

Abstrakt

# The Hidden UX Issues Costing You Customers.

How investing in user experience design  
drives business success.



# Introduction.

User experience (UX) design is no longer a nice-to-have but an essential ingredient for online success.

Many businesses overlook the significance of UX, assuming that their website merely needs to “look good” or “function well.” However, website UX encompasses the entire experience a customer has on your website – from the ease of navigation and clarity of information, to the overall efficiency and enjoyment of each interaction.

If your website is difficult to navigate, slow to load, or confusing in its layout users will simply leave; it's that straightforward. Poor UX can have a direct and measurable impact on your business outcomes. Conversely, well-designed and optimised UX can drive leads, build loyalty, and differentiate your brand from competitors.

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Care about your bottom line?  
Then care about your UX.

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## **Why read this whitepaper?**

This whitepaper explains why UX matters, its tangible benefits, its impact on business success, and the return on investment (ROI) that can be gained from investing in a user-friendly website. It also examines real-world insights, case studies, and best practices to demonstrate the common UX issues that can cost you customers.



# UX matters.

Website UX is not just about aesthetics or functionality; it's about how seamlessly users interact with your website, navigate your content, and ultimately achieve their goals.

That could be making a purchase, subscribing to a newsletter or simply finding the information they need. A seamless and intuitive UX can significantly improve customer satisfaction and drive engagement.

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74% of businesses consider user experience crucial for boosting sales.

[www.linearity.io/blog/ux-statistics](http://www.linearity.io/blog/ux-statistics)

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## Why is UX important?

Incorporating UX into your website means you can understand what people want, make choices based on data, and build a website that looks good and works. A solid UX strategy ensures that every design decision serves a purpose and aligns with customer needs and business objectives.

Without this, businesses risk creating websites that confuse or frustrate their users. And those mere moments of confusion or frustration can drive potential customers away to competitor sites that offer a more enjoyable and efficient online experience.

If you don't take care of **your UX**, then your competition will take care of **your customers**.



# How UX enhances business performance.

**Customer satisfaction**

**Competitive advantage**

**User retention and loyalty**

**Reduced operational costs**

One of the most direct impacts of good UX design is on conversion rates.

By improving usability, reducing friction in the customer journey, and providing clear calls to action, businesses can see substantial improvements in the number of users completing desired actions on their site.

— In summary, a well thought out user experience across your website has multiple benefits, which can directly impact your business performance and your bottom line.



## UX improves customer satisfaction and loyalty.

When a website is easy to use and meets the needs of its visitors, users are more likely to have a positive experience and return in the future. Satisfied customers are more likely to convert, recommend the site to others, and become loyal to your brand.

Poor website navigation, confusing layouts, slow loading times, or difficult checkout processes are some of the key factors that can create a negative experience for users. By addressing these issues, businesses can boost customer satisfaction and increase repeat visits, creating a stronger customer base and long-term value.

91% of non-complainers just leave and 13% of them tell 15 more people about their bad experience.

<https://uxplanet.org/the-value-of-ux-design-bc22bcd482a4>

## UX plays a critical role in customer retention and engagement.

88% of online consumers are less likely to return to a site after a bad experience.

<https://www.linearity.io/blog/ux-statistics/>

A website with a confusing interface or one that's difficult to navigate will prompt users to abandon their visit before completing the desired action. In a world where user expectations are high, delivering a smooth, intuitive experience is key to keeping users coming back.

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### Competitive advantage

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## Investing in UX can set your business apart from competitors.

While many companies may focus on the aesthetics of their website, the true differentiator lies in usability and ease of navigation. Brands that offer an outstanding user experience can establish stronger brand loyalty and stand out in an increasingly crowded marketplace.

89% of customers choose to shop with a competitor following a poor user experience.

<https://www.linearity.io/blog/ux-statistics/>

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### Reduced operational costs

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## Effective UX design can reduce operational costs.

If your website is not attuned to what your audience is looking to achieve online, then they will struggle to perform an action such as purchasing a product or finding specific information. This causes higher volumes in support queries to your customer service teams, which can be costly for businesses to manage.

A well-designed website can reduce errors, improve information accessibility, and provide customers with a clear and efficient path to completing their desired actions. This not only improves the customer experience by reducing friction, but also lowers operational costs by reducing customer support issues.

T-Mobile saw their website complaints decrease by 20% following performance-driven UX optimisations.

<https://web.dev/case-studies/t-mobile-case-study>

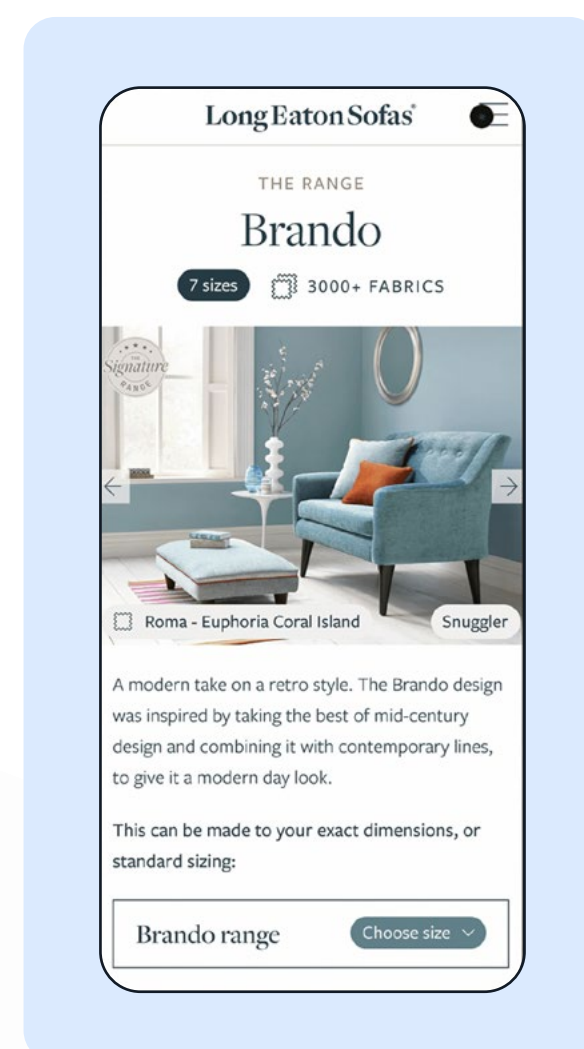
# The ROI of investing in UX.

We now understand the importance of UX in our websites and the benefits this can bring to customers and business. Let's look at how investing in UX delivers clear and measurable financial returns.

