UI vs UX

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How it looks   **How it works**

**User experience –
Tips for your materials**

THE BLOC

What's in it for **YOU?**

What is **User Experience?**

Marketing may have been the first touch point, but seamlessly the customer continued to experience the brand and product.

UX encompasses everything ranging from ease of use to user engagement to visual appeal.

User experience captures all of the psychological and behavioral aspects of users' interactions with your brand and products.

Answer these questions to see if the UX will be satisfying

Value

Does it Provide Value to Users?

- The key drivers of value are a product's functionality and features

- It must fulfil user needs and meets their unexpressed needs

Usability

Is It Easy to Complete Tasks?

- How quickly can you learn it?

- How quickly can you remember how to use it?

- How quickly can you perform tasks?

- How often do you run into errors?

- How much do you enjoy using it?

Adoptability

Is it easy to start using it?

- Must have low entry hurdles – (e.g. avoid login, prefer deep links)

- Content should feel authentic, like news/blog, not commercial

- The user experience should feel natural, not rushed

Desirability

Is the Experience Engaging?

- Engaging visual design: First thing you see is design. Needs to be highly creative and out of the box. The Bloc is your agency to create such visuals!

- Empathy: You need to have a deep understanding of the target group. What do they need.

- Data: Analyze in depth what and how your users use the product/service to assess the desirability of it.

Misconception of usability

Newer, Digital, or more modern means better Ux

A Swedish team has performed tests on car control panels. They asked the drivers to execute and few tasks (like changing radio station, start seat heating system...) and checked how much time it would take the user to complete these tasks. Surprisingly, the cars with physical buttons outperform by up to 4x the cars with full digital touchscreens .

Up to 4x longer with newer system

Conclusion

Breaking down UX into its 4 elements Value, Usability, Adoptability, and Desirability, enables to identify and work on the key elements.

It can be applied to any marketing material (Websites, Apps, Print Materials, Physical Products)

For training purposes, ask yourself the questions of the four elements for a marketing material/product/digital measure:

- **Is it useful?**
- **Is it easy to use?**
- **Is it easy to start using?**
- **Is it fun and engaging?**

While doing this, put yourself in the position of your target group

Neuromarketing

Applied to user experience

Definition – UX for the neuroscientist:

Overall perception and response a customer has when interacting with a company's product, service, or platform.
It includes the design, interface, and ease of use of the product or service, as well as the emotional responses that arise from the interaction.

95% of our decisions, emotions, thoughts are subconscious

Without **emotion** you are wasting money and time of your sale force

Stages of **decisions making**

Attention
Sensory activation
Emotion

Subconscious (Old brain)

Conscious (New brain)

Cognition
Regulation
Action – ideas transformed into behaviour

Emotions are the keys to learning, the keys to imprinting.

Telling a great story will arouse HCP emotions

Em(Great story)tions

The stronger the emotion, the clearer the user experience is remembered.

Data can be used for planning, improving and measuring UX:

- A/B/multivariate Testing

- Analysis of navigation paths on websites

- Customer Engagement and Loyalty

- Identifying different user groups

- Building User Profiles

- Drop-Offs, Conversion Funnel

- Exit Pages

Data applied to UX

Data analysis can give you the right base to streamline inefficient projects, ads and channels and shift your spending towards more profitable projects. Help you get more budget, once you can prove your RoI.

fwernette@thebloc.com

for more info on any of these topics applied to Ux.

Creativity applied to UX

The customer experience, in the context of visual communication, is a complex result of heterogeneous elements and factors involved throughout the customer journey (discovery, feeling, reaction, etc.).

