

L10: EXPERIENCE CHANNELS AND MEDIA

The channels users use to interact with the product.

- Web
- Mobile app
- Email
- Social media
- Customer support.

Approaches

1. Single-channel

2. Multi-channel

- Brand channels
- Not connected to one another
- i.e. separate entities that do not share any data

3. Cross-channel

- Interconnected brand channels.
- Use several channels for same order

4. Omni-channel

- Integration between distribution, promotion and communication channels in backend.
- Consistent customer experience across channels → Increase in brand awareness, higher conversions.

Designing cross-channel

1. Customer focused

Do not think channel wise, since channels are independent.

The customer experience should be from every content, i.e. form a seamless experience.

2. Consistent

Align channels, make them consistent → Consistent user experience

More consistency → More trust

3. Recognizable

Recognizable and same UX across channels.

e.g.: Logo

Typography etc. (visual brand)

4. Channel specific

Consistency and recognizable does not mean equal channels.

The design should be an extension of the channel.

Channels should have specific strategies.

5. Complementary

Channels should complement each other.

6. Measurable

Measurable channels.

Focus on more intangibles (Customer service, no. of emails etc.)

7. Anchored

All within the company should be onboard.

Designing for different screens and devices

1. Identify the core UX

Core UX → Key content + features

i.e. most common and important tasks.

Every channel should support core UX

2. Adapt the experience

Adapt the core UX to each set of device groups.

All features do not make sense on all devices.

e.g.: Tap targets

- 10 mm size

- 23 pt spacing

3. Smallest Screen first

Design for smallest first.

4. Don't forget large screens

Do not just scale up.

Use the extra space properly

e.g.: 10-foot experience

6. Consistent experience

i.e. app and experience are similar across all screens.

A key feature of an omni-channel experience.

Treat devices as facets of the same experience.

6. Seamless experience

i.e. users should not feel or think about the device, changes in the environment.

Should be able to rely on functionality and ease of use on all devices.

7. Test

Usability test on actual devices with real users prior to release.

Design for different media

1. Changeability and lifecycle

Different proofing workflow and lifecycle concepts.

e.g.- Changing printed designs is costly compared to web. ∵ thorough proofing for print

2 Engagement

Facilitate user's goals. (Mostly in digital medium)

3. Sensors

4. Space and layout

5. Colour and resolution

10. The following table shows the results of a study on the relationship between age and income.

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