## ABSTRAKT CASE STUDY

**30% increase** in average sales price per order.

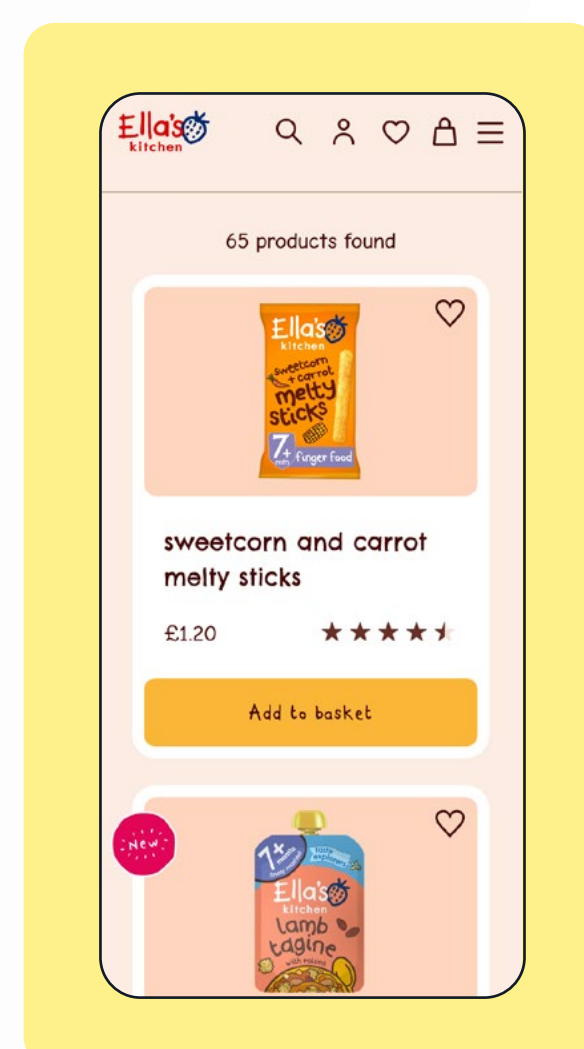
Using UX best practice to better elevate the bespoke nature of **Long Eaton Sofas'** offering has seen sofas being ordered with higher value fabric choices directly impacting profit.



## ABSTRAKT CASE STUDY

UX improvements to checkout flow led to a **17% increase** in completed orders.

Auditing the basket and checkout flows, with a focus on the mobile experience, reduced abandoned carts for **Ella's Kitchen** and contributed to a significant revenue growth.





# Addressing the hidden UX issues.

While the strategic importance of UX is starting to become widely acknowledged, businesses frequently fail to identify the subtle UX problems that negatively impact customer engagement and profitability.

We're talking about common UX missteps like slow pages, confusing buttons, and websites that are just hard to get around. These issues can make customers bounce, and that means a direct impact on business performance.

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## Ensure your website doesn't become a silent sales killer.

Every piece of advice that follows is aimed at getting real results. Think more sales, happier customers who stick around, and a much better experience overall.

Let's delve into the sneaky UX problems that can hurt your business. While these may seem obvious to read now, you'd be surprised how many marketers and website owners fail to see these UX issues on their sites.

**Slow page load times**

**Ineffective call-to-actions**

**Flawed checkout processes**

**Complex navigation structures**

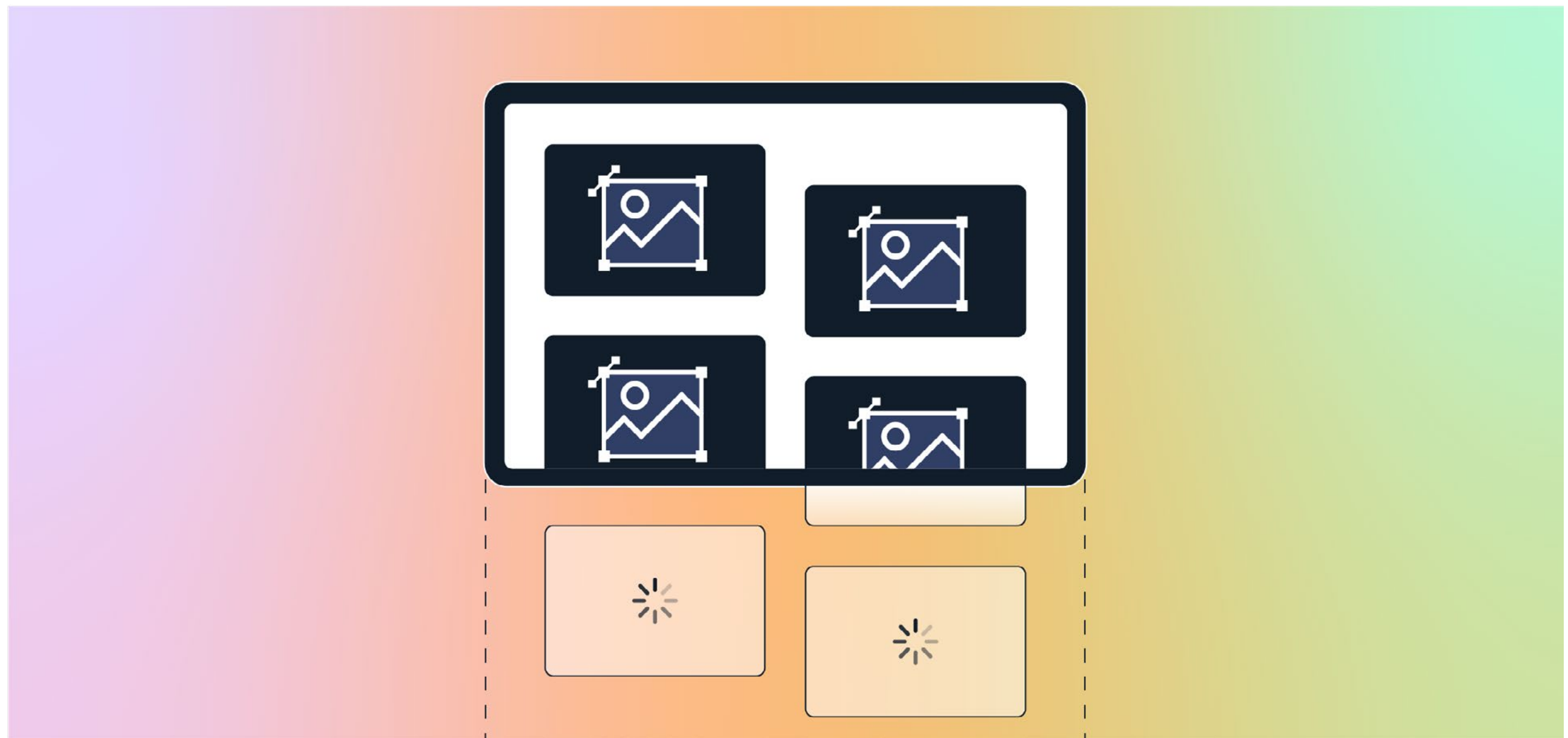
**Overuse of pop-ups and intrusive elements**

**Lack of mobile optimisation**



# Slow page load times.

**The cost = Customer loss and revenue decline**



## Optimise your website's load times.

Studies show that 53% of mobile users abandon sites that take longer than three seconds to load<sup>1</sup>. Even though a slow website might be due to factors that aren't directly UX issues, such as poorly optimised images, bloated code, or missing compression, the consequences of poor performance significantly affect the overall user experience. Today's users expect instant access to information and a seamless browsing experience. If your site takes too long to load, they'll leave.

Therefore, site speed is crucial for conversions. Even a one-second delay can result in a 7% reduction in conversions<sup>2</sup>. For an e-commerce site earning £10,000 daily, this could equate to an annual loss of over a quarter of a million.

<sup>1</sup> <https://www.linearity.io/blog/ux-statistics>

<sup>2</sup> <https://www.linearity.io/blog/ux-statistics>



—— UX optimisations that can help reduce page loads include tailoring your content and page layouts to your audience's specific needs at each stage of their online journey.

A common mistake is to keep adding content and multiple CTAs to a page to appease every possible step the user might take next.

Instead, prioritise concise and considered content that helps your visitors find what they need, while preventing that performance-sapping page bloat.

**Why it costs you:** Slow-loading pages frustrate visitors and drive them away. You're not just losing a visitor but a potential customer.

