

Creating An Effective User Experience For Your Customer Centric Strategy



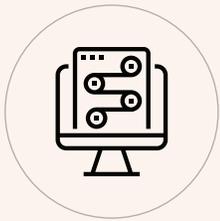
Being able to show customers that you are not only here to sell them something, but to help them out in other ways is key to seeing continual growth. Many B2C companies are focused on this path, which includes a close review of their user experience in order to make sure it is user centric.

The B2B market should also watch this topic closely, because it will likely be a huge disruptor of their operating models in the near term. Luckily, reviewing and updating your user experience can be easier to implement than you think by understanding common roadblocks and starting with the data that you already have.

Understanding User Centered Design

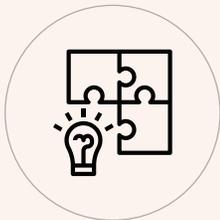
User centric design is more than understanding the audience. It's a recipe of both qualitative and quantitative methods that precisely map out key user tasks by understanding the core processes, watching actual user behavior - and then designing the experience to maximize efficiencies in their given tasks. By vetting out functions and flows that will best support both business operations and individual needs, you will then be able to improve digital engagement.

6 Steps to an Effective User Experience



1. Gather Info and Insights

Compile and document a 360 degree view of the current work flows (online and offline) via Stakeholder Interviews, User Journeys and Key Tasks



2. Create a UX Strategy

Watch users in their natural environment to understand actual behavior versus bias, and mine new opportunities for efficiencies and online tasks via Contextual Inquiry, User Interviews and Personas



3. Concept Experience

Analyze online data to see patterns, gaps and dead ends via Analytics Reports and Heuristic Analysis

Understanding User Centered Design



4. Brand and Visualize

Utilize best practice design patterns that focus on learnability, hierarchy, readability, and device-specific usability via Wireframes and Prototypes. Create an engaging, on brand experience to delight your users - backed by a digital strategy system via Visual Strategy Guide and Page Level Design Comps



5. Development

Launch features or functions, set KPIs, then analyze data to validate assumptions and seek new patterns via Site Analytics



6. Test and Validate

Seek feedback from users for continuous improvement via Surveys, Contextual Inquiry, User Interviews and Usability Testing

Creating an effective user experience means you can expect a return on your user experience investment, expect to intimately know your users and their behaviors and expect opportunities to innovate to surface based on interactions with your users. Your users will be engaged and happy because they will have simplified routines, increased self-service and improved daily work tasks.

If your user experience isn't meeting these expectations it could mean it's time for a review.

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