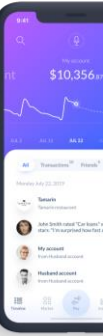


# worxwide



# How Can UX Design Generate Demand?



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# Introduction: Design to Demand

We all know that **UX (User Experience)** serves several purposes, but we neglect the fact that one of its major purposes is to create/generate demand.

A **UX** is of paramount importance in any application/website. It is usually the first thing that users are drawn towards, not the products and services. To make a user like your products or services, it is important to first make them like your application or website. UX plays a pivotal role in achieving this. No user wants to use an application/website that is aesthetically distasteful and complex to use.

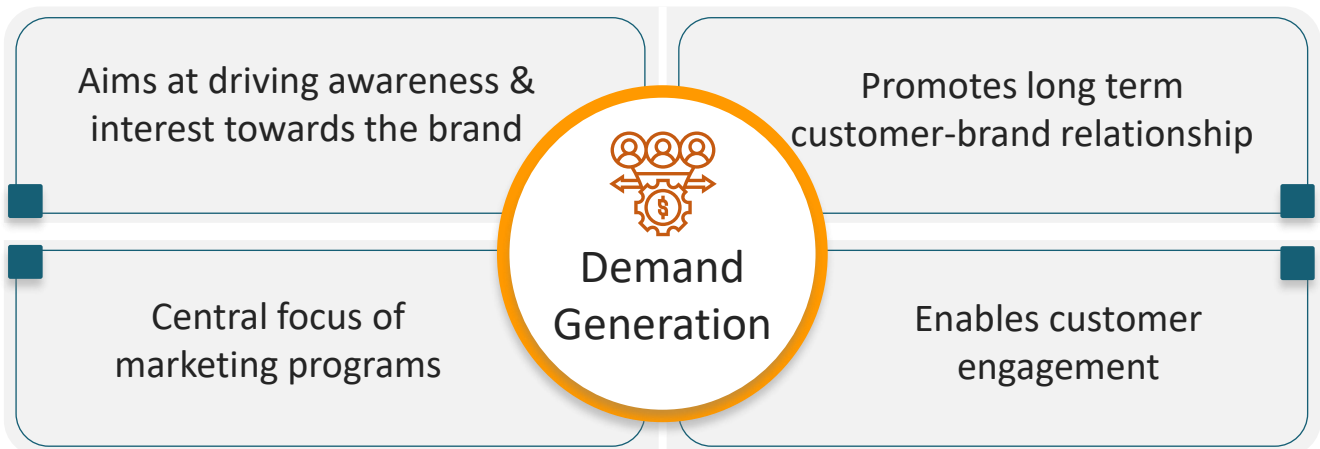
An effective UX design offers a real and provable value. Although it most certainly would take a considerable amount of time and money to get the best UX design possible for your product, it would surely be worth every penny when you build a loyal audience of brand advocates on the back of this UX design.



Having talked about why investing in UX is so worth it, it is important to look at other purposes that a good UX design fulfills.

## What is Demand Generation and How Does Design Impact It?

**Demand generation** is a holistic approach to customer engagement that focuses on building long-term relationships with customers. It aims at driving awareness and interest in a company's products and services and hence is the center of focus of targeted marketing programs. It involves multiple areas of marketing and is really the marriage of marketing programs coupled with a structured sales process.



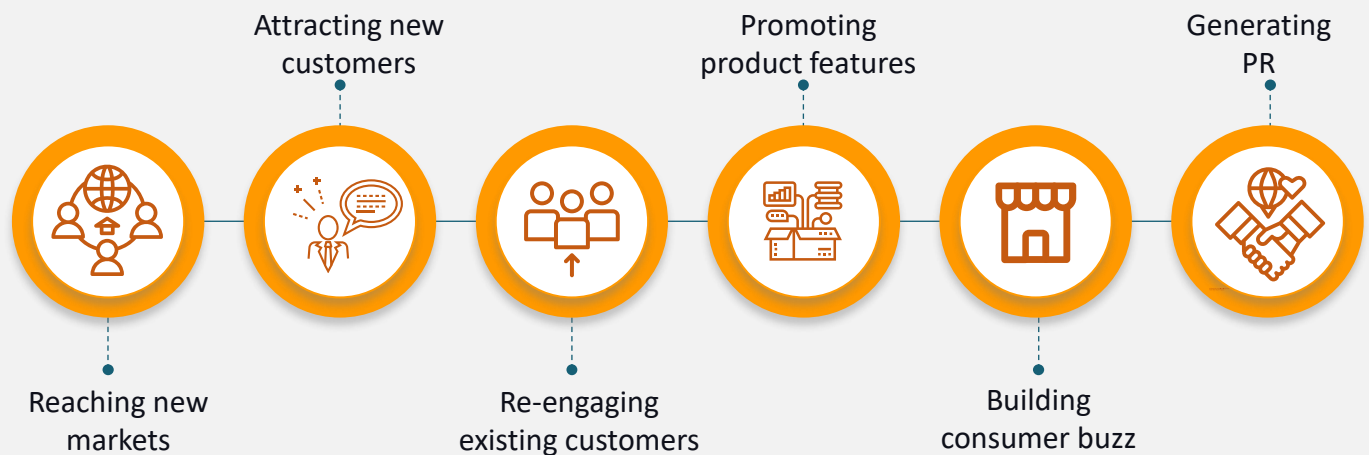
It is, however, more than just an early funnel marketing tactic or a branding concept. These demand generation programs are touch points throughout the conversion optimization and sales cycles. What makes demand generation different from all the other customer acquisition tactics is its commitment to long-term customer relationships and a strategic mindset. Such programs are aimed at building and nurturing key prospects and developing long-term customer relationships.

To do this effectively, marketers need to do things like responding to customer questions on Twitter, promoting blog posts through Facebook, hosting webinars, and running email marketing campaigns. Along with all this, **Design** plays a crucial role in demand generation, although it goes unnoticed at times and unfocused on others.

A good design is user-friendly and provides the users with the most satisfying experience possible. This ensures that the users keep coming back to your website/application, creates demand, and motivates the users to promote your products and services to their friends and family.

UX Design impacts demand generation in more ways than you may know. The more simple and elegant design you have, the more the users are bound to like it.

### Demand generation programs help an organization in



**A design that is aesthetically pleasing and easy to use is bound to generate more demand for your business than multiple other marketing tactics combined.**

Before taking a deep dive into *how effective design leads to demand generation*, let us first answer a question that frequently arises whenever we talk about UX design: “is design limited to aesthetics and usability?” Let’s see:

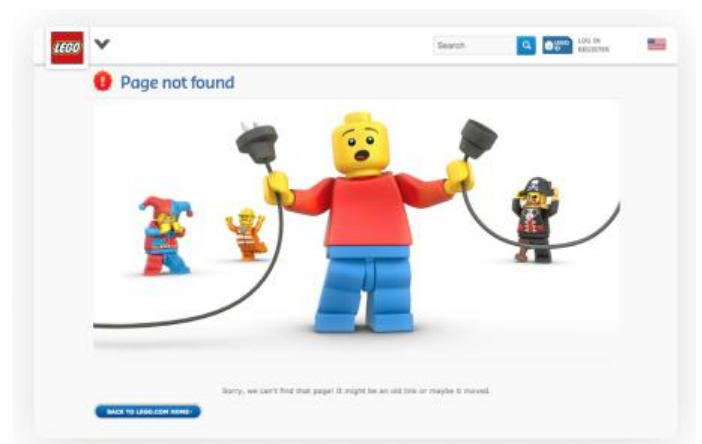
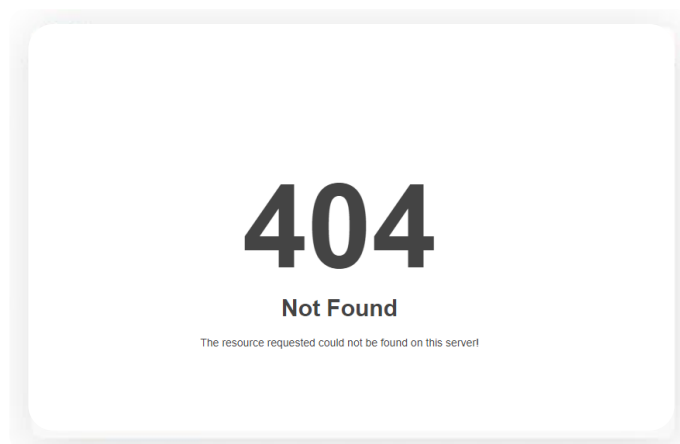
# Is Design Limited to Aesthetics and Usability ?

Web aesthetics and usability are essential in determining a website's success. Although, finding the right balance between the two subjects isn't always easy because of the contrasting nature of the two.

It's true that websites today are delivered by machines, but it's also true that they are meant to be used by humans. Hence, while creating a website or an application, people should be your priority at every phase of design and development.

## UX is More Than Just About Usability

Usability is about making a product for people to accomplish their goals. UX design is a lot more robust than just that. It brings delight and meaning to ordinary things. Good UX design matters because it makes every step enjoyable, even the negative ones. If there is no network connection, the website should not die. If a page doesn't exist, the 404 should not be a bummer. That's a UX design job. It goes further beyond the standard definition of user experience.



Most of the users today value usability more than good looks. There's no doubt that usability is necessary for a website to succeed. A website should allow its viewers to understand your product(s) or services as quickly as possible, and that too in the easiest way. Users no longer stick to websites that are difficult to navigate or slow to load/respond.

