

# Example ROI on UX Resource



**6** Min to complete task

End-user takes 6 min. to complete a task flow because of complex UX and UI of the screen



**60** min/day  
10 forms filled requires 60 min. every day



**1** hour/day | **\$22** per hour/person



**100** x **\$22**  
Users per person



**\$2200**  
per day



**\$66,000**  
per month

UX expert can fix issue to reduce the time by half i.e. increased productivity by 100%

**1**



Reduces efforts by 50%



**\$33,000**  
per month



**\$3,96,000**  
per year

\$19,80,000 in 5 years