

# UI and UX design services: SaaS platform design



It's vital for the success of a software as a service that design is visual and appealing in the first five minutes. In fact, Forrester discovered that a dollar spent on user experience could return as much as \$100. However, most teams still consider design as secondary. The success of many products comes down to the [ui and ux design services](#).

## Why does SaaS design fail more often than it should?

Most software as a service fails during the onboarding process. Customers start using the app and get lost and politely leave. This is not a problem with the features. This issue is related to design.

Features are developed by teams primarily for their own use, rather than customer use. They may as well be acquainted. Testing is skipped. They attempt their proven launch strategies and complain they have a high turnover rate.

It is solved prior to launch by quality **ui/ux design and development services**. They develop user-oriented maps, remove barriers and simplify.

- 88% will never return after a bad experience.
- Up to 70% of customer loss in the SaaS sector is related to substandard onboarding user experience.
- ROI on UX investments of \$100 for every \$1

## What do professional UI/UX design and development services actually cover?

There are levels of designing something and thinking about something. And these are both covered by expert ui/ux designers and developers.

Research is the first step of **User interface design services**. Learning about the user, what they want to do and where they struggle. The skeleton is created through wireframing, before anything is applied (material or colour).

At this point, interactive prototypes, usability testing, and high-fidelity design follows. The final stage is handoff where completely clean, documented and efficiently built assets are provided to developers.

## Project Management SaaS cuts onboarding drop-off by 54%

A medium-sized project management software had a 68% drop-off rate. An onboarding specialist UX team pinpointed three pain points. The empty dashboard had no instructions, and two of the setup pages would not display any results.

After eight weeks, when the product was relaunched to meet the needs of the task while offering a warm welcome and progressive disclosure, the drop-off was reduced to 31%. This data comes with a 22% growth of the ratio of convert-to-pay.

## Why do so many companies hire UI/UX designers from India?

There is a vast pool of talent therefore [Hire ui ux design and development services from india](#), who have experience in delivering large-scale design projects for global brands.

Bangalore, Pune and Hyderabad are a few of the destinations where design studios have decades of experience working with European and American SaaS startups. Users' mental model of a product, as opposed to just the visuals, is a product of experience.

There's also a major price difference. An experienced designer in India will receive a salary ranging from \$25 to \$60 per hour, whereas in the US and UK the average salary will be between \$100 and \$180 per hour. That's a huge boost to SaaS startups.

Companies who **Hire UI/UX Designers** can get a unit, rather than a separate researcher, graphic, and front-end developer.

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