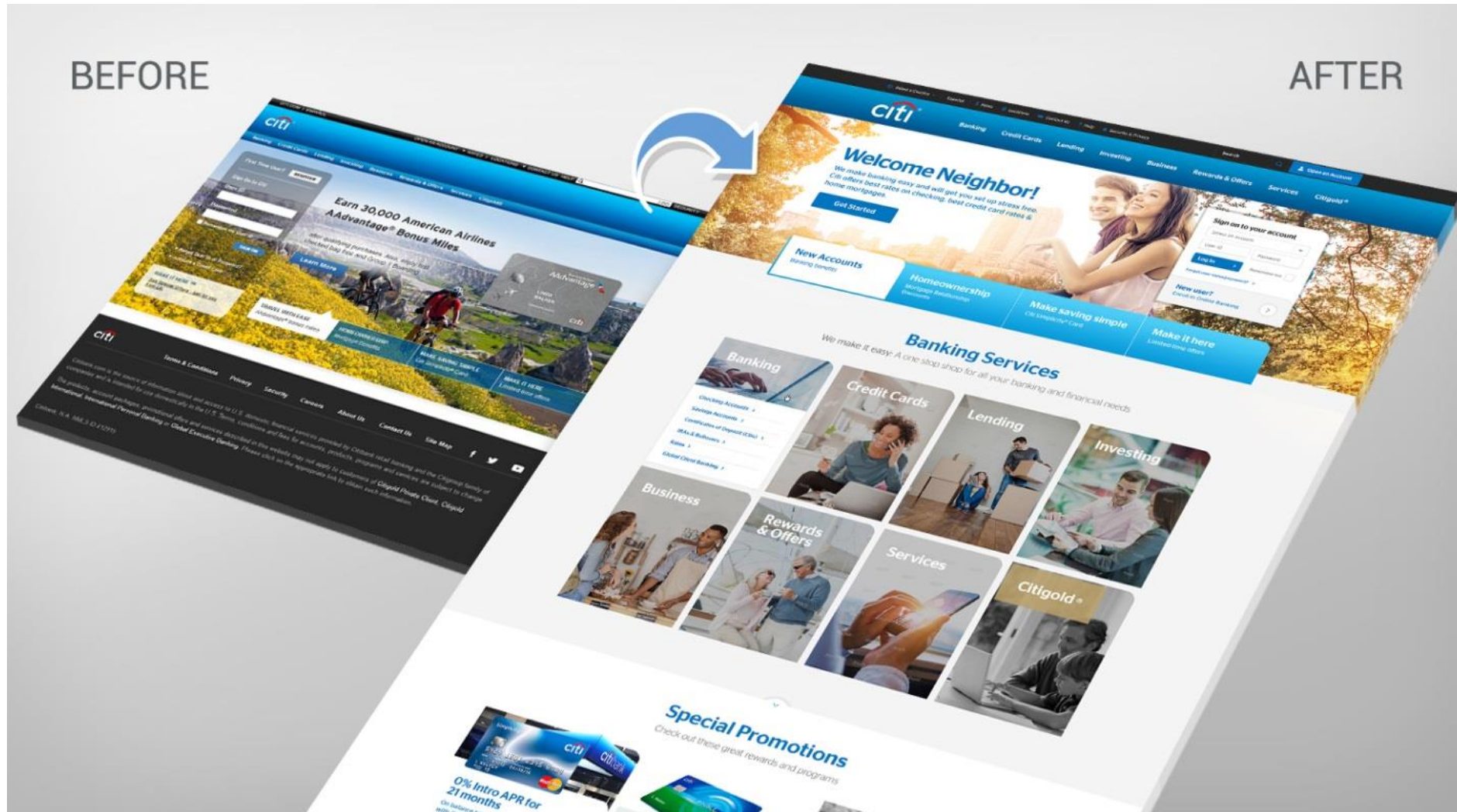




