

Catalyst<sup>UX</sup>

# 13 Signs it's Time to Update Your Legacy Software



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Research shows that most products have a 5-year lifecycle. Yet, most companies keep their legacy software due to resource constraints – be that time or money. The problem is that legacy systems gone unchecked offer up a host of business problems from increased security risks, to poor software performance, incompatibility with modern software and more.

To figure out if it's time for an update, we've pulled together a list of 13 signs that your legacy system may be failing you; and the benefits of updating your UX. Here they are:



## 01 Customer Growth Has Flatlined

It's important to listen carefully to your customers. But sometimes, outside of surveys, actions speak louder than words. If your customer growth has stalled or flatlined, a UX revamp could help energize it.



## 02 Product and Growth Metrics are Slumping

Always keep track of product metrics relevant to your business. This could include daily active users, retention, and of course revenue. When these metrics are slumping, it could be time for a refresh. Or maybe your applications functionality isn't in sync across web and mobile applications—so customers wait, or they delay buying new releases. Careful observation of these metrics can help you determine where you'd get the most bang for your buck in a UX refresh.

## 03

### Hacks and Workarounds Abound

If you notice that your user community is creating hacks or other ways to use your platform, this could mean the user base is unhappy with the feature set. For example, let's say you have a financial application but users are using Excel instead of your platform to analyze data. This can often be a key indicator that it is time for a software update or refresh.

## 04

### It's Been a Few Years Since the Last Update

Because of agile software development, clients are used to getting software updates. This doesn't mean you need to release a completely new product or feature. But it is a good opportunity to freshen up the UI with a redesign.

## 05

### Users Are Asking for Features You Can't Deliver Now

If your architecture or code has reached its limits, you may see an increase in requests for features and capabilities that aren't possible. When this happens, you may want to make a one-time change instead of incremental fixes that don't solve the problem at hand.

## 06

### Applications Are Separate, but Not Equal

If you have separate, uncoordinated web and mobile products you'll not only make the customer experience more cumbersome, but development work will be costly. For example, if each application has their own design and development teams, the development and user experience will be fragmented, release cycles may be longer and more expensive.

## 07

### You've Lost Users and They've Found Competitors

When you experience delays in functionality across required devices, you could lose users. Your formerly weaker competitors, who don't have these issues, may gain ground on you.

## 08

### Your Customers and Frontline Staff Tell You There are Issues

It's hard to hear negative feedback, especially about the products we release. But regular surveying of your users can help keep your product current and make sure the user experience is fluid and functional. On the other hand, if too many years go by without any action toward key feedback, you could be giving up ground to your competition.

## 09

### Your Release Management Across Multiple Devices Is CUMBERSOME

Is the proliferation of devices, resolutions and operating systems impossible to keep up with? Do you find that you cannot launch new features on all devices at once? This can lead to frustration with your development team and your users who may be missing features they need on the device they use. Unifying this experience can help to improve release schedules and usage.

## 10

### Your New Release Has New Problems

It happens. You launch a new product, and user testing reveals problems that need to be solved. If you have a thorough approach to UX, hopefully those are mitigated. But this is also the opportunity to gather usage data, identify the problem and make the necessary fixes iteratively.

# 11

## The User Experience Is Fragmented

Is your interface inconsistent across devices in both functionality and appearance? If so, users are most likely struggling with multiple versions of what they expected to be one product. Unifying this experience can make it easier for the customer to use the product and for your development team to support the product.

# 12

## A Security Upgrade Is Needed

If you're in a highly regulated industry it goes without saying that your end user and admin experience are likely under constant review. If not, you may want to think of systematic reviews and updates to ensure that the latest and best user and security functions exist.

# 13

## You See Potential in an Improved User Experience

Be honest. You and your team know an improved UI would have huge potential. You don't want to change for change sake, but you know there are ways of fixing the interface to improve the customer experience. And you want to be proactive.

# The Benefits of a Modernized, Unified UX

It's pretty clear that in today's world, UX can't be ignored, otherwise potential users will surely flock to your competitors in hopes of a better experience. But if you need a financial justification, turn to the Forrester Research study that found that a well-designed user interface could increase conversion by up to 200%, and a better UX design could yield conversion rates up to 400%.

Or, consider the costs? According to Robert Pressman's book, *Software Engineering: A Practitioner's Approach*, "For every dollar spent to resolve a problem during product design, \$10 would be spent on the same problem during development, and multiply to \$100 or more if the problem had to be solved after the product's release." This is to say that every dollar invested in UX returns \$10 to \$100 and correcting the problem from the start is most cost effective.

## So what are the benefits beyond money?

### For **your company**:

- Reduced UI development costs
- Faster time to market
- Simultaneous release of new features across all devices
- Stronger competitor position
- Consistent responsive experience across all devices
- Faster design of new features
- Incremental revenue due to improved adoption
- Better bottom line due to reduced design, development and support costs

### For **your users**:

- Increased efficiency due to consistency across all devices
- Access to new features across all devices

## Getting Started

If you or your company show even one of these signs, it could be time for an updated, modern, unified UX. To get started, email us at [business@catalystux.com](mailto:business@catalystux.com). We'll show you an approach to modernizing your UX,