

2024 UX Survey

# Every Experience Counts

Small bugs are a huge problem now that we're *in the internet*



In this report, we explore the relationship between broken experiences, lost consumer trust, and topline revenue.

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# We now live in the internet and **the bugs** are a lot bigger

Not that long ago, you used to have to walk over to a computer and log into the internet to the sweet electronic tune of eeRRaaGbingGbingshhh. But now, with smartphones, our consumer lives are awash in radio communication which we access constantly through devices we wear, hold and drive.

We are now effectively in the internet.

That is, we are wandering the real world, but it's really the web, where everything's smart, payments are touchless, cell service is vital, and the bugs are much, much worse. You used to be able to fix things by unplugging them. Now, they are a network upon which our lives depend.

**Which is to say, those bugs now affect our finances.**

**They can derail our relationships.**

**They can harm our, umm, love life.** [ SEE NEXT PAGE ]

This means your QA team's work is more vital than ever. We can't let bugs of THAT size out in the streets where they could crush unsuspecting citizens.

INTRODUCTION



I couldn't make my mortgage payment on their website

- ANONYMOUS



Locked out of my bank again

- ANONYMOUS



Can't connect with my friend due to system error

- ANONYMOUS



Can't connect with my friend due to system error

- ANONYMOUS

**We surveyed 500 consumers** who use the digital products your team helps create. We'll share vital takeaways for QA and product teams, and explore the relationship between broken experiences, lost consumer trust, and topline revenue.



I accidentally posted a bunch of nudes on a dating app

- ANONYMOUS



I'm unable to pay bills; it keeps signing me out

- ANONYMOUS



Couldn't access a site to help a friend apply for rental assistance

- ANONYMOUS

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Bad experiences are costlier now

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We fear bugs might break this one precious internet

WHO WE SURVEYED

# We surveyed 500 people

Half of respondents were in their 20s-50s [ FIG. A ]

Far more women replied than men [ FIG. B ]

Women are actually much more likely to respond to surveys. Too few respondents identified as non-binary. We've improved our methods for next year.

FIG. A

What is your age?

11%

Gen Z  
Ages 8-26

22%

Millennials  
Ages 27-42

28%

Gen X  
Ages 43-58

34%

Baby Boomers  
Ages 59-77

05%

Silent Generation  
Ages 78+

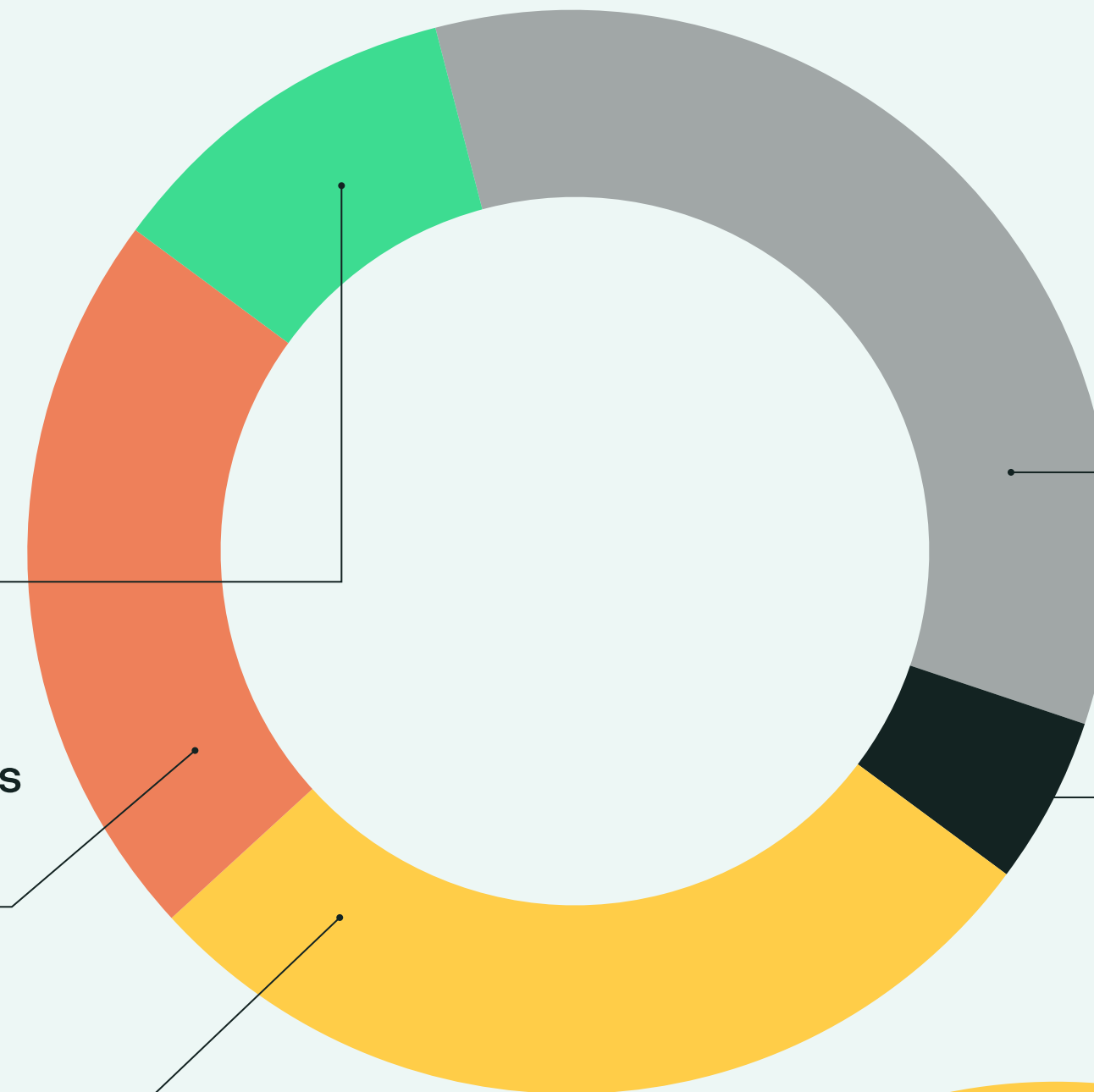
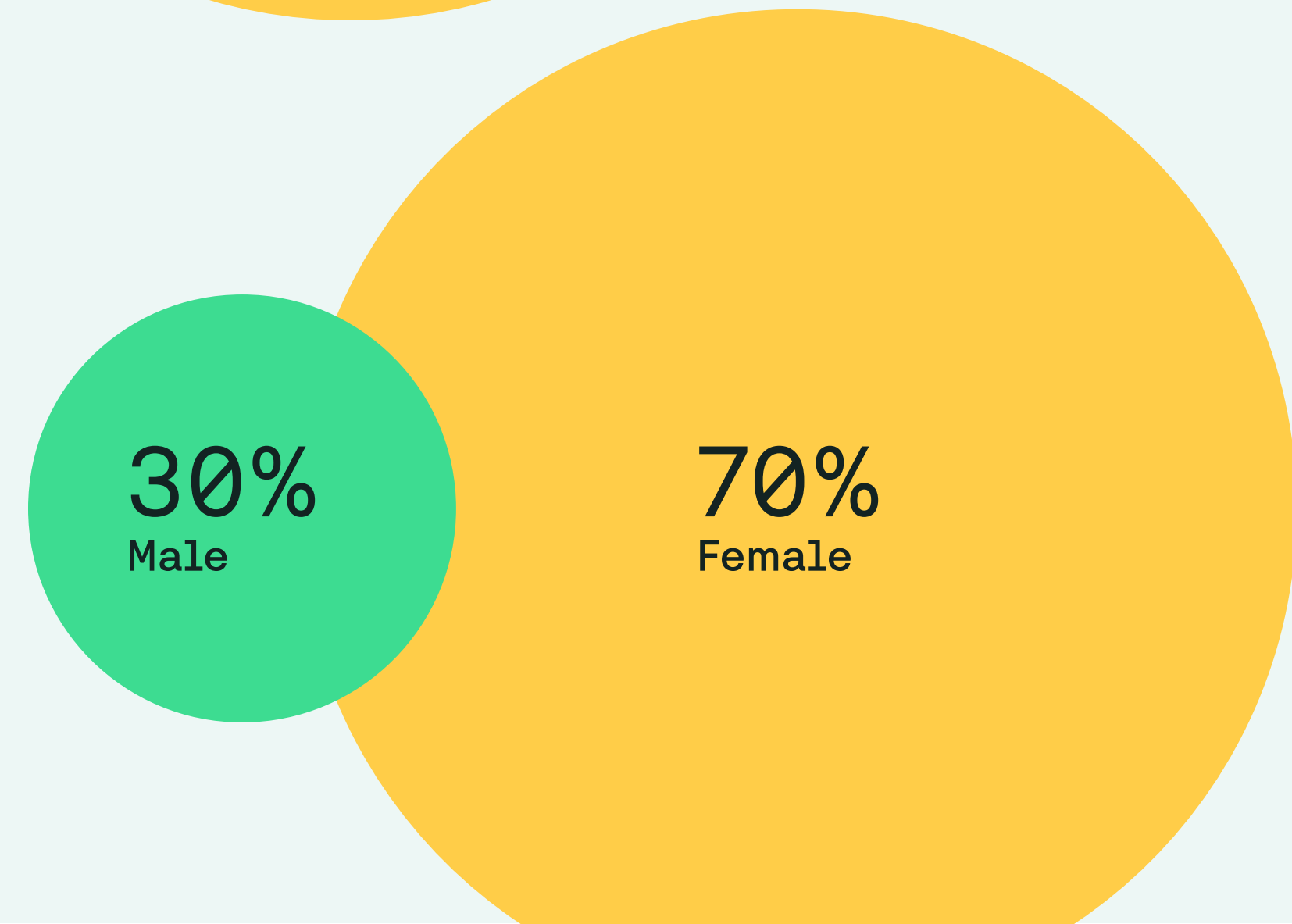


FIG. B

What is your gender?

30%  
Male

70%  
Female



WHO WE SURVEYED

All respondents live in the U.S

The most populous states had proportionally greater representation. We'd make a Texas joke but California and Florida also went big.