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**The usability of a website can in fact,  
make or break your online success.**

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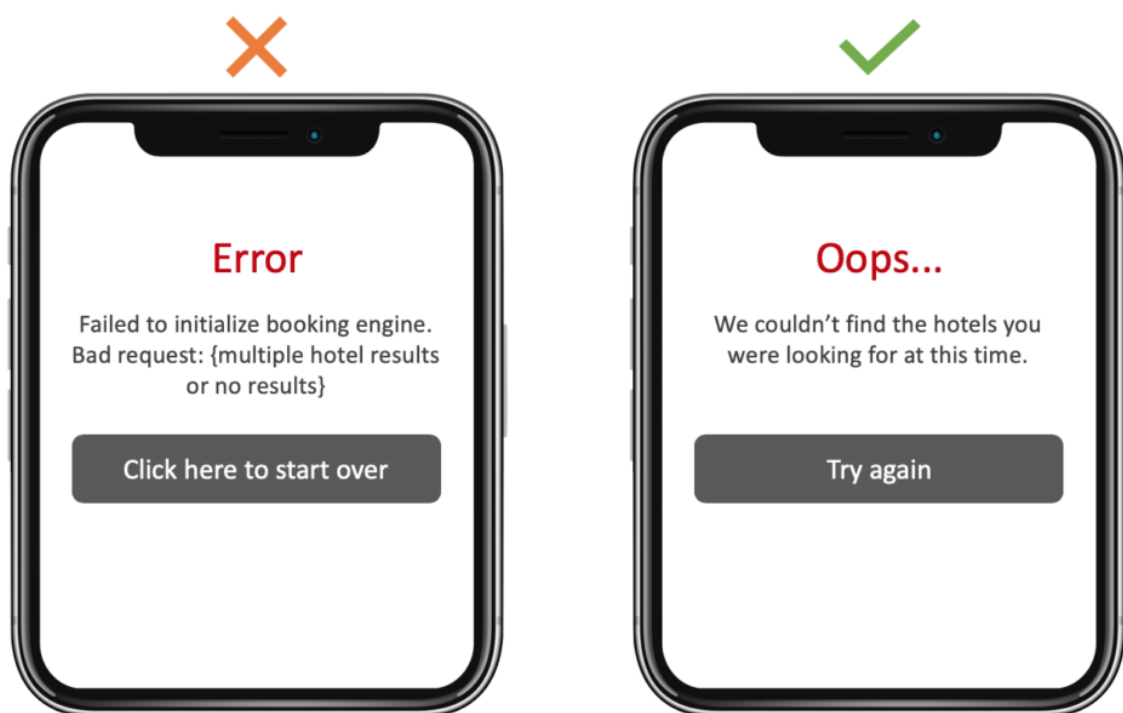
## Defining Aesthetics

Aesthetics is the set of principles guiding an artist's work, including color, contrast, graphics, and layout. A website's aesthetics can influence a brand's credibility and perception. Several studies over the years have shown a clear link between **solid design** and **site credibility**.

Furthermore, the implementation of design principles affects a website's overall experience and defines the web designer's quality. A pleasant and intelligent design allows the user to have a positive experience.

## What's the Aesthetic-Usability Effect?

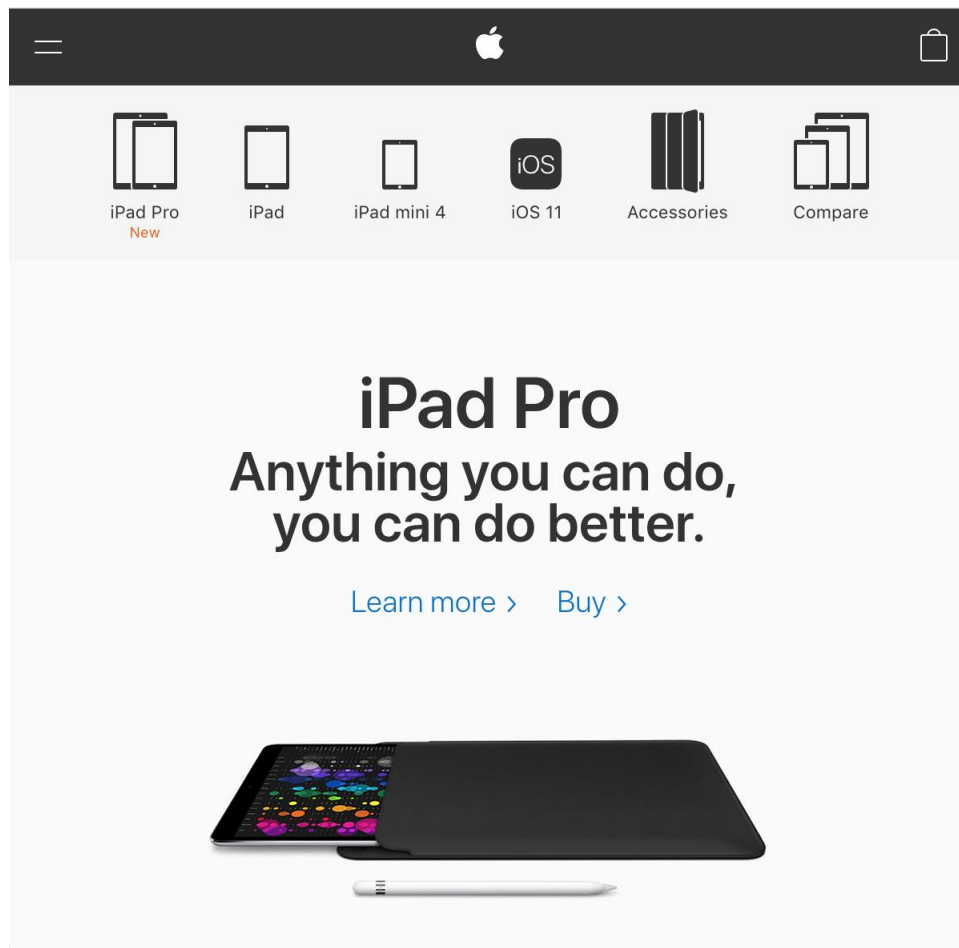
According to the **aesthetic-usability effect**, users perceive products with better design as more usable. Meaning to say, that products or services that are visually appealing tend to resonate better with the users. People tend to believe that a product/service that looks better will also work better.



## Better UX = Better Usability

It has been found that users are more tolerant towards minor usability issues as long as they find an interface visually appealing.

This aesthetic-usability effect can prove to be really handy during the usability testing as it helps in masking UI problems and can prevent issue discovery.



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**Apple's success is an excellent example of the competitive advantage of paying attention to aesthetics.**

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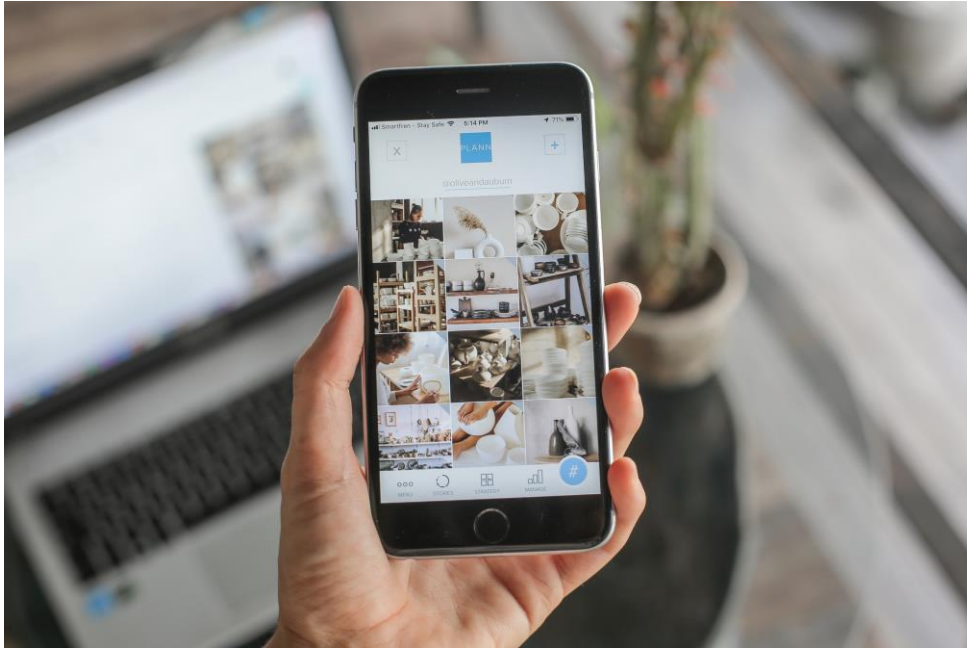
It was in 1995 that the **aesthetic-usability effect** was first studied in the field of human-computer interaction. Researchers Masaaki Kurosu and Kaori Kashimura from the **Hitachi Design Center** tested **26 variations of an ATM UI**, asking the **252 study participants** to rate each design based on its **ease of use** and **aesthetic appeal**. They found that:



The apparent usability is less correlated with the inherent usability compared to the apparent beauty. This suggests that the user may be strongly affected by the aesthetic aspect of the interface even when they try to evaluate the interface in its functional aspects. It suggested that the interface designers should strive not only to improve the inherent usability but also brush up the apparent usability or the aesthetic aspect of the interface.

While evaluating the usability of the system, users are still prone to be influenced by the aesthetics of an interface. On the other hand, this effect can only be used up to a point. The aesthetic-usability effect allows users to forgive minor usability issues. Aesthetics and functionality are meant to work together.





Aesthetics are a big part in terms of the emotional response to your design. Pleasing designs foster positive attitudes more than unattractive designs, making people notice design flaws less. People develop feelings toward designs that make them feel happy.

Think about how Apple does it. Customer loyalty is built on providing some of the most aesthetically pleasing electronic devices ever created, even though iOS isn't without its flaws. How often have you deleted an app because the UI was a terrible mix of colors and unappealing elements? You can't be compelled to continue using it, even if the app has great usability. Meanwhile, other apps are succeeding with minor technical issues, and users forgive it when it crashes, and you must restart the process just because it is pleasant to look at. Such positive feelings all factor in the long-term usability and overall UX.

