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## USER EXPERIENCE AS AN INTEGRAL CRITERION OF THE MARKETING QUALITY OF AN INFORMATION PRODUCT

*The article explores the evolution of quality criteria for information products in the digital economy. It substantiates the paradigm shift from purely technical software characteristics to User Experience (UX) as the key market differentiator. Based on international standards (ISO/IEC 25002:2024, ISO 9241-210:2019) and contemporary research, the study proves that UX acts as an integral criterion of marketing quality. It directly drives economic return (ROI), reduces Customer Acquisition Cost (CAC), and maximizes Customer Lifetime Value (LTV). The research systematizes the methodological toolkit, integrating the HEART framework with transactional metrics (NPS, CES, SUS, SUPR-Q) into a cohesive marketing analytics system. Furthermore, it highlights the innovative role of continuous behavioral analytics, A/B testing, and omnichannel synchronization in shaping a highly converting, proactive user experience.*

**Key words:** user experience, UX design, information product, marketing quality, design ROI, HEART metrics, behavioral analytics, digital economy, omnichannel.

**Formulation of the problem.** In today's highly competitive digital environment, traditional approaches to defining and measuring the quality of an information product (software, mobile applications, web platforms, SaaS solutions) have undergone a radical transformation. In the early stages of the IT industry's development, quality was determined primarily by the accuracy of the code, the reliability of the architecture, and the availability of the widest possible set of utilitarian functions. Today, these attributes have evolved from a competitive advantage into the category of "hygienic minimum". In conditions of unprecedented information overload, commoditization of technologies, and a rapid decline in switching costs for consumers, the concept of user experience (UX) inevitably comes to the fore.

The modern consumer no longer evaluates a software product in isolation from the process of interacting with it. If an information solution does not provide a seamless, intuitive, accessible, and emotionally comfortable experience, the consumer will abandon it in favor of competitors, regardless of the power of the server architecture (back-end). This paradigm shift requires businesses to consider UX not as a purely aesthetic, design, or engineering task of the final development cycle, but as a fundamental strategic marketing tool and an integral

criterion for the quality of the entire product. A marketing strategy that ignores the quality of the user experience inevitably faces a catastrophic increase in the cost of attracting customers (Customer Acquisition Cost) and a critical level of churn (Churn Rate).

**Analysis of recent research and publications.** The evolution of quality in marketing and the digital economy has been addressed in the works of many modern scholars and practitioners. The fundamental transition from Goods-Dominant Logic to Service-Dominant Logic is deeply explored in the works of M. A. Akaka and S. L. Vargo (2015). They argue that value is created exclusively within the interaction ecosystem, making experience the company's central asset [1].

From an engineering perspective, the transformation of software quality understanding is reflected in the international standards of the SQuaRE series, particularly in the current ISO/IEC 25002:2024 standard, which emphasizes the critical importance of the "Quality in Use" component for the end consumer [2]. Concurrently, the principles of ergonomics and Human-Centered Design are fundamentally enshrined in the ISO 9241-210:2019 standard, which outlines the theoretical boundaries of the UX concept [3].



The psychological and multidimensional aspect of UX is traditionally examined through the conceptualization of pragmatic and hedonic quality dimensions, confirming the inadequacy of a purely utilitarian function in building long-term marketing loyalty.

The economic efficiency and return on investment (ROI) in digital design are the subjects of large-scale analytical reports by leading global consulting groups. A fundamental study by McKinsey & Company (2018) convincingly demonstrated a direct link between an organization's design maturity (McKinsey Design Index) and its financial performance [4]. The reduction of customer acquisition costs through the quality of the product itself has been proven in analytical materials by the ProductLed platform (2023), dedicated to the Product-Led Growth strategy [5].

The methodological toolkit for measuring UX, in particular the modern adaptation and application of the HEART framework for large-scale digital ecosystems, was deeply elaborated in a recent 2024 study where this methodology was applied to evaluate the UX of investment applications [6]. The concept of "Effortless Experience" and the CES (Customer Effort Score) metric as a key loyalty indicator in digital channels were detailed in an article by M. Dixon and co-authors in the Harvard Business Review [7]. Modern statistical methods for user experience quantification are fundamentally described in a scientific article by J. Sauro (2015), where the SUPR-Q metric was first introduced and validated [8].

