



Every Experience Matters

The 2022 State of User Experience Report



■ INTRODUCTION

Experience is everything

Today, every brand is digital.

This means that the way users interact with brands is more complex than ever — there are more channels, touchpoints and opportunities to connect than most companies can keep up with.

While these new, more nuanced ways of interacting with users are exciting, they're also a challenge for the developers tasked with maintaining the complex underlying code. And when that code gets too complicated, bugs emerge, leading users to encounter errors, hard to navigate experiences and other headaches that can send their business or engagement elsewhere. At the same time, these overwhelmed developers are facing pressure to deliver more features faster — often forcing them to choose between speed and quality. At that point, user experience suffers, leading to unhappy users and unsuccessful brands.

IN THIS REPORT

We'll explore how user experience impacts brand loyalty, accessibility and revenue.

MORE SPECIFICALLY, WE'LL DIG INTO THE FOLLOWING FINDINGS:

- User experience impacts our daily lives and routines
- Even more so for those using assistive technology
- Brands are damaged with poor user experience
- User reporting needs to improve

Consumers are suffering due to poor user experience — but they don't have to.

Brands can help rehab their reputations, bring back customers and fix broken experiences that result from error-laden websites if they learn to balance the speed and quality of their application development. With this data and the collective expertise of the Sauce Labs team, we've compiled what we think is a winning formula for better code and more seamless user experiences.

METHODOLOGY

To gauge the modern browsing and online engagement experience, we anonymously surveyed a representative sample of 1,500 consumers in the U.S., UK and Germany.



SECTION 01

Everyday errors

ERRORS HAPPENING AT LEAST ONCE/DAY

23%



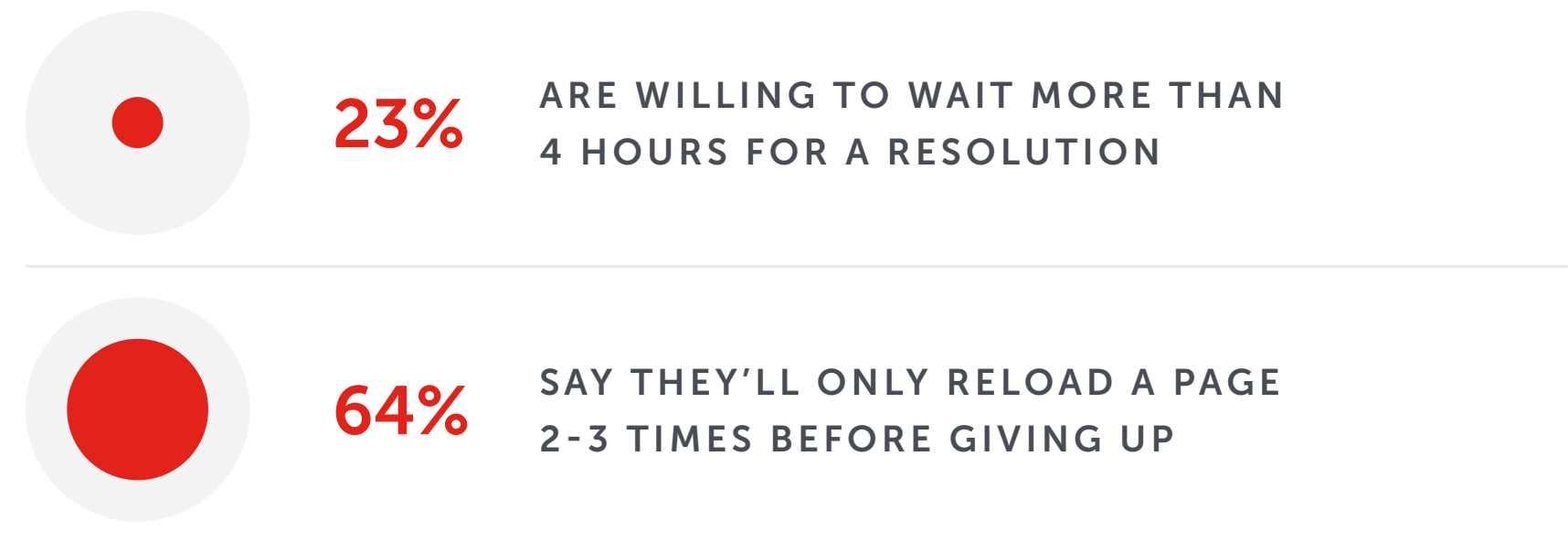
User experience affects our everyday lives — and brands' bottom lines