## Functionality and Aesthetics Go Hand-in-Hand in UX Design

Functionality and aesthetics are two key features of a UX design, and one thing that you really **must not** do is treat the two separately. While aesthetics involve visual design and desired appeal, usability comprises features and functions.

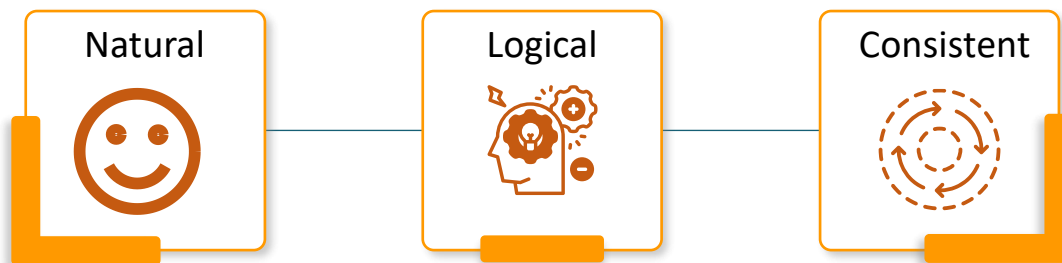
Functionality



Aesthetics

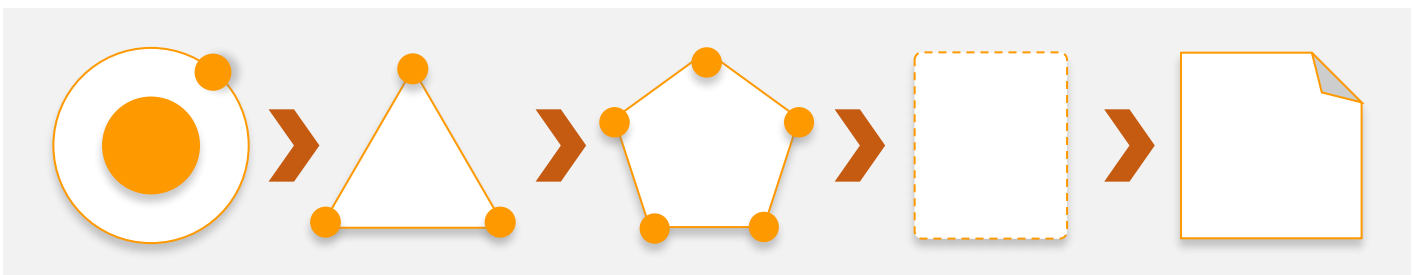
## Remember the Three Important Characteristics - Natural, Logical, and Consistent

Be natural, logical, and consistent throughout your UX design. It must be kept in mind that while your website's code is written in seemingly unnatural languages, your audience is human. Hence, before a website is displayed to the public, it must be tested and re-tested after every modification. Some of the factors to check for during the testing process are:



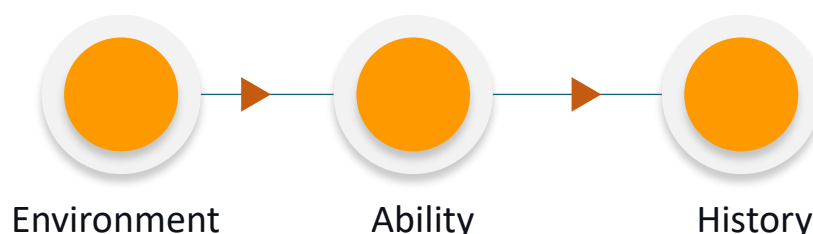
### Consistency - Make sure each element correlates with the other

Be consistent. Make sure that your website has a "natural feel" to its layout. It should be simple and should make sense. Try avoiding anything overly rigid or with sharp contrasting edges. Each button, link, element, or application should be where users would actually look for them. *Intuitive processes are key!*



### Creating Immediate Interest Is Essential

There are billions of websites available on the internet. If a user visits your website and has questions about its purpose, it's practically guaranteed they will leave.



## Things that are likely to help first-time viewers convert into customers

Highly visible, high-resolution images related to your website's core offerings.

Having a clear call to action (CTA) on display, such as prompting users to register for a newsletter.

A usable, well-organized layout that makes navigation intuitive and smooth.

Clear, appropriately sized, legible text.

Offering a simple but clear. 'soft-lead-capture' offer.

The most central reason for launching a website is to engage users into taking some sort of action. Web and UX design don't only include factors such as color, shading, or animations. Usability, mobile responsiveness, and purpose are equally as important.

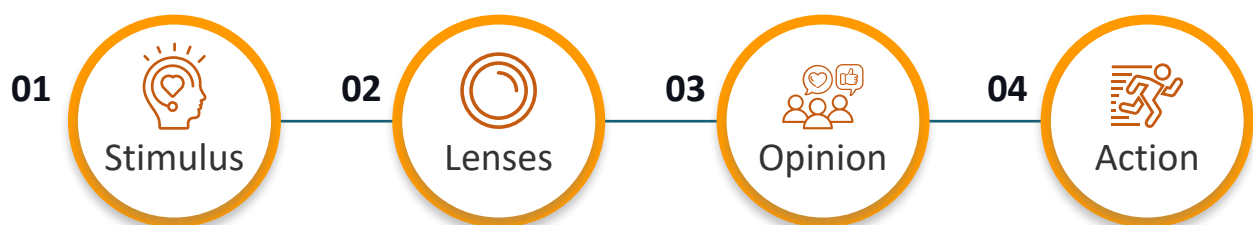
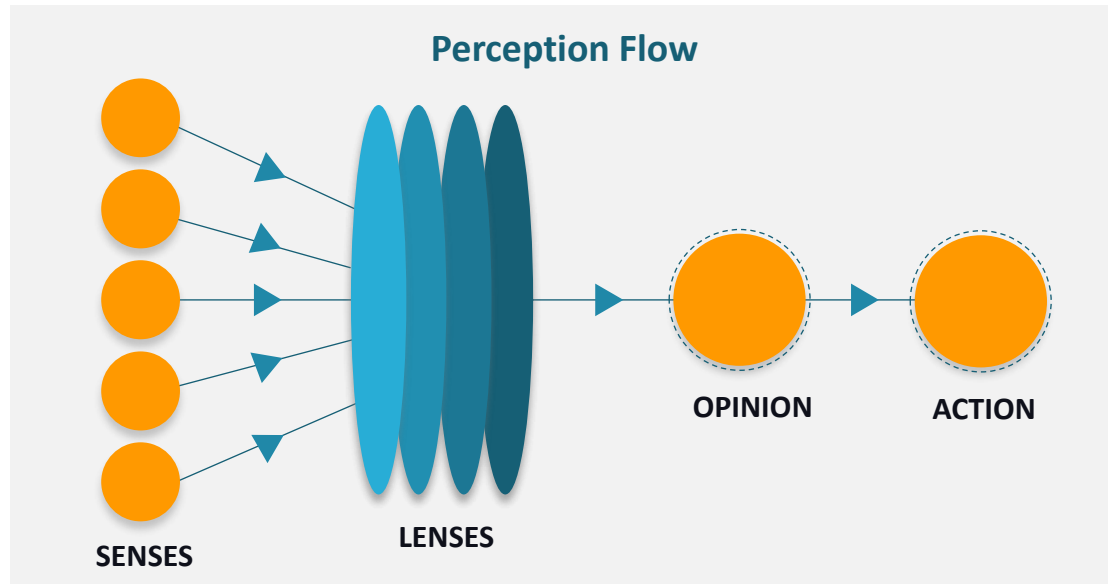


If your website looks aesthetically pleasing and users are leaving about as quickly as they arrive, you'll probably need to give its functionality a second review. This is where our next question arises: "*How do people perceive design?*" Well, let's find out.

# How Do People Perceive **Design** ?

Perception is an essential thing when it comes to design. UI/UX designers constantly attempt to shape perception to create loyalty or drive sales.

But why do people like what they like? And more importantly, what is it about a particular UX design that appeals to them and ultimately motivates them to revisit or buy something? Let us try to find answers to all these questions.



## Signals and Senses

It all starts with a signal. As humans, we have five typical senses that collect signals or stimuli: Sight, Sound, Smell, Taste, and Touch.

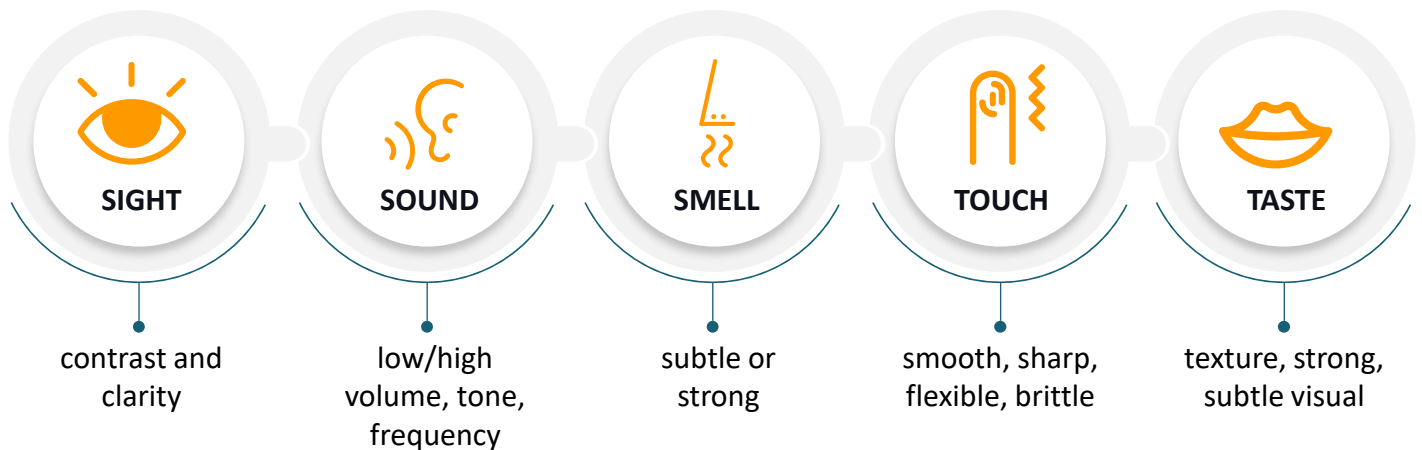
There are three key factors that affect the level of strength of these signals:





## Environmental

Environmental factors affect as to how the sense is presented in the given environment. The major focus while making a UX design is kept on sight, while sound and touch may also be considered to further enhance the design or improve accessibility



## Ability

A user's ability to receive key senses is relative to their physical health, which in turn affects their capability to collect signals. For example, the loss of a sense or a physical defect will affect the sensitivity level.

