

User Experience Design in Multi-Channel Business

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USER EXPERIENCE

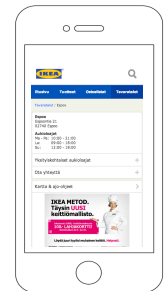
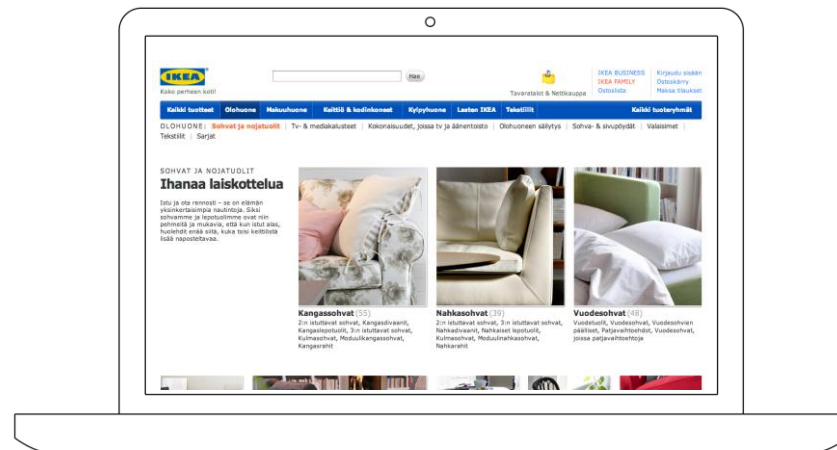
User experience design is about...

- Understanding the your customer and the business
- Creating a solution that fits the needs of both
- Making things that add value, are easy to use, find, meaningful, desirable



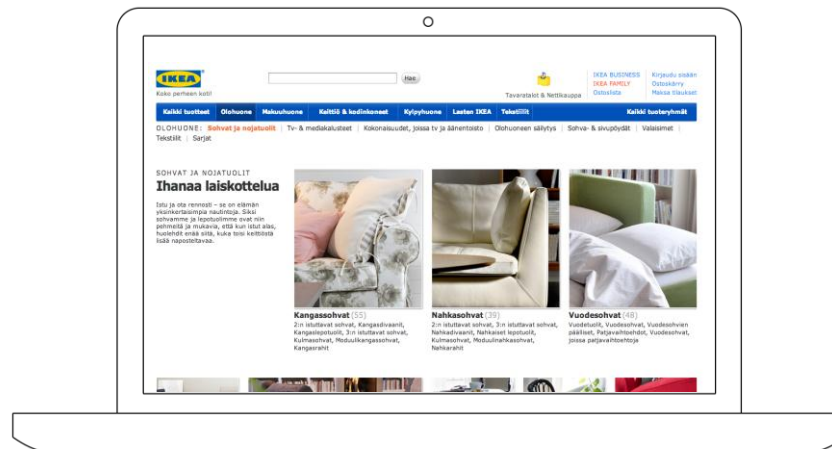
<http://semanticstudios.com/publications/semantics/000029.php>

MULTI-CHANNEL - MANY CHANNELS

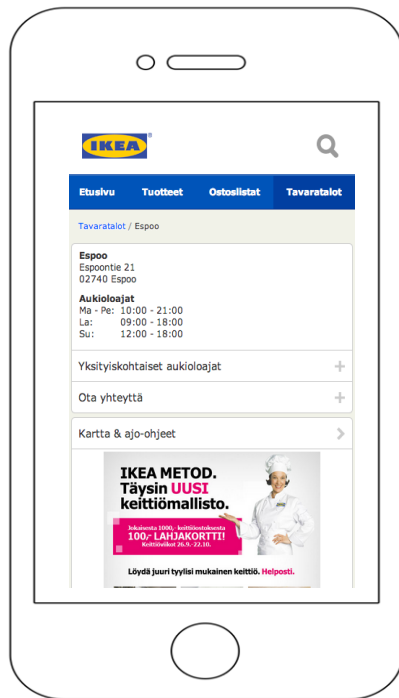


CREATING A GREAT EXPERIENCE ON THE WEB

1. **Research** the customers' needs and wants – create an online channel concept that adds value
2. Plan the content, structure and appearance to deliver the concept
3. **Implement necessary technical solutions**
4. Optimize and iterate