Respondents by Region

19% Northeast

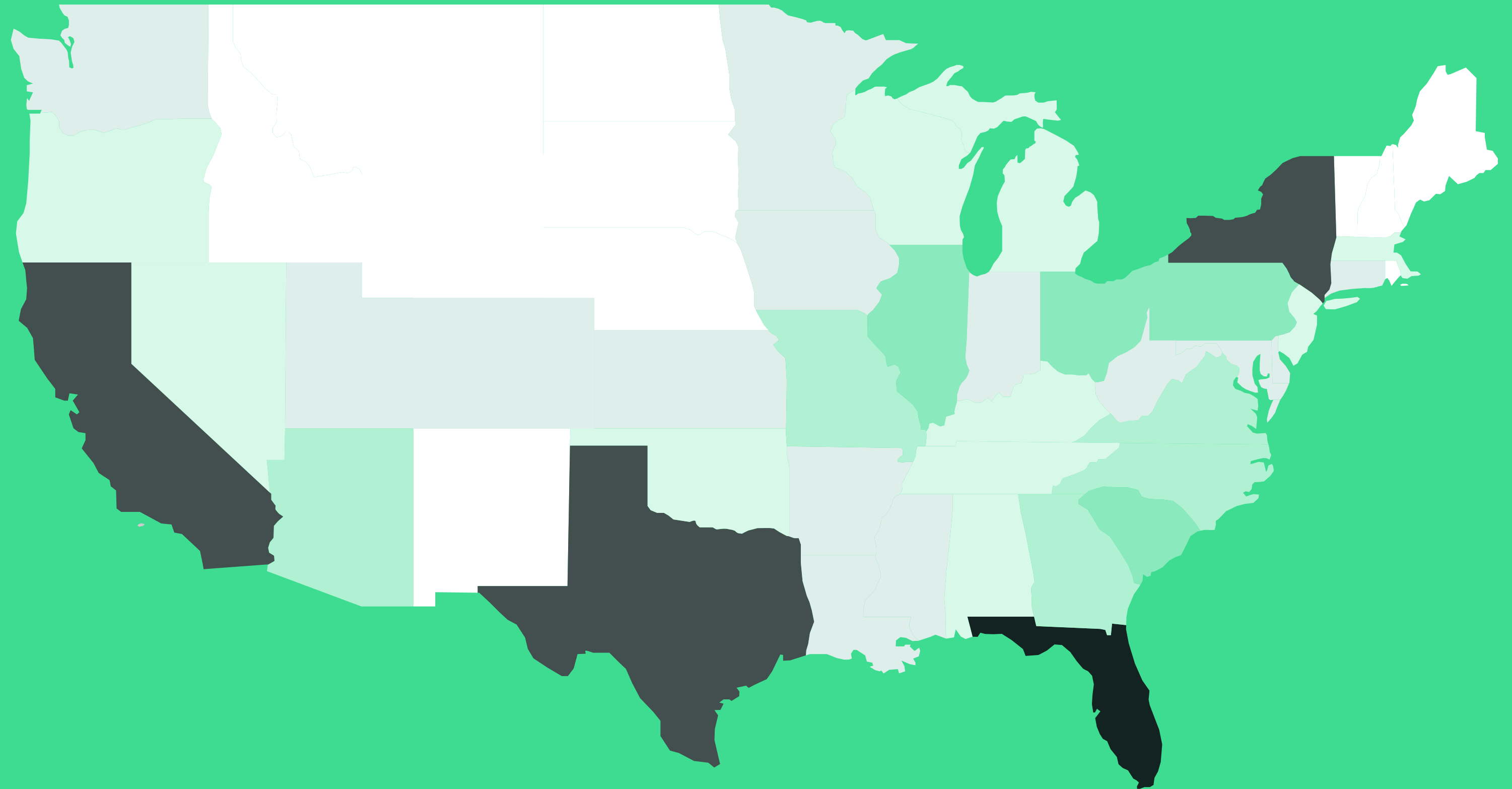
31% Southeast

15% Southwest

21% Midwest

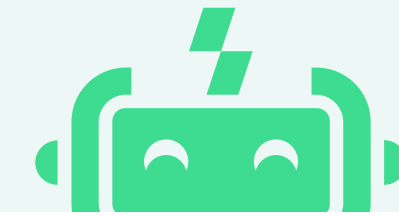
14% West

Let's see what they had to say



Alabama	2%	Idaho	0%	Minnesota	1%	North Dakota	0%	Vermont	0%
Alaska	0%	Illinois	4%	Mississippi	1%	Ohio	4%	Virginia	3%
Arizona	3%	Indiana	1%	Missouri	3%	Oklahoma	2%	Washington	1%
Arkansas	1%	Iowa	1%	Montana	0%	Oregon	2%	Washington D.C.	1%
California	7%	Kansas	1%	Nebraska	0%	Pennsylvania	4%	West Virginia	1%
Colorado	1%	Kentucky	2%	Nevada	2%	Rhode Island	0%	Wisconsin	2%
Connecticut	1%	Louisiana	1%	New Hampshire	0%	South Carolina	4%	Wyoming	0%
Delaware	1%	Maine	0%	New Jersey	2%	South Dakota	0%		
Florida	9%	Maryland	1%	New Mexico	0%	Tennessee	2%		
Georgia	4%	Massachusetts	2%	New York	7%	Texas	7%		
Hawaii	0%	Michigan	3%	North Carolina	3%	Utah	1%		

1 Bad experiences  
2 are **costlier**  
3 now that everyone's  
4 **extremely online**



## What these results mean for you

- 1 People living in the internet expect a flawless digital experience because, life.
- 2 The cost of bugs to users is rising—it impacts them financially, relationally, and medically.
- 3 The cost of bugs to companies is unsustainably high—they influence most people's purchasing decisions most of the time.
- 4 Companies need better quality assurance more than ever.





TOP TAKEAWAYS

# We are living in the internet

## 55%

of respondents **engage in digital experiences** 20+ times per month

## 71%

of people are sometimes, often, or always **able to complete their goal with an app or website**

### Bad experiences are common

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**45%** of people said **things malfunction** sometimes, often, or always

**42%** of the time, people report **running into bugs**, defects and quality issues

### Bad experiences affect your revenue

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**70%** say **poor digital experiences** have a moderate, serious, or extreme impact on their purchasing

**86%** of people say **dysfunctional experiences** make them at least slightly less likely to purchase

**89%** of people say **usability issues** impact their purchasing decisions at least a bit

**30%** of respondents said it only takes 3-4 **negative website, software, or mobile app interactions** to consider switching to a competitor

TOP TAKEAWAYS

# People complain of impacted finances and account lockouts

Financial software has the fewest bugs. Yet people's open-ended responses suggest that those bugs are the most painful.

## Fraud is common and makes for a terrible user experience

# 9% of people complained of hacks, scams, and fraud

# 70%

say **security issues** have a moderate to extreme **impact on their purchases**

# 38%

of respondents said they are sometimes **required to set up two-factor authentication** when navigating ecommerce websites, cloud software, or mobile apps

# 38%

of respondents say they are **always asked to create a strong password** when navigating e-commerce websites, cloud software, or mobile applications

# 28%

of respondents said they are **neither aware or unaware** if the e-commerce websites, cloud software, or mobile application they are navigating has a **history of security breaches**

## THE SURVEY RESPONSES

The population has  
**more digital experiences**  
than **our survey**  
could account for

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THE SURVEY RESPONSES

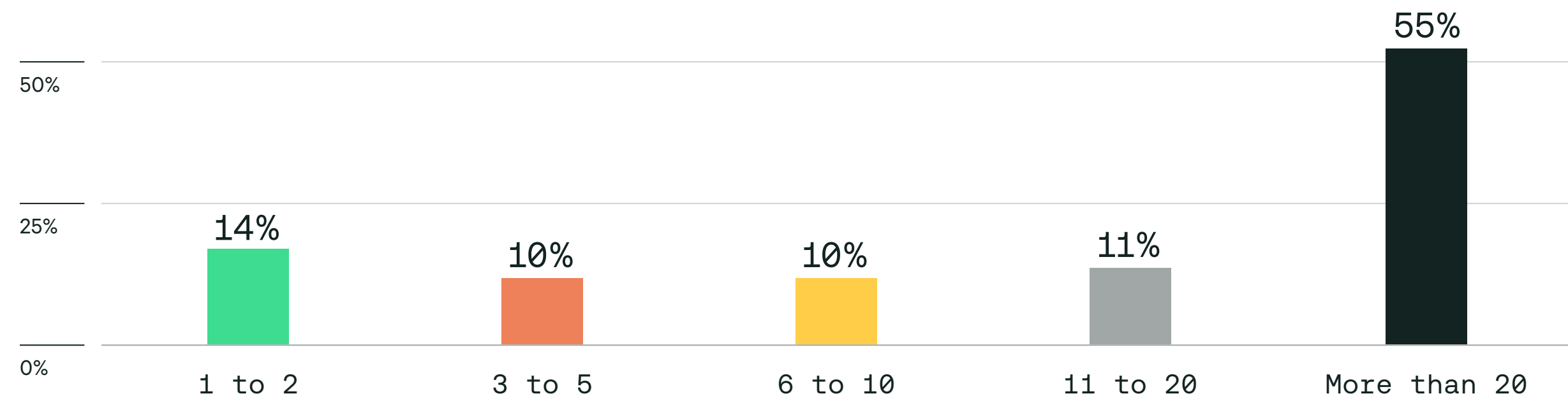
We thought 20 substantial experiences per month was high but in fact it was low, so our survey can't show the true extent to which people are online.

But given 95% of adults have a smartphone and 4 in 10 are online "constantly," we can all guess.

If we slice this data by generation, usage is fairly consistent except for the Silent Generation, of whom 72% say they are online more than 20 times per month. (Are they called silent because they won't get off their phones? Yikes!)

FIG. 1

How frequently do you engage with digital experiences each month? (Websites, apps, chatbots, social, etc.)



If we slice the data regionally, Southerners win the "extremely online" award—they have an average of 15 experiences, to the Northeast's 13.2.



THE SURVEY RESPONSES

3 in 4 people are sometimes, often, or always able to complete their goal with an app or website

Seventy-two percent of people said they complete their goal always or often. That's pretty good. Except if you live in the Midwest, where 14% of people said rarely or never. (Presumably, the internet they are living in runs on a Packard Bell.)

What can we take away from this data? That people are often successful and digital experiences are useful. However, that doesn't mean they're as easy as they could be—far from it.