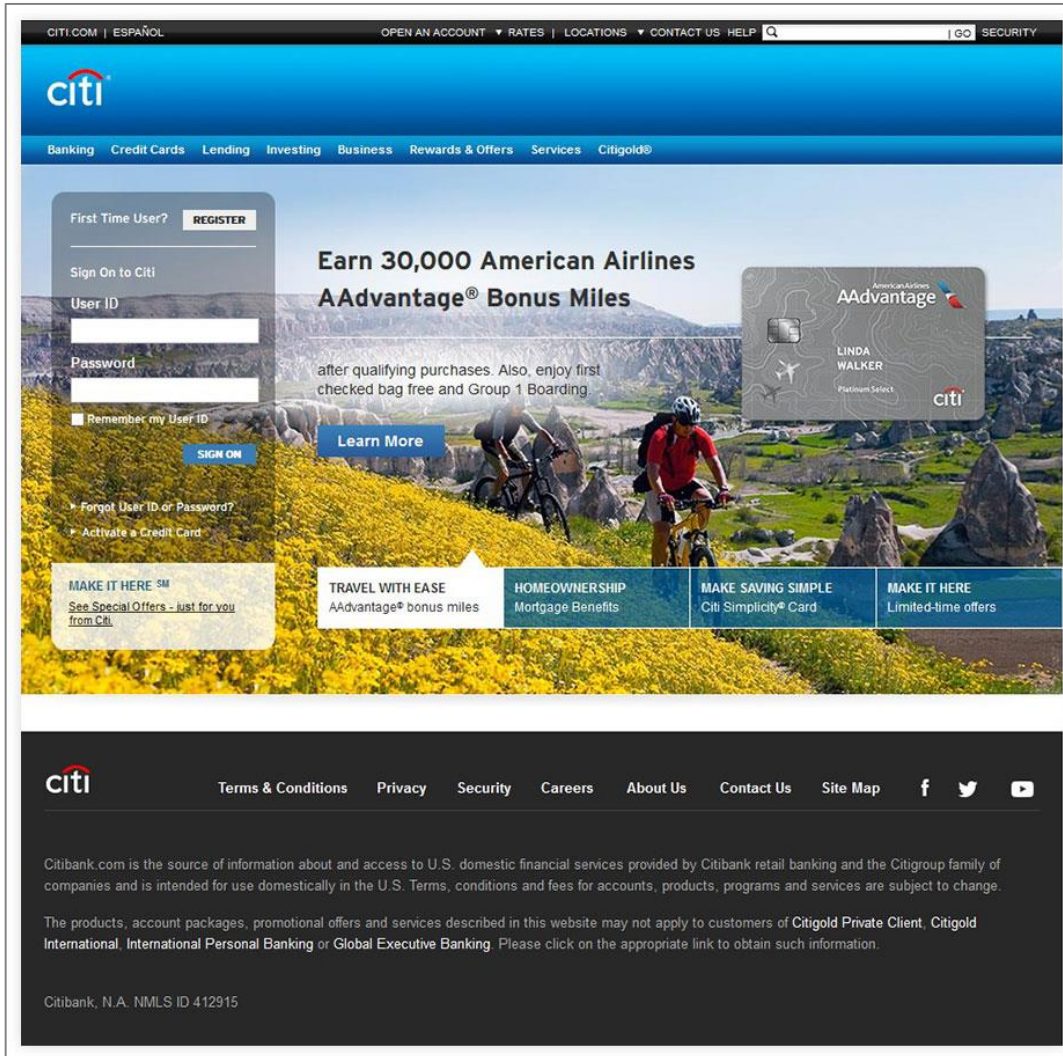
UX Is ...!

