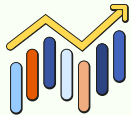
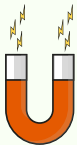


The benefits of User-Centred Design (UCD) in a digital environment



It **improves performance** by reducing the number of user errors and makes it easier to use and learn (usability).



It **increases traffic** and widens use by improving the numbers of returning customers, new users and organic visits.



It **improves credibility** by producing greater user satisfaction and confidence, and therefore, positive reviews.



It **reduces development**, maintenance, redesign and support times and costs.



It **increases profits** by boosting transactions and product sales.



Source: usability.gov.