Nearly a quarter of consumers (23%) say they encounter an error or experience issue that keeps them from accomplishing a task online at least once a day. In other words, millions of consumers are logging on to shop, bank, pay bills, access civic services and accomplish other important daily tasks — only to encounter a problem that stops them in their tracks. This accounts for untold numbers of abandoned shopping carts and lost customers, not to mention how poorly an error-filled experience reflects on a brand. We say “every experience matters” for a reason — based on our data, poor experiences have a tremendous impact on our daily lives.

Consumers are impatient

Between the impatience consumers feel when an error occurs and their overall tolerance for bad experiences, developers need to be expedient when it comes to addressing issues. But how fast?

Nearly 1 in 5 (18%) users say they won't wait any length of time for an error to be fixed, they'll simply go somewhere else.



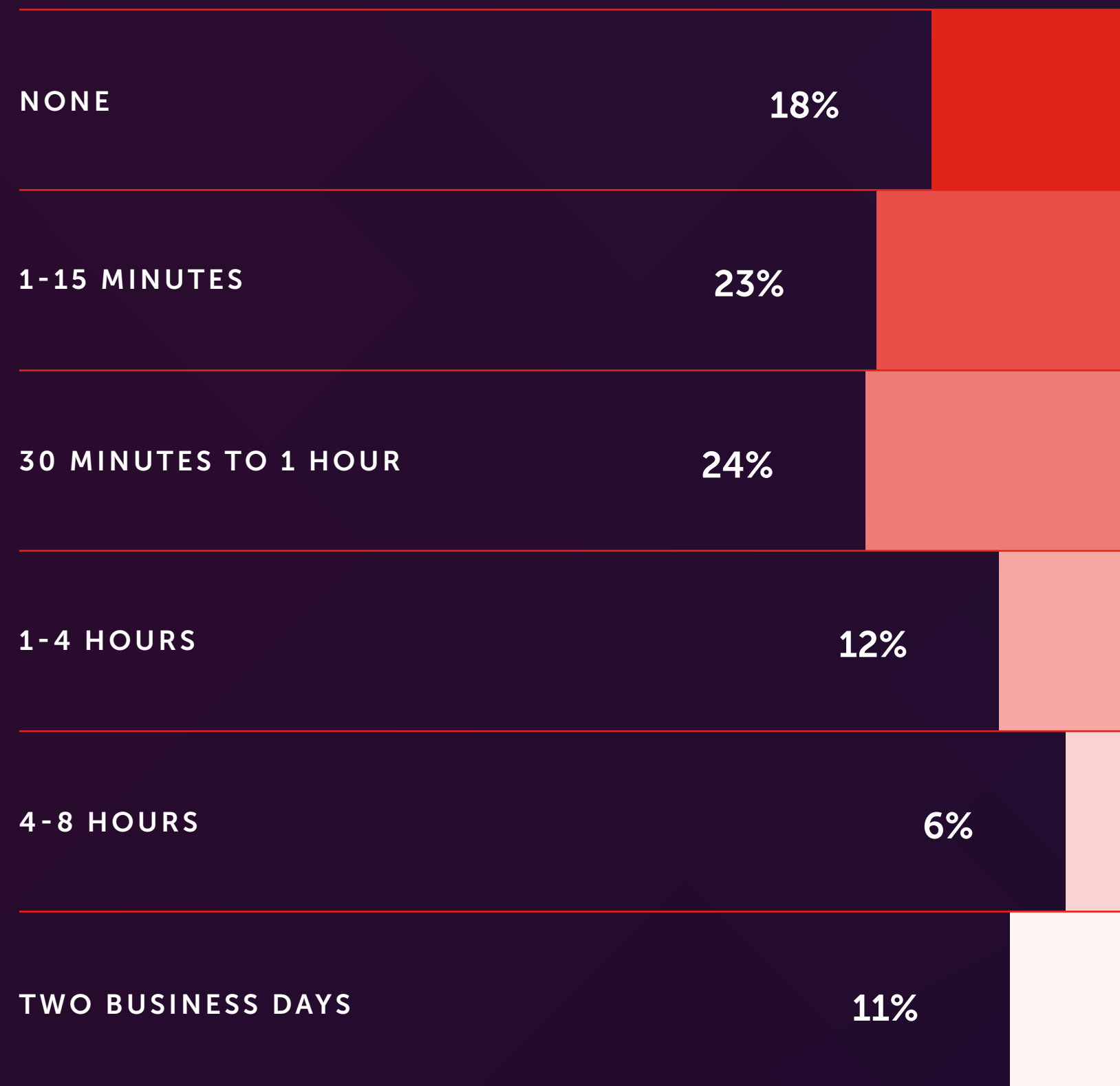
ERROR: CIVIC DISSATISFACTION ×

1 in 3 ● ● ●

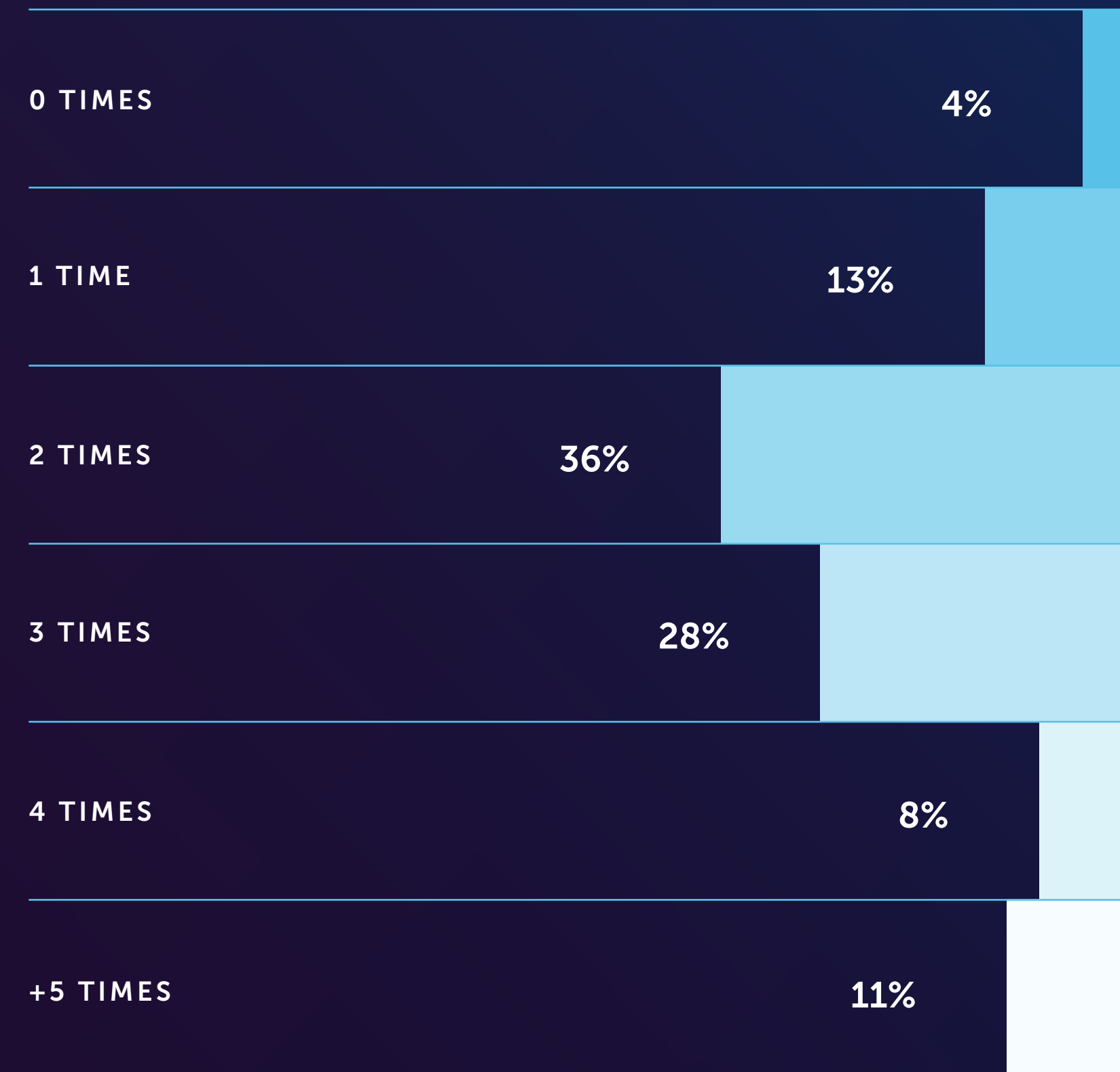
SAY THEY HAVE ENCOUNTERED AN ERROR AT LEAST ONCE IN THE LAST MONTH WHILE USING CIVIC SITES.