These factors can be highly subjective, but others will appeal to collective common sense. So there is no miracle recipe for successful communication, but an art director should strive to incorporate the ingredients below into his creations

Surprise with a special tone
Differenciate to be seen/heard
Attract with an aesthetic appeal
Exceed standards because „normal is boring"
Provoke a reaction
Suggest to create an environment/mindset

to create an emotional dimension to the customer experience :)

Examples

Eye catcher

+/- Provocation

SOME NEWS WON'T GO UNNOTICED
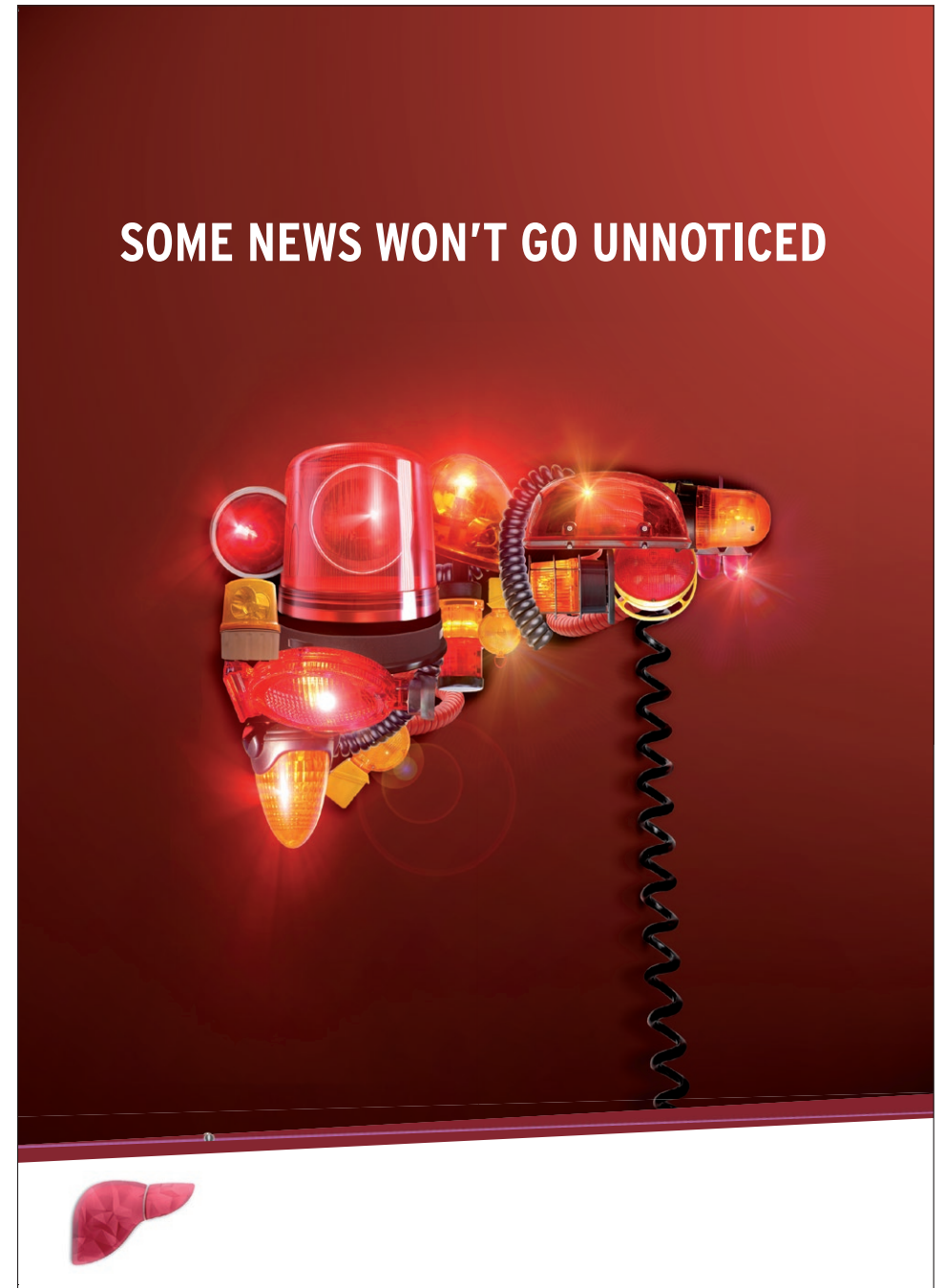
Meaning through Aesthetics

This campaign visual provokes emotions through aesthetics & contrast. It teases HCPs by using a contrasted message and visual that combines two normally incompatible values "natural/anthroposophy" and "pure science medicine". The contrast triggers the old brain. A must-have trigger to push the HCPs to make changes.