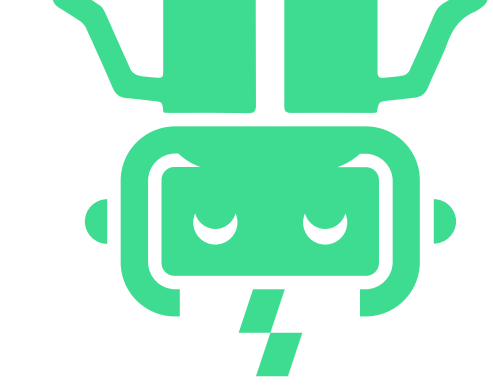
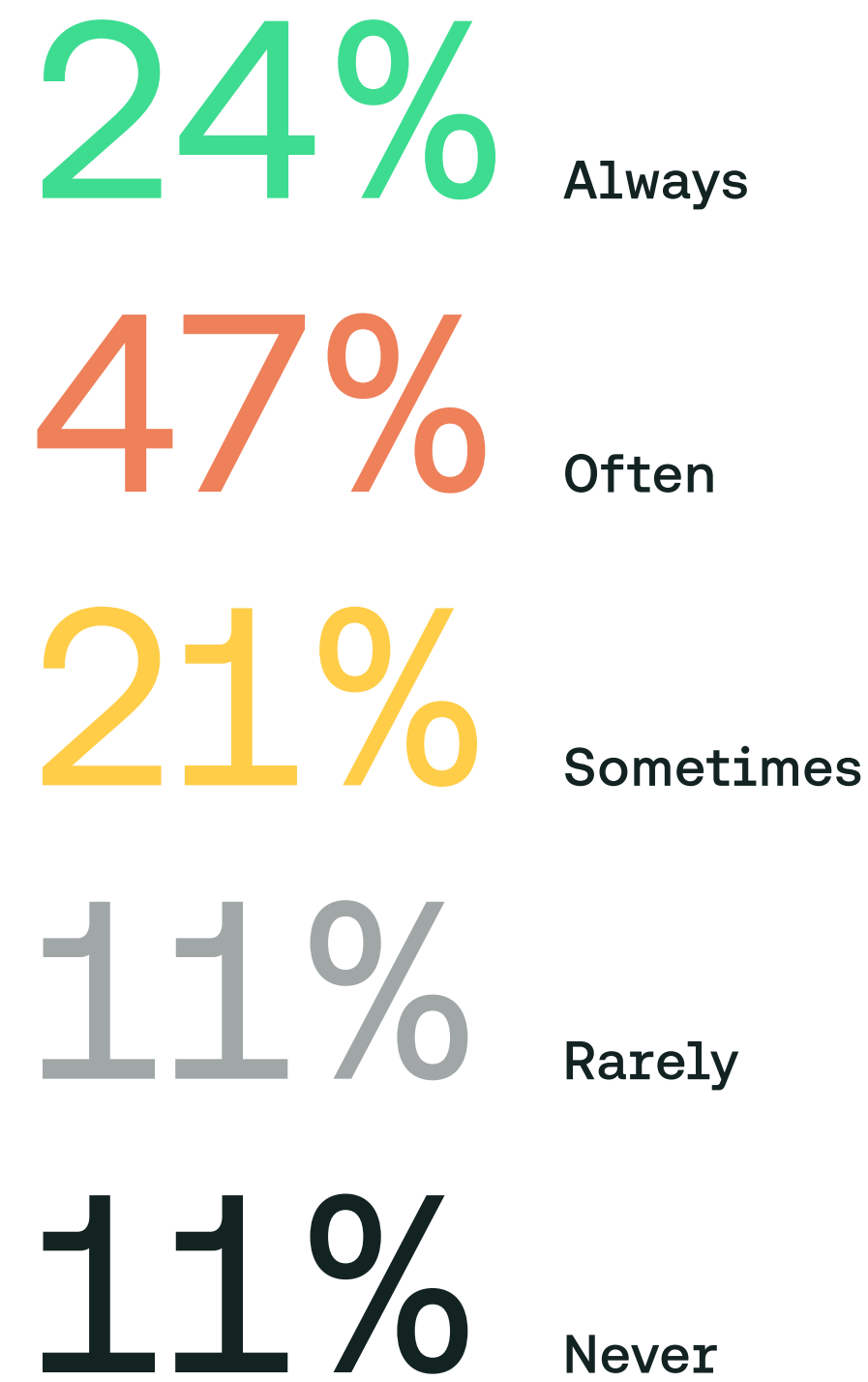


FIG. 2

How frequently are you able to solve your problem or complete your goal?



Most people are successful with apps and software ... but that doesn't mean it's easy.

THE SURVEY RESPONSES

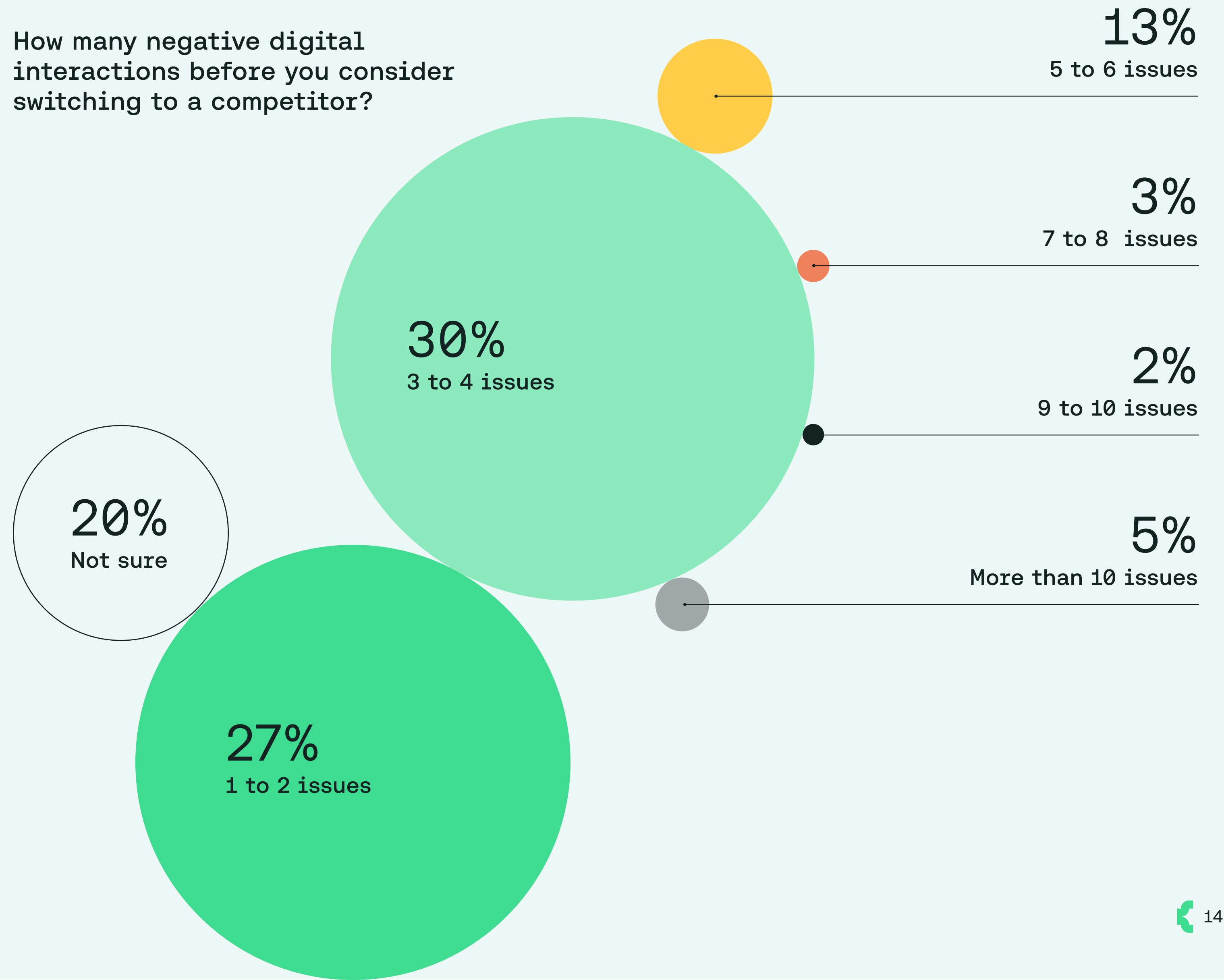
# Three strikes and you're out: Most people consider churning after 3-4 bad experiences

Fifty-seven percent of respondents said that after 3-4 negative interactions with a company's website, software, or mobile app, they'd consider switching to a competitor. With 27% of the population, you only get 1-2 strikes.

(Umm, but will somebody please grant us the angelic forgiveness of that 5% who said more than 10? They must have played a lot of Contra growing up.)

FIG. 3

How many negative digital interactions before you consider switching to a competitor?

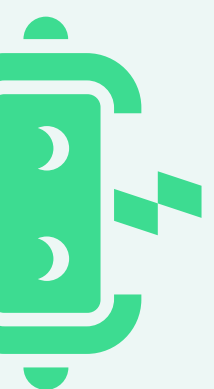


THE SURVEY RESPONSES

# Inside the internet, something malfunctioning half the time is far too often

Forty-five percent of people said things go wrong sometimes, often, or always. When you can walk away from the internet, no problem. But when you're living in it? When a glitch means your car won't start, you can't pay for bus fare, and you can't reach help? That's too damn high.

Of all age groups, Gen Z experiences the most issues. The Silent Generation runs into the fewest, by a wide margin. (Take that, ageist expectations.)

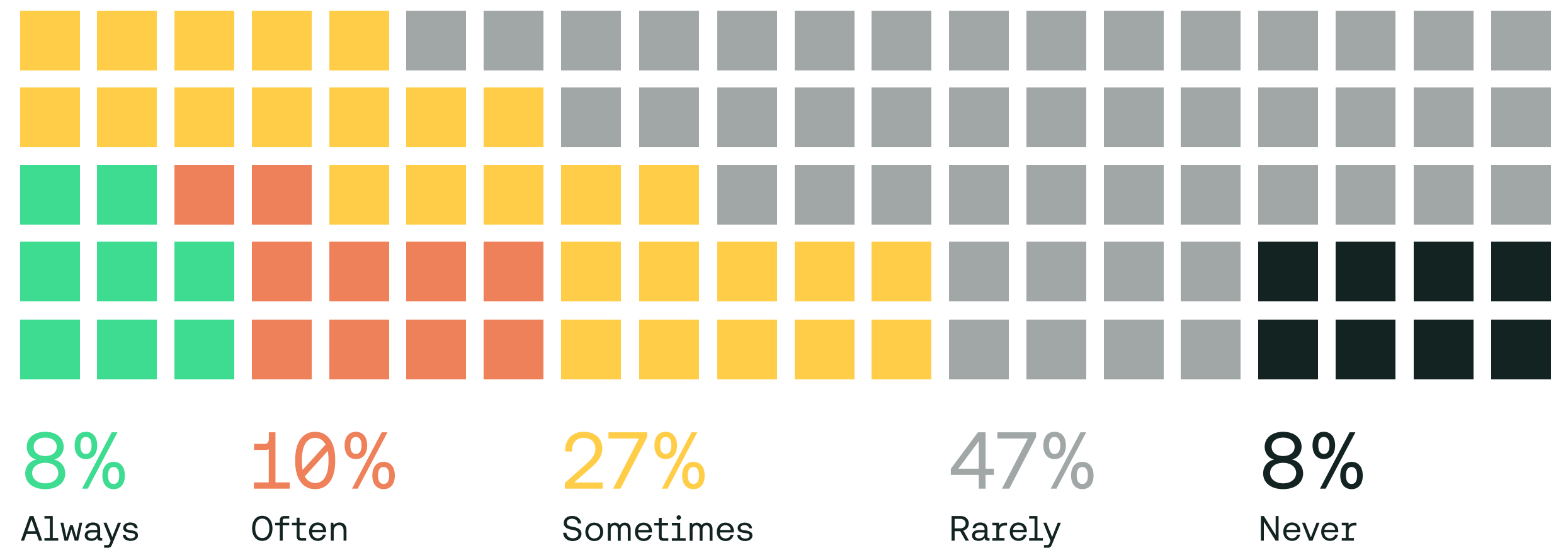


When you're in the internet, a bug might mean your car won't start.



FIG. 4

How frequently do digital features not function as expected?