Improving UX through redesign of website

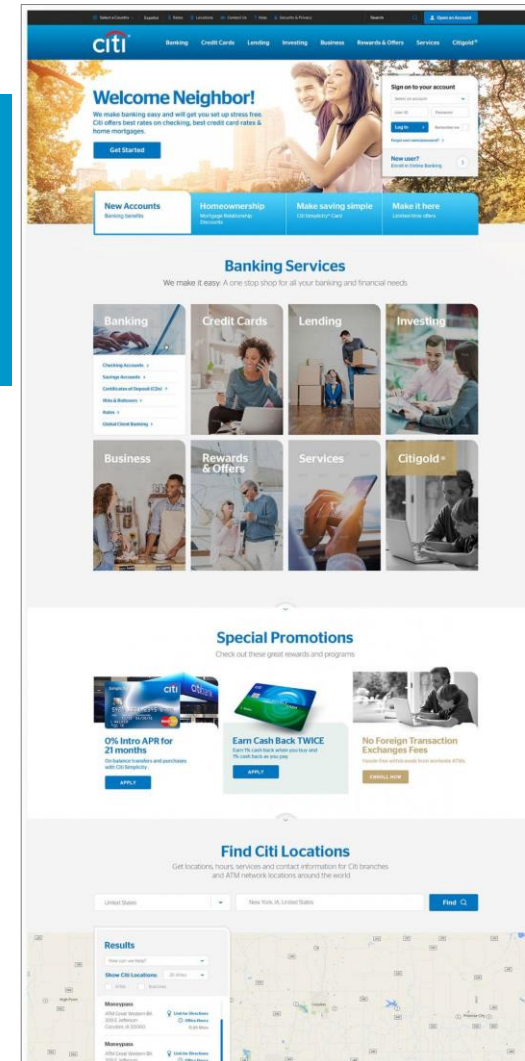


Building Trust through Design

Before



After



Areas for Improvement

- Messaging is not tailored to new visitors at all
- Nothing on the homepage shows that they know where the visitor is located geographically
- Confusion blended banners prohibits the user from moving down the conversion funnel and interacting with the brand
- The language isn't indicative of trust and personal touch, and lacks a friendly, welcoming manner

A Strategic Approach

- Improved navigation in the masthead
- Improved messaging directed at new visitors to the site
- Highlighted banking services and promotions under main banner
- IP tracking so it's easy to decipher which visitors are new, and content can be personalized accordingly
- Making the location finder and map prominent and easy-to-use

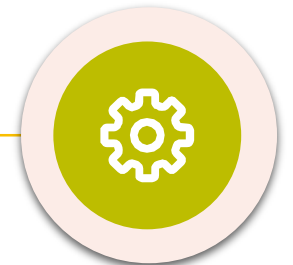
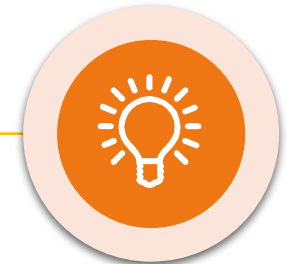
Designing a better User Experience!

Why is the
User Experience
important in digital
transformation?



In one word: Adoption.

User Experience
methodology helps to drive
the **user adoption** that is
essential in digital
transformation.



5 Fs of UX Values



Key step toward digital world



Unfamiliarity

The success of your company's digital offerings -- both internal and external -- will be highly **dependent upon their adoption** by your target group.

If you deliver a product that people use only because it is required of them, then poor adoption and off-system workarounds will result.



Implications

Internally, these workarounds mean the digital world and real world are not in sync.

And as a result, your teams may make the wrong decisions, predict inaccurate outcomes or train machine-learning bots to do the wrong things.

For external users, a poor user experience can drive them away and into the arms of a competitor.



Solution

Designing an optimal user experience is a complex topic that demands both technical and, more importantly, design skills, which are in much shorter supply. This has led technology providers to seek ways to integrate user experience capabilities into the skill sets of technical staff by providing guidelines and regulating their use.

UX Study Topics

A 360° View



UI

- Where user interacts with interface
- (Technical Interface)

UX

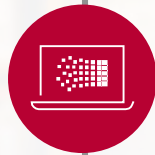
- How the interfaces are designed for interactions
- (Emotional Interface)

Customer
Experience
(CX)

Definition

User Experience includes all aspects of the end-user's interaction with the company, its services, and its products.