ROOTED IN NATURE

PROVEN BY SCIENCE

Nature is and has always been the blueprint for medicine. Our roots are in nature. At Weleda we have studied it for more than 100 years, and have acquired a deep understanding of the natural forces. We know that the seasons, the hour of the day, the atmosphere have an impact of all living beings. This because nature is the root of our lives. Our unique manufacturing know-how allows us to harvest and utilize the healing properties within nature to care for our bodies and our minds.

We are driven by science and efficient by nature.

Ux tips for Emails / Newsletters

Email subject/Headline

60% of customers will read the headline only

- A/B testing should be a must.

- Track email successes. Learn the type of triggers for your HCPs!

- Use keywords that are known to capture attention like "new", "you" "alert", "thank you"…

- Incite curiosity

Email content

- Reward their curiosity!

- Personalize, reference the customer directly. It activates pleasure centre in the brain and improve Ux

- Create a common enemy

- Create a fear of missing out

- Tell a great story to arouse customers' emotions

- Reduce CTA choices: too many options can cause decision paralysis.

Ux tips for websites

Design & Navigation

10 sec rule
User will decide within ten seconds if they will stay or leave your website

Creativity
Is your website aesthetically pleasing? ⬜ avoid fixed WordPress templates

Creative in the design… but familiar navigation interface
User do not want to think when they use a website. They want to find the relevant info.
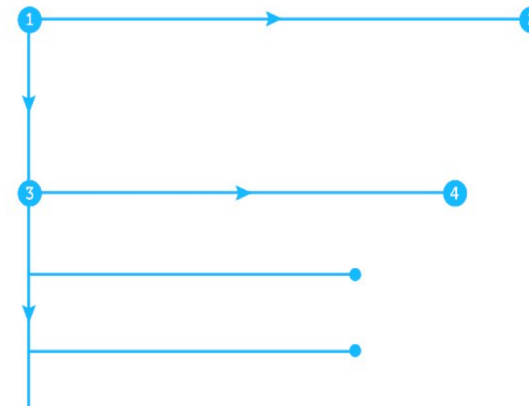
White space is very important to avoid cognitive overload
Use subheadings, frequent paragraph breaks, bullet points
Images that your customer can identify with to break up text

Restorff effect for CTA
customers notice colors that stick out

F-shape pattern, web users spend nearly twice as much time on the left margin of the page than they do anywhere else

Our eyes are trained to start at the top-left corner of the content block, scan horizontally, then drop down to the next line and do the same until we find something of interest.

Source: NN/g Nielson Norman Group. F-Shaped Pattern of Reading on the Web: Misunderstood, But Still Relevant (Even on Mobile). Available from :https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content.

Ux tips for websites

Content

- Primacy and recency – most attention to content above the fold

- Anchoring effect:
presenting the best aspects of your product services first

- Reciprocity: offer something valuable first
(patient materials, HCP support...), then brand comm

First glance:
reward + best brand benefit

- Engage consumers in interactive experiences.
Let them interact with your website

- Only one main CTA per page (+ CTA to continue reading):
too many options can cause decision paralysis

DESIGNERS SHOULD ALWAYS KEEP THEIR USERS IN MIND.

ONLY THEN CAN YOU CREATE TRULY INNOVATIVE SOLUTIONS.

François Wernette

Chief Operating Officer /
Head of Pharma Marketing
fwernette@thebloc.com

Margaux Niglis

Account Manager Lead
mniglis@thebloc.com