	Gen Z Ages: 18-26	Millennials Ages: 27-42	Gen X Ages: 43-58	Baby Boomers Ages: 59-77	Silent Gen Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	12%	10%	11%	5%	0%
<b>OFTEN TIME</b> 51% to 80% of the time	25%	9%	14%	3%	0%
<b>SOMETIMES</b> 31% to 50% of the time	35%	34%	26%	25%	4%
<b>RARELY</b> 1% to 30% of the time	26%	40%	41%	57%	88%
<b>NEVER</b> 0% of the time	2%	6%	9%	11%	8%

THE SURVEY RESPONSES

42% of the time, people report running into bugs, defects and quality issues

Your most effective test team are your customers and they are very expensive.

Surprisingly, older generations are keener critics. Perhaps there could be a very real correlation here that points back to how too few teams test experiences in accessibility mode, where the text is larger.



FIG. 5

How frequently do you run into bugs, defects, or other quality issues?

For example, a login button doesn't allow you to log in, your cart appears empty after adding products, a search box fails to display results, etc.

7%  
Always

11%  
Often

24%  
Sometimes

49%  
Rarely

9%  
Never

	Gen Z Ages: 18-26	Millennials Ages: 27-42	Gen X Ages: 43-58	Baby Boomers Ages: 59-77	Silent Gen Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	9%	14%	9%	3%	0%
<b>OFTEN TIME</b> 51% to 80% of the time	28%	14%	9%	6%	4%
<b>SOMETIMES</b> 31% to 50% of the time	26%	35%	27%	15%	4%
<b>RARELY</b> 1% to 30% of the time	35%	32%	42%	66%	72%
<b>NEVER</b> 0% of the time	2%	5%	13%	10%	20%



THE SURVEY RESPONSES

# 57% said digital experiences—good or bad—have a moderate to extreme impact on their buying decisions

One quarter of people said digital experiences have a significant to extreme impact on their decision to buy, or buy again. And given the frequency of digital interactions, that has an impact on purchases. Perhaps this feels obvious? Maybe it's only obvious because we're all in the internet.

Gen Z respondents were less worried about bad experiences—they were 50 percent more likely than other age groups to say digital experiences have just a “moderate impact.” The Silent Generation are the least impacted. Or are they just living up to their name?

*\* It should be said, we are not generational analysts and please do not confuse our snark with actual opinions or advice.*



BUG

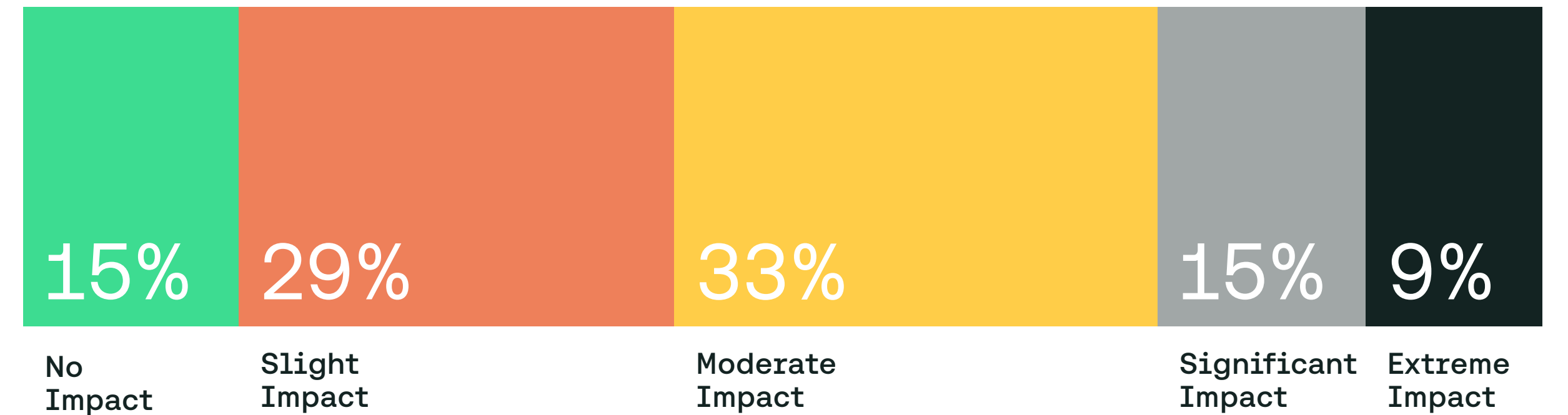
BUG

FIG. 6

To what extent do digital experiences influence your purchasing decisions?

BUG

BUG



	Gen Z Ages: 18-26	Millennials Ages: 27-42	Gen X Ages: 43-58	Baby Boomers Ages: 59-77	Silent Gen Ages: 78+
<b>NO IMPACT</b>	4%	9%	21%	15%	28%
<b>SLIGHT IMPACT</b>	28%	26%	27%	31%	36%
<b>MODERATE IMPACT</b>	49%	28%	31%	34%	24%
<b>SIGNIFICANT IMPACT</b>	18%	18%	12%	15%	12%
<b>EXTREME IMPACT</b>	2%	19%	9%	5%	0%

THE SURVEY RESPONSES

# 86% of people say dysfunctional experiences make them at least slightly less likely to purchase

Actually pause and apply these numbers for your own company’s revenue. How many users have 3-4 negative experiences with your product per session or month? (Chart 3.) And if 86% of those noticeable flaws influence people’s decisions? And if 28% have a significant or extreme impact?

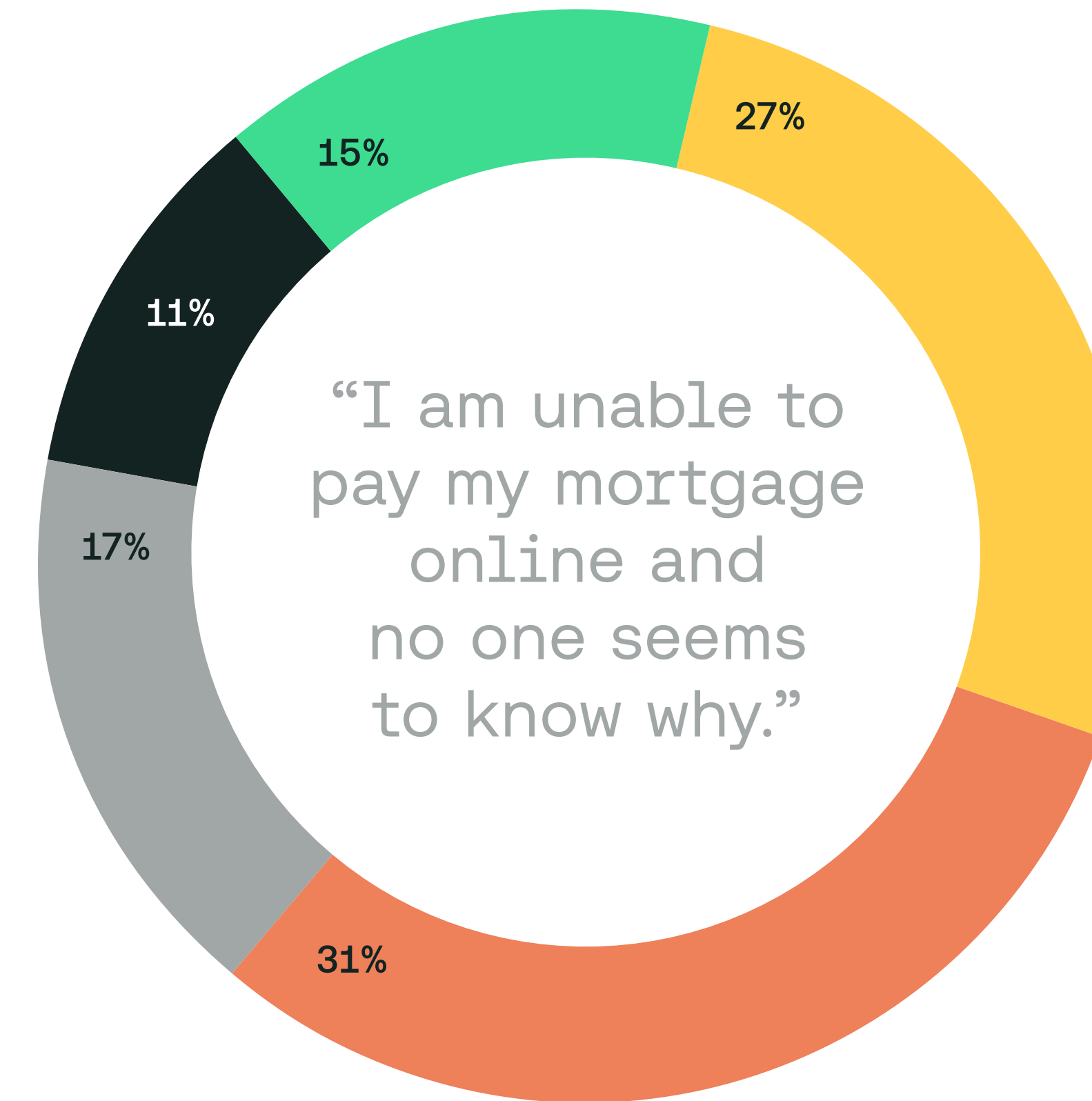
For a company doing millions or billions in sales, that’s a huge leak. And it doesn’t even account for lost brand trust—see the prior stats.

If we break down this finding by age group, Gen Z handles bad experiences the best. Millennials handle them the worst. (Presumably juggling job search and mortgage portals is rough—zing, but actually.)

FIG. 7

To what extent do dysfunctional digital experiences influence your purchasing decisions?

- No Impact
- Slight Impact
- Moderate Impact
- Significant Impact
- Extreme Impact



	Gen Z Ages: 18-26	Millennials Ages: 27-42	Gen X Ages: 43-58	Baby Boomers Ages: 59-77	Silent Gen Ages: 78+
<b>NO IMPACT</b>	11%	6%	20%	15%	28%
<b>SLIGHT IMPACT</b>	25%	21%	24%	32%	40%
<b>MODERATE IMPACT</b>	37%	36%	31%	26%	20%
<b>SIGNIFICANT IMPACT</b>	21%	18%	15%	18%	8%
<b>EXTREME IMPACT</b>	7%	19%	20%	9%	4%

THE SURVEY RESPONSES

56% of people say unreliable experiences have a moderate to extreme impact on their purchase decisions

