



# Why UX *Matters*

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# 1. IT BOOSTS CONVERSION RATES

- Good UX reduces friction, making it easier for users to take desired actions, whether it's purchasing a product, signing up for a newsletter, or completing a form.
- By guiding users smoothly, optimised UX directly leads to higher conversion rates.



## 2. IT INCREASES USER SATISFACTION

- An intuitive and well-designed website helps users find what they need quickly and effortlessly.
- Satisfied users are more likely to return, recommend your site, and build loyalty with your brand.



# 3. IT BUILDS TRUST AND CREDIBILITY

- A seamless, professional UX signals that your website is trustworthy and reliable.
- Poor design, slow performance, or confusing navigation can frustrate users and make them doubt your credibility—especially on first visits.



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