It's the overall experience of the users the word "usability" refers to methods for improving ease-of-use during the design process.



Know the
core disciplines
of UX before you start
exploring deeper into
design or development
activity.



Core Disciplines of UX

User Research

Who is our user and what is their environment?



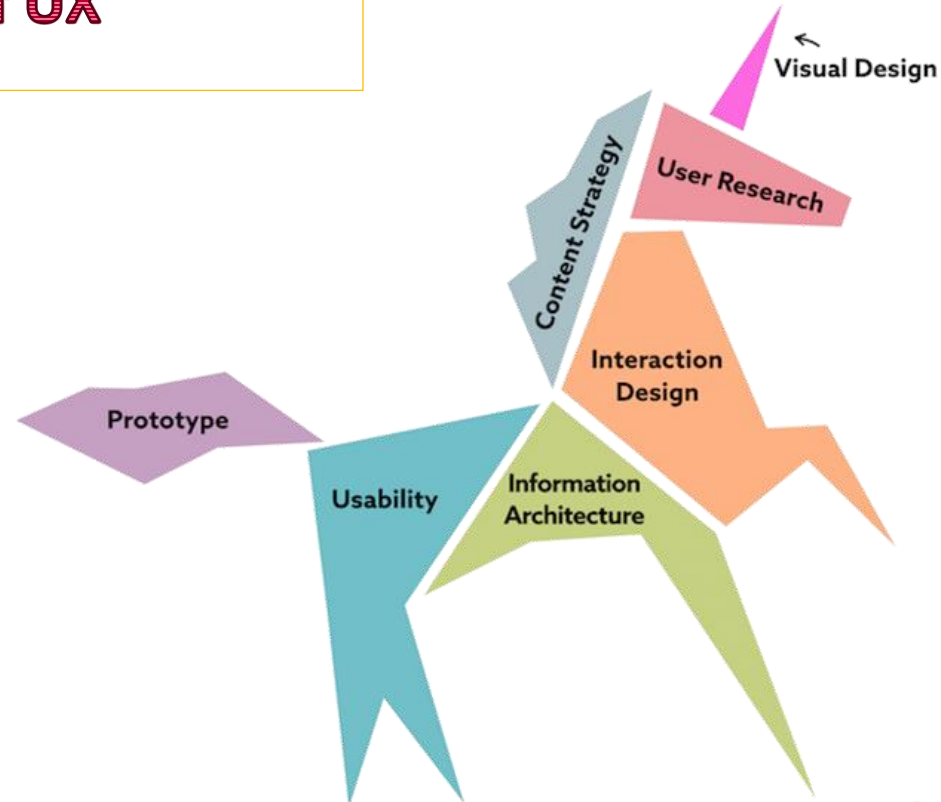
Content Strategy

What language do our users speak? How can we talk to our users effectively?



Information Architecture

How do users search and find content?



@RainbowliciousD



Interaction Design

How do users move through a product or application?



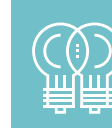
Visual Design

What is visually appealing to our users?



Prototype

How do we capture design ideas, bring them to life, and test their interactivity?



Usability

Is our product easy to use? Will customers use our product?

