

# Creating Positive User Experiences For Audiences Of Proximity Marketing And Pervasive Advertising

What synergistic combination of emergent and social technology creates optimal customer engagement with consumer brands within the physical retail space?

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# Introduction

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Our physical and digital environments are becoming more & more overcrowded with advertising; increasingly, the intended audience is acclimated to the noise of current forms of advertising media. The question for future advertising, is how to create more captivating interactions that stand-out from the competition while delivering deeper relationships between user & brand?

# Background Context

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The facet of daily life this project aims to examine and expand upon is that of the interface between marketer and consumer. With the rise of the web, e-commerce, social-media and online advertising the way users would interact with the products and services was re-imagined (Mangold and Faulds, 2009, p357–365). The convergence of technologies has often had the ability to transform the way we live and like the impact of the smartphone, the Internet of Things is set to trigger a paradigm shift that will transform the way we interact with the world around us; this future digital connectedness is set to re-invent advertising (Krumm, 2011, p66–73). For over a decade the potential for a digitally connected environment has been considered a reality (Riekk et al., 2006, p40–46). However, it is only in recent years that it has become truly viable thanks to improvements in technology, such as telecommunications infrastructure and low-energy computing power like BLE (Kallas, 2016). The experience of engagement between consumer and provider has become more and more important as our post-industrial society has developed, the product or service itself is not the only differentiator, now the relationship between the two parties is increasingly prized as a means to ensuring repeat business from returning customers (Il and Gilmore, 1998). Additionally, brand loyalty is a somewhat intangible target that businesses aim for to secure future success and new technology will attempt to improve for businesses (Kowalewski et al., 2017)( Making blockchain real for customer loyalty programs | deloitte uS, no date) and solutions that utilise a mixture of technology will be able to create a better experience for the customer too (Scholz and Smith, 2016, p149–161)(Ramos, 2016).

# Aims & Objectives

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Ultimately this project aims to explore ways to make more compelling experiences for end-users, when they interact with proximity-marketing enabled physical advertising. Investigating approaches to consumer engagement through the combined use of disparate cutting-edge technologies, like IoT devices, AR, and Blockchain, alongside Social Media in order create richer, deeper and longer lasting relationships between consumers and brands.

# Objectives:

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Devise & build a series of experiments for user research Collect user feedback, make tweaks to top 3 experiments Re-run user research to determine best outcome Finalise findings and create final proof-of-concept

# Methodology

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# Final Outcome

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The intended final outcome is in three-parts: firstly, to conduct the research a framework of tools will need to be written to enable the tests to be run several times over; the second part is the report of the findings, which should point to the best blend of technology, interaction design & user experience for positive user feedback; the last deliverable would be a proof-of-concept web platform as a means of deploying this new form of advertising.

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