

AN UNOSQUARE GUIDE

12 Signs it's Time to Update Your Legacy Software

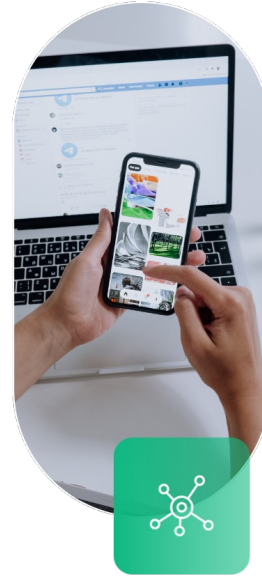


Is it Time to Update Your Legacy Software?

A legacy application, or legacy app, is a software program that is outdated or obsolete. Although a legacy app still works, it might be unstable because of compatibility issues with current operating systems (OSes), browsers and IT infrastructures.

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 12 signs that your legacy system may be failing you, and the benefits of updating your UX.



1

Customer Growth Has Flatlined

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

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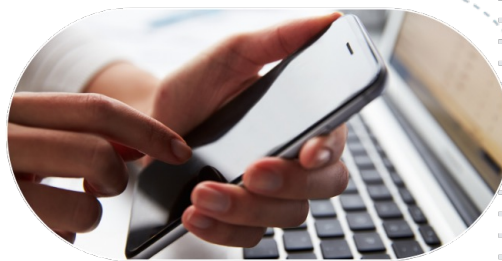
Product KPIs are Slumping

If you're keeping track of product metrics relevant to your business like your daily active users, retention, and revenue, once they start to slump, it's time for a refresh. Careful observation of these metrics can help you determine where you'd get the most ROI in a UX refresh.

3

Hacks & 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 current features. For example, let's say you have a financial app 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.





4

Your Last Update was 3+ Years Ago

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 without customer kick-back.

5

Users are Requesting Features

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, it might be worthwhile consider a one-time change instead of incremental fixes that don't solve the larger problems.

6

You Have Separate Desktop/Mobile Applications

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. If each application has their own design and development teams, the development and user experience will be fragmented, and release cycles may be longer and more expensive.

7

You've Lost Users to Competitors

When you experience delays in functionality across required devices, you're at risk of losing users. Have you noticed a downhill trend in customer acquisition? If yes, an update is needed.

8

Your Customers Proactively Share Their Issues

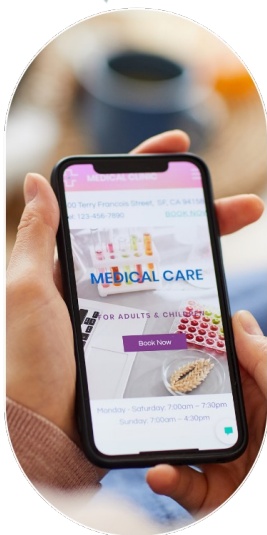
Have you heard negative feedback? Regularly surveying your users can help keep your product current and make sure the user experience is fluid and functional.

9

Release Management Across Devices is VERY 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 through an application refresh can help to improve release schedules and ultimately, 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.

How Did You Do?

Mark the applicable “signs” your legacy software is experiencing to determine if it’s time to update:

- ☐ Customer growth has flatlined
- ☐ KPIs are slumping month-over-month
- ☐ Users are using workarounds to navigate
- ☐ The last update was over 3 years ago
- ☐ There’s been an influx of user requests
- ☐ You have separate applications for desktop and mobile
- ☐ Customer acquisition is down
- ☐ There’s been an increase of reported issues
- ☐ Release management is cumbersome
- ☐ Your newest release presented new issues
- ☐ The user experience is fragmented
- ☐ You need a security update soon

Notes:



The Benefits of a Modernized, Unified UX

In today's world, UX can't be ignored. Users will simply 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%.

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."

Simply put: every dollar invested in UX returns \$10 to \$100 and correcting the problem from the start is most cost effective.

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

Final Thoughts

Be honest. Do you and your team know an improved UI would have huge potential? You don't want to change for change's sake, but if you know there are ways of fixing the interface to improve the customer experience, it's probably time to be proactive. Contact us today for a free 30-minute consultation to review how to apply the strategies discussed in this guide to your digital solution. Email us at sales@Unosquare.com or [fill out this form](#) and a member of our team will contact you directly.



About Unosquare

Since 2009, Unosquare has partnered with global innovators and technology leaders to solve complex problems with transformative digital user experiences and to help build and scale their teams to meet their business challenges.

With proven experience in Financial Services, FinTech, and Medical/Life Sciences, Unosquare is a full-service product development firm with end-to-end capabilities that include Design, Development, and Engineering Services. Learn more at www.unosquare.com.