The rigorous methodology of controlled online experiments (A/B testing), which is the standard for UX optimization today, is thoroughly covered in the work of Microsoft and Google experts R. Kohavi, D. Tang, and Y. Xu (2020) [9]. The issue of omnichannel customer experience and comprehensive Customer Journey mapping are explored in the latest scientific articles by C. Märtin (2025) [10] and M. Valdez (2022) [11].

Despite high interest, UX literature remains narrowly focused on engineering or design. There is a lack of comprehensive studies integrating ISO quality standards with marketing metrics (CAC, LTV, ROI) and behavioral analytics, creating a gap between strategic UX recognition and practical everyday measurement tools.

**Formulation of the purpose of the article.** The purpose of the study is to comprehensively conceptualize user experience as an integral criterion of the marketing quality of an information product, to deeply systematize the methodological tools for its quantification (measurement), and to determine the critical role of behavioral analytics and continuous testing in the process of maximizing consumer value.

**Presentation of the main research material.** The evolution of ideas about what constitutes "quality" of information products is inextricably and organically linked to the change in global economic paradigms. Traditional marketing science has long operated within the logic of product dominance, where value was considered built into the product directly at the production stage. Modern

science is based on the logic of service dominance (Service-Dominant Logic), which in the era of total digital transformation has acquired new, expanded meanings. According to thorough research in this area (Akaka & Vargo, 2015), a physical product or written software acts only as an intermediate mechanism (transport) for providing a service. True value is never static it is always jointly created by the company and the customer exclusively at the moment of interaction (value-in-use) [1]. In this conceptual context, an information product has no immanent (internal) marketing value beyond the subjective experience of its use by a specific person.

This profound paradigm shift is clearly and consistently reflected in the international standardization system. Classical engineering approaches to software development and testing have evolved, which is recorded in the current international standard ISO/IEC 25002:2024 (System and software quality models) of the SQuARE series. This standard fundamentally distinguishes between two concepts: "Product Quality" – internal, objective characteristics of the system, such as the security of the software code, modularity, recoverability or fault tolerance, and "Quality in Use" [2]. It is "Quality in Use" that is a direct marketing dimension of the product, since it determines the extent to which a specific user can achieve their pragmatic goals with specified effectiveness, efficiency and satisfaction in a clearly defined context of use. Even technically flawless code with the highest indicators of "Product Quality" is recognized as poor quality from a marketing point of view if its "Quality in Use" is low.

An even deeper understanding of the subjectivity of quality is provided by the international standard ISO 9241-210:2019 ("Ergonomics of human-system interaction"), which is a cornerstone of human-centered design. It defines user experience (UX) as "the perceptions and reactions of a person that arise as a result of using or anticipating using a product, system, or service" [3]. A critically important addition to this academic definition is its extended temporal dimension: UX is not limited to the moment of physical interaction with an interface. It includes emotions, beliefs, psychological expectations, preferences, and even physiological reactions that arise in the consumer's mind before the interaction begins (for example, under the influence of brand marketing communications or reviews), directly during the use of the application, and after the interaction ends (reflection of the experience, formation of loyalty and memory).

Based on this normative framework, it is important to note that modern theory emphasizes the need to consider user experience through the prism of the inextricable unity of two dimensions: pragmatic and hedonic.

The pragmatic dimension is directly related to the utilitarian, functional goals of the user (do-goals). It answers the question: how clear, convenient and fast the product allows you to perform a specific task (for example, to make a transaction in a banking application, generate a report in an ERP system or find a product in an e-commerce catalog). This is traditional "usability", which focuses on

minimizing cognitive effort, transparency of information architecture and effective prevention of errors.

The hedonic dimension is related to the higher psychological and emotional needs of the user (be-goals). These include stimulation (getting new, exciting experiences from interaction), identification (the ability to express oneself through the use of an aesthetic or premium digital product), and emotional attachment to the brand. An interface may be pragmatically ideal, but if it looks outdated and boring, its overall marketing quality, and therefore competitiveness, is sharply reduced.

From the point of view of strategic marketing, it is the synergistic combination of pragmatic and hedonistic dimensions that transforms an ordinary information tool into a unique product with high Customer Perceived Value. Modern users of information technologies no longer simply buy a set of algorithms or functions; they actually buy a feeling of total control over the process, speed, aesthetic pleasure and a cardinal reduction in their own cognitive load. Accordingly, UX logically acts as the highest, integral criterion of quality, since it inextricably synthesizes the technical (engineering) perfection of the software product and the deep psychological satisfaction of the client.