When users of these sites lose, we all do — if the federal and local governments can't effectively transact with citizens, we all lose.

Tolerated wait times for a fix before users give up or go elsewhere to accomplish the task



Number of times users reload the site or restart an app before giving up



The Quality of Experience Directly Impacts Revenue

Users who are short on patience can leave you short on revenue. **A quarter (25%) of users have written a negative review of a company after a bad experience, and 20% have abandoned shopping with the brand altogether.** Close to half (49%) have shared a bad experience with friends and relatives — meaning that errors and challenges can spread to potential customers via word of mouth.

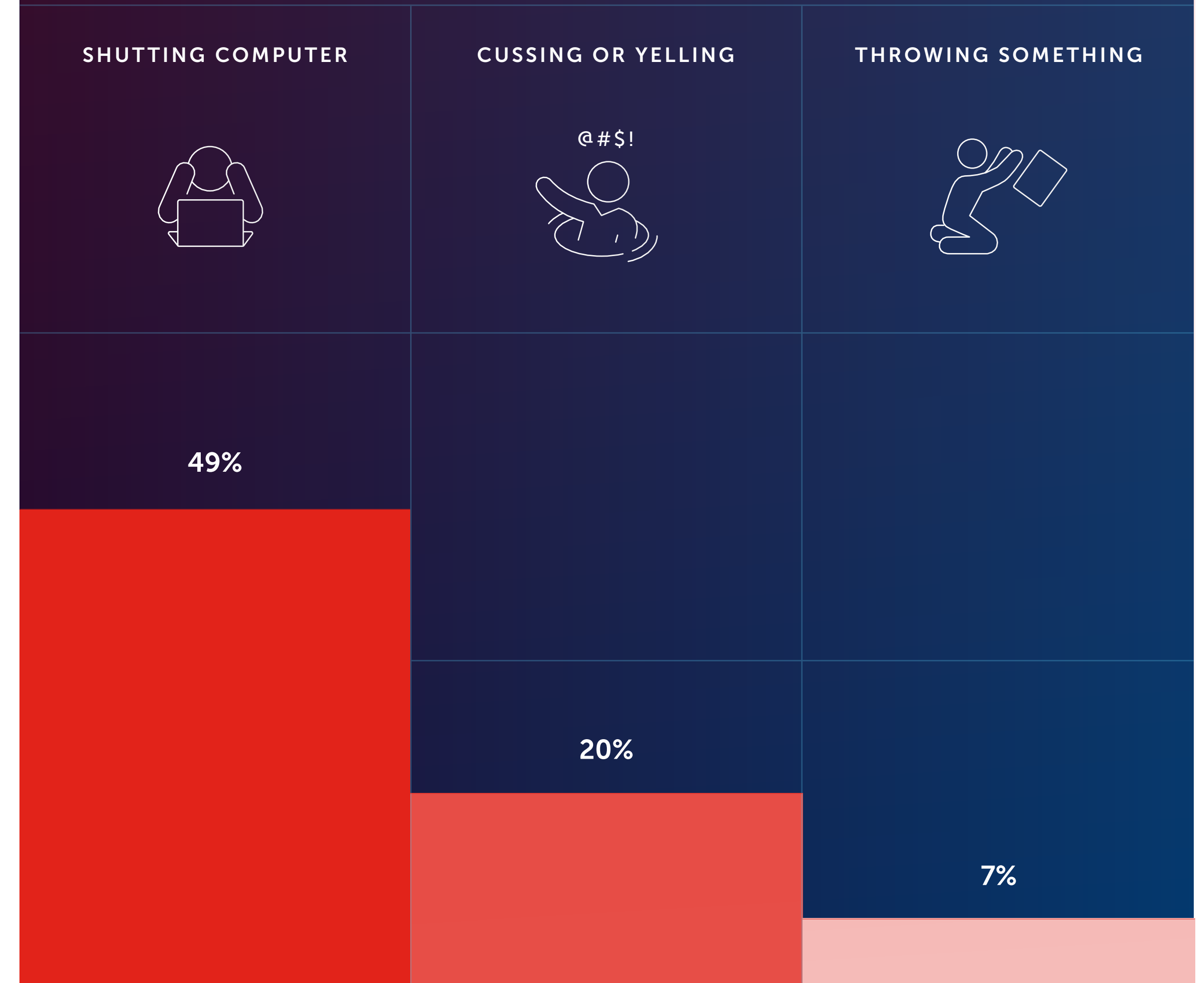
ERROR RAGE AND FRUSTRATION

Talk about a crash

7% of the browsing public have thrown something in frustration due to errors and 20% admit to cussing or yelling aloud. Almost half (49%) have shut down their computer or browser in reaction to an error.

WARNING! RAGEQUIT DETECTED

Most common user reactions to error



Modern life user experiences that rank highest and lowest