## Historical and Learnt Perception

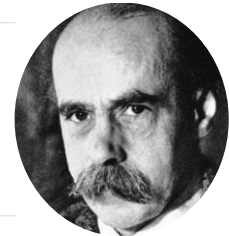
Historical perception is another factor that affects the level of strength of interpreting signals. Users may possess a hypersensitivity in one area due to historical lessons and formed memories. For example, A user that has lost sight may have developed more reliant sensitivity through another sense.

Along with the perception flow discussed above, every time a user's first impression of a design is positive, or when they instinctively see the design as good, it's likely because one or more '**Gestalt Principles of Perception**' are at play.

## What is Gestalt?

When we see a web page or a painting or any other complex combination of elements for that matter, we see the whole before the individual parts that make up that element as a whole.

**The idea of recognizing the whole before the individual is Gestalt.**



'Gestalt' is a word of German origin, which means "shape" or "form." It refers to how humans perceive a visual input.

Max Wertheimer, an Austro-Hungarian psychologist, founded Gestalt psychology in the early twentieth century. He observed that we perceive motion even when there is nothing more than a rapid sequence of sensory events, such as the flashing of a series of lights in sequence. For instance, Christmas lights - each light turns on/off in a sequence along the string. When this happens, we see the movement of light from one end of the string to the other when nothing has actually moved.

This clearly proved Wertheimer's explanation that we see something that's not really there and that we see the effect of the whole event that is not necessarily contained in the sum of the parts.



One of the easiest ways to understand Gestalt is to look at the various principles:

# Gestalt Principles



1

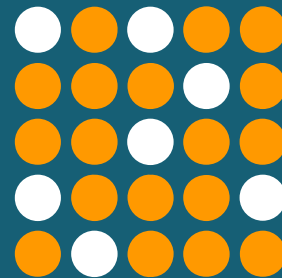
## Figure/Ground

Elements are perceived as either figure (element of focus) or ground (background on which the figure sits).

## Similarity

Things that are similar are perceived to be more related than things that are dissimilar.

2



3

## Continuation (continuity)

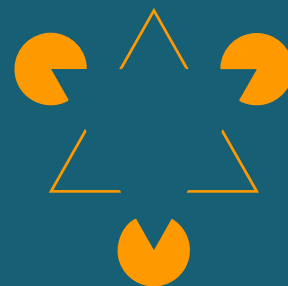
Elements arranged on a line or curve are perceived to be more related than elements not on the line or curve.



## Closure

Elements arranged on a line or curve are perceived to be more related than elements not on the line or curve.

4



5

## Common Fate (Synchrony)

Elements moving in the same direction are perceived as being more related than elements that are stationary or that move in different directions. Elements that change at the same time group together.



## The Key Idea Behind Gestalt Theory

**The whole is other than the sum of the parts.** — Kurt Koffka



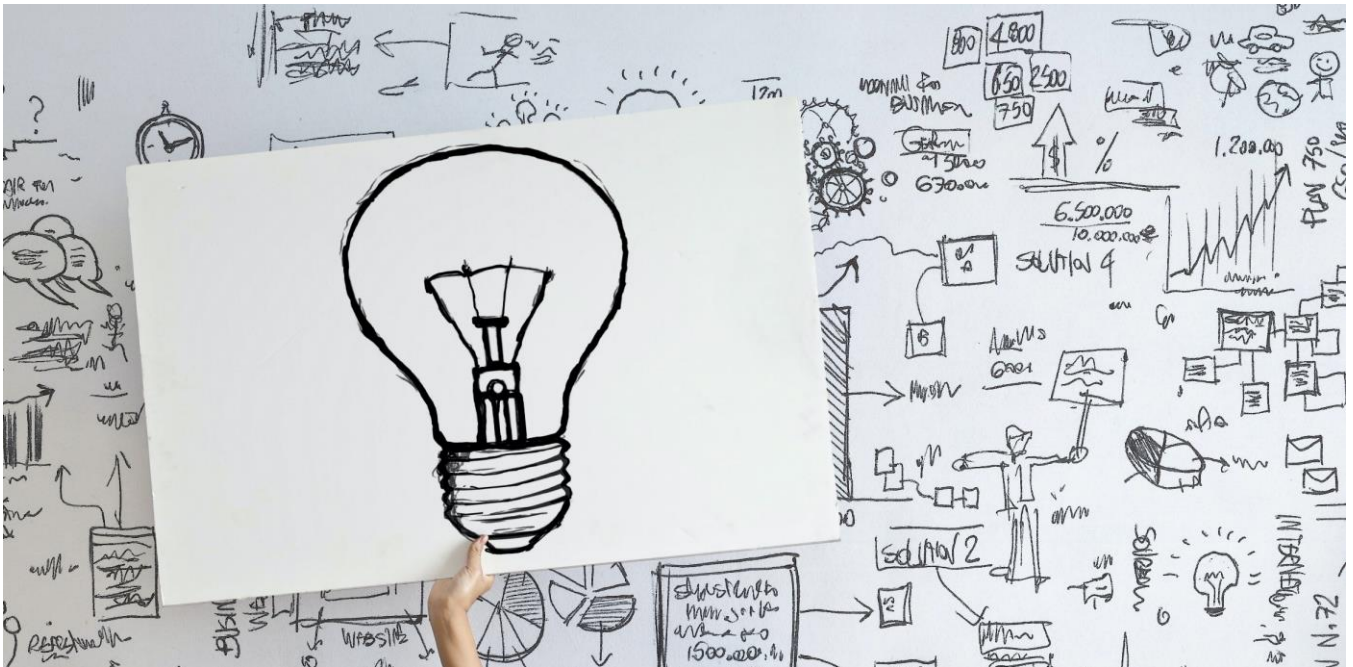
This quote is Gestalt in a nutshell. When we see a group of objects/elements, we perceive them in their entirety before seeing the individual objects/elements. We look at the whole as something more than just the sum of its parts, and even when these parts are separate entities, we try to group them as some whole.

There are several [key ideas behind gestalt](#) and [gestalt therapy](#) that one can take a deep dive into to get a better understanding as to how people perceive design.



# How Can **Design** Be Measured as Effective?

A web design's quality can only be measured quantitatively in the results it brings to a site. As they say, results speak for themselves.



**“Data identifies the problem and Design solves it.”**

Design Thinking is a process that's never-ending. Every tiny component in a product design has room for improvement. We can keep running tests after tests to keep optimizing it, but the work would never be finished. Even the largest companies have limited resources at the end of the day to spend on each project. Hence, it's critical to be wary about where to put the resources and how much, when to shift gear from one effort to another, and most importantly, how to determine the success of a product/feature.

The key to finding the answers to all these questions is to set up metrics, i.e., quantifiable goals for all your projects. This can be measured via both - the qualitative result from user research and the quantitative data in logs. For instance, you want a **30% increase in your MAU** (Monthly Active Users) after the feature launch of your product. You can then set up an analytical dashboard to compare the MAU pre-launch and post-launch.

OR, say you want **75% of your users to feel content with the refined flow**, then, in that case, you can send out surveys to the users to see if their reactions meet with the outcome expected.

Though, it must be kept in mind that there are no absolute right metrics for a product/feature. 'What is right' depends on the product vision and the business goal. For instance, in the context of an enterprise, engagement might not be a relevant metric because most users don't have a choice about the product they use or have to use. In such a case, user satisfaction and task completion would be more valuable instead because they speak directly to the effectiveness of users' day-to-day work.

To get started, it would be helpful to look at the existing frameworks, which would help in terms of broadening the thinking and would also allow better understanding. Let us look at five frameworks about metric settings, starting with the popular business-oriented metrics, and moving on to the experience-oriented ones.