From purpose ... to **creating** impact



UX Methodology

**The business value
of technology** comes
from and through user
experience

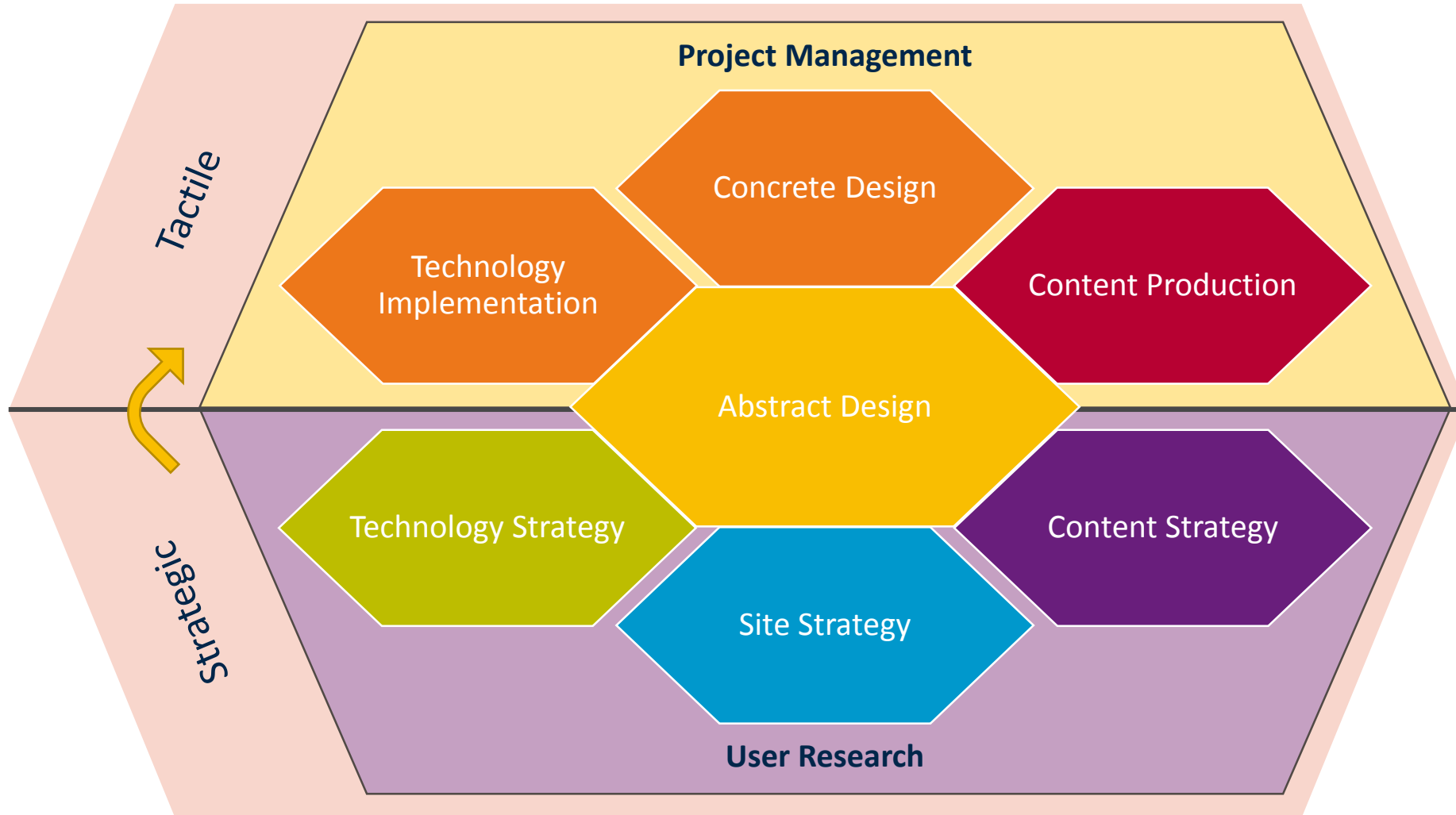


Enterprise UX can be an uphill battle.