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CASE STUDY

**Financial Times** noticed delays reduced reader engagement.

Delays of up to five seconds significantly decreased user engagement, with readers viewing fewer articles and spending less time on the site. This decline in engagement directly impacted their **subscription renewals** and **advertising revenue**.

<https://mediashift.org/2016/04/a-faster-ft-com-how-slow-websites-damage-publishers-revenue/>

Speed improvements yield significant gains for **Walmart**.

Walmart found that for every 100 milliseconds of improvement in page load time, they experienced up to a **1% increase in revenue**. This finding emphasises that even minor enhancements in website speed can have substantial financial benefits.

<https://www.slideshare.net/devonauerswald/walmart-pagespeedslide>



# Ineffective call-to-action (CTA) design.

**The cost = Reduced engagement and lower conversions**



## Use clear, prominent, well-placed CTAs.

CTAs are pivotal in guiding users toward desired actions. Poorly designed or ambiguously worded buttons can confuse users, leading to missed opportunities. For instance, vague labels like “Find Out More” are not easily scannable and don’t explain what the user is getting or why they should take action, which often results in hesitation or confusion.

Too many CTAs on one page can overwhelm users and lead to decision paralysis. When there’s no clear priority or hierarchy, people are less likely to take any action at all. The same applies to CTAs that are buried within content or placed where users don’t naturally look.

\_\_\_\_ If they’re hard to find, they’re easy to ignore.

Finally, CTAs need to make sense in the context of the page. If the action doesn’t align with what the user expects or needs at that moment, it introduces friction and reduces trust.



\_\_\_\_\_ CTAs that are clear, prominent, and directly tied to the user's intent with thoughtful design, wording and placement, will successfully guide users more effectively toward a meaningful action.

A label company increased conversions by 62% by making their CTA button more prominent and easier to find<sup>1</sup>.

This is where good user experience design can significantly improve the user engagement of your CTAs and drive those all important clicks towards higher conversion rates.

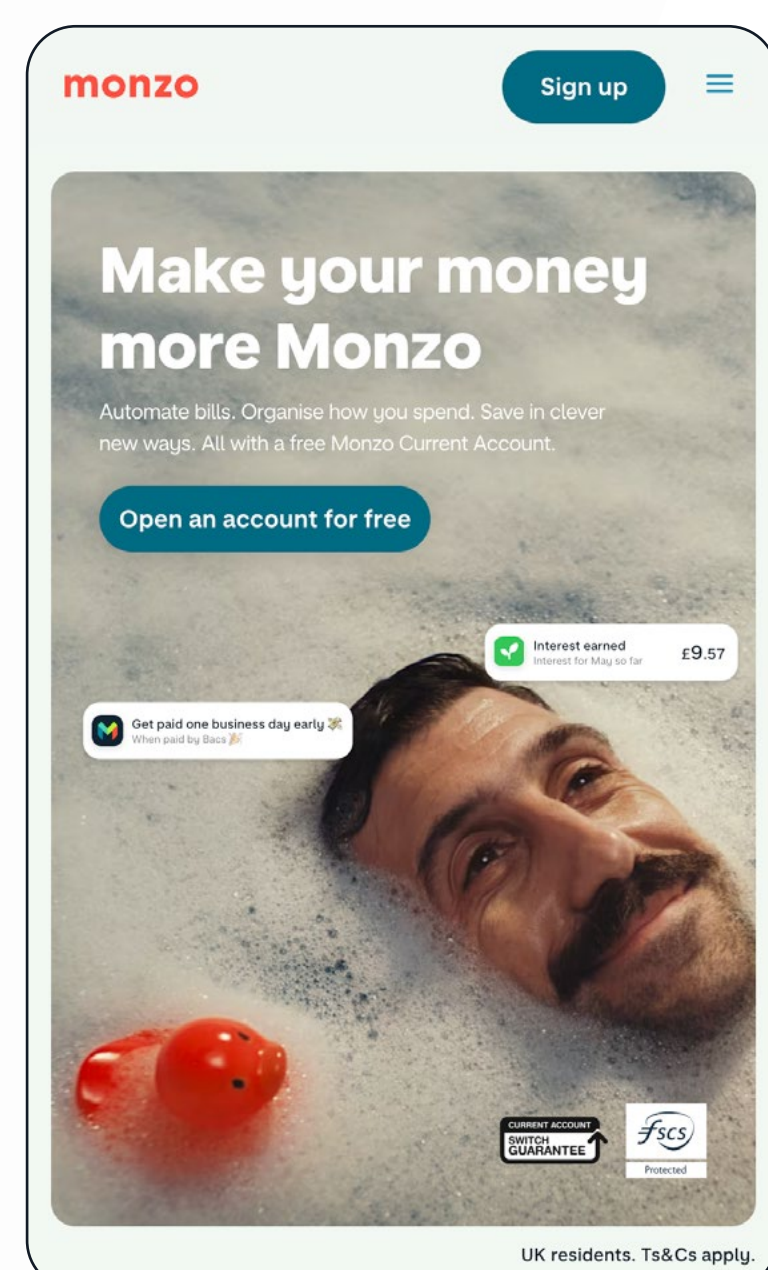
<sup>1</sup> <https://vwo.com/success-stories/consolidated-label/>

**Why it costs you:** CTAs with poor design, wording and placement fail to motivate users. Less engagement means fewer clicks, resulting in fewer conversions.

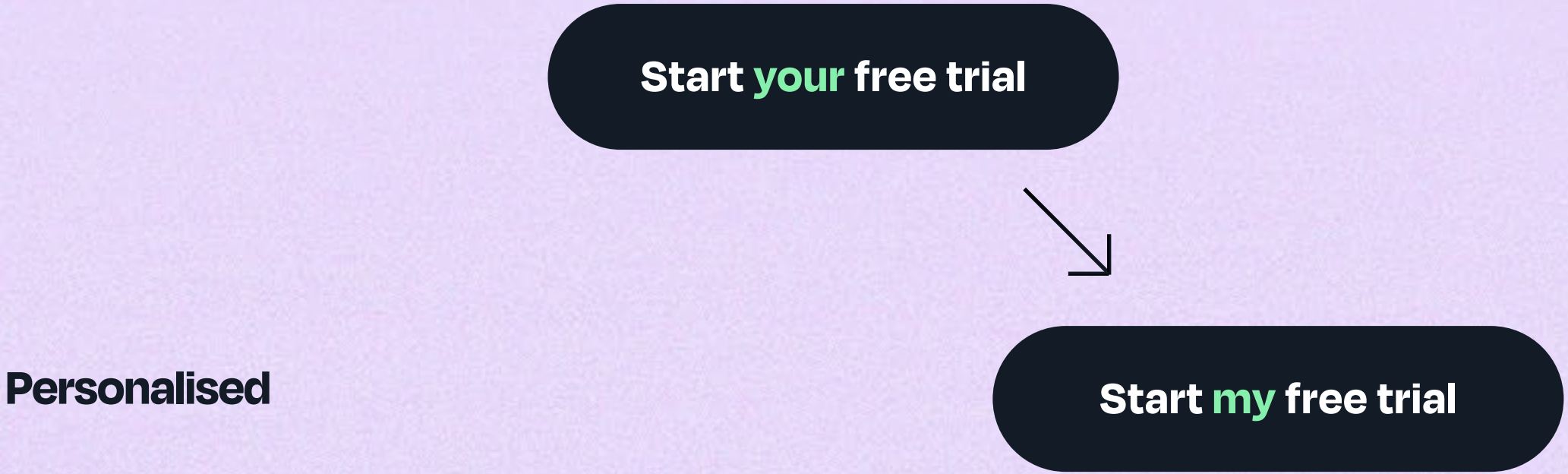
Generic CTAs like **Find out more** or **Click here** fail to motivate users, resulting in abandoned sessions and lower conversions.