BEYOND THE DESKTOP



45% of Finns have smartphones

26% have shopped with it ... outside of their home

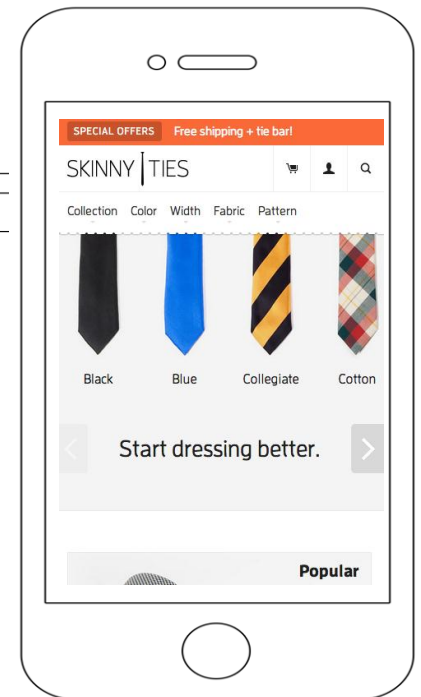
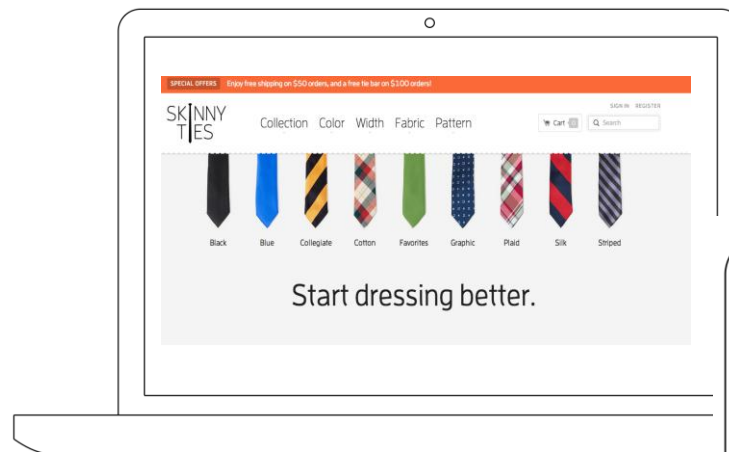
(Source: Google Our Mobile Planet 2013)

MOBILE – A NEW CHANNEL?