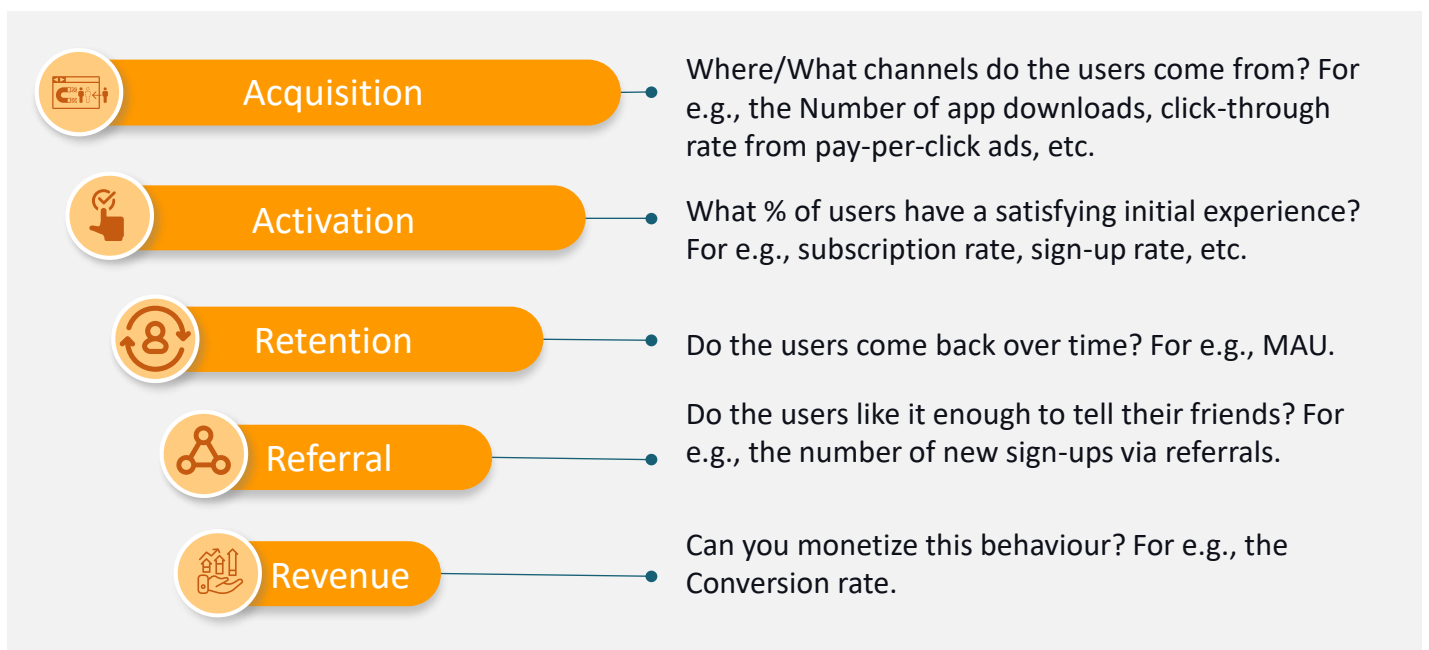


## Business-oriented Metrics

### AARRR Framework

**AARRR framework**, also known as *Start-up Pirate Metrics*, was proposed by Dave McClure in 2007. This framework focuses on company growth, and hence it became widely popular in the start-up world.

The framework monitors how you lose customers along the whole customer lifecycle. You don't just track the number of site visitors but also things that are deeper down the conversion funnel:



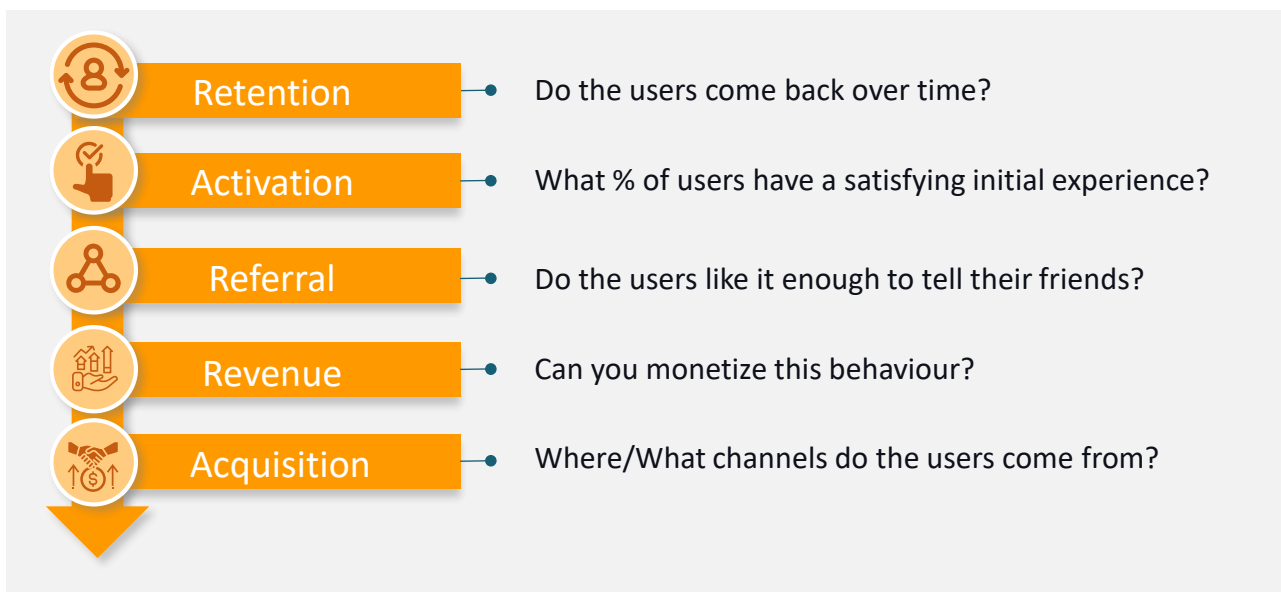
Once you have set up metrics for each step, you can start tweaking the design to meet the goals. With these metrics, you can easily identify the underlying problems and rectify them to get ideal results. For instance, if you see a significant drop in any step, say 70% of users sign up, but only 15% come back within the next month, then you can deduce the fact that the issue is user retention. There can be several reasons for that - perhaps your home page doesn't attract the right users, or your onboarding experience isn't sufficient, and so on.

To solve this issue, the best way is to ask your users about the challenges they are facing, find the right solution(s), and test them a lot until the issue is resolved.



## RARRA Framework

**RARRA framework** was proposed in 2017 by Gabor Papp and is quite similar to the AARRR framework, except that it prioritizes *retention* over *acquisition*.

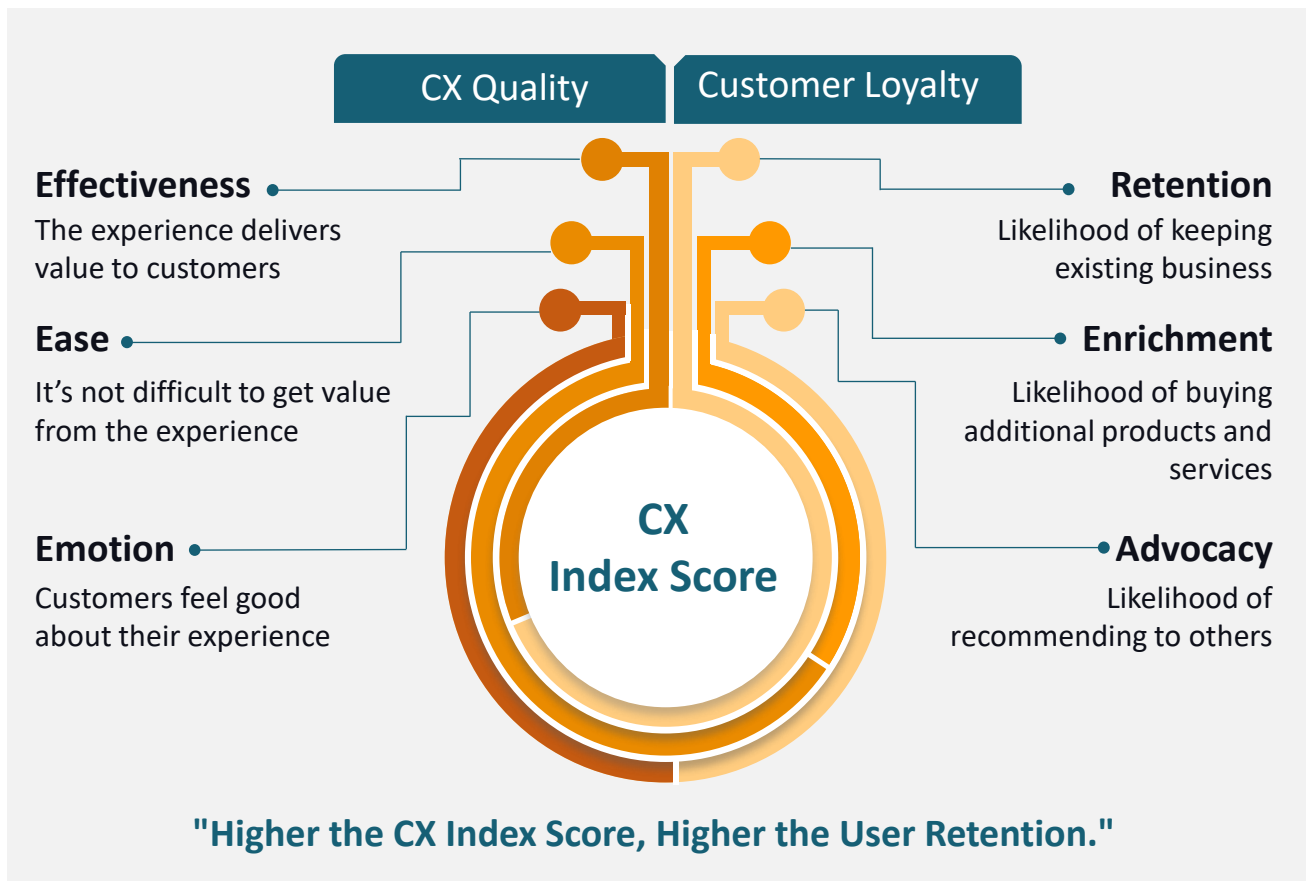


The rationale behind this framework is that the market for web apps and mobile apps has become so saturated and competitive these days. Consequently, users will likely never return if an app is not good enough to make a good first impression. To put it in simpler words, before spending tons of money on online marketing, the product team should focus on providing users great value to fuel organic growth.

## Customer Experience Index (CX Index)

**Customer Experience Index**, also known as *CX Index*, looks into all the touchpoints of a brand, both digital as well as physical, to measure customer loyalty and how it affects the revenue of a company, unlike User Experience (UX), which focuses only on the interaction between a user and a particular product.

This CX Index was proposed by **Forrester** in 2016, and since then, it has become one of the leading benchmarks in CX in the world of business consulting. This index includes 6 key aspects (as depicted in the image below) and 2 key indicators: CX Quality and Customer Loyalty.