The apps we use the most tend to give us the most trouble — the messaging, streaming and grocery shopping that has become a part of our everyday lives is also where the most noticeable disruption occurs. But even while they have lower rates of errors, other vital apps and services users rely on still have concerning user experience issues. Health tracking apps give 10% of users issues on a daily basis, potentially impacting their overall wellness. Civic sites like the DMV are affecting 35% of users at least monthly, causing alarm and frustration among citizens that are trying to access vital services.

4 most common types of sites where users report experiencing daily errors

COMMUNICATION (EMAIL, CHAT, ETC.)

33%

ENTERTAINMENT/MEDIA (STREAMING, EBOOKS, ETC.)

30%

GAMING (SOCIAL GAMES, MULTIPLAYER, ETC.)

28%

GROCERY AND HOUSEHOLD SHOPPING

28%



SECTION 02

Accessible experiences must improve

Assistive device users see increased errors

Users that report using assistive technology to browse the internet (screen readers, tactile keyboards) experience errors and user experience issues more frequently. Sixty-two percent of those who use assistive tech say they frequently experience errors on a given day (compared to 38% of general web users) and 44% of those who use this tech experience errors that keep them from accomplishing a task on a daily basis.

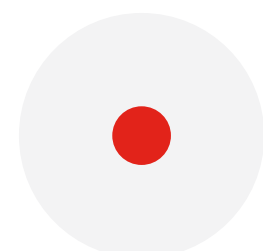
USERS OF ASSISTIVE TECHNOLOGY WHO EXPERIENCE ERRORS "FREQUENTLY"