The evidence base of the impact of UX on key financial and economic indicators of companies is constantly updated and exponentially expanding. Modern empirical research finally destroys the outdated myth of design as an exclusively aesthetic component and proves that user experience design has confidently moved from the category of inevitable Cost Center to the category of the main strategic Profit Center.

In particular, the fundamental study of the global consulting company McKinsey & Company “The Business Value of Design” (2018) documented that organizations that systematically and methodologically invest in digital design and customer experience consistently outperform their industry competitors. Companies with the highest design index (McKinsey Design Index) demonstrated revenue growth 32% higher and total shareholder return (TRS) 56% higher than the average in their industries [4]. The most financially successful companies are characterized by the fact that they integrate UX metrics at the highest level of corporate strategic decision-making, putting interface satisfaction indicators on the same level as quarterly revenue or margin indicators.

This trend is also confirmed in more recent reports. Research agencies in their annual Customer Experience Indexes highlight a critical market trend: in today’s inflationary and economic turbulence environment, customers are willing to pay a premium for information products that deliver a seamless, effortless digital experience.

A detailed description of the areas of impact of UX optimization on key marketing metrics and the expected economic impact is provided in Table 1.

The impact of UX on the overall marketing quality and financial results of an IT company is conceptualized through several powerful, interconnected economic mechanisms:

1. Radical reduction in the cost of attracting customers (Customer Acquisition Cost, CAC). In the modern digital economy, information product developers are increasingly using the Product-Led Growth (PLG) distribution model. According to the concept of Product-Led Growth, in this model, the product itself, its convenience and extremely fast demonstration of value (Time-to-Value) are the main, autonomous driver of sales [5]. Excellent, thought-out UX naturally stimulates virality (viral spread): deeply satisfied users become voluntary brand ambassadors, generating a powerful network effect and free word-of-mouth effect. Building “virality loops” directly inside the product interface allows IT companies to significantly reduce budgets for classic advertising (Performance Marketing).

2. Conversion Rate Optimization (CRO). Any, even the most optimized marketing funnel always contains so-called “friction points”. Complex, multi-step registration forms, non-obvious navigation, lack of progress indicators or excessive cognitive load on the user when making decisions instantly lead to refusal of the target action (high Bounce Rate). Consistent elimination of these architectural obstacles using UX design methods (by simplifying the user’s path and reducing the number of clicks) can radically increase the conversion of a site or application. At the same time, conversion increases on existing traffic, without increasing the advertising budget, which makes investments in UX one of the most cost-effective and highly profitable CRO tools.

3. Exponential increase in customer retention and lifetime value (LTV). For a huge segment of information products operating on a subscription model (Software-as-

Table 1

**Economic impact of UX optimization on key marketing indicators**

Area of UX impact in marketing	Target classical metric	Expected result from UX optimization	Global economic effect (ROI)
Customer Acquisition	Customer Acquisition Cost (CAC)	Reduction of acquisition cost due to built-in product virality	Reduction of Performance Marketing budgets, organic traffic growth
Conversion	Conversion Rate (CR), Bounce Rate	Maximization of target actions (registrations/purchases) by eliminating friction points	Revenue increase on existing traffic
Customer Retention	Churn Rate, Customer Lifetime Value (LTV)	Formation of a strong habit through smooth onboarding, halting churn	Exponential LTV growth and stabilization of recurring revenue
Operational Efficiency	Support Costs, Time-to-Market	Reduction in support tickets, avoidance of development errors	Reduction of Help Desk OPEX and optimization of developer hours

Source: systematized by the author based on [4, 5]

a-Service, SaaS), retention is a critical factor not just for success, but for the physical survival of the business. High, devastating churn rates in the early stages of the lifecycle (in the first days or weeks of use) are most often caused not by poor functionality or high price, but solely by the difficulty of mastering the product interface. Targeted investments in high-quality UX onboarding (the process of smooth adaptation, training and engagement of a new user within the interface) quickly form a stable habit of the product. This, in turn, stops early churn and exponentially increases the customer's lifetime economic value (Lifetime Value, LTV).