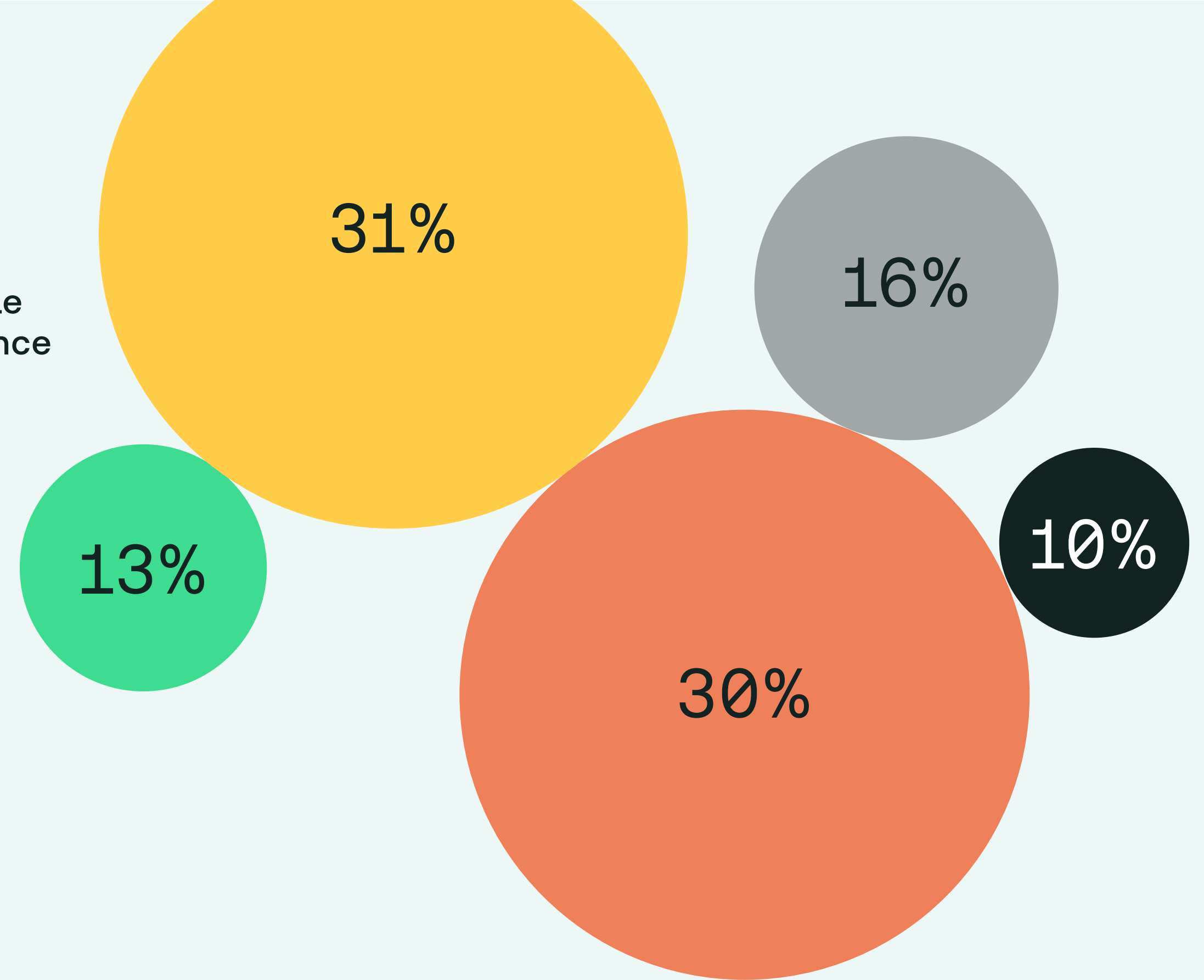
Ten percent said it has an extreme impact, and 16% say it has a moderate impact. Most people agree it has some impact. Oddly, 13% said it had no impact. (Umm, who hurt you? Blink twice if you need rescuing. We're sending the ReBoot team.)

Westerners and Southwesterners are less likely than others to notice experience issues.

FIG. 8

To what extent do unreliable digital experiences influence your purchase decisions?

- No Impact
- Slight Impact
- Moderate Impact
- Significant Impact
- Extreme Impact



	NORTHEAST	SOUTHEAST	SOUTHWEST	MIDWEST	WEST
<b>ALWAYS</b> 81% to 100% of the time	12%	8%	8%	5%	3%
<b>OFTEN</b> 51% to 80% of the time	12%	12%	8%	12%	7%
<b>SOMETIMES</b> 31% to 50% of the time	21%	27%	14%	27%	26%
<b>RARELY</b> 1% to 30% of the time	46%	44%	60%	46%	56%
<b>RARELY</b> 1% to 30% of the time	8%	9%	10%	11%	9%





Yes, I am famous for  
accidentally deleting  
things



Worst is X,  
hate that site

**So then we let people write in about poor digital experiences, and wow**

Of those 314 bruising replies, 2 in 5 were about the software or app not functioning as intended—crashing, not presenting options to move forward, or other bugs. Nearly 1 in 3 impacted people’s finances. Nearly 1 in 10 had real-world non-financial consequences like someone not getting rental assistance.



Accidentally deleted  
my Snapchat



Inability to pay bills,  
signing me out of accounts



I was confused  
by the chatbot’s bad  
grammar

**43%** were about sites, software, and apps malfunctioning.

**29%** were about finances, banking, bills, and the like

**9%** were about confusing flows

**16%** were about deleting social media

**9%** had serious, real-world non-financial consequences

(medical, housing, dating, friendships, school)

**14%** begin with the word “accidentally”\*

**9%** were about security and passwords

**4%** were about customer support

**9%** were about hacks, scams, and fraud

**9%** were about ecommerce checkouts

\* WE CALL THESE PEBKAC PROBLEMS

The “problem exists between keyboard and chair”

**HERE IS A REPRESENTATIVE SAMPLE OF RESPONSES** We lightly edited these for grammar.

My phone broke and I got locked out of my Facebook account ... still cannot get back in and **it's been 5 years**. Once a company sent me 11 pairs of Nikes in size 11 rather than one pair in size 8! I WAS **UNABLE TO PAY MY MEDICAL [INSURANCE]** ON THE PORTAL BECAUSE OF **TECHNICAL ISSUES**. I had someone tell me it sucks to suck when they scammed me. Worst is X, hate that site. I had to **postpone a payment** because the **site wasn't working**. I booked and paid over \$1500 for a rental, but then I **never got a confirmation**. I called the rental agency who **said I did NOT have it booked** ... BUT THEY DID GET MY MONEY A MONTH EARLIER. They said it was **a computer problem**. I had someone tell me it sucks to suck when **they scammed me**. **ASLKFJS:DLKHSJS**.

THE SURVEY RESPONSES

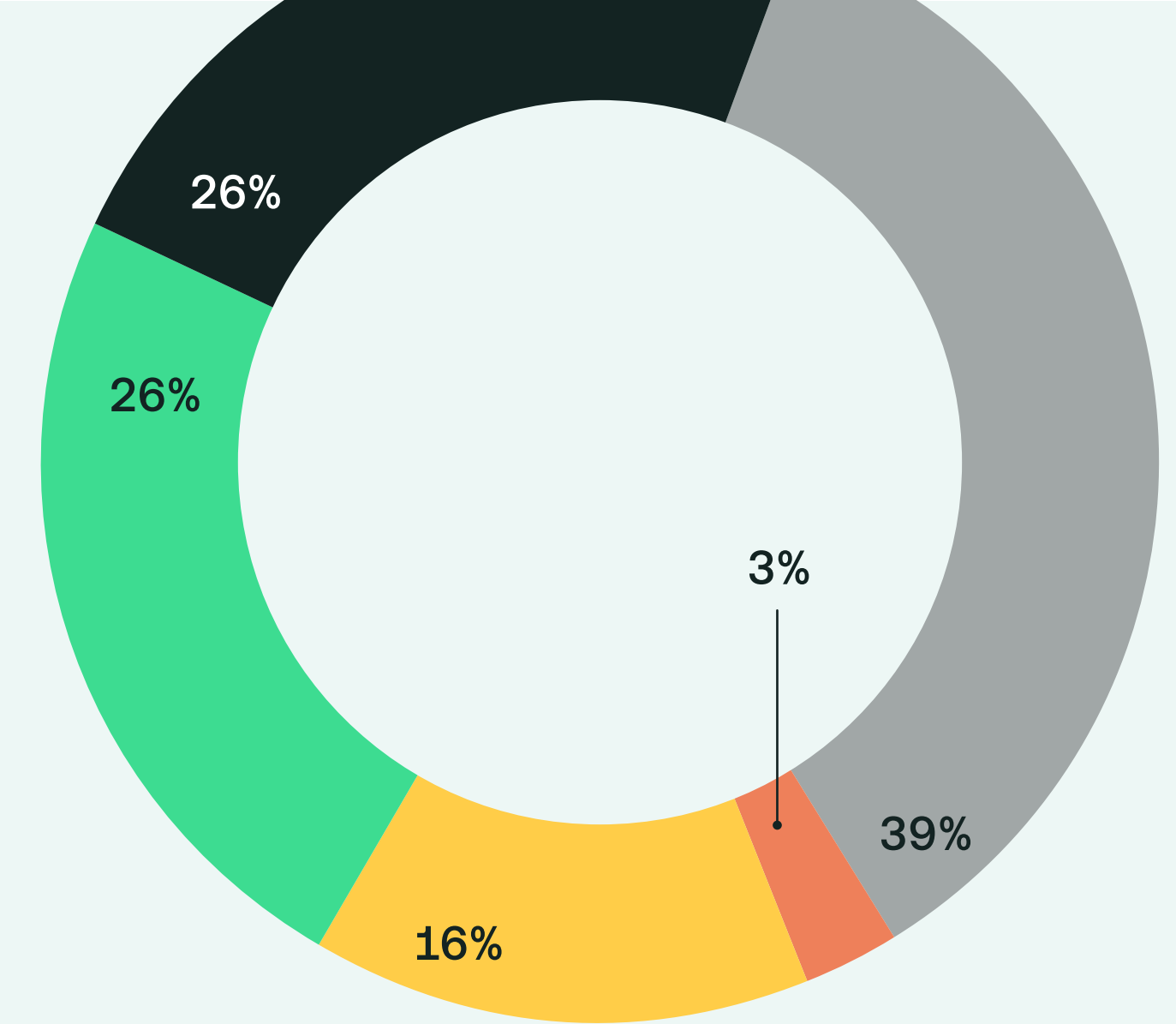
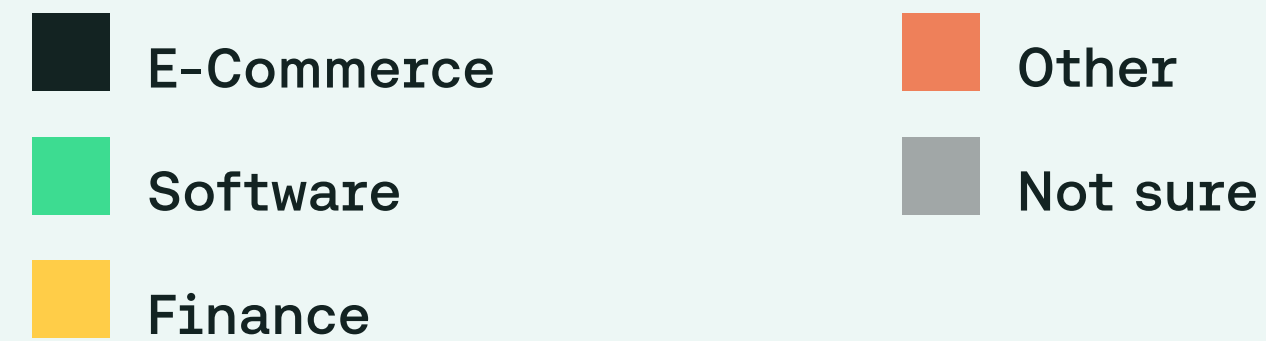
# 39% of people were not sure which industry has the most bugs, and apps malfunctioning

Nobody can decide which industry has the most bugs. Perhaps, in the immortal words of Gureni Telsij, there's too many of them! Finance is doing great with just 16%, except in the Northeast where it's 23%, which is where people make that stuff. What do they know that we don't?

