



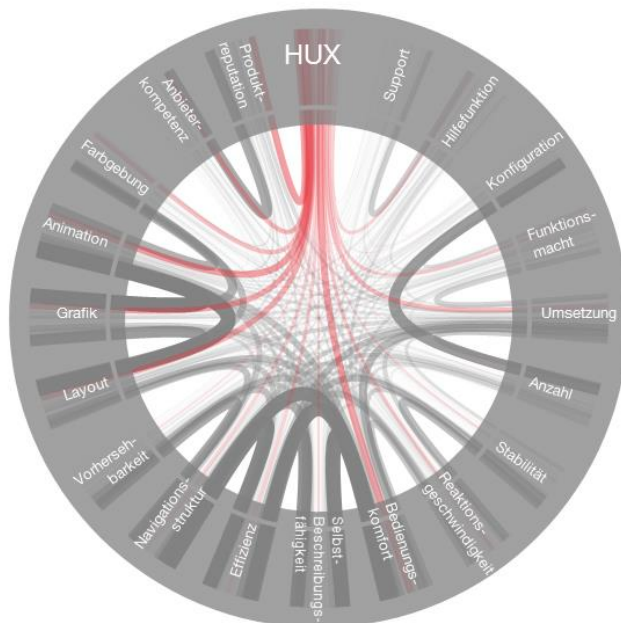
designaffairs publishes survey on User Experience for Software

The software industry holds on to outdated strategies and invests in too many and the wrong features. Users want attractive and easy-to-use software.

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Customer expectations of software are changing measurably. The strategic Design Consulting Agency designaffairs uncovers the relevant factors for success in its quantitative online survey "Holistic User Experience concerning Software" with some 500 respondents. Instead of a growing number of functions, today's users want simple, intelligent and above all, visually appealing software. The experts at designaffairs can prove here: Forget your features, improve your user experience!

Even the consultants were surprised that the design is just as relevant for productive software as for the word processing programs measured. "We didn't expect to see such a high level



HUX shows the correlation between individual factors as well as that of the overall perception of the software.

of relevance for the design," comments Claude Toussaint, Managing Director at designaffairs and co-owner of the agency. The new measurement method allows us to discern fine differences between desktop and tablet software: While design is a hygiene factor in the desktop area, it proves to be an absolutely critical factor for mobile applications. The most important hygiene factor across all user groups is the operational convenience, i.e. the smart functions. The most surprising

result of the survey is however, the high significance of the brand and product image for the overall assessment of office software. How can this be explained and what implications does this have for the software industry?



"Emotional experiences often dominate over rational arguments in purchase decisions," explains Toussaint. Correspondingly, secondary characteristics such as the seriousness and



attractiveness of the manufacturer play a decisive role in complex products. "What other explanation can there be for the fact that automobile buyers rely so strongly on aesthetics and gut feelings for the second most expensive purchase in their lives and often neglect qualitatively

measurable performance criteria?", continues the design expert. For good reason the focus has therefore long been placed on brand image and emotions with very targeted investments in secondary characteristics and enthusiasm factors in the automobile industry.

This awareness is still far from wide-spread in the software industry. A look behind the scenes shows: Features and performance are still awarded much higher priority than user experience and smart functions for the strategic product direction. "Our survey confirms once again that the key for lasting sustained differentiation and growth lies in the qualitative innovation of the software products above all," explains Toussaint. "The question therefore is not "whether", but "which" software companies will be the first to rethink."

About designaffairs

designaffairs is an owner-managed, strategic Design Consulting Agency with locations in Munich, Erlangen and Shanghai. The company operates internationally and is one of the most highly acclaimed creative agencies in the world. The agency develops successful design and brand strategies in close collaboration with its clients. Scientific analysis and research methods are combined here with the creativity and expertise of over 80 employees. designaffairs supports companies in all aspects of industrial, interface, usability and color & material design as well as for research, analysis, design and brand strategies – locally, nationally, worldwide and independent of industry.

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