4. Systemic optimization of operating costs (Support Cost Reduction and Development Efficiency). A logical, predictable and intuitive interface dramatically reduces the user's dependence on technical or customer support. Significantly reducing the number of Help Desk calls, reducing the time required to train the client company's personnel (in the B2B segment), and minimizing the number of critical user errors directly and positively affect the operating margin of the IT business. Moreover, conducting early UX research at the stage of creating low-detailed prototypes (Wireframes) allows you to identify false product hypotheses in a timely manner. This helps to avoid extremely expensive code rework after the official release, thereby optimizing the overall budget and significantly reducing the product development cycle (Time-to-Market).

To effectively transform UX from a general, subjective philosophical concept into a strictly managed criterion of marketing quality, it is absolutely necessary to implement a reliable, standardized, and valid methodological toolkit. Modern science proposes a fundamental division of all quality metrics into two large categories: Attitudinal metrics (recording what users think and subjectively say) and Behavioral metrics (objectively recording what users actually do in the product). Only the intersection of these two axes allows for a multidimensional, reliable picture of quality.

One of the most systematic and conceptually coherent approaches to measuring UX on a large-scale information system scale remains the HEART framework. Its modern application and adaptation to multidimensional digital products are detailed in recent studies (e.g., evaluation of investment applications, Nur et al., 2024) [6]. The uniqueness of this model lies in the organic integration of purely marketing business indicators with behavioral characteristics of interaction. The framework is decomposed into five macro-metrics (or quality dimensions):

– Happiness: A purely attitudinal metric that captures the overall level of user satisfaction, visual appeal of the interface, brand perception, and ease of use. Measured exclusively through regular micro-surveys directly in the application (In-app surveys).

– Engagement: A behavioral metric that clearly indicates the intensity of use of an information product. For a news portal, this may be the time spent on the page; for an analytical platform, the number of reports generated per

week; for a social product, the amount of content created. High, stable engagement is the strongest indicator of the high pragmatic value of the product.

– Adoption: A metric that shows the rate of mastering completely new features after an update or the speed of adaptation to the product itself by new users. Indicates the effectiveness of product marketing and the quality of UX tips (Tooltips, Walkthroughs).

– Retention: The most economically important metric is the percentage of active users who continue to return and use the product after certain control periods (e.g., Day 1, Day 7, Day 30 retention). A low first-day retention rate indicates deep problems with understanding the interface logic.

– Task Success: Classic, rigorous usability metrics that capture objective effectiveness: the percentage of successfully and completely completed user scenarios (Task Completion Rate), time spent on one task (Time on Task), and the frequency of critical errors.

It is important to note that each of these categories does not exist in a vacuum – it is tightly tied to business goals through the “Goals – Signals – Metrics” system, which allows you to transform abstract strategic objectives of the company into clear digital indicators [6].

Transactional and relational quality metrics. For a deeper, granular assessment of marketing quality at specific touch points, standardized scientific questionnaires are used, the validity and internal consistency of which has been proven by years of empirical research and described in detail in the studies of J. Sauro [8]:

1. NPS (Net Promoter Score) – an index of consumer loyalty. Although NPS is traditionally considered an indicator of the overall attitude towards a corporate brand, in the era of digital information products, it depends directly and mostly on UX quality. The drawback of NPS is its exclusively relational nature: it reflects the overall, aggregated impression of the client over the entire time but cannot point to specific problems or “bottlenecks” in the interface. Therefore, in modern analytics, NPS is mandatorily combined with transactional metrics.

2. CES (Customer Effort Score) – a customer effort indicator. This revolutionary metric was conceptualized by M. Dixon and co-authors (2010) and is based on proving the fact that purposeful minimization of user effort (cognitive, visual, temporal, physical during clicks) has a much stronger, more stable impact on building long-term loyalty than expensive attempts by the company to create a “wow effect” [7]. For any information product, the lowest possible effort score (lack of friction in the interface) is the absolute standard of high UX quality.

3. SUS (System Usability Scale) and SUPR-Q (Standardized User Experience Percentile Rank Questionnaire) – standardized tools for deep quantitative assessment of usability and overall UX perception [8]. SUS is a fast and highly reliable 10-item questionnaire that yields an overall score from 0 to 100. The advantage of more comprehensive methods, such as SUPR-Q, is not only the detailed evaluation based on trust, loyalty, and

usability parameters, but also the presence of a massive global normative database. A company can compare its Percentile Rank with hundreds of other authoritative sites or applications, receiving an objective, verified marketing benchmark, not just an isolated number.