62%



Errors in assistive software impact revenue

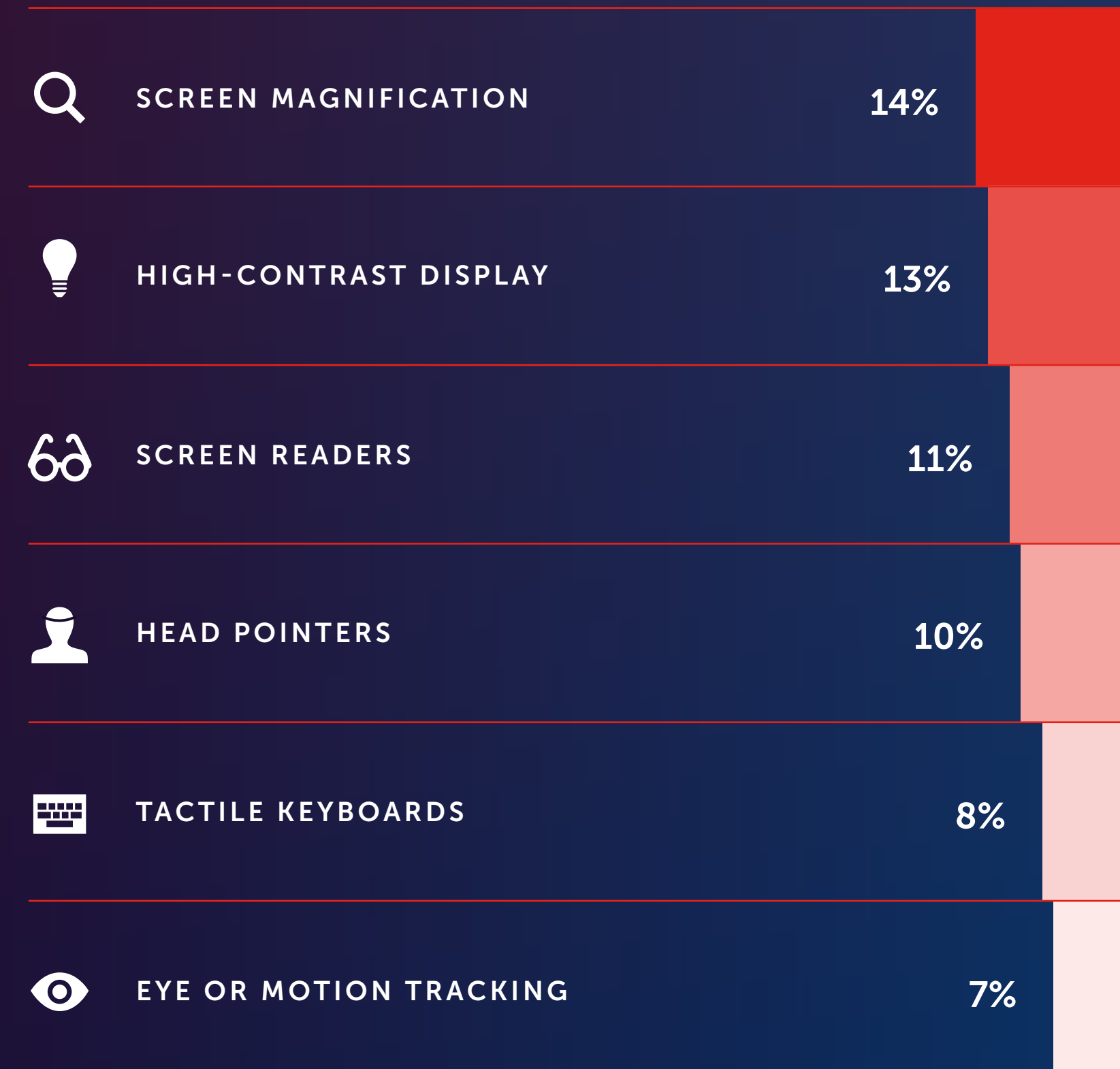
Fifty-seven percent of Americans have a disability — 19.9 million have trouble grasping or lifting, 8.1 million have vision impairment and 7.6 million have hearing impairment. When their needs are overlooked during experience design, the devices and methods they use to browse encounter serious challenges when browsing.



24%

WHO RELY ON ASSISTIVE DEVICES SAID THEY HAVE ABANDONED A BRAND AFTER HAVING A BAD EXPERIENCE.