Monzo's 'Open an account for free' CTA button is **actionable** and **informative**.

<https://monzo.com/>







Personalised

## Changing one word increased conversions by 90%

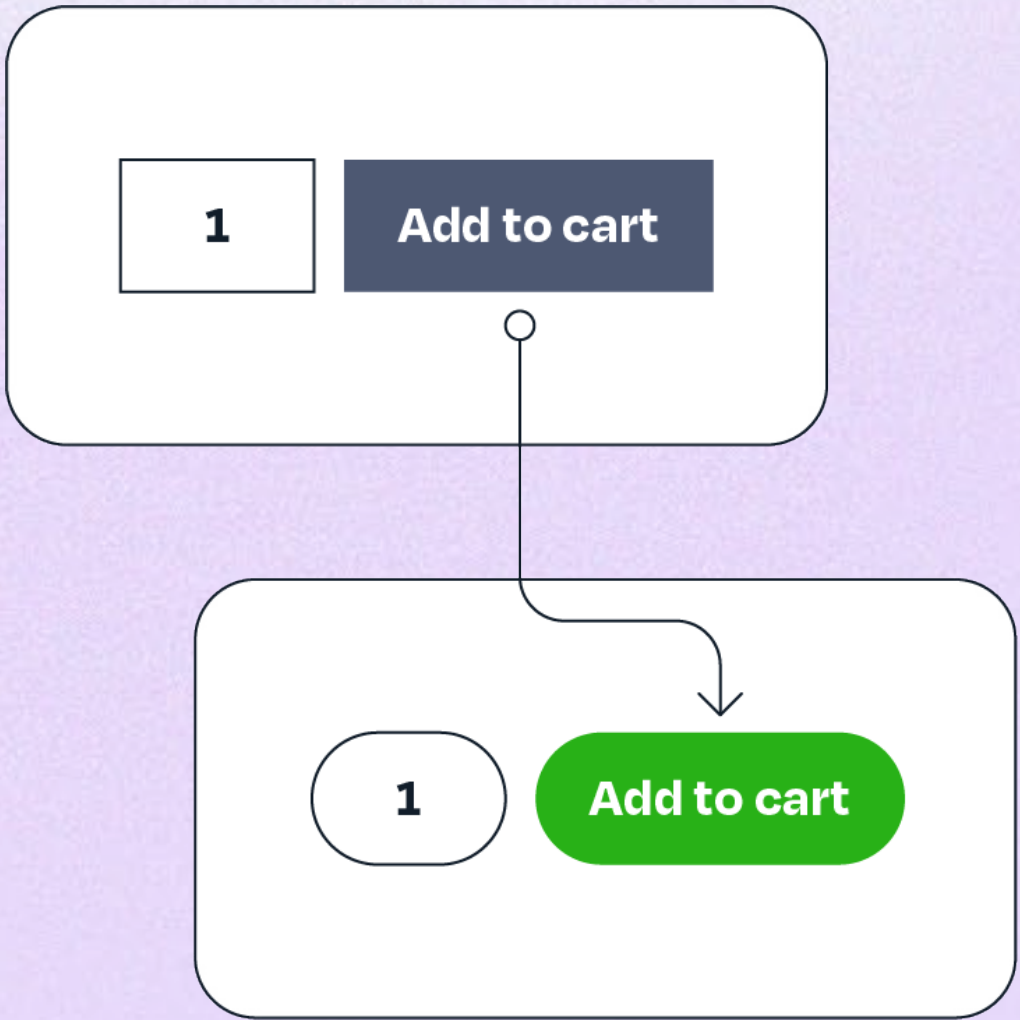
In a split test on a landing page promoting a free trial, replacing the CTA text led to a 90% increase in sign-ups. This subtle shift from "your" to "my" personalised the experience, making **users feel more connected to the action.**

<https://www.icopify.com/blog/10-call-to-action-case-studies-examples-from-real-button-tests/>

Design

## Button colour and shape boosted sales by 35.81%

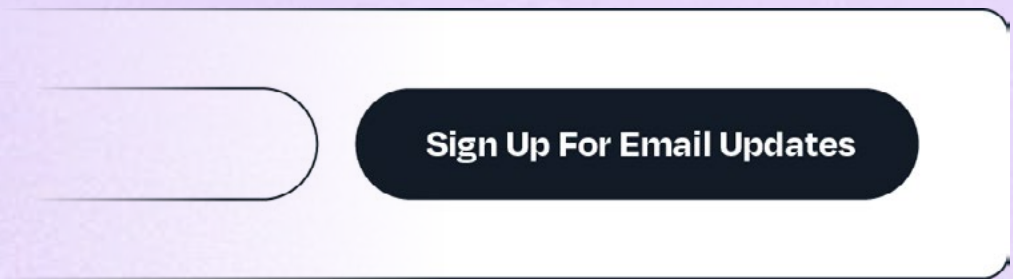
A major European e-commerce site changed the colour and shape of its CTA buttons, resulting in a 35.81% increase in sales. The redesign made the buttons more **prominent and visually appealing**, enhancing user engagement.



<https://unbounce.com/conversion-rate-optimization/design-call-to-action-buttons/>



Language



Optimising CTA text  
increased clicks by 34%

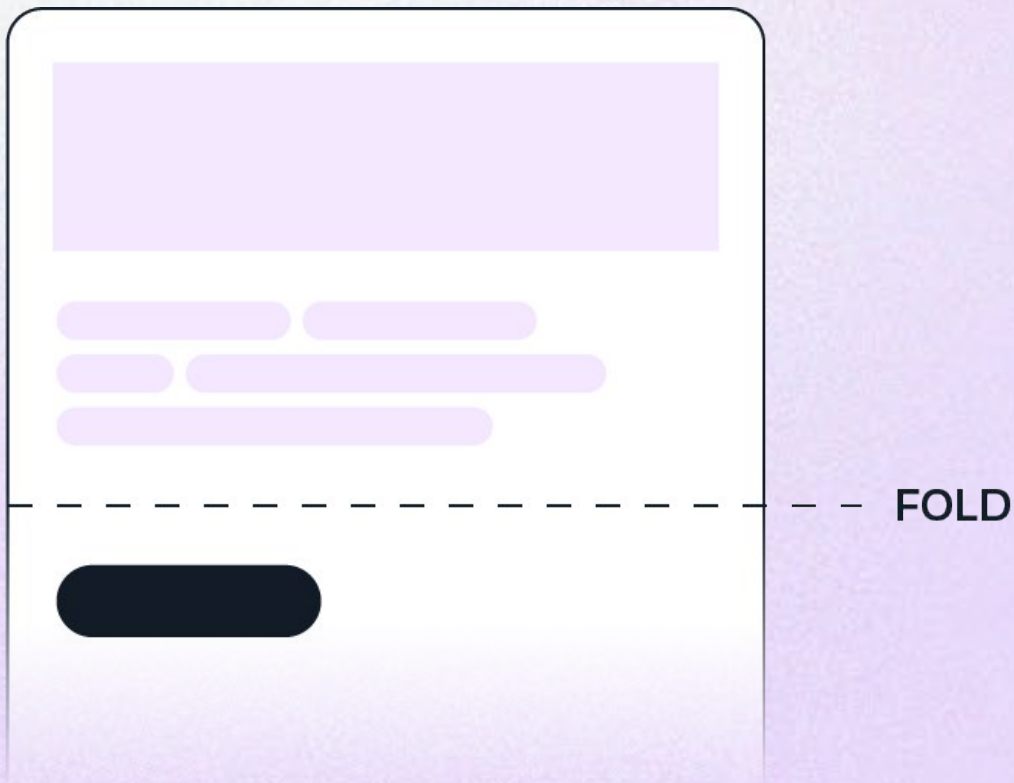
IGN changed their email subscription CTA from "Sign Up For Email Updates" to "Get Free Exclusive Content," resulting in a 34% increase in click-through rates and a 31% increase in subscriptions. This highlights the power of compelling and **benefit-focused CTA language**.