Full integration of these measurement tools into a single marketing analytics information dashboard allows top managers to abandon hypothetical assumptions and make deeply informed, data-driven decisions (Data-Driven Decision Making) regarding the strategic development of an information product.

The latest global trend that radically and irreversibly changes approaches to managing the marketing quality of information products is a massive transition from intuitive, design-based design to management based on deep Behavioral Analytics, the widespread use of continuous A/B testing tools, and technological support for seamless omnichannel experiences. As scientific reviews and industry reports show (Märting et al., 2025), these analytical technologies have become the gold standard for developing conversion information solutions [10].

In the traditional, somewhat outdated paradigm, UX research (such as focus groups, large-scale surveys, classic usability labs) was mostly conducted once – at the stage of initial product development or before its radical redesign. The modern approach, known as “Continuous Discovery”, dictates the strict necessity of continuous, 24/7 analysis of how thousands of users interact with the product in real time and in real (not laboratory) conditions.

**Deep Behavioral UX Analytics.** Instead of simply stating macro-indicators of customer churn post-factum, modern Digital Experience Analytics Platforms focus their attention on micro-interactions. The use of tools such as dynamic Heatmaps, Click Maps, detailed Scroll Depth analysis, and full video recording of real user sessions allows marketers to literally “see” the information product through their client's eyes.

Behavioral analytics can automatically detect and flag critical behavioral anomalies: for example, the aforementioned “rage clicks” – multiple, rapid, and irritated clicks on a certain element, or “dead clicks” – which clearly indicate that the user logically expected to see an active element or link, but was confronted with a non-working or static fragment of the interface. Such data allows product teams to pinpoint pain points in the customer journey and proactively correct them long before they massively impact the drop in marketing conversion rates.

**Continuous A/B and Multivariate Testing.** Marketing quality management is today considered unscientific and impossible without rigorous experimental testing of hypotheses. Instead of making decisions about changing the interface, relying on the subjective opinion of experts or management (the so-called HIPPO effect – Highest Paid Person's Opinion), leading companies massively use A/B testing tools (controlled online experiments) to simultaneously test several variants of UX solutions directly on real traffic. The detailed methodology of such experiments, fundamentally described by R. Kohavi,

D. Tang and Y. Xu (2020), guarantees high statistical reliability of the results [9].

Modern experimentation platforms allow testing not only cosmetic changes (button color or font), but also deep, holistic user scenarios: new information architecture, onboarding algorithms, pricing plan structure or order processing logic. This methodological approach ensures stable, safe and iterative improvement of product quality, where each, even the smallest change, is implemented in the main product only when it is supported by reliable statistical data on its positive impact on the main economic indicators of the business (for example, Revenue per User or Conversion Rate).

**Omnichannel UX Synchronization and Management.** Marketing quality in today's multidimensional digital economy is no longer limited to the screen of a single device. An information product that provides a fragmented, disconnected experience between its mobile version, desktop application (PC) and main website is rapidly losing competitiveness. Modern customers strongly expect a seamless omnichannel experience: having started a complex task on a smartphone while traveling, the user demands the ability to instantly continue it on a work laptop without any loss of context, entered data, or current status.

Such a high level of expectations means that modern UX management requires the mandatory construction of comprehensive Customer Journey Maps, which deeply analyze cross-platform interaction, which is confirmed by the research of M. Valdez (2022) [11]. Accordingly, marketing quality metrics should be aggregated and evaluated not individual screens or devices in isolation, but a holistic, omnichannel scenario of achieving a global goal by the customer.

The synthesis of deep behavioral analytics tools, rigorous scientific hypothesis testing and technological omnichannel synchronization allows you to create a sustainable system of Continuous UX Improvement. It is this approach that finally transforms the information product from a static unit of code into a living, dynamic asset that flexibly evolves along with the changing needs of the global market and increasingly higher consumer expectations.

**Conclusions.** The conducted comprehensive research allows us to formulate a number of profound theoretical, methodological and practical conclusions regarding the strategic role of user experience as the highest, integral criterion of marketing quality of a modern information product.