Most common assistive technologies used while browsing the internet





SECTION 03

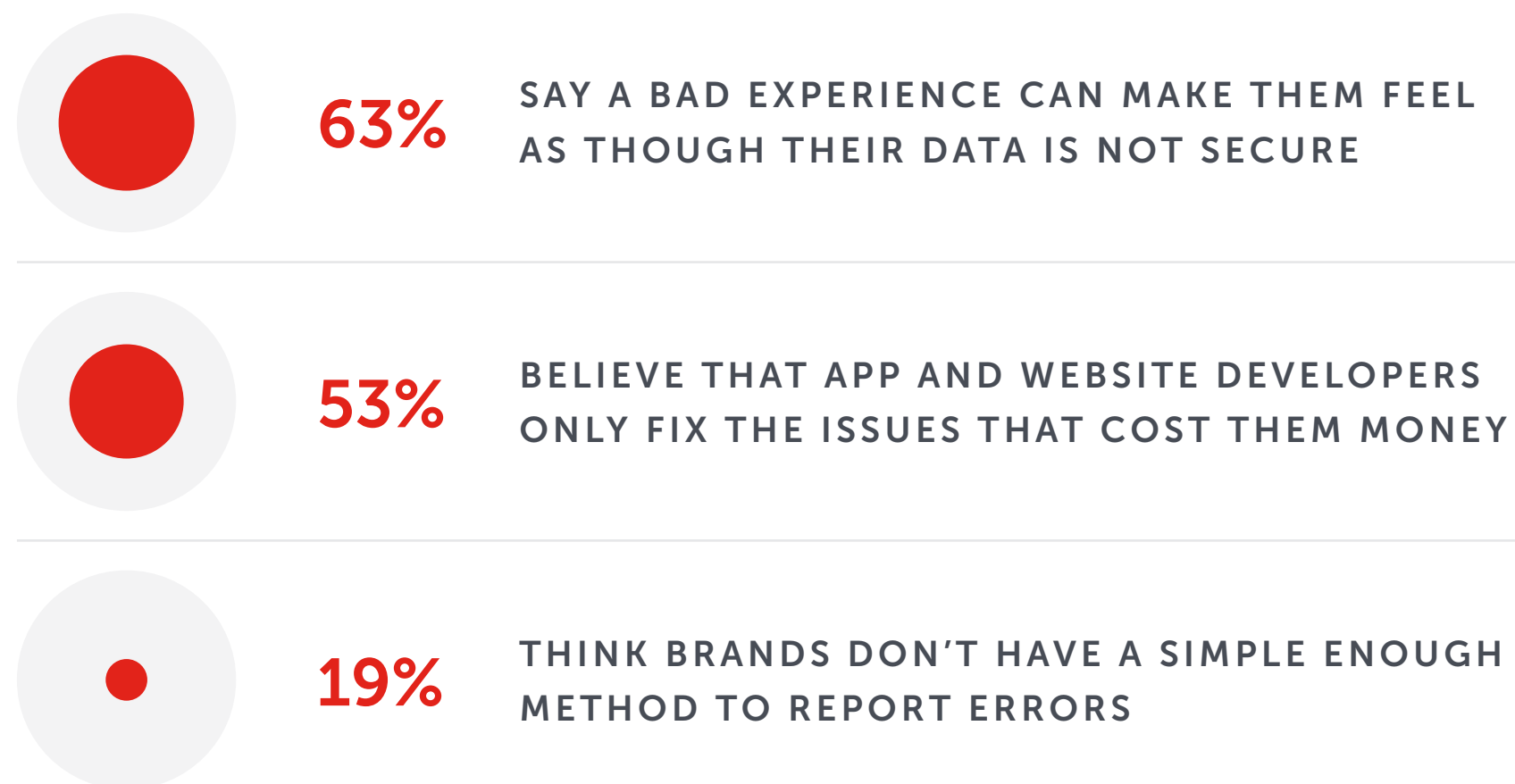
Brand reputation is too easy to lose

Brand reputation can take a hit when errors and security flaws persist

Poorly designed experiences, errors and technical problems can lead to a bad reputation for a brand. Beyond causing late deliveries and shouting at computers, errors and bad experiences can cause permanent damage to a brand's reputation and lead customers to draw false conclusions about the brand's priorities. The upside? Quality products and services outweigh poor experiences and some users will use other channels — phone, in-person service, etc. — to accomplish their original intention.

Bad experiences make consumers feel less secure

Errors and user experience challenges clearly have an impact on the consumer psyche — in some cases, a cynical one.



Brand loyalty achieved

Some consumers will go to great lengths to get around bad user experience for a good product. Sixty-two percent of consumers said they've used the phone or stood in line to do the same thing they would have done online — the most common reason (37%) is that the company's product or service is so good, it's worth the workaround.