<https://www.wired.com/2012/05/the-ab-test-results-are-in>

Positioning

Strategic CTA  
placement increased  
conversions by 20%

A ticketing company experimented with placing their CTA below the fold, allowing customers to read detailed product descriptions first. This strategic placement led to a **20% increase in conversions**, proving the importance of CTA positioning.



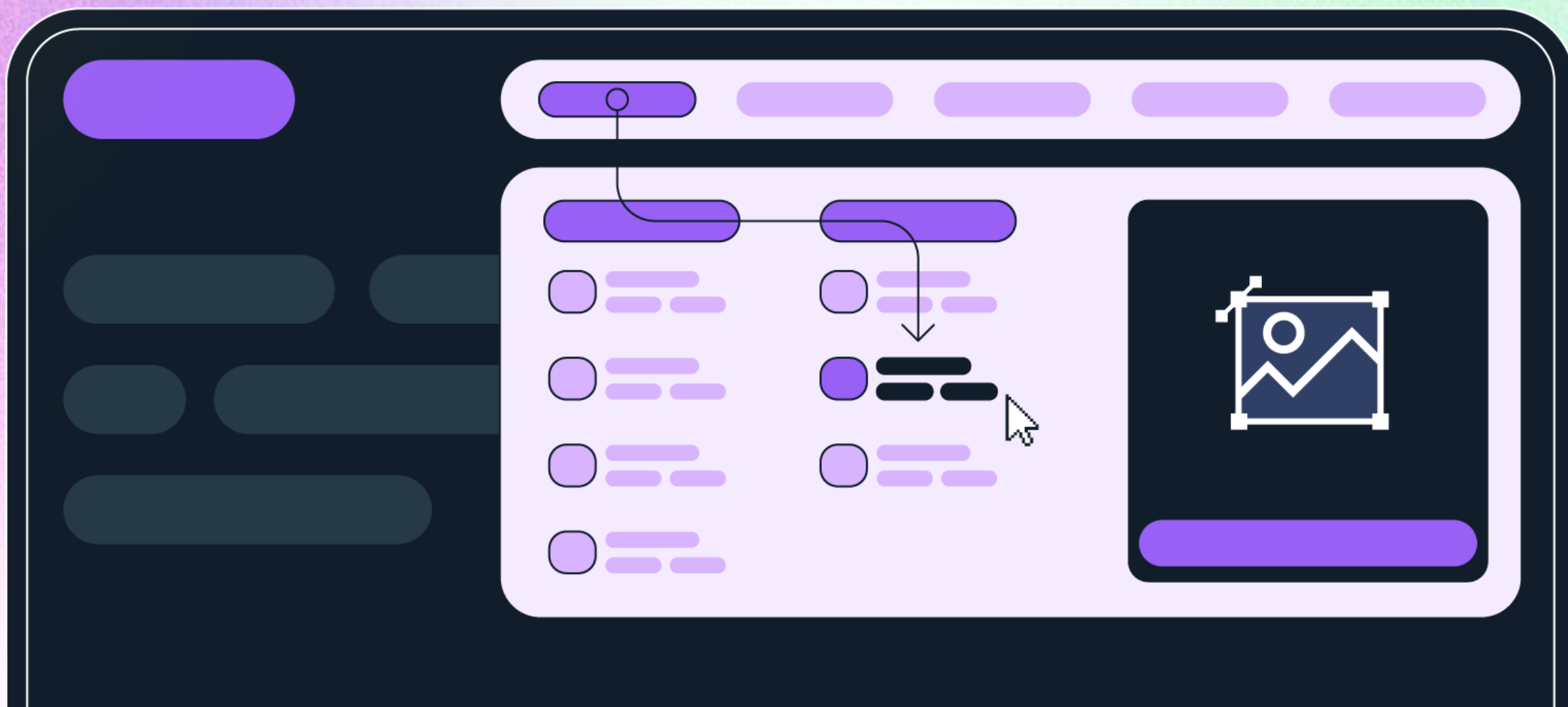
<https://capturly.com/blog/how-to-increase-conversion-rates-the-power-of-ctas-case-studies/>

There isn't one solution for all websites. Make sure to perform tests and experiments to get the best results.



# Complex navigation structures.

**The cost = User abandonment and loss of action**



## Optimise your website's load times.

Poor navigation can lead to users getting lost and giving up, resulting in a negative user experience and potential customer loss. By simplifying navigation, making CTAs more prominent, and ensuring intuitive user flows, businesses can enhance user experience, reduce bounce rates, and drive higher conversions.

Complicated menus can frustrate users, prompting them to exit prematurely.

A study revealed that 60% of consumers abandon purchases due to poor website user experience, with businesses estimating an average loss of \$72,000 annually<sup>1</sup>.

<sup>1</sup> <https://www.lbbonline.com/news/storyblok-research-reveals-60-of-consumers-abandon-online-purchases-due-to-poor-ux>



—— While you can create a menu based on your gut feel or what your competitors are doing, the best way to optimise your navigation with your conversions in mind is through extensive user considerations.

Understanding the nuances of your online visitors, their user intent, and the language that they typically use can positively influence their discovery of vital content, products and services. If they reach these pages with ease then they'll be achieving their goals quicker and be more likely to continue - whether that be a download, signup, or enquiry.

The importance of intuitive and user-friendly navigation structures in retaining customers and enhancing conversions should not be overlooked. Implementing clear menus, logical information architecture, and easy-to-find content is imperative to your website's effectiveness.

**Why it costs you:** Poor navigation causes confusion and prevents users from discovering key content or products that ultimately lead to your conversions.

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CASE STUDY

Simplifying navigation reduced bounce rates and led to a **50% increase** in retention.

An educational platform, faced high bounce rates due to a convoluted menu system. Users struggled to find courses and resources, leading to frustration and site abandonment. By simplifying their menu and implementing a search bar, they **increased user retention by 50%**, as visitors could easily locate the content they needed.

<https://firmbuilds.com/blog/the-link-between-website-performance-and-customer-retention>



# Flawed checkout processes.

The cost = Abandoned checkouts and reduced sales

## Streamline your entire checkout journey.

A complicated or frustrating checkout process is one of the leading causes of cart abandonment.

Studies show that nearly 70% of online shopping carts are abandoned<sup>1</sup> with slow, confusing, or rigid checkout experiences being major culprits.