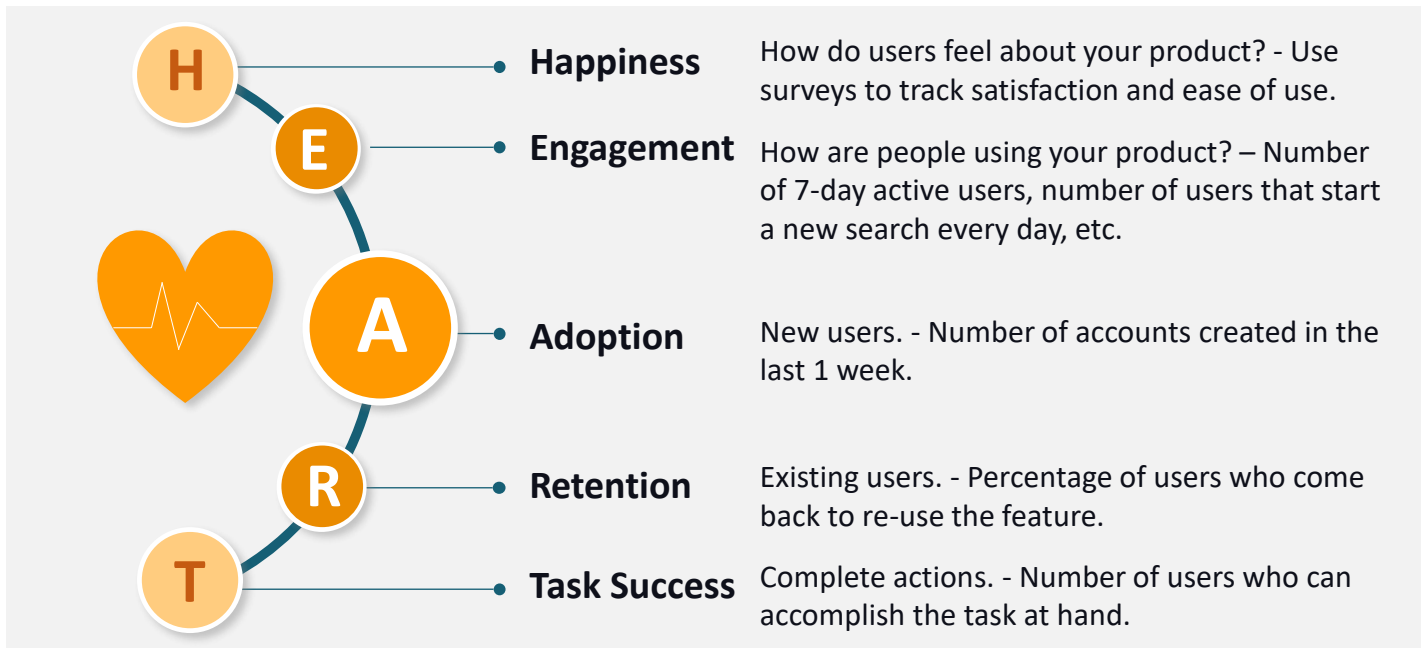


## Experience-oriented Metrics

Business-oriented metrics are essential, but they don't necessarily work well in measuring UX because it's too complicated. For instance, a rise in the conversation rate could be caused by a design change or a promotion. It can also be simply because of the genuine popularity of the feature in question. To measure the design more accurately, there's a need for more granular metrics that directly relate to the quality of the experience.

### Google's HEART Framework

Google's HEART Framework was proposed by the Google research team back in 2010. This framework aims at measuring the UX on a much wider scale.



These metrics can be applied right from the product level to down at the feature level. For instance, to measure retention, you can look at the number of MAU for the product or see if the users do the same task again within a month (like creating an event in calendar).

## Ethical OS Toolkit

Introduced in 2018 by Omidyar Network in collaboration with IFTF (Institute for the Future), the **Ethical OS toolkit** helps developers and designers anticipate the future impact of technologies they're working on today, covering the following 8 aspects:



# How to Create an Effective **Design**

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## To create a design that is effective, you must design as per the stages of visitor engagement.

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At any given time, website visitors are in either one of the following stages:

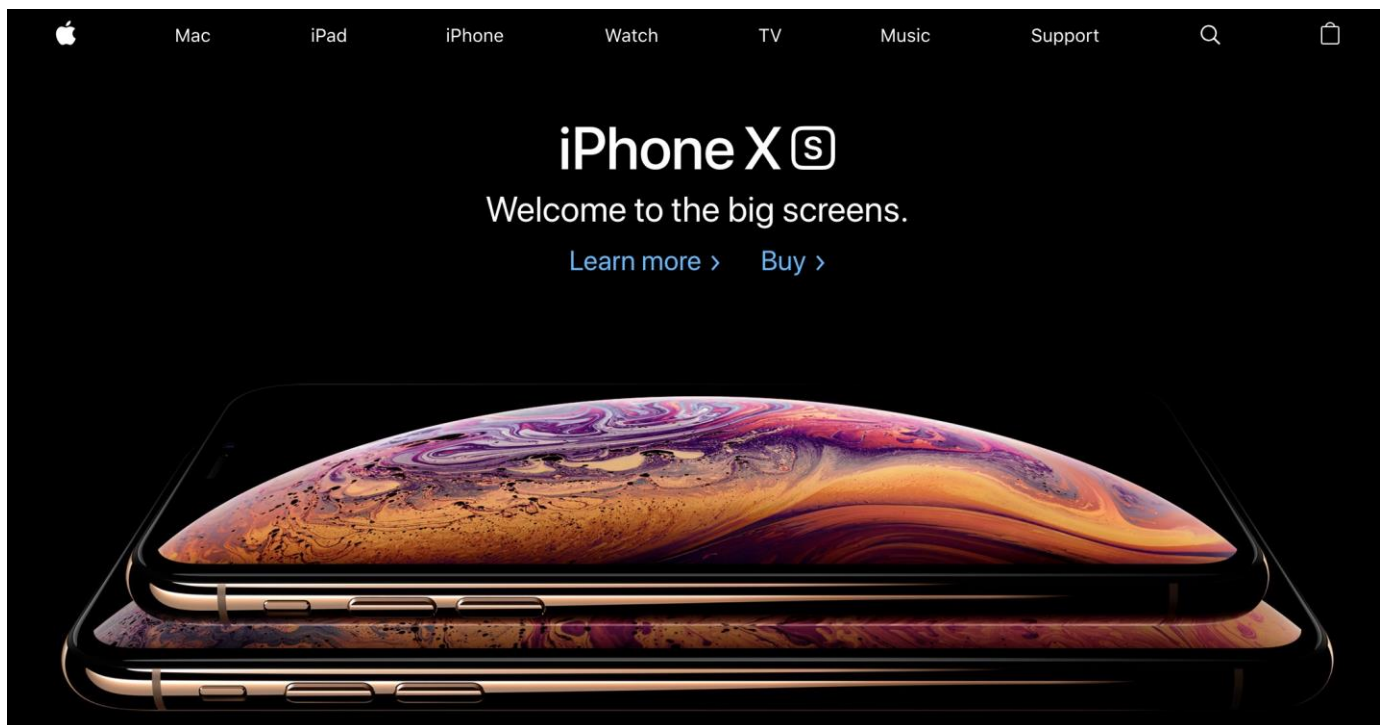


At each stage, a visitor has a different set of expectations, and it's the design that leads the way to make sure that those expectations are met. Let us look at the way design-need changes for each of these stages.

## Designing for Grabbing Visitors' Attention

While designing to grab visitors' attention, you must ask yourself, "is the design intriguing enough to grab the user's attention within a few seconds?" "Does the design help the user quickly find what they are looking for?"

While a different approach is needed for landing pages and inner pages, one common factor is that if you are unable to grab a user's attention in the first few seconds, they are off to the next site and are most probably not coming back. Creative headings have proven to have a strong impact in terms of grabbing user attention.



Another thing to keep an eye on while designing to grab user attention is the Exit rate and the bounce rate. With the help of the web analytics tool, you can easily find out how many times you failed to grab a user's attention.

Exit rates are a good way to know how many people left the website through a particular webpage, while bounce rates will tell you how many viewers left the website without even visiting the second page.

The higher the bounce rate, the lesser your design and content helped the users spot the information they were looking for.

## Designing for Raising Visitor Interest

While designing to raise visitor interest, the questions you need to ask yourself are: do the visitors feel they are in the right place? Can you convince them that the information they will find on your website is relevant to them?

If you can get the visitor interested in your site, you have already won half the battle - the visitor will be intrigued and will spend more time reading and engaging with the content on your website.



In this case, the design should make it really easy for the viewer to read, scan and engage with the content on your website. You must take into account "how long it takes to read an article v/s how much time do most visitors spend reading it." For instance, an average college student reads 250-350 words/minute. So, if your article is 1000 words long, it could take 3 to 4 minutes to read it. Now, if the average time a user spends on that article is, say, 5 seconds (roughly, 4-8% of the time actually required to read the whole article), it means that most of your content isn't being read and isn't engaging enough to keep the visitor's interested.

Another key thing to measure here is the number of user interactions with a design and the time spent by users on web pages.

One way to do so is to take a deep dive into the features of Google Analytics, which would allow you to track events of every action that can be interpreted as the users become more and more interested in a web page - clicks, scrolls, comments, video plays, and so on.

You could also try **ClickTale** - a tool that records entire sessions of website visits and allows you to play them back. It can offer great insights into how visitors interact with a web page.

The screenshot displays the ClickTale interface for two different user segments: 'Product Page - Purchasers' and 'Product Page - Non Purchasers'. Both views show a heatmap of the ElectroMaven website. The 'Purchasers' view has 120,334 pageviews, while the 'Non Purchasers' view has 420,289 pageviews. A data table is overlaid on the heatmap, showing the following metrics:

Clicks	0.8%
Timing Click	20.1 sec
Clicking Visitors	2.0%
Hovers	0.3%
Hover Order	6.0
Hover Time	0.5 sec
Hover Conversion	100.0%

## Designing for Increasing Desire and Taking Action

While designing to increase desire and taking action, the first step is to ask yourself, "Do the visitors click on the CTAs?" Does your design explicitly engage with the users' imagination and make them feel they will get value from what you're offering?"