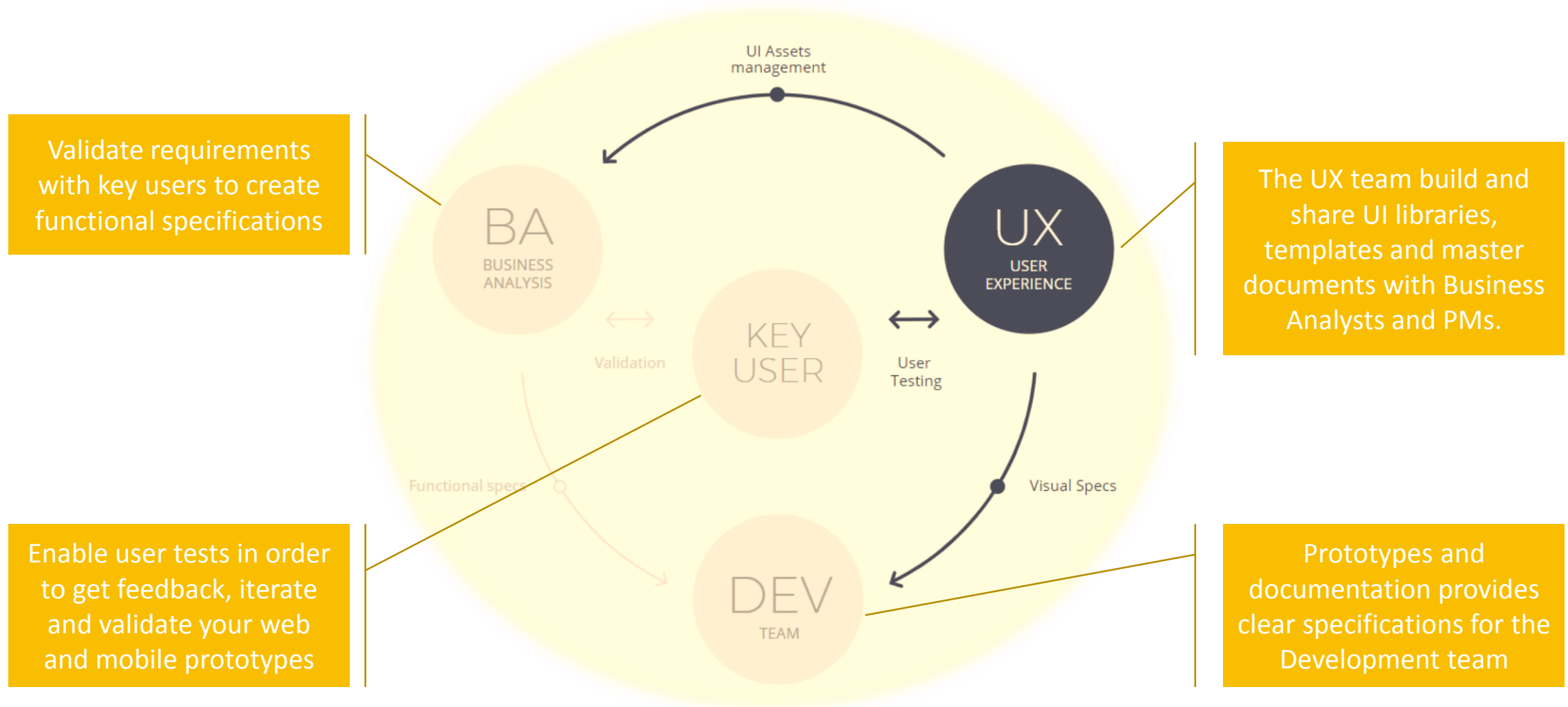
- Design complex prototypes from scratch or with integration tools
- Consolidate feedback and iterate across silos
- Automate consistency with design systems
- Automate documentation and specs for dev handoff

**Outdated processes, legacy technology, not to mention lack of design culture.
Enable enterprise design teams with one place to design, collaborate, and scale.**

Building Blocks of UX



UX Collaboration Model



So, where do you start?

Simply put, before you start trying to improve your User Experience, set the guidelines that you expect your designers and developers to follow, and follow them for all new development initiatives.

I suggest using the UX Methodology as a good place to start, but you may have others you would prefer to follow.

Take the time to implement a best-practice approach and streamline the guidelines across your organization for the best results possible.