This highlights the significant impact that checkout optimisation and user experience have on customer retention and conversion rates. Which, of course, directly affects revenue. Here are some ways to alleviate cart abandonments:

Autofill

Progress visibility

Payment flexibility

Trust markers

Simplified journeys

Guest checkouts

<sup>1</sup> <https://baymard.com/lists/cart-abandonment-rate>



A long, clunky or confusing checkout flow adds unnecessary friction and cognitive load, especially at the final step when intent is highest.

Simplifying this experience, whether through a clean single-page layout or a clearly guided multi-step process, helps reduce hesitation. Offering guest checkout is equally vital. Forcing account creation interrupts the momentum of purchase and creates an avoidable barrier, particularly for first-time or one-off buyers. Many customers abandon their carts when required to register before purchasing.

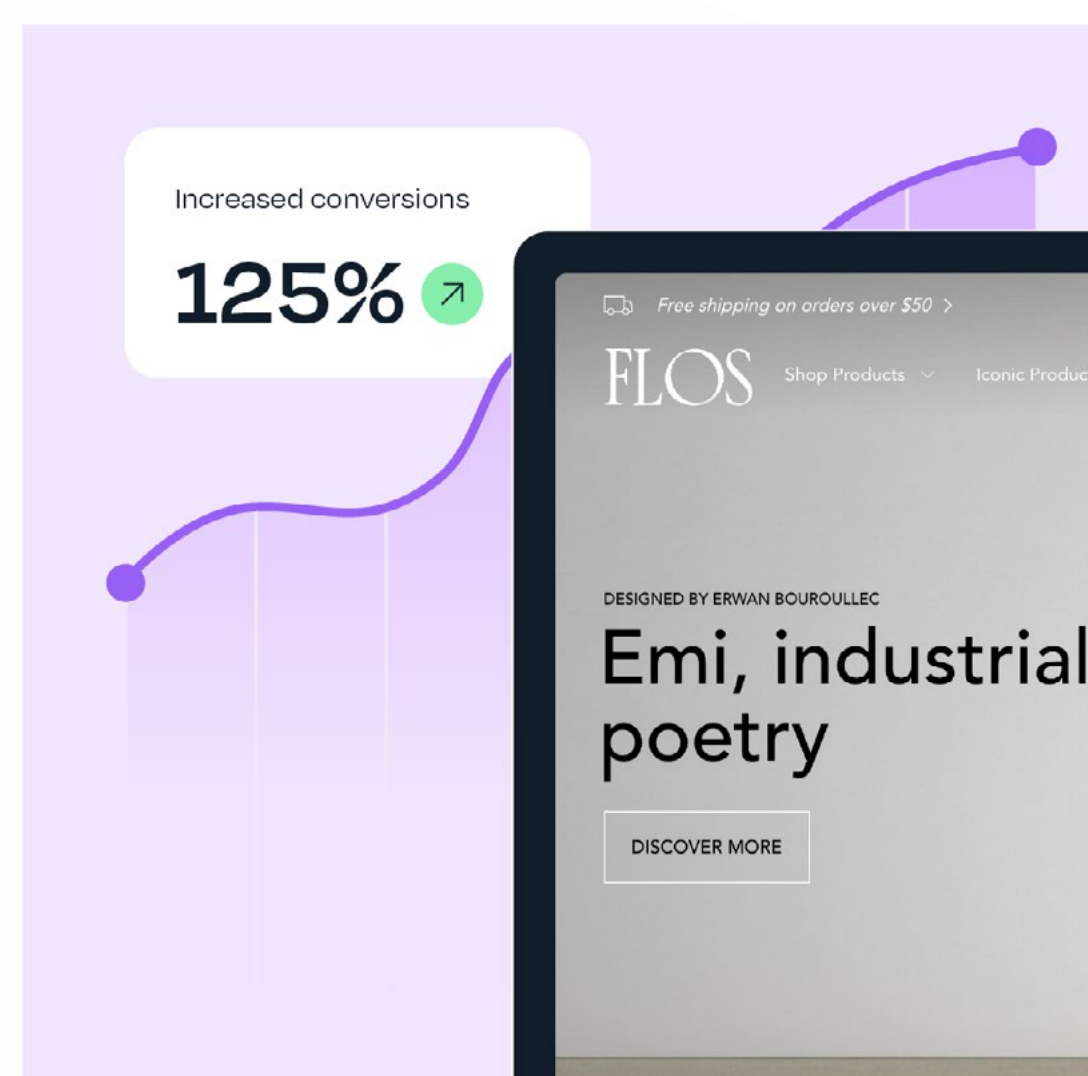
Payment flexibility is also crucial to delivering a user-friendly checkout. Shoppers expect options that suit their preferences—whether that’s Apple Pay, PayPal, Google Pay or buy-now-pay-later services.

The absence of trusted or convenient methods can quickly lead to drop-offs. Applying UX best practices such as autofill for common fields, like name and shipping address, reduces effort and speeds up the process, especially on mobile where typing is more cumbersome.

#### CASE STUDY

Visitor-focused optimisations led to a **125% increase** in checkout conversion rates.

Flos USA optimised their website’s conversion funnel through improvements to the homepage layout, product listing pages, and checkout flow. This led to a 125% increase in checkout conversion rates, translating to an **18x return on investment**.



<https://vwo.com/conversion-rate-optimization/conversion-rate-optimization-case-studies>



— Your checkout flow is where interest becomes income. Eliminate friction, remove doubt, and give users every reason to complete their purchase.

Customers also want clarity and control. Showing progress indicators shows people where they are in the checkout journey and how many steps are left, which can reduce anxiety and cart abandonment. Trust plays a role too. Small additions like secure payment icons, refund guarantees, and testimonials placed near the payment area can reassure hesitant customers and remove final doubts.

Finally, checkout optimisation shouldn't be a one-time fix. It requires continual refinement. Each small tweak has the potential to recover lost revenue and elevate the entire user experience.