The "other" category included social media, stores, big sites you've heard of, big social media apps you use, gaming, popups, and "the government." (We hear you, pal).

FIG. 9

Which industry has the most bugs, defects, errors, or quality or performance issues?



Which industry has the most bugs, defects, errors, quality, or performance issues?

	NORTHEAST	SOUTHEAST	SOUTHWEST	MIDWEST	WEST
E-COMMERCE	27%	29%	27%	22%	24%
SOFTWARE	25%	24%	25%	25%	34%
FINANCE	22%	13%	16%	18%	9%
OTHER	1%	3%	5%	1%	3%
NOT SURE	38%	42%	34%	43%	34%

### Finance may have few bugs, but theirs bite

In the open-ended responses, 29% of people mentioned finances, banking, bills, and insurance—more than any other category. But consider that much of finance is distributed these days, and embedded within platforms and checkout pages. So the number is likely higher.

THE SURVEY RESPONSES

# People will tolerate, on average, 6.8 form fields

We found people are surprisingly tolerant of long forms. Perhaps password wallets now make them less annoying? Gen Z is somewhat less tolerant.

And yeah, we get it, companies collect information from us. At least they're putting it to good use, right? You are putting it to good use, right? [ SEE FIG. 11 ]

FIG. 10

(By age) How frequently are there too many form fields?

	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	11%	10%	6%	3%	0%
<b>OFTEN TIME</b> 51% to 80% of the time	25%	24%	17%	12%	8%
<b>SOMETIMES</b> 31% to 50% of the time	42%	33%	33%	33%	16%
<b>RARELY</b> 1% to 30% of the time	21%	26%	32%	46%	68%
<b>NEVER</b> 0% of the time	2%	6%	12%	6%	8%

# 68% of people say companies sometimes, rarely, or never prepopulate fields with info they already collected

This is quite a referendum on the state of our data collection and use, isn't it? Apparently most companies are in the internet with us humans, but theirs is more of a lofi LAN party. (Hey, no screen looking!)

FIG. 11

(By age) How frequently do companies use the information you've given them to pre-populate fields?

	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	12%	15%	10%	5%	4%
<b>OFTEN TIME</b> 51% to 80% of the time	35%	17%	23%	22%	20%
<b>SOMETIMES</b> 31% to 50% of the time	33%	39%	40%	36%	28%
<b>RARELY</b> 1% to 30% of the time	16%	20%	17%	31%	44%
<b>NEVER</b> 0% of the time	4%	9%	10%	6%	4%



THE SURVEY RESPONSES

# 50% of people say things are sometimes, rarely, or never intuitive

In what other world would “works half the time” be okay? Think on it. “Half the night I don’t sleep.” “Half the time my front door doesn’t open and I’m stuck inside all day.” “Half the time I can breathe.”

For that 5% who said things are never intuitive, we feel you. The internet’s a rough place. Gen Z, Boomers, Silents find the greatest ease. Or do Gen X and Millennials have the highest expectations?

FIG. 12

(By age) How frequently are digital things simple and intuitive to navigate?

	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	18%	21%	18%	14%	16%
<b>OFTEN TIME</b> 51% to 80% of the time	44%	24%	24%	42%	44%
<b>SOMETIMES</b> 31% to 50% of the time	23%	33%	30%	27%	24%
<b>RARELY</b> 1% to 30% of the time	11%	19%	19%	15%	16%
<b>NEVER</b> 0% of the time	5%	3%	9%	2%	0%

# Only 50% of people say companies offer clear instructions

Again, in what world would not having clear instructions when needed be okay? Imagine assembling IKEA furniture without the booklet.

FIG. 13

(By age) How frequently do they offer simple and clear instructions when you need them?

	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	18%	17%	22%	15%	16%
<b>OFTEN TIME</b> 51% to 80% of the time	33%	31%	22%	40%	36%
<b>SOMETIMES</b> 31% to 50% of the time	35%	37%	34%	26%	32%
<b>RARELY</b> 1% to 30% of the time	11%	13%	14%	17%	16%
<b>NEVER</b> 0% of the time	4%	3%	9%	2%	0%

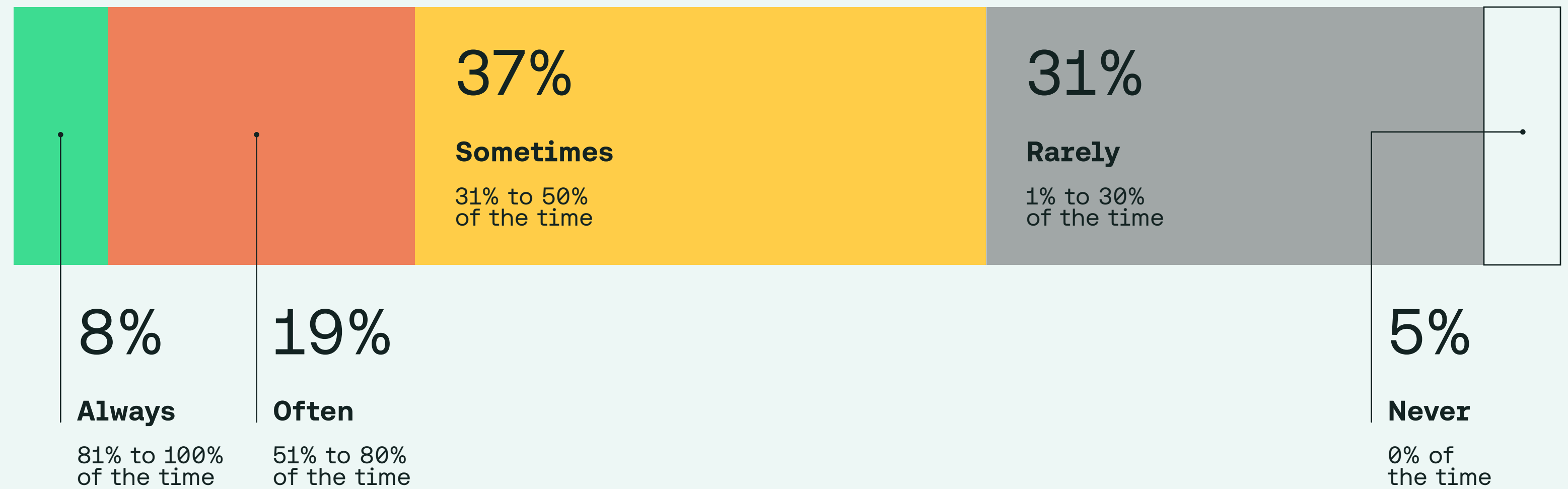
THE SURVEY RESPONSES

64% of people feel they encounter too many steps sometimes, often, or always

Gen Z are the most irked—82% think your site or app takes way too many steps, fam. Though, isn't disappointing them what some of us elders are best at?

FIG. 14

How frequently does it take too many steps to complete your goal?



(By age) How frequently does it take too many steps to reach your goal?

	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	9%	14%	9%	4%	0%
<b>OFTEN</b> 51% to 80% of the time	40%	19%	21%	13%	4%
<b>SOMETIMES</b> 31% to 50% of the time	33%	40%	35%	38%	32%
<b>RARELY</b> 1% to 30% of the time	14%	22%	27%	42%	60%
<b>NEVER</b> 0% of the time	4%	6%	9%	4%	4%

THE SURVEY RESPONSES

54% of people say they are interrupted by ads or popups 3+ times per experience

Gen Z is the most-interrupted generation

**4.2**  
 interruptions  
 on average

FIG. 15

How many times are you interrupted by ads, popups, and opt-ins?  
 (Per session)

	TOTAL	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>0</b>	8%	2%	6%	10%	11%	8%
<b>1-2</b>	29%	23%	29%	24%	33%	36%
<b>3-4</b>	27%	32%	30%	33%	19%	32%
<b>5-6</b>	14%	21%	18%	14%	10%	4%
<b>6+</b>	13%	23%	7%	12%	15%	4%
<b>UNSURE</b>	9%	0%	11%	7%	12%	16%

## THE SURVEY RESPONSES

# 71% of people said getting a freebie would convince them to interact with your ad or popup

Most say they'd like a free item or free shipping. Listen, we aren't marketers, but marketers love unsolicited marketing advice so we recommend passing this along in a note phrased:

"Food for thought" or "Maybe this is why things aren't working"

Give **Millennials** free products

Give **Gen X** a discount code

Give **Boomers** free shipping or discount codes

Give **Gen Z** a discount code or an opportunity to be heard via a feedback survey (is this influence? Am I influencing?)

Give the **Silent Generation** nothing because these stoics grew up in the shadow of the great depression and want for nothing

FIG. 16

What would make you likely to engage with an ad, popup, or opt-in?

	TOTAL	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>FREE PRODUCTS</b>	36%	39%	49%	37%	27%	20%
<b>FREE SHIPPING</b>	35%	46%	33%	40%	29%	28%
<b>DISCOUNT CODES</b>	33%	37%	31%	37%	30%	24%
<b>FEEDBACK SURVEYS</b>	18%	32%	29%	15%	10%	4%
<b>DISCOUNTED SUBSCRIPTIONS</b>	15%	30%	26%	12%	7%	8%
<b>OTHER</b>	1%	2%	1%	1%	2%	0%
<b>N/A NOTHING IN PARTICULAR</b>	32%	12%	21%	29%	43%	68%