New to UX Design? Feeling Overwhelmed?

- Did you read that Sidebar article about UX Writing?
- Did you see the new augmented reality software that Apple created?
- Have you seen Android's new design pattern?
- Did you see the latest Google I/O talks?
- Have you read 'Hooked' ?
- You been on Dribbble lately?
- Did you complete that online UX & UI course with Design Labs?
- Did you see the latest intercom podcast with Julio Zhuo?
- Have you joined The Designership's Slack room, it's such a great resource for designers?
- Did you see the latest interview article with Interface Lovers?
- How is your side project going?
- Are you going to the meet up tonight?
- Have you finished your portfolio?
- Did you write that Medium article you were talking about doing?
- Did you see that new prototyping tool that just came out?

arghhh...

...there's a lot to keep up with isn't there?

Feels a bit overwhelming?

You're not alone

Here's some help



**Feeling
overwhelmed
is normal**

To start the chunking process, you need to start **capturing**.

This could be on paper, computer, phone or whatever suits you.



**Find your focus
with chunking**

Post chunking, it's easier to see what you need to do for achieving goal.

When you focus on the bigger picture your goals are much easier to digest.



**Get you goals out
of your head and
note them down**

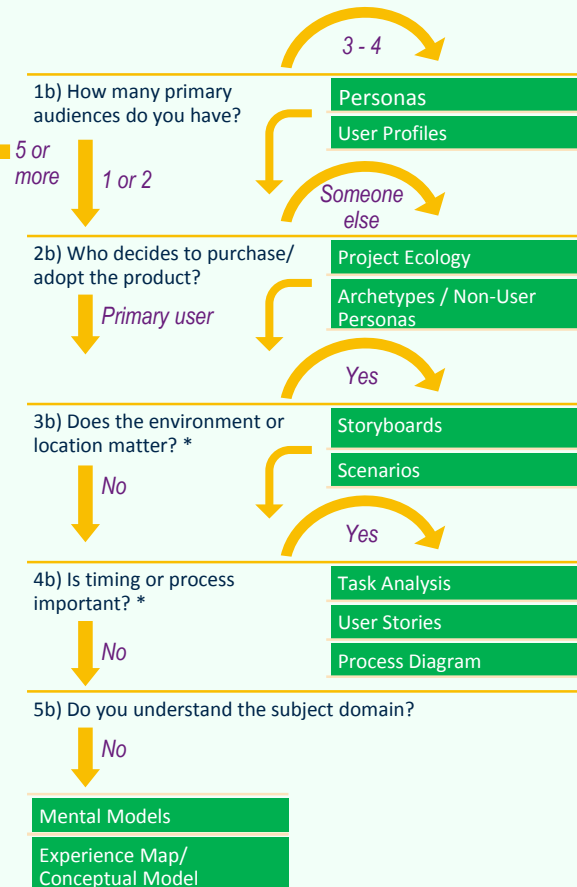
UX Approach – An extensive deep dive training program ‘UX Workx’