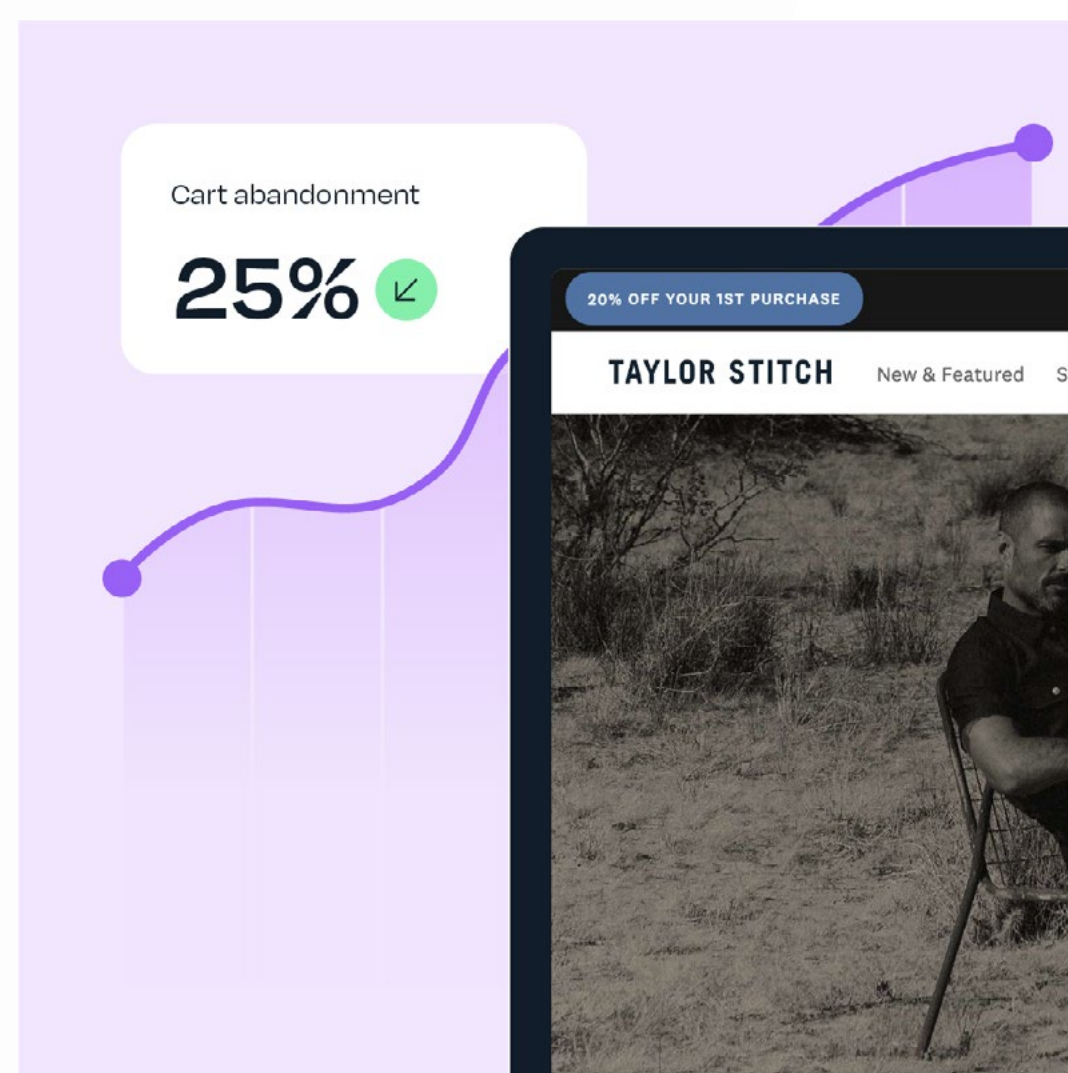
## Why it costs you: Every extra step or barrier increases the chance of cart abandonment.

### CASE STUDY

A simplified checkout reduced cart abandonment **by 25%**

Fashion retailer Taylor Stitch recognised that a complicated checkout process was leading to high cart abandonment rates. By implementing a simplified, one-page checkout process, they reduced cart abandonment by 25% and boosted online sales.

<https://2visions.org/ecommerce-consultant/cro/maximizing-conversion-rates-a-guide-to-ecommerce-checkout-optimization>





# Overuse of pop-ups and intrusive elements.

**The cost = Increased frustrations and bounce rates**



## Carefully consider if a pop-up is necessary.

While pop-ups can be effective for capturing leads, excessive or poorly timed pop-ups can disrupt the user experience. Such practices often lead to increased bounce rates as users are deterred by the interruption before engaging with the content.

This approach not only frustrates visitors but can also negatively impact search engine rankings due to poor user engagement metrics.



For instance, a case study highlighted that implementing such elements led to an 82% drop in organic traffic within the first month, with further declines in keyword rankings<sup>1</sup>.

Websites employing a series of pop-ups, such as newsletter sign-ups, discount offers, and brochure downloads, in quick succession can overwhelm users. This barrage of interruptions often leads to users abandoning the site altogether, thereby reducing potential conversions and harming the site's reputation.

Booking.com, for example, faced criticism for aggressive pop-up notifications, which overwhelmed users and detracted from the booking process<sup>2</sup>.

If a pop-up is deemed necessary for your marketing strategies, then there are ways to alleviate the frustrations it can cause your audiences. Customising pop-up content to be relevant to the user's current interaction with the site will enhance the likelihood of engagement.

Customising pop-up content to be relevant to the user's current interaction with the site will enhance the likelihood of engagement.

<sup>1</sup> <https://www.intelligencygroup.com/blog/what-are-interstitials-pop-ups-and-why-are-they-bad-for-seo/>

<sup>2</sup> <https://www.dailymail.co.uk/news/article-12181821/Holiday-websites-Booking-com-Agoda-using-unethical-pop-adverts.html>

**Why it costs you:** Overwhelming pop-ups interrupt the customer journey, damage trust, and lead to higher bounce rates. They can even harm your search rankings.



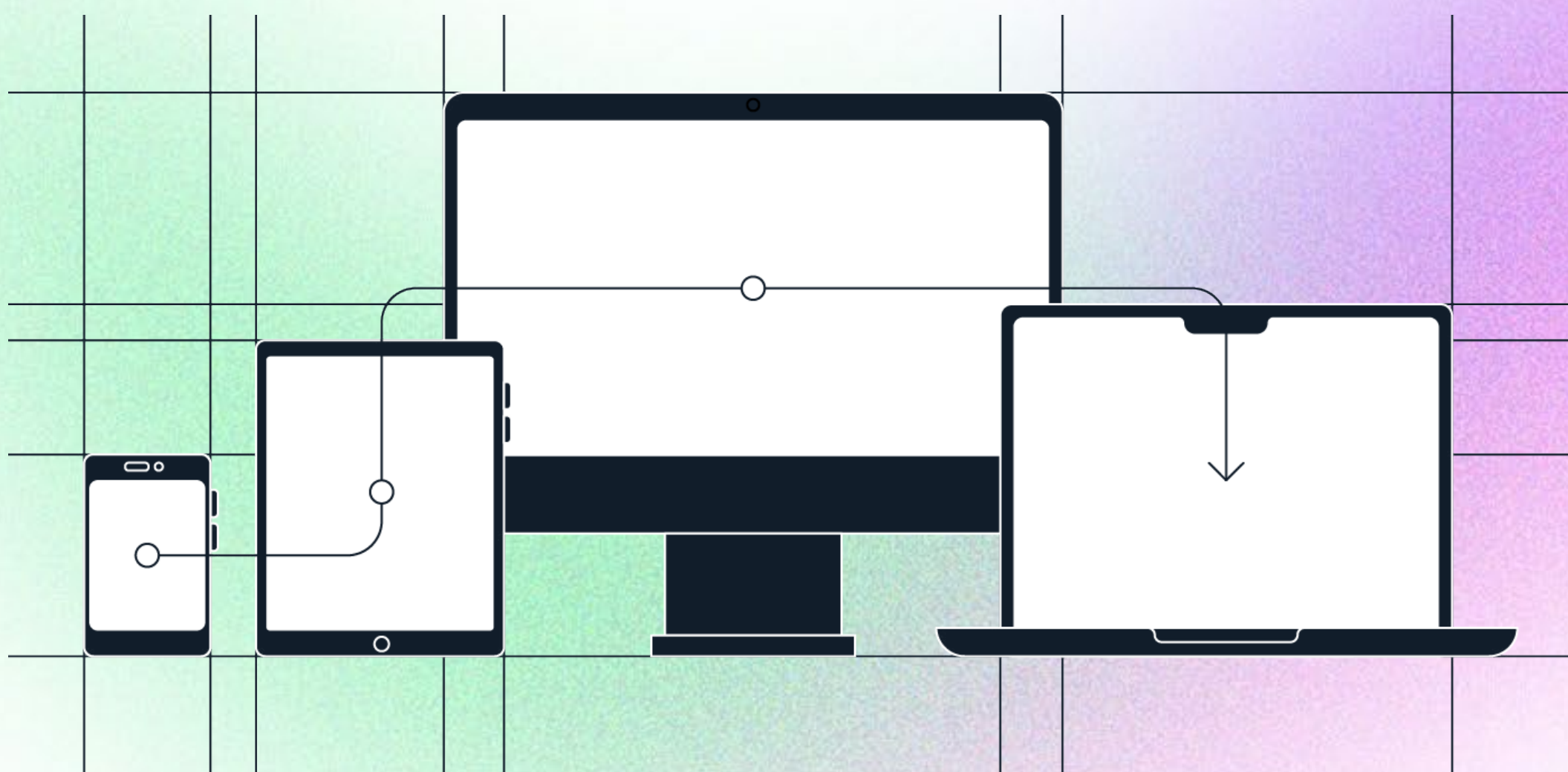
# Lack of mobile optimisation.

