

CXO INSIGHTS

HOW UX/UI CONTRIBUTES TO A BRAND'S GROWTH STORY?

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TECHVED Consulting is a professionally managed 'User Experience Design and Development' consultancy based in India. We embrace research and design bringing innovative ideas for ideation and creation of Usable Interactions.

What's the quickest way a consumer can access information about a product or service and purchase it? He or she will look for it online. The internet has enabled business with digital assets to target customers directly. Social media has now become the greatest arsenal in every brand's digital strategy. Brands are pouring in money into their marketing funnel to charge up their social media campaigns. According to a research conducted by Google, users form an opinion of a website in just 500 milliseconds of visiting it. Also, with every brand investing heavily in digital marketing, the market has become competitive. Furthermore, the internet has made it possible for customers to review and provide instant feedback along with an abundance of options from competitors.



Mohar

All of this has put the onus on brands to serve its customers better and be unique. While social media does manage to get the user to the brand's website or app, it is the functionality and appeal of the app or website which reels in the user. A demonstration of this would be how many-a-times, if we are unable to navigate a website, we simply close the browser tab. This is where User Experience (UX) Design comes into play.

Why is UX crucial to your brand?

UX takes the target audiences' psyche into consideration while using creative and innovative methods to make digital platforms user-friendly and delightful to use. UX design doesn't just beautify the look of a digital platform; it makes it serve its users better along with helping businesses achieve their goals. It provides innovative solutions to increase leads and conversions. It is UX which has powered up e-commerce, e-retail, online banking and e-services.

The foremost example of why UX matters can be found in digital platforms of taxi-aggregators like Uber and Ola. These brands have established their UX so well, we have



How Kotak harnessed UX to Power Up 811
(Kotak 811 has made account opening simple for the common Indian man with its UX.)

now grown habitual to using an app to book a taxi within a few taps. The idea behind the service that these brands had was bolstered up their attention to the UX of their brand's digital assets. Thus, ensuring the users make Uber or Ola their go-to app while stepping out.

User Experience isn't simply designing the digital platform. It is about crafting the user's entire journey from onboarding to check out. UX, therefore, is a culmination of multiple disciplines. It employs psychology, research, marketing along with design and creativity to create user journeys which compel the user to take action.

A good example of how UX can really shape a product can be found in Kotak's account opening app, 811. Kotak's wanted to make account opening swift, seamless and digital for its users. The app was designed after extensive user research, and Usability testing, with UX at its epicenter. The target audience's mindset, their proficiency with the platform and ease were attributes placed at the center of the app's design. The result was a successful app which enabled users to open a bank account within a few minutes. With a rating of 4.5 the app has amassed over 2 million downloads, Kotak 811 app became a

benchmark in the industry for banking applications.

UX doesn't just help product development. It also helps make an existing product better. Moreover, UX could have a detrimental effect on your brand's performance. Recently, this was demonstrated by Snapchat with its design faux pas. The image-sharing platform made a significant change in its design, altering the UX. The change, however, wasn't made with a user-centric approach which is the most fundamental rule in UX. As a result, over 1.2 million people signed a petition on Change.org for Snapchat to recall the design update. Additionally, Snapchat Inc's market value dropped a 6 percent. Post the UX-fiasco, Snapchat has witnessed a steep decline in its usage and popularity.

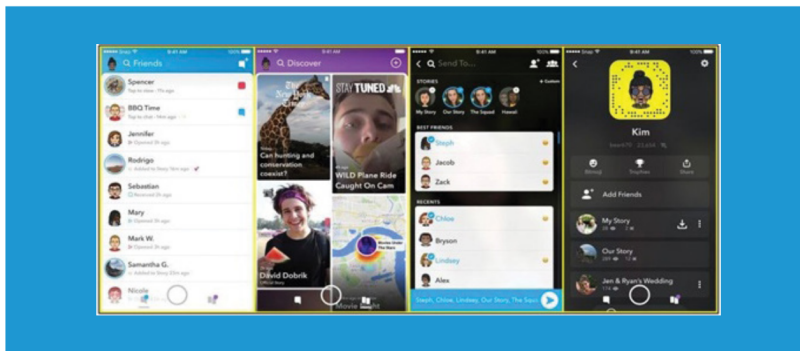
UX – The X Factor Your Brand Can't Do Without

The above example shows how crucial UX is to every brand's digital assets. It can make or break your brand. UX brings product managers, UX designers, researchers together to prioritize the users' experience and journey on the app or website. UX minutely examines digital assets to discover pain points in the user journey and pro-

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vides solutions to fix them. It looks at elements like the copy, visuals, on-site advertising, CTAs, and how they affect or deflect the user along his or her journey. It uses techniques like gamification, to make digital platforms engaging for the users.

User Experience has been the key player responsible for the success of apps like Swiggy. It takes the solitary experience of buying a product or service online into something which creates brand loyalty and brand recall. Brands have begun to realize the importance of UX and are now using it to grow their brand. In its current scenario, UX is harnessing the power of latest technology like Artificial Intelligence (AI), Virtual Reality (VR) and Augmented Reality (AR) to transform our digital experience. Thus, UX is set to be infused with branding and brand identity in the near future. The experience your brand provides your customers will shape up its perception and performance. UX, therefore, is not only the way to go but also the X factor which will grow your brand. 



*Aw Snap! How ignoring UX cost Snapchat
(The left hand side shows Snapchat's old design while the right shows its redesign which did not go down well with the users.)*