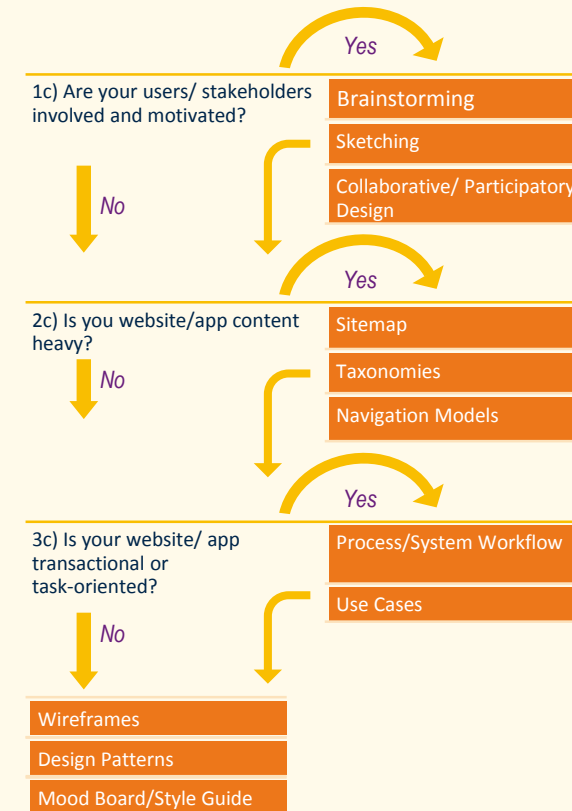
Research



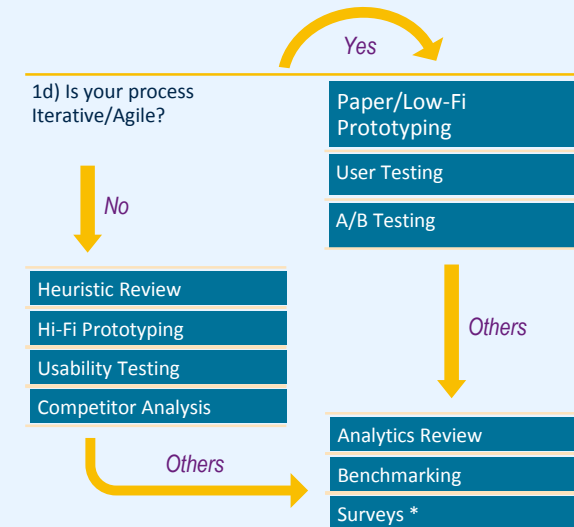
Analysis



Design



Evaluation



* Applicable across multiple methodologies

Reasoning to matter of concern!

What is (are) big idea(s) we wish to address?

What "business topics" are these ideas connected to?

What "real-life topics" are these ideas connected to?

How can we make these connections explicit?

Is this task thought provoking?

Will this task answer some questions and raise others?

Will this task expand user's knowledge and awareness?

Is this task feasible?

Is this task open-ended?

Is 'UX Methodology' necessary to answer some questions?

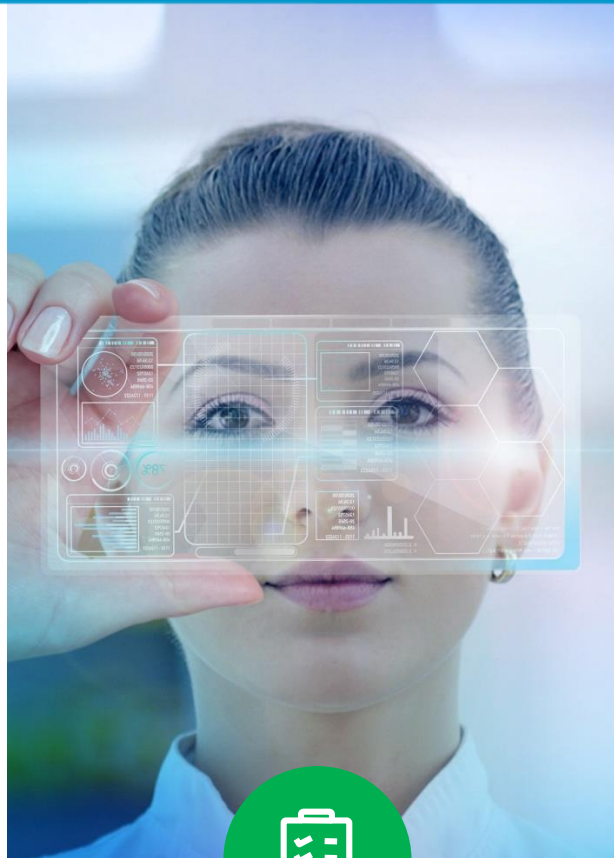
Will this task enhance user's perceptions of business applications?



UX Ecosystem



Research



Analysis



Design



Evaluation



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People matter, results count.