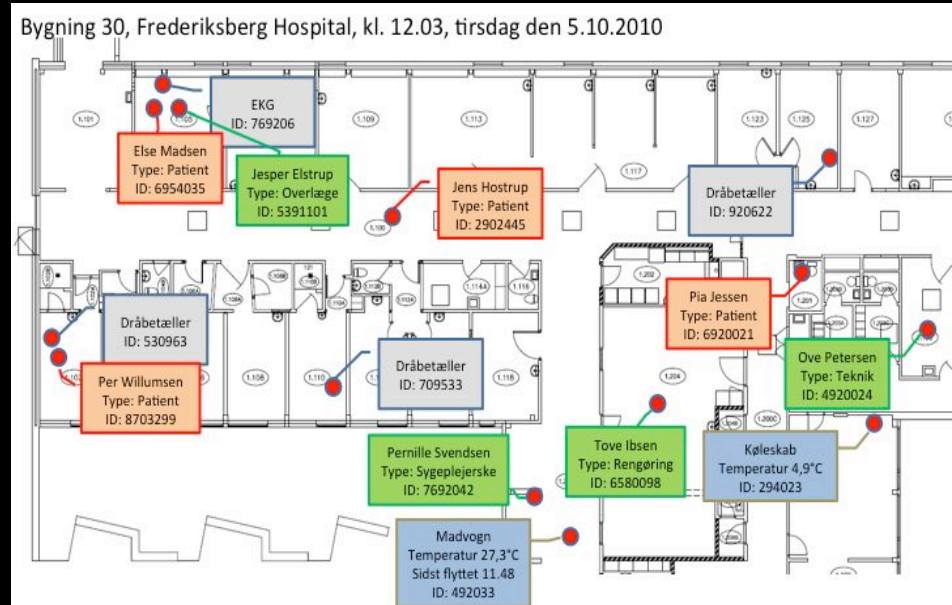
Reader & Dashboard



# We implemented e-probe on Fridges



E-probes into 90 fridges



Up-to-date map of usage  
Reliable temperature check



# Main results

- Employees have **saved XXX hours per week**  
*(by not having to look for available fridges)*
- Almost **no fridge stay unused**  
*(XX% were unused previously)*
- **Maintenance delay** have been **reduced** by XX%  
*(by instantly localizing fridge needing to be repaired)*
- **Loss of drugs** have **decreased**  
*(better temperature check in fridges)*
- **Decrease** of **neucosodomiale** disease  
*(originally transmitted by bad bad cleanness)*
- **Lower training** costs

# Conclusion

some takeaways

# takeaways

- Challenge your client on his business
- Start small (can be only 1 change)
- Minimize the cost
- Reiterate



good design is  
good for business

# Questions?



visit our site: [www.uxalliance.com](http://www.uxalliance.com)