CONSUMERS WHO BELIEVE IT'S POSSIBLE TO HAVE A BAD DIGITAL EXPERIENCE AND STILL GET A GOOD PRODUCT

59%





Users tolerate errors differently

Sixty percent of users have little to no tolerance for errors or issues that break an experience altogether, and more than half have the same short patience for app crashes and long load times. In some cases, users have no tolerance at all. **Twenty-three percent of respondents have zero tolerance for long load times, and 26% say they have zero tolerance for poor security.**

Top 5 issues users have little to no tolerance for

EXPERIENCE INTERRUPTON

60%

LONG LOAD TIMES

58%

OUTDATED OR WEAK SECURITY

57%

PERSISTENT CHAT BOTS OR SERVICE

54%

APP CRASHES

52%



SECTION 04

Errors need better solutions

Users want to help others improve experiences, but the process is too hard

When users are faced with an error or challenge, there should be a clear and simple way to report them. But that's not always the case. Users often find their issues difficult to explain, and are sometimes unsure if their problem is ever fixed.

USERS WHO REPORTED AN ERROR WHILE USING AN APP OR WEBSITE

64%



Communicating errors and issues

The majority of consumers (64%) have reported a user experience error while using an app or website, and the motivations and experiences consumers face vary. Interestingly, the top reason consumers say they flag an error is to keep another user from experiencing it (58%) – an even higher motivation than wanting the error fixed for themselves (52%).

There's good news and bad news for brands who frequently find themselves on the receiving end of error and bug reports. First, the good news. **Eighty-three percent of consumers who report an error are satisfied with the solution, and 55% of consumers say their issue was fixed within 24 hours.** But on the flip side, 44% of errors that are reported take more than a day to fix and 7% of issues stretch into a week or more. Worse, 20% of consumers who report an error say they're unsure if the problem was ever fixed – a clear indication communication has to improve between a brand and the consumer.

Most common reason to report an error

'I WANTED IT FIXED SO OTHERS DIDN'T EXPERIENCE IT'

58%

'I WANTED IT FIXED SO I COULD DO WHAT I INTENDED ON THE SITE'

52%

'I WANTED IT FIXED SO IT DIDN'T HAPPEN WHEN I RETURNED TO THE SITE'

34%

'I WANTED THE DEVELOPERS TO KNOW MY FRUSTRATION'

23%

Most common reason to not report an error

'I DON'T THINK TECHNICAL ISSUE REPORTS EVER REACH A HUMAN'

37%

'I DON'T THINK THE ISSUES WILL BE ADDRESSED'

29%

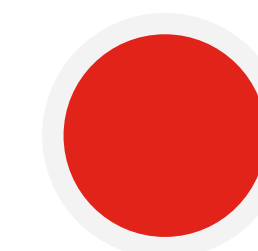
'I'M UNSURE HOW TO DESCRIBE MY ISSUE'

18%

'I ASSUME IT'S TOO TIME-CONSUMING'

17%

One telling metric is the reasoning behind why consumers choose not to report user experience issues or errors. The top two reasons are that consumers don't think the issue will reach a human (37%) or ever be addressed at all (29%). These responses are an indication that brands need to improve the systems they use for consumers to report these issues. But the third most common response sheds light on a different problem — technical understanding. Eighteen percent of consumers won't report an error because they simply don't know how to describe what is happening, indicating brands need better ways of understanding exactly what the consumer is experiencing. **An idea to encourage more user participation?**



83%

SAID DISCOUNTS OR OFFERS AS INCENTIVES WOULD ENTICE THEM TO REPORT USER EXPERIENCE ERRORS.



Conclusion

Developers shouldn't have to choose between the quality of their apps and the speed at which they're able to deploy innovative new features and updates. While it's clear users and businesses themselves are losing as brands struggle with this challenge, **better technology through testing can help.**



Are you ready to create a more seamless experience for all of your customers?

Sauce Labs helps brands develop speed and quality in their releases, and reduce the errors and bad experiences that can drive customers away. Learn how Sauce Labs can help.

[Learn more](#)