

Why does SaaS design fail more often than should?

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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 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

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