

The importance of user experience to an organization's products grows each year. Customers want to be heard and savvy organizations are listening.



The Rise of Customer Satisfaction

Nearly 42% of survey respondents report that customer satisfaction, more than any other metric, is the standard to which product managers are held accountable. 31.2% of product managers are not held accountable in any measurable way.

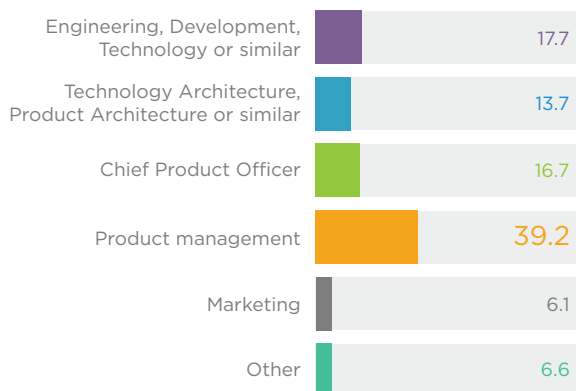
Time in Field



40% of product team members perceive that product managers spend more than 15% of their time directly engaging with customers.

However, the majority of product managers (44%) say that they *actually* spend between 1% to 15% of their time directly engaging with customers.

User Experience Reporting



39.2% of survey respondents BELIEVE UX professionals should report to Product Management.



With product managers only able to spend 1% to 15% percent of their time directly engaging with customers, user experience professionals are becoming increasingly relied upon by high performance product teams.

However, the REALITY IS that only slightly more than a quarter (26.4%) of companies represented in the survey actually place this responsibility with Product Management. In fact, most UX professionals currently report into Engineering or Development (29.8%).

