



# LIVESTREAM EXPERIENCE/UX DESIGN AND IMPACT OF THE CORONA CRISIS

Christian Kuhn

April 25 2020 10am till 1pm CEST



Company brands and product services face the ever-growing challenge to provide a relevant brand and service experience for their customer groups.

This turns out to be even more important in the time of the Coronavirus - to find and apply the appropriate Digital Services to answer changing customer needs and mindsets.

The command of the hour is 'acts not ads' which goes far beyond sending the right messages to reach your audiences and is all about establishing meaningful and truly helpful services and experiences to support and bond with each individual customer.

Objective of this Livestream is to train how-to build a human centred and sustainable Experience Design framework.

Detailed program see next page.

## TARGET AUDIENCE

Brand strategists, consultants, communication specialists, copywriters, digital confectioners, product owners, marketing executives.

3-hours Livestream

## **EXPERIENCE/UX DESIGN AND IMPACT OF THE CORONA CRISIS**

Saturday, April 25 10.00am till 1.00pm CEST

*Agenda:*

### **CONTRIBUTION OF EXPERIENCE/UX DESIGN IN THE CONTEXT OF THE CORONA CRISIS**

- Impact of the Corona Crisis and changing customer behaviour and mind-sets
- Answers and value creation through immersive technologies

### **BRAND MANAGEMENT IN THE AGE OF DIGITAL SERVICES**

- Concept of UX Design and Digital Services
- Universe of UX and CX and business context from UI/user interface towards BI/brand experience and CXM/customer experience management
- Best Practice show cases of customer engagement with Digital Services

### **EXPERIENCE DESIGN APPLIED ALONG THE CUSTOMER JOURNEY**

- Human decision making process and concept of 'thinking fast and slow'
- Journey models and how to identify the crucial touch points
- Experience Design exercises

### **HUMAN MACHINE INTERFACES IN THE CONTEXT OF USER EXPERIENCES**

- Empathic Machines and Human-Machine-Interaction
- Application and best practice with Chatbots, Machine Learning, IoT, Voice User Interface

### **TAKE HOME VALUE**

- Questions & Answers



## **LIVESTREAM FEES**

120.- Euro per person for Corporate participants (APG members 20% off).  
70.- Euro for Freelance and Individual participants.

## **CX/UX DESIGN EXPERT**

### **Christian Kuhn**

Cross-media Digital Communication, UX Design, Digital Dialog and Conversional Design, Human Machine Interaction. Bachelor in Media Design; UXQB Certified Professional for Usability and User Experience.

## **CONTACT & INSCRIPTION**

Inscription and Livestream details:

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