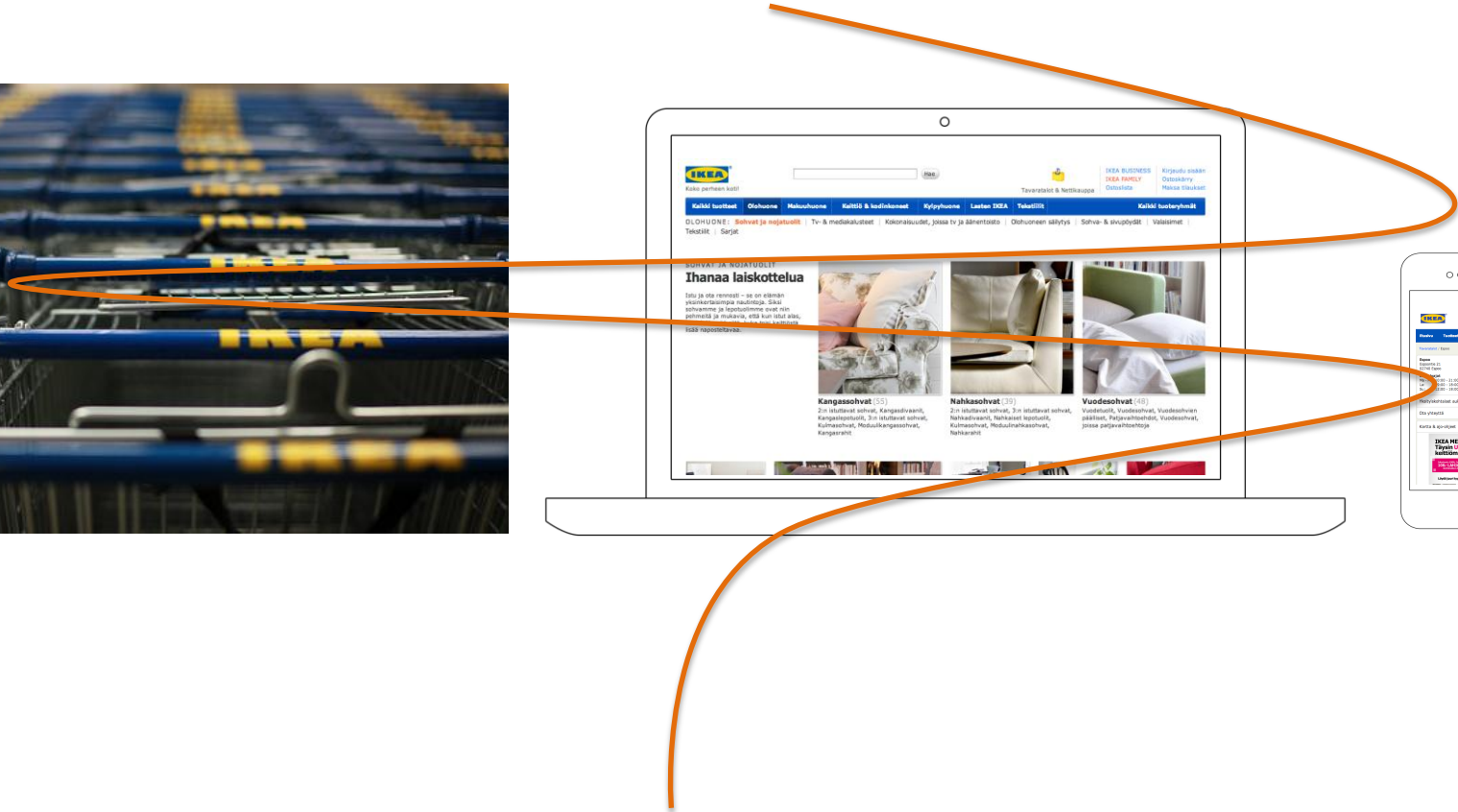
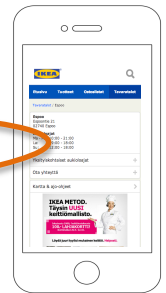
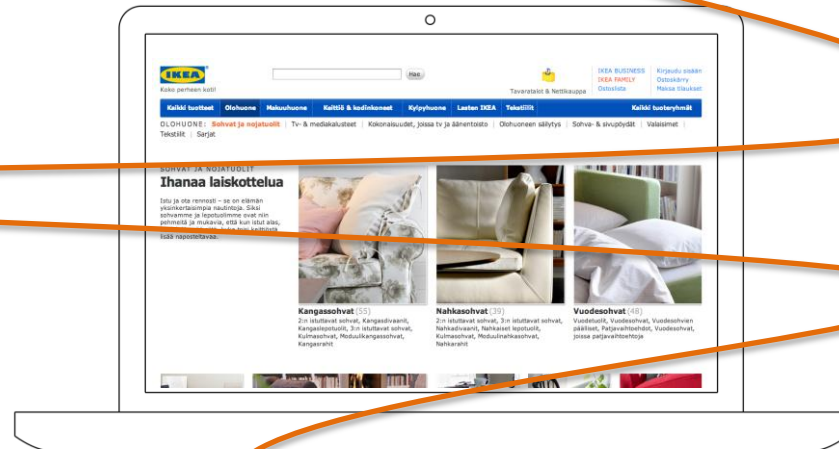
From mobile-optimized sites to...