There are millions of websites and as many options available to a user. It's your job to make a user realize that what you offer is unique, different, and more relevant. If a design does its job well, then it definitely shortens the path to a user clicking on your CTAs. Whenever a user decides to sign up or buy a product or service, there must be a CTA within quick reach.



To increase a user's desire and action towards your business, you must constantly measure the number of CTA clicks. To do so, you can use 'Click-tracking' solutions like **CrazyEgg**, which provides you with answers about how people interact with your CTA buttons.

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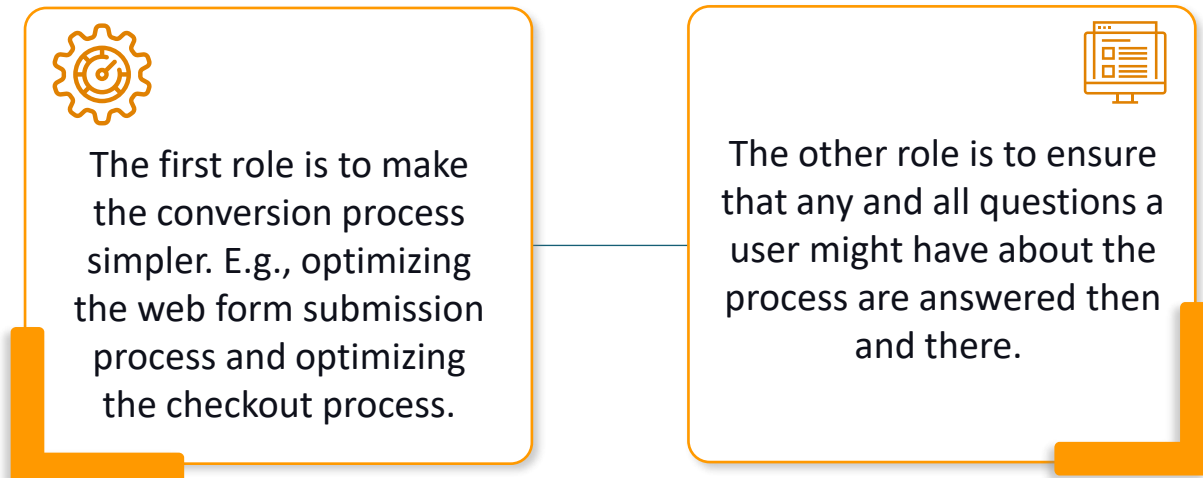
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## Designing for Visitor Satisfaction

While designing to enhance visitor satisfaction, you must ask yourself: "After the users have clicked on your website, does the next page satisfy your visitors by providing precisely what they want/need?"

The design of what comes after the click is extremely crucial for getting what site owners want: a conversion.

If a user has come thus far, then you have already managed to get the visitor's interest, attention, and desire, and from here on, design should only have two prominent roles:



It would indeed be a pity to lose visitors at this stage because of a design flaw. Here, it is vital to measure the funnels or paths taken by the users. Funnels give a clear image of conversion success rates.

For tracking funnels and paths to conversion, you can go with **MixPalne**, **Kissmetrics**, or even **Performable**. You can also stick to Google Analytics goal and funnel-tracking to track these funnels.

Ultimately, what matters is the impact of every website element towards achieving its goals. A Data-driven, informed design, in all of its forms, has a decisive say and a huge responsibility when it comes to the performance of a website.

**kissmetrics**

Kissmetrics ✓

3 EMPLOYEE PARTICIPANTS | 49 TOTAL RATINGS

**Culture Score**  
4.2/5  
Kissmetrics' Overall Culture is rated **B+**

**Top Rated Culture Dimensions**

- Happiness: A
- Compensation: A-
- Leadership: A-
- Retention: A-

**CEO Score**  
Brian Kelly  
Rate Your CEO

COMPARABLY

**mixpanel**

Product metrics - riders

Rider activation (4-step Funnel - Last 30 Days)

Step	Completion Rate
First App Open	100%
Sign Up	80.2%
Log In	52.1%
Add Payment Type	2.7%

Rides completed: 6,083 (Completed - Unique) [+13.5% Compared to prev. period]

Rides by mobile OS: iOS (29.6K), Android

Rides by country:

Country	Count	%
United States	10K	16.2%
France	22.7K	37.2%
China	20.1K	33.1%
Japan	19.2K	31.1%
Germany	16.4K	26.9%
United Kingdom	15.7K	25.7%

Retained riders: Jul 20th 2020 - Sept 2nd 2020

Time	Retention Rate
1 day	44.2%
7 days	28.8%
14 days	25.1%
28 days	16.3%

**Performable**

Dashboard | Reports | Manage | Console

Tuesday, March 08 based on UTC. In my timezone?

New Visitors: 127  
Returning Visitors: 331  
Total Revenue: \$256,040.42

Lifecycle Analytics Report

Completed Purchase

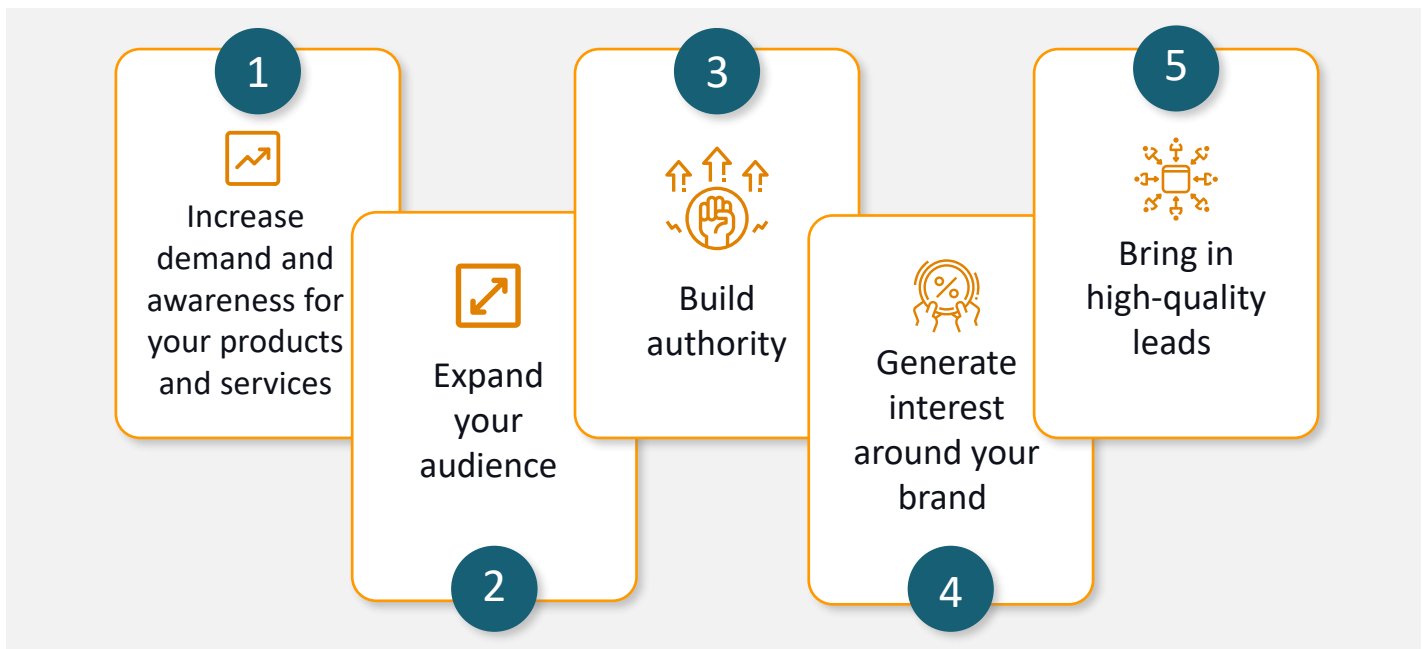
42 yesterday  
213 the past month

Who completed the event?  
32% first time  
14% new visitor

Compared to previous week  
+32 ↑ 11%  
-\$230.47 ↓ 5%

# How Does Effective **Design** Lead to **Demand** Generation?

As discussed in the initial chapters, **Demand Generation** comprises of the entire range of sales initiatives and B2B marketing that generates intrigue and interest in a company's offerings. Although, it is not limited to mere discovering of the already existing prospects. It involves stimulating interest in people who aren't aware about you and your brand. The most effective demand generation strategies are those that concentrate on the actual pain points of its and accordingly provide them with the required solutions.



Now that we have understood what demand generation means, let us try to understand how design plays a key role in the demand generation process.