THE SURVEY RESPONSES

# 89% of people say usability issues impact their purchasing decisions at least a bit



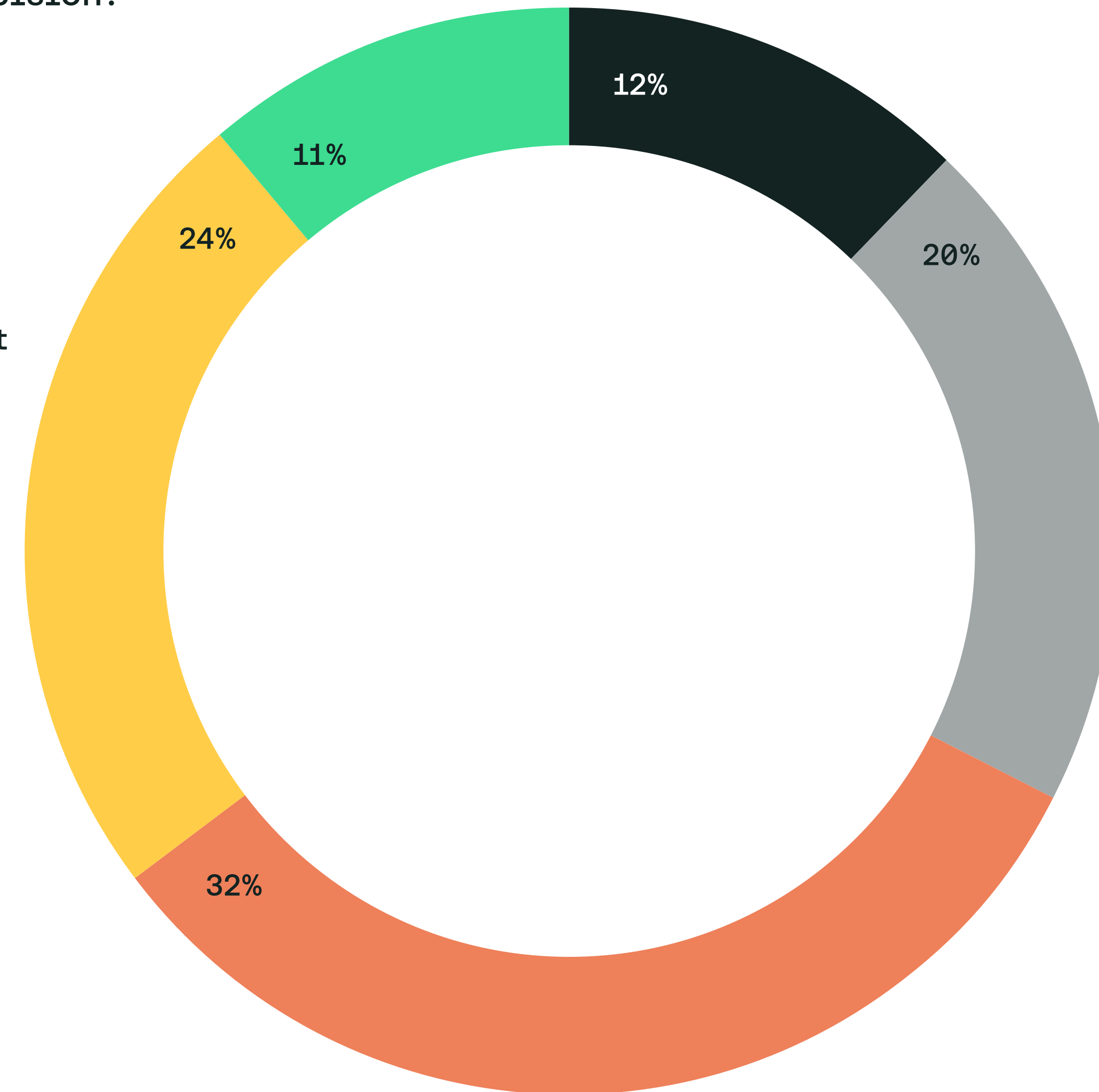
Sixty-five percent say it has a “moderate or greater” effect.

Whereas a remarkable 11% of people will forgive your every mistake. We recommend trying to find more of these people as customers. (Not if we beat you to them.)

FIG. 17

### To what extent does usability influence your purchasing decision?

- No Impact
- Slight Impact
- Moderate Impact
- Significant Impact
- Extreme Impact



## THE SURVEY RESPONSES

# 67% agree that high-friction experiences affect their decision to purchase

Whereas 4% either misread the question or are the type of people who run those obstacle races where you crawl through electrified barbed wire. (If you get tazed in the internet do you get tazed in real life?)

There's broad agreement on friction across generations. But apparently brands have successfully worn Millennials down to where they're apathetic to today's glitchy online/offline experience dystopia.

FIG. 18

To what extent do you agree with this statement?  
“Digital experiences with a lot of friction influence my purchasing decision”

	TOTAL	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>SRONGLY AGREE</b>	25%	23%	24%	21%	30%	16%
<b>SOMEWHAT AGREE</b>	42%	30%	34%	44%	44%	56%
<b>NEITHER AGREE / DISAGREE</b>	25%	33%	29%	29%	18%	16%
<b>SOMEWHAT DISAGREE</b>	5%	4%	6%	3%	6%	4%
<b>STRONGLY DISAGREE</b>	4%	0%	7%	3%	2%	8%

THE SURVEY RESPONSES

# How frequently do you give up, we asked

Whoa, whoa, folks who said “always” (6%), we meant in terms of online experiences. Come out of that computer and see somebody.

Notable that 57% of people said “rarely or never” and you should worry about this determined bunch because if you drop them into an M.C. Escher of a digital interface with no way out, they’ll march those stairs forever.

Oh oh and you could not have written a better line for us but is anyone surprised at Gen Z’s willingness to abandon their goal? Whereas the unflappable Silent Generation is prepared to dust off that uniform, recede into the hills, and join the resistance if need be.

FIG. 19

How frequently do you give up or abandon your goal?

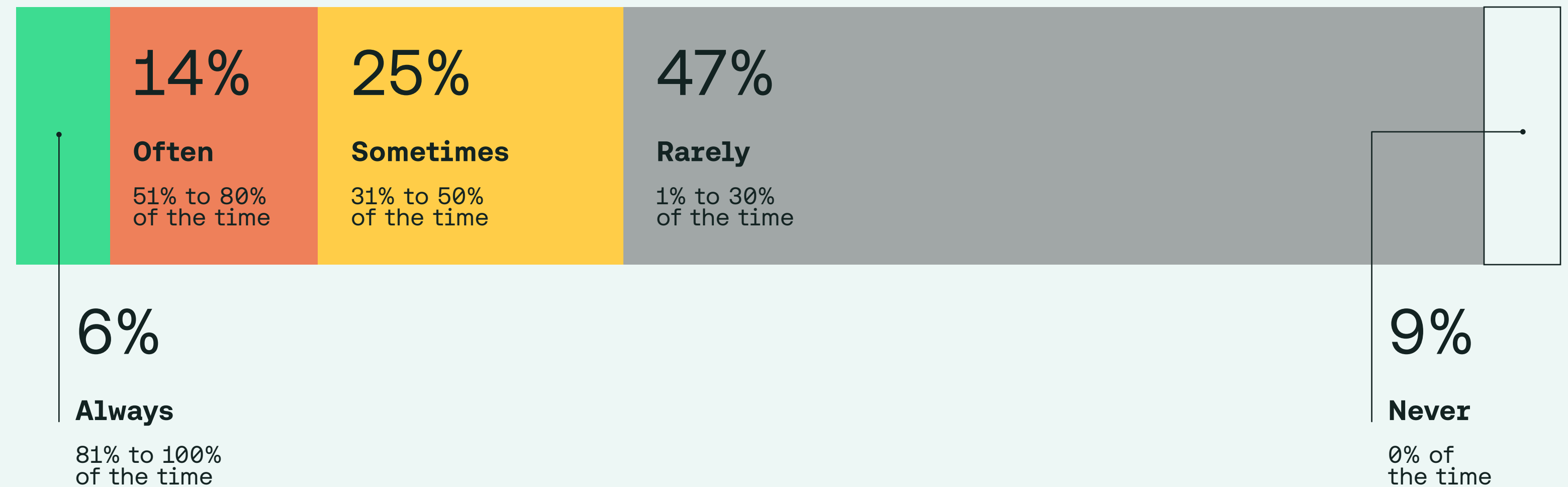


FIG. 20

(By age) How frequently do you give up or abandon your goal?

	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	2%	12%	9%	2%	0%
<b>OFTEN</b> 51% to 80% of the time	33%	19%	11%	8%	4%
<b>SOMETIMES</b> 31% to 50% of the time	39%	25%	28%	19%	12%
<b>RARELY</b> 1% to 30% of the time	25%	35%	40%	63%	68%
<b>NEVER</b> 0% of the time	2%	9%	12%	7%	16%

## THE SURVEY RESPONSES

# 42% of people frequently like the design of the page

That's a respectable number, though recall we're dealing with other people and "taste" here. Only 23% said "rarely or never."

Gen Z is of course the happiest with today's look, though it's arguable how much of the interface they can see from beneath those floppy, 90s bucket hats. Though, Gen Z is harder to wow—just 4% said "always" compared to Millennials who gave it an 18%. (I believe the kids call this golden retriever energy.)

FIG. 21

How frequently do you like the visual aesthetic of a page?

	TOTAL	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	9%	4%	18%	12%	4%	4%
<b>OFTEN TIME</b> 51% to 80% of the time	33%	44%	33%	28%	35%	16%
<b>SOMETIMES</b> 31% to 50% of the time	36%	30%	30%	32%	42%	52%
<b>RARELY</b> 1% to 30% of the time	18%	18%	12%	19%	16%	24%
<b>NEVER</b> 0% of the time	6%	5%	7%	8%	3%	4%



THE SURVEY RESPONSES

# 60% of people said delightful experiences impact their buying decisions

Okay we've gotten through the bad news about bad experiences—here's what you win if you delight people. While just 11% of people are in the "extreme" impact group, we'll bet they are unusually vocal sharers. Whereas 14% of people are unmovable and a quarter are difficult to delight.

You can delight Gen Z but you can't win them over fully. Millennials and Gen X are wowable. The Silent Generation is still waiting in the hills to be told the conflict is over.

FIG. 22

To what extent do delightful digital experience influence your purchasing decisions

- No Impact
- Slight Impact
- Moderate Impact
- Significant Impact
- Extreme Impact

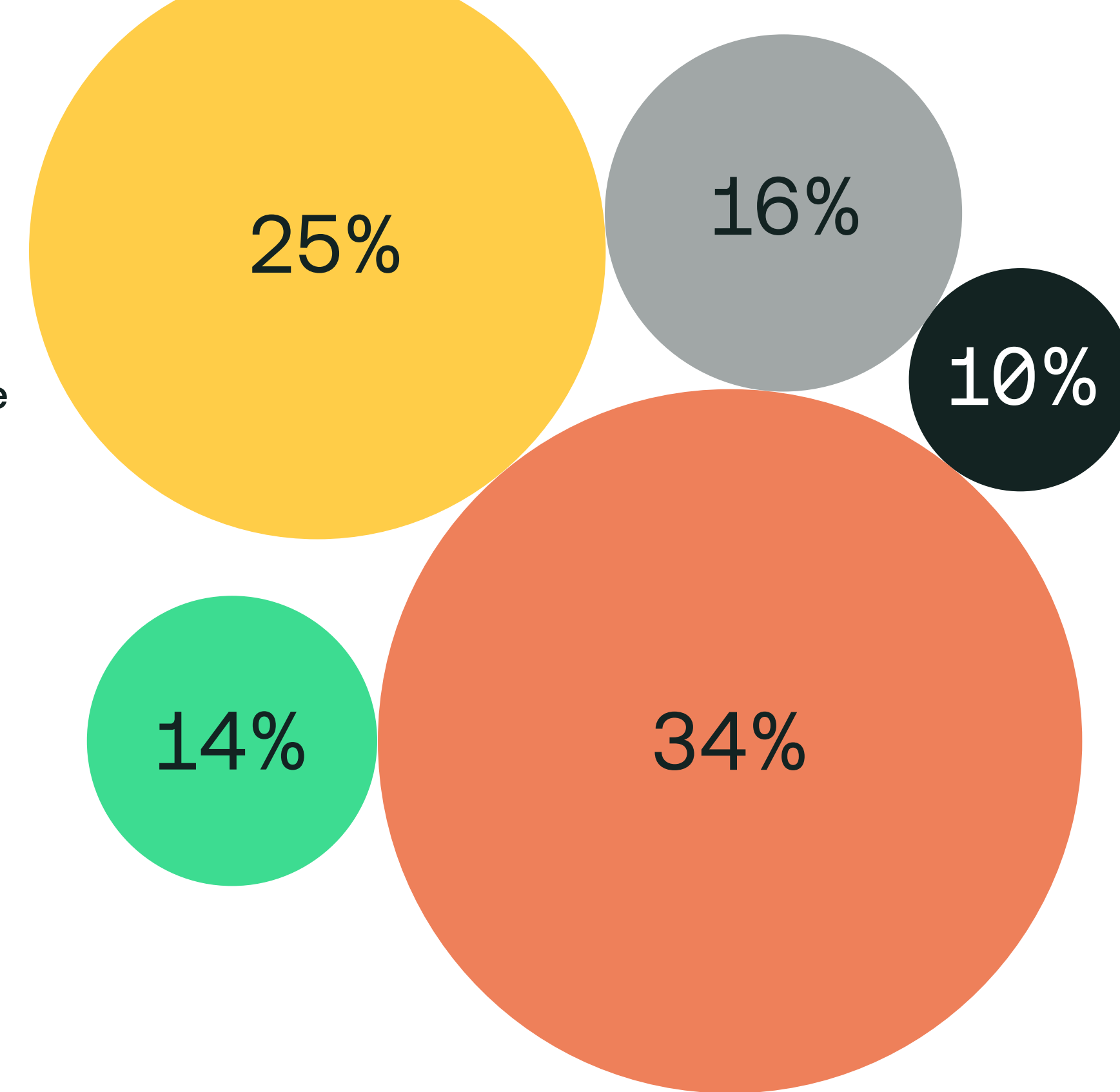


FIG. 23

(By age) To what extent do delightful digital experience influence your purchasing decisions