**The cost = Customer loss and revenue decline**

**Provide a seamless experience across all devices.**

With a significant portion of web traffic originating from mobile devices, websites that aren't mobile-friendly can alienate a large user base.

A non-responsive website often results in high bounce rates, as users struggle to navigate content on mobile devices. This creates frustration and erodes trust, leading to the loss of potential customers before they've even engaged. A responsive design that adapts seamlessly across screen sizes is essential to retain mobile users and support conversions.



Slow mobile performance causes users to lose patience and seek faster alternatives, often competitors. This kind of friction directly impacts customer retention. Optimising mobile speed isn't just a technical fix, but a core part of delivering a positive user experience that keeps people on your site.



Mobile-friendliness doesn't just affect users, it affects your search rankings.

If your website performs poorly on mobile, you risk falling behind in search results, making it harder for potential customers to discover your business. A poor mobile shopping experience also costs sales. Research shows that over 50% of people won't consider purchasing from a brand with a poorly designed mobile site<sup>1</sup>.

Clunky navigation and broken checkout flows lead to cart abandonment and lost revenue. Improving mobile usability at these high-intent moments can have a direct, measurable impact on conversion rates and business growth.

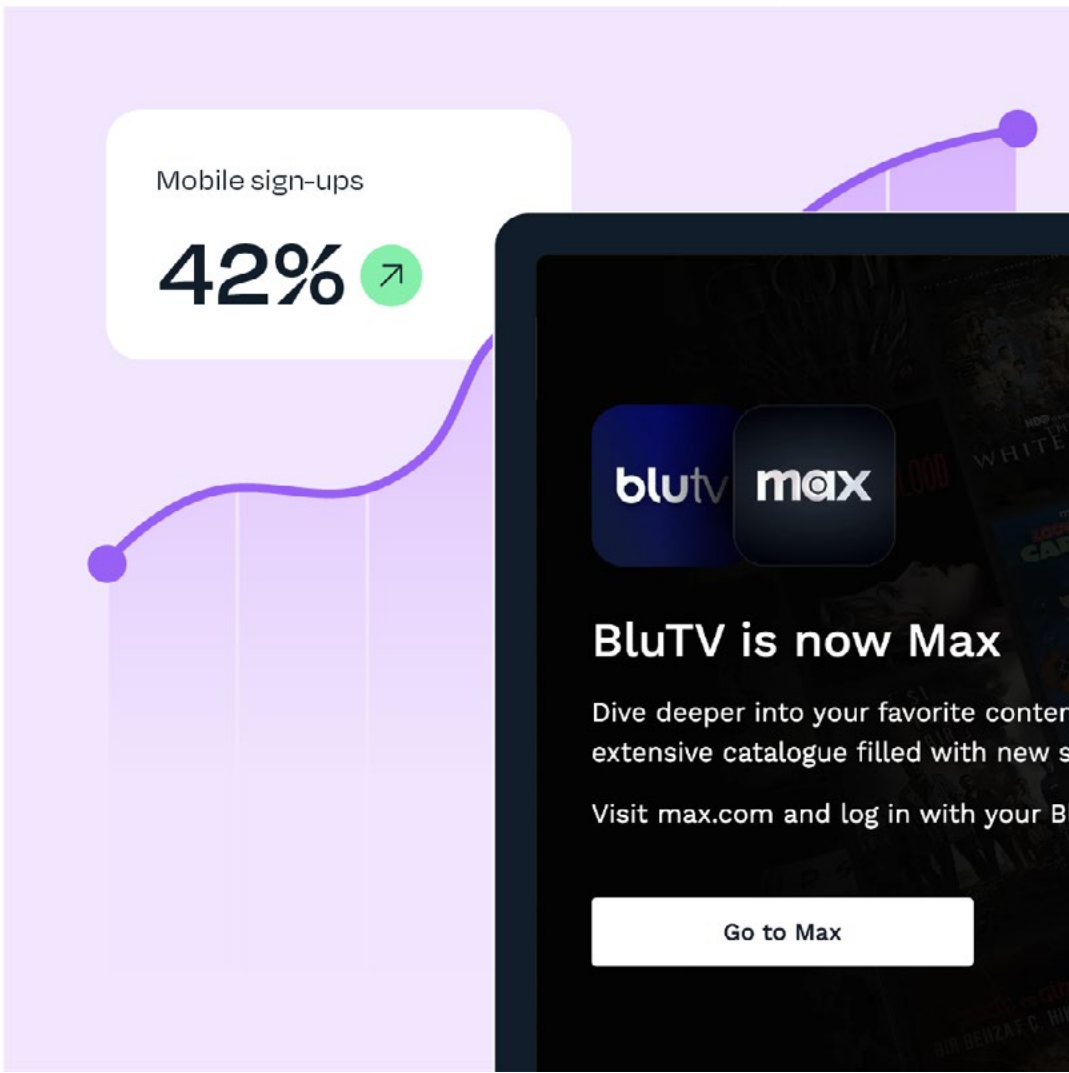
<sup>1</sup> <https://www.linearity.io/blog/ux-statistics>

**Why it costs you:** Over 50% of web traffic is mobile. If your site performs poorly on phones, you're losing more than half your potential audience.

CASE STUDY

A UX focus resulted in a **42% increase in mobile sign-ups**

To improve the mobile experience for new visitors, BluTV redesigned its homepage with a UX-focused strategy—streamlining content, clarifying value propositions, and enhancing usability—resulting in a 42% increase in mobile sign-ups.



<https://vwo.com/conversion-rate-optimization/conversion-rate-optimization-case-studies>



# Great UX is good business.

## Final thoughts

User experience is a critical factor in a website's ability to attract, engage, and convert customers. By improving UX, businesses can see substantial improvements in conversion rates, customer retention, and overall revenue.

The ROI of investing in UX is clear – by putting the user at the centre of your website design, you ensure that your business remains competitive and continues to meet the needs of your customers.

By addressing these hidden UX issues, businesses can enhance user satisfaction, reduce bounce rates, and ultimately drive revenue growth.

Investing in UX is not merely a design choice but a strategic business decision with tangible returns.

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Don't wait until poor UX is costing you customers. Take action today to optimise your website and drive business success.



# Make your mark online

Need support with identifying the UX issues that might be costing you customers?

An in-depth UX audit can reveal how real users are finding your webpages, interacting with your content, and converting.

Website audits at Abstrakt see our experienced UX practitioners take data, insights and knowledge of usability principles to assess the quality of your website and identify opportunities for improvement.

We'll give you the insight you need to make actionable changes that will directly enhance your website's user experience, guiding customers towards their objectives and your business towards your KPIs.

If you're interested in receiving a UX audit for your website then please start a project with us.

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