

95% Companies Agree That A Professionally Designed UX Is Critical For Startup Mobile Apps: GoodFirms Survey

Any compromise in startup mobile app UX can directly impact reputational damage, customer retention, brand loyalty, and a drastic erosion of customer intake.

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GoodFirms, a universally renowned B2B ratings and reviews platform, released its recent survey research report, "Startup Mobile App UX Design: GoodFirms Survey 2025," where 95% survey respondents clearly agreed that startups should approach the [top mobile app development companies](#) to design their mobile app UX.



In today's digitally driven world, businesses, especially startups, will have to pay more attention to UX (User Experience) than ever. It is not simply a recommendation but a critical imperative for startup survival. As startups and small-scale businesses increasingly rely on mobile applications for everything from customer interactions to internal operations and data management, these applications should have a professionally designed UX.

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Startup business mobile apps require constant upgradation to new UX trends, changing customer preferences, and competitive factors. Improving the UX design is all about continuous improvement.”

GoodFirms

Here are the key findings of the GoodFirms survey;

-- 95% agree that a professionally designed UX is critical for startup mobile apps.

-- 50.4% of the startup businesses revamp their mobile UX

every few months.

-- 76% participants believe that AI and human creativity should go hand-in-hand while designing

the UX of a startup mobile application.

- 80.3% believe "Usability" as the top factor affecting the UX of startup mobile apps.
- 88.3% gave 5-star ratings for an app that has the best UX.
- 91.2% think it is important to conduct User experience (UX) testing before launching a startup app.

"Startup mobile UX design companies should mainly focus on developing MVP UX design, Agile UX and Lean UX for startup mobile apps," says GoodFirms survey report.

Designing mobile app UX for an established business is different from designing UX for startup apps. Not surprisingly, the majority of the participants in GoodFirms' survey indicated that [AI \(artificial intelligence\)](#) can rapidly improve startup mobile app UX, predict user preferences, and generate a larger volume of leads, making traditional user experience design for startups less effective. Small-scale organizations must adopt proactive and intelligent UX design measures to identify customer likings and best practices.

"Developing a mobile application is just one part of the process. Testing and adapting to changes are crucial to making the app fit and efficient," added GoodFirms research report.

Testing while the startup app is being developed is one part, and testing even after the app is launched is the second part. GoodFirms' survey respondents believe both activities should be handled to avoid significant losses.

A well-verified and recognized list of companies from reliable B2B listing sites like GoodFirms will have an exclusive development team trained in delivering new-age startup app design services, custom UX design for mobile apps, and UX consulting for startups. The report concludes that hiring a professional UX designer from reputed mobile app development companies can help startups deliver the best mobile app user experience.

About the Research:

GoodFirms Survey - "[Startup Mobile App UX Design-GoodFirms Survey 2025](#)" queried 411 business experts and top performers in the industry.

If you wish to participate in GoodFirms' future research studies, register your name and company details with GoodFirms.

About GoodFirms:

GoodFirms is a Las Vegas-based B2B review and rating platform that delivers rich, original, and in-depth coverage of IT products and services to B2B service users. Both service seekers and service providers benefit from the reviews, ratings, and research insights delivered by GoodFirms.

Sophia Jayden

GoodFirms

360-326-2243

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