	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	12%	9%	14%	15%	32%
<b>OFTEN TIME</b> 51% to 80% of the time	23%	20%	31%	24%	20%
<b>SOMETIMES</b> 31% to 50% of the time	40%	34%	29%	36%	36%
<b>RARELY</b> 1% to 30% of the time	19%	17%	14%	18%	12%
<b>NEVER</b> 0% of the time	5%	19%	12%	7%	0%

# Getting locked out is bad UX, but still a less bad UX than fraud

These numbers are all bad news for our survivalist respondents trying to live off the grid with no ID. Though I guess that's why none cast their vote in this digital survey. (Zero percent of survey respondents said they had zero digital experiences, obviously.)

**64%** of people say they are sometimes or always required to create a strong password

(Whereas 3% said never. How? Tell us your ways, Neo)

**38%** of people said they are often or always required to use two-factor authentication

**23%** say they often or always must upload a government ID as verification

FIG. 24

## How frequently are you required to verify who you are by uploading a government ID?

	TOTAL	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	11%	21%	18%	10%	6%	0%
<b>OFTEN TIME</b> 51% to 80% of the time	12%	19%	15%	15%	6%	4%
<b>SOMETIMES</b> 31% to 50% of the time	23%	30%	32%	24%	14%	16%
<b>RARELY</b> 1% to 30% of the time	34%	23%	24%	32%	45%	36%
<b>NEVER</b> 0% of the time	21%	7%	11%	19%	29%	44%

THE SURVEY RESPONSES

Lots of emails today look like ...  
wait what's this?

Well well, look at that.

BUG

BUG

BUG

BUG

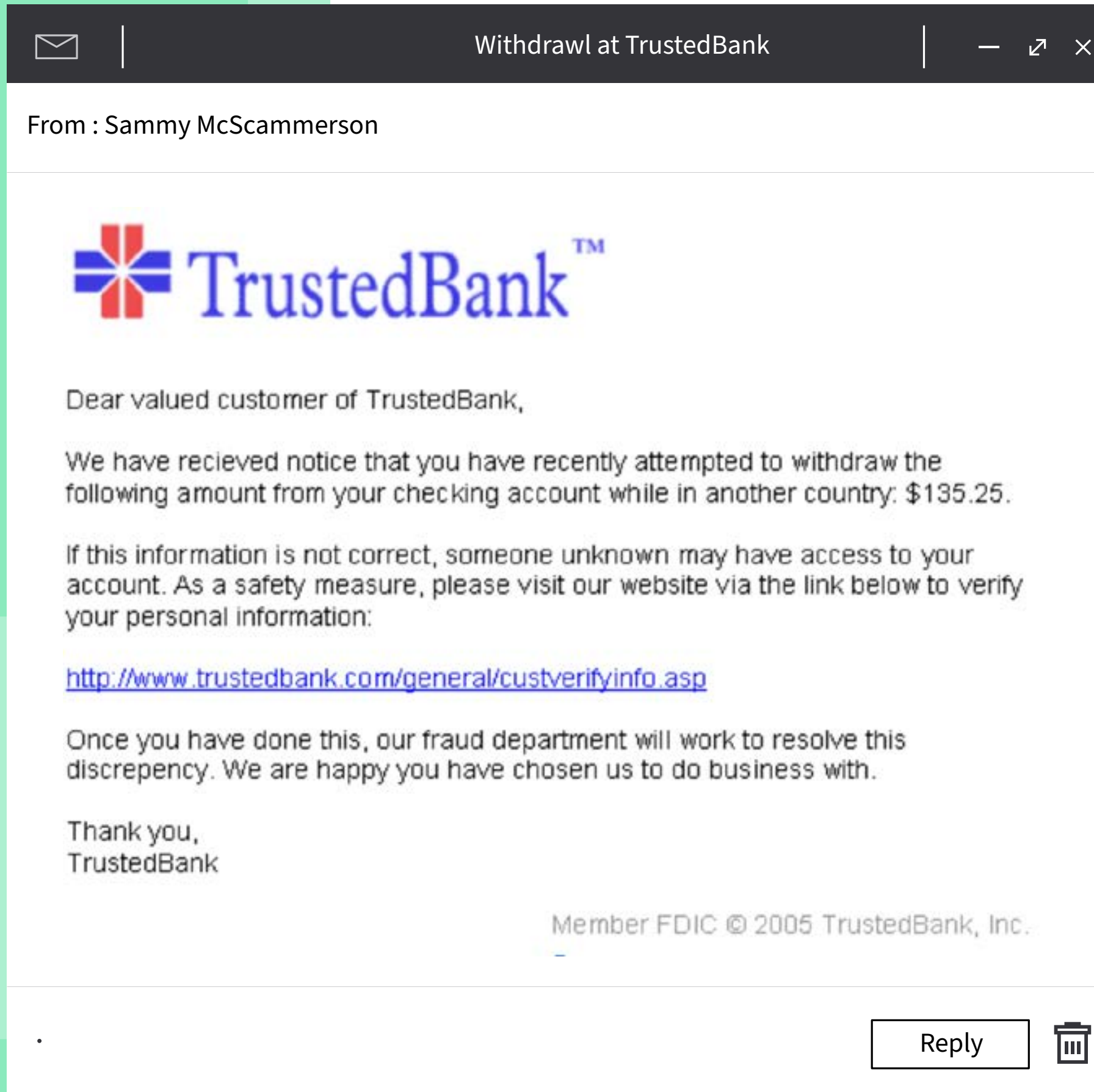
BUG

BUG

BUG

BUG

BUG



Oh no, you did not just click a phishing link did you? We won't tell your boss but sheesh.

- THE SAUCE LABS TEAM

THE SURVEY RESPONSES

# 32% of people say they are often or always aware of when their data is encrypted

But that 13% “always” group are assuredly SecOps people. And that “often” crowd are honest SecOps people, and the rest are SecOps people after a few drinks. Seriously. Do you know anyone outside your company who always knows this?



Younger folks are slightly more aware of when their data is encrypted.

Meanwhile 12% of people say they are “very aware” of when a company has a history of security breaches. (Yup. Definitely SecOps people). Whereas most people don’t know (67%)—unless they are between the ages 18-26 because those people are hawks; 58% are somewhat or very aware.

FIG. 25

How frequently are you aware whether your data is encrypted?

	TOTAL	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	13%	12%	19%	14%	11%	12%
<b>OFTEN TIME</b> 51% to 80% of the time	19%	26%	19%	15%	18%	24%
<b>SOMETIMES</b> 31% to 50% of the time	28%	32%	31%	33%	22%	16%
<b>RARELY</b> 1% to 30% of the time	26%	25%	22%	24%	30%	32%
<b>NEVER</b> 0% of the time	14%	5%	8%	14%	19%	16%

FIG. 26

How aware or unaware are you whether or not the company has a history of security breaches?

	TOTAL	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	12%	19%	18%	13%	5%	4%
<b>OFTEN TIME</b> 51% to 80% of the time	22%	39%	25%	24%	14%	4%
<b>SOMETIMES</b> 31% to 50% of the time	28%	25%	30%	28%	28%	28%
<b>RARELY</b> 1% to 30% of the time	18%	14%	16%	15%	21%	24%
<b>NEVER</b> 0% of the time	21%	4%	12%	19%	32%	40%

## THE SURVEY RESPONSES

# Security hurts: 70% say security issues have a moderate to extreme impact on their purchases

Consumer security concerns rise with age. Potentially this is correlated with people's relative wealth and how much they perceive they have to lose. Or it is inversely correlated to someone's tendency to call fellow humans "rizzlers." You decide.

FIG. 27

To what extent do unsafe digital experiences influence your purchase decisions?

	TOTAL	GEN Z Ages: 18-26	MILLENNIALS Ages: 27-42	GEN X Ages: 43-58	BABY BOOMERS Ages: 59-77	SILENT GEN Ages: 78+
<b>ALWAYS</b> 81% to 100% of the time	10%	7%	9%	10%	9%	24%
<b>OFTEN TIME</b> 51% to 80% of the time	21%	21%	24%	27%	13%	20%
<b>SOMETIMES</b> 31% to 50% of the time	26%	40%	28%	26%	22%	8%
<b>RARELY</b> 1% to 30% of the time	23%	18%	23%	17%	27%	32%
<b>NEVER</b> 0% of the time	21%	14%	16%	21%	27%	16%

## We fear bugs might break this one precious internet

Are these results terrifying? We find them terrifying. When bugs, hacks, and inconsistent experiences are this common (42% of the time) and *this* expensive (3-4 strikes and people churn), they are a multi-million dollar revenue suckerpunch.

Which should get your CTO's attention.

But honestly, it should get the CEO's attention too—because we are all also people, aren't we? We all can appreciate how badly these bugs would ruin our own days—or lives. Because they are now huge motherf\*ckers. When 29% of people have stories about failing finances, lapsed insurance, unpaid bills, frauds, and scams? Our Mothra-sized errors are stamping on real people.

They are now too big to unplug. They are now too big to flee. And are we really just going to let them happen? We hope not.

We hope you know that today, when you release something into the world, even tiny defects can have massive consequences—a bug can flutter its wings and cause a hurricane. Which means yesterday's error rates are no longer acceptable. To those users, and to your business, every single experience counts.

- **Book a demo with Sauce Labs** to learn how to keep bugs from biting your bottom line.

[Learn more about Sauce Labs](#)



BUG

BUG

BUG

Today, bugs are  
a multi-million dollar  
revenue suckerpunch.

BUG

BUG