It is argued that in the conditions of a service-oriented economy, classical engineering, narrow-technical models of software quality have proven to be completely insufficient to meet the needs of the market. The expansion of the concept of marketing quality through the implementation of international ergonomics standards (ISO 9241-210:2019) and the “quality in use” assessment model (ISO/IEC 25002:2024) theoretically substantiates that UX organically synthesizes pragmatic (utilitarian-

functional) and hedonic (emotional-psychological) value. User experience is not just a visual shell of a product, but a fundamental core of consumer value and a key, unalternative factor in a brand's competitiveness in the global digital market.

Based on the analysis of fundamental industry reports, a direct, statistically significant correlation between the level of UX maturity of the development company and its basic financial metrics has been substantiated. Systematic investments in user experience design on a regular basis provide extremely high ROI through four main marketing channels: a radical reduction in the cost of acquiring new customers (CAC) due to internal virality of the product, a radical increase in conversion rates (CRO) on existing traffic, maximization of the customer's lifetime economic value (LTV) through preventive reduction of Churn, and a significant optimization of operational corporate costs for technical support.

It has been proven that successful and predictive marketing quality management inevitably requires the competent integration of both attitudinal and behavioral metrics. The use of complex, multi-level frameworks, such

as HEART, in tight synergy with standardized transactional and relational scales (in particular, NPS, CES, SUS, SUPR-Q), allows enterprises to finally move away from intuitive, expert assessments and make the transition to a quality management paradigm based solely on objective data (Data-Driven Management).

The transformative role of deep behavioral analytics of micro-interactions and continuous A/B testing methodology in modern UX management is revealed. It is substantiated that the active use of heat maps, point-by-point analysis of cross-platform user sessions and rigorous online experiments allows for a qualitative leap from reactive correction of interface errors to the conscious construction of proactive, omnichannel and absolutely seamless digital experiences.

Further scientific research in this strategic direction should be focused on the development of new metric and econometric models for assessing the impact of omnichannel UX analytics on the formation of long-term consumer loyalty in the B2B sector, as well as their deep integration into end-to-end marketing strategies of service enterprises.

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## КОРИСТУВАЦЬКИЙ ДОСВІД (UX) ЯК ІНТЕГРАЛЬНИЙ КРИТЕРІЙ МАРКЕТИНГОВОЇ ЯКОСТІ ІНФОРМАЦІЙНОГО ПРОДУКТУ

У статті здійснено комплексне дослідження еволюції критеріїв оцінювання якості інформаційних продуктів в умовах переходу до сервіс-орієнтованої цифрової економіки. Обґрунтовано глибинний парадигмальний зсув від орієнтації на технічні (інженерні) характеристики програмного забезпечення до концепції користувацького досвіду (User Experience) як ключового диференціатора та ключового фактора конкурентоспроможності на ринку. На основі детального аналізу актуальних міжнародних стандартів (ISO/IEC 25002:2024 та ISO 9241-210:2019) і сучасних наукових публікацій, доведено, що UX виступає інтегральним критерієм маркетингової якості інформаційного продукту. Він органічно поєднує в собі прагматичний (утилітарно-функціональний) та гедоністичний (емоційно-психологічний) виміри споживчої цінності. У роботі доведено безпосередній вплив UX-дизайну на ключові фінансово-економічні показники підприємства (ROI). Визначено основні канали економічної ефективності: радикальне зниження вартості залучення нових клієнтів (CAC) за рахунок вбудованої віральності (стратегія Product-Led Growth), системна максимізація коефіцієнтів конверсії (CRO), експоненційне підвищення довічної цінності клієнта (LTV) шляхом превентивного зниження відтоку (Churn Rate), а також суттєва оптимізація операційних витрат на клієнтську підтримку. Значну увагу приділено систематизації методичного інструментарію квантифікації UX. Детально розглянуто архітектуру макrorівневого фреймворку HEART та його інтеграцію з транзакційними та реляційними шкалами, такими як NPS, CES (Customer Effort Score), SUS та SUPR-Q, у єдину комплексну систему маркетингової аналітики (Data-Driven Management). Обґрунтовано інноваційну стратегічну роль поглибленої поведінкової аналітики мікро-взаємодій (теплові карти, карти кліків), методології безперервного багатовимірного A/B тестування та забезпечення повної синхронізації омніканального досвіду (Omni-channel UX) у формуванні висококонверсійного, проактивного та безшовного інформаційного продукту.

**Ключові слова:** користувацький досвід, UX-дизайн, інформаційний продукт, маркетингова якість, рентабельність дизайну, метрики HEART, поведінкова аналітика, цифрова економіка, омніканальність.

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