



# What is the Value of a Mobile App for Business? Design Center Weighs In.

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MINNEAPOLIS, MN, U.S., December 12, 2018 /EINPresswire.com/ -- [Design Center](#) is known for creating mobile apps that offer the best user experience (UX) and, as a result, exceptional value for businesses; including a continually expanding loyal roster of Fortune 500 clients and growing startups.

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*Design Center President Ken Haus*

Design Center apps deliver ROI because the design team works closely with clients from the start to customize the way ROI is defined for each client, focusing on the specific ROI metrics that the client wants to achieve. This means developing features that lead to the optimal balance of user engagement and business goals.

Design Center starts by learning the client's budget, using that to determine what they can accomplish both from a features/usability perspective and a return perspective. During the research process, Design Center determines which features the user will find valuable and will have the potential to directly achieve the client-defined ROI.

While there are multiple avenues for driving return, usability, in itself, is a primary one. In one instance IBM found that \$20,700 spent on usability resulted in a \$47,700 return on the first day; in another system, \$68,000 spent on usability resulted in \$6,800,000 return in the first year. A Forrester study showed that, on average, every dollar invested in UX yields 100 dollars in return. The study also concluded that companies investing in UX see a lower cost of customer acquisition, lower support cost, increased customer retention and increased market share.

Design Center examples include:

- An app designed to improve the engagement of more than 400 front-line retail shop employees increased engagement by 15%--ROI that the client described as “huge.”
- An app to support sales presentation that: delivers about 50% more leads per sales rep; shortens sales cycle times; increases close rates; elevates brand perception and decreases the

need for sales rep training.

- A chemical company with a large distributor network that wanted to make their website more user friendly and informative. Among the ROI goals were to improve distributor satisfaction and reduce call center activity. Design Center's solution accomplished both goals and then some.

Design Center President Ken Haus said, "How we measure ROI is as customized as the app itself. We take our cue from the client during the intensive brainstorming sessions at the beginning of the project. Even though clients tend to have ambitious ideas about what to expect, more times than not, we end up over-delivering both in terms of the user experience and client-defined ROI."

In addition to a free consultation, Design Center also conducts Road Shows. These are no-cost onsite demos tailored to the needs of each prospect and presented at the prospect's place of business—on their schedule.

During the presentation, Design Center's world class designers, developers, and UX experts present digital solutions, including mobile apps, custom software and AR/VR. This is an excellent opportunity for prospects to "ask the expert" in person. Design Center team members bring their own equipment or coordinate with onsite staff to utilize theirs. For more information and to schedule a Road Show, visit Design Center's dedicated Road Show webpage:

[http://www.designcenterideas.com/road\\_show](http://www.designcenterideas.com/road_show).

Founded in 1969, leading software designer and developer Design Center turns strategic insights into reality through app development, virtual reality solutions, custom software and more.

Rooted in design and energized by digital, Design Center creates engaging, long-term solutions that streamline business and spark conversation. The company's user-experience-focused approach to design, development and implementation produces solutions that deliver value and profitability for clients. Among the company's value adds is AppKits, a proprietary application management engine, that ensures the company's solutions perform at the highest level. Design Center serves some of the world's largest organizations from their headquarters in centrally located St. Paul, Minn. To contact Design Center call 651-699-6500 or visit

<http://designcenterideas.com/>. Review project information and client references at:

<https://clutch.co/profile/design-center>.

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