### Three Steps of Growth Where Design Plays a Key Role:

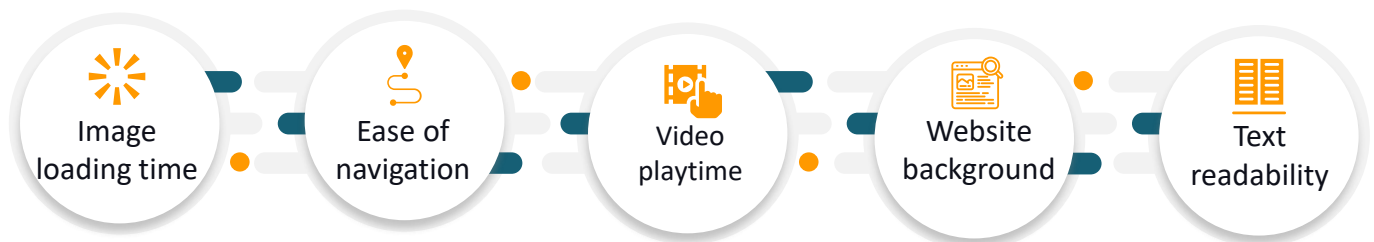


# Design to Demand - Wonders a Great UX Design Can Do to a Business

## Enhanced ROI



By investing in a more robust UX design, your business can achieve a much better ROI. One key element is catering to mobile users' proliferation, specifically in the e-commerce sector. While working on the UX design, think about the user journey - how your product engages with the users right from the moment they click through. Consider factors such as:

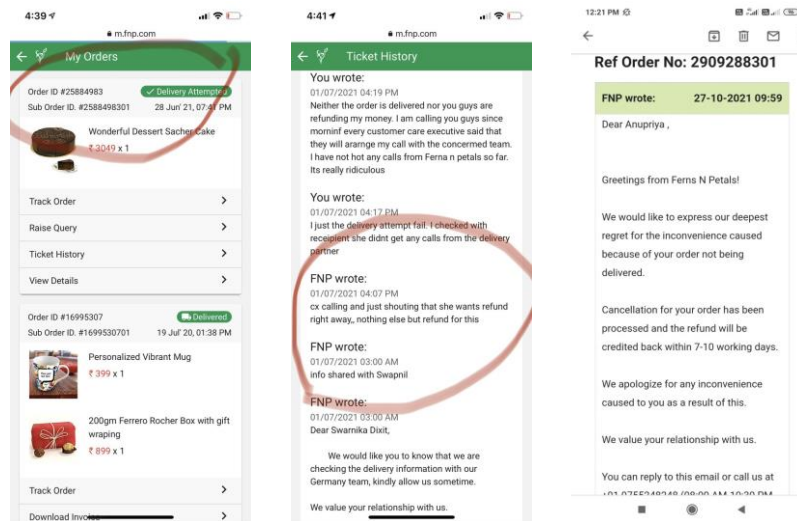


There are several factors to consider while making a good UX design. In order to maximize the value of your UX design, there are several factors involved, but you must consider at least all the above-mentioned factors.

## Better Lead Conversion

A good UX paves the way for more leads and enhanced conversions. If the design of your website is too clumsy or too cluttered, the user might feel suffocated and confused, and it would just drive them away. Whereas, if the design is refreshing and lively, loads quickly, plays smoothly, and doesn't disrupt the product's performance, then it has a much better chance of generating more leads and converting most of them.

One thing you must remember is that a bad design causes more problems than it solves, so you must put in a lot of time and effort to ensure the UX design of your website/application is top-notch and extremely smooth.



## Encourages Word of Mouth

One of the best marketing you can get is via word of mouth. It is free, it is efficient, and it provides proven results. By providing a positive experience to your users, you can motivate them to further influence others to connect with your business. Investing in quality UX design can leave users satisfied enough to spread the word and become an advocate for your business or product. Their endorsement may help drive new traffic to your site, build credibility, and increase conversions.

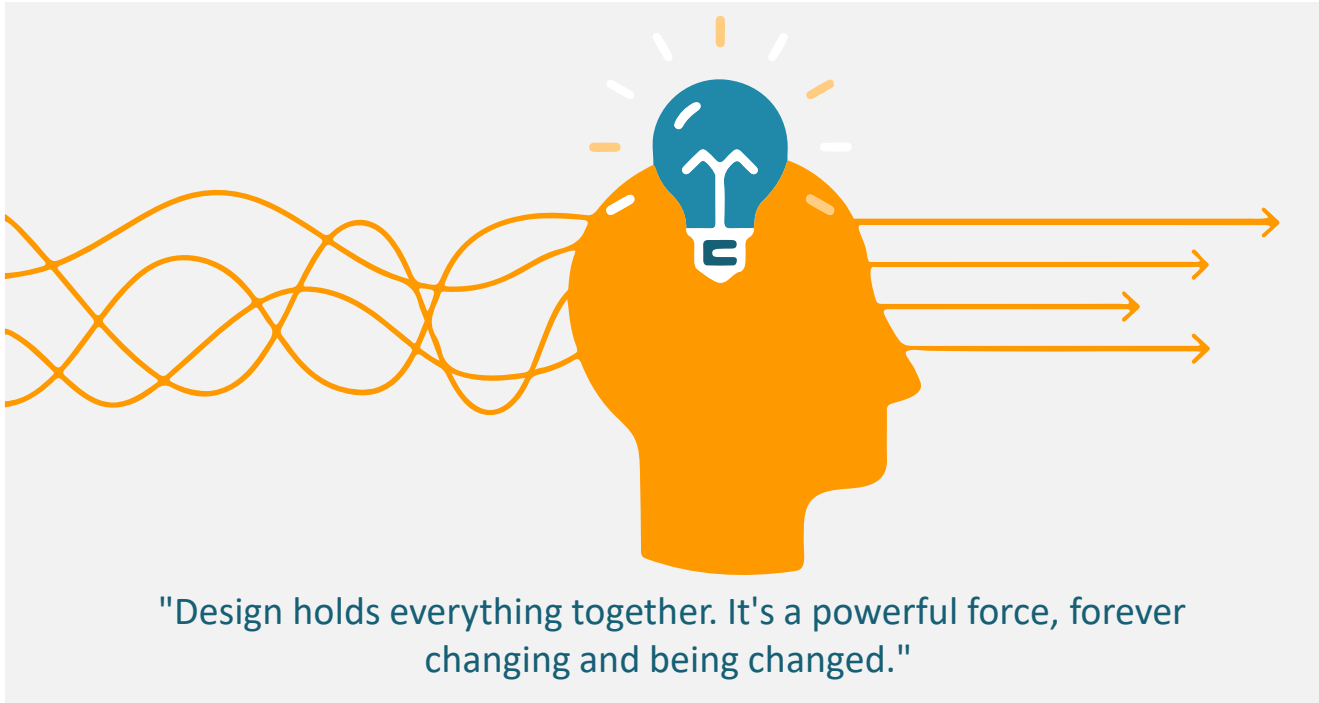


# Final Comments: Why Do We Need Design?



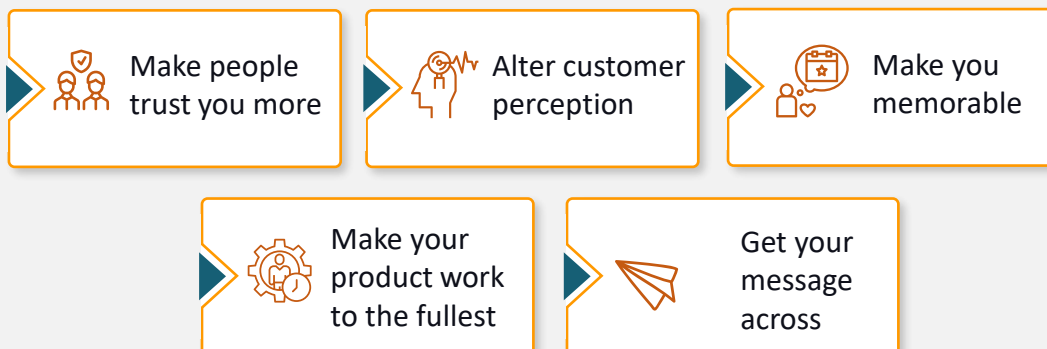
## Why do we need design?

Design is basically all about planning the most optimal way to reach a certain goal. Everything that surrounds us is the outcome of design. We design one thing or the other each day, be it your morning meal or a complex work report for your job.



UX design has business goals at its heart. The value of a good design for any business is measured in terms of the heightened chances of success. It is all the more important because, without an adequate UX design and design survey, everything you do as a business venture is nothing but a shot in the dark. A professional, visually appealing and highly usable web and app design gives a company's customers a better experience, and that's what matters.

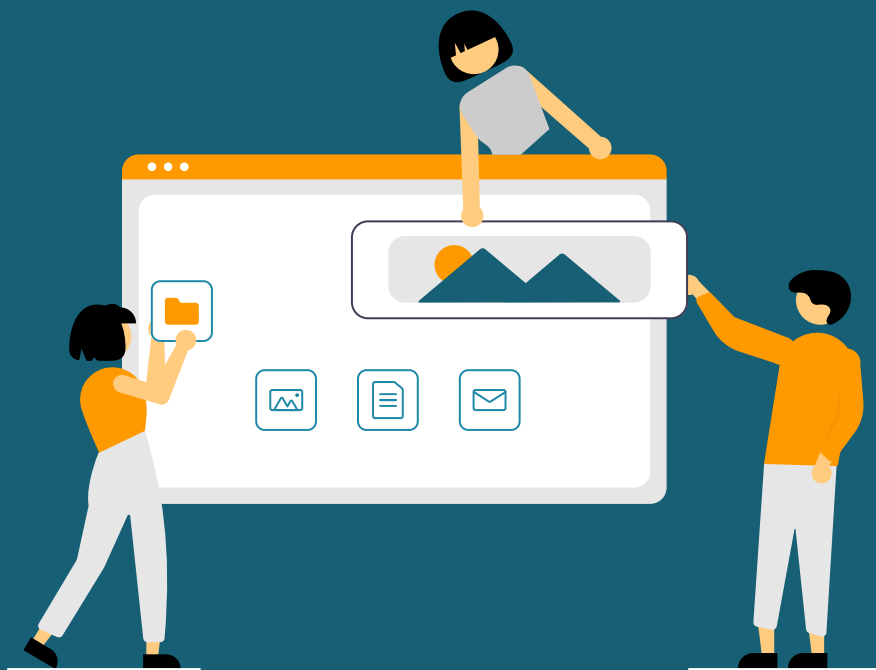
### A good design can:



**"A great one can do even more"**

# How Can Worxwide Help You?

Creating unforgettable and memorable experiences on the web typically comes down to attention and engagement. At **Worxwide Consulting**, our team of expert marketing professionals can provide your business with an aesthetically pleasing and usable website. Let us help your business unlock its true potential.



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