Specialized apps

Responsive web sites

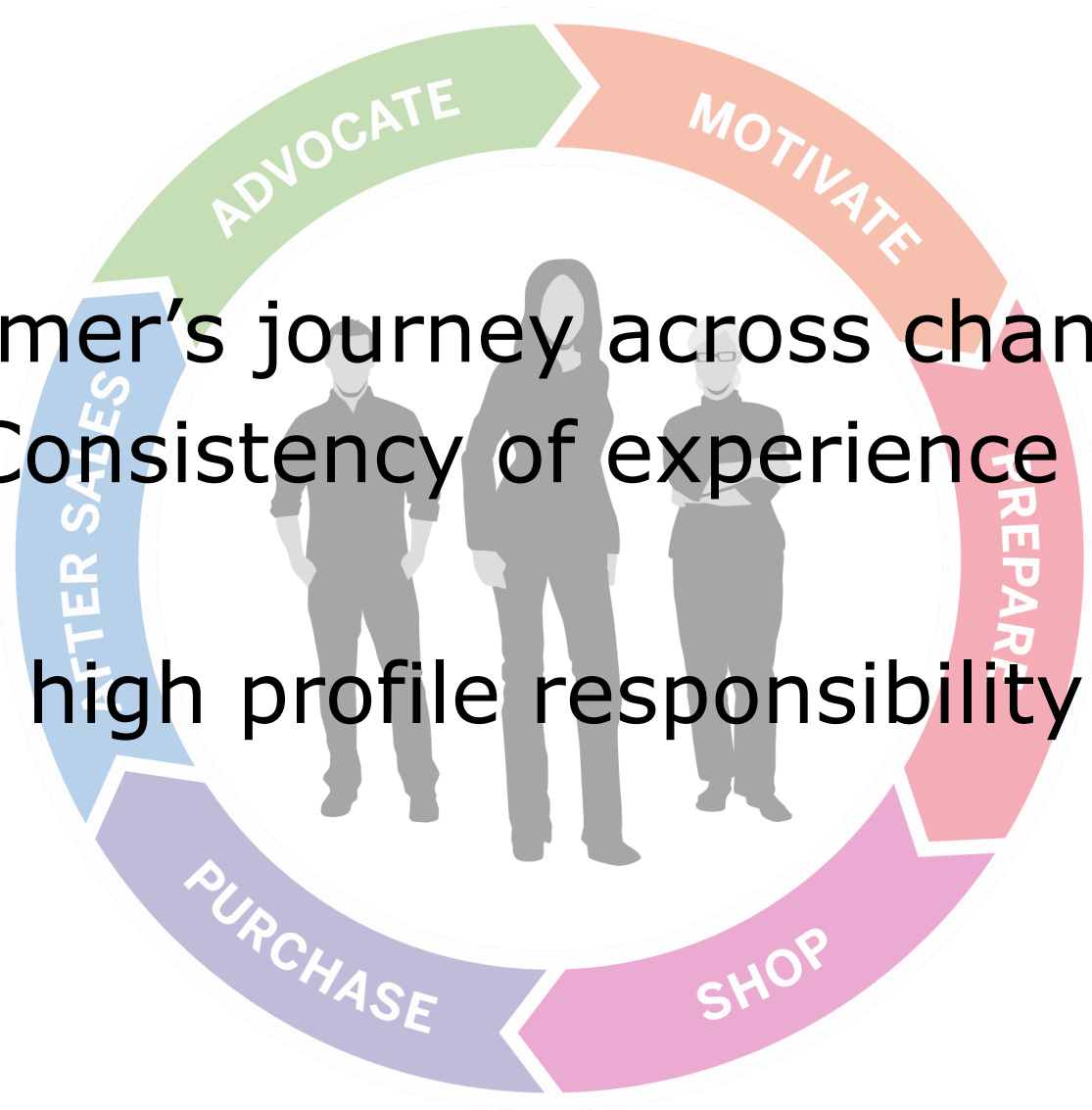


MANY CHANNELS - ONE CUSTOMER



USER EXPERIENCE ACROSS CHANNELS

Customer's journey across channels
Consistency of experience
A high profile responsibility



THE RETAIL STORE IS NOT RUN BY MAINTENANCE...

“All channels are equal”

Digital experience is not an IT task – alone

Research, analyze, optimize, improve, iterate.
And make sure the plumbing works, too.