



WORKSHOP EXPERIENCE/UX DESIGN

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

It is far beyond staying through communication in the memory of target group but to establish with relevant Digital Services and Experiences an emotional and meaningful bonding with each individual customer.

A sustainable and customer centric experience is the core of digital brand relationship.

Objective of these Workshops is to transmit do-how of digital approaches and concepts in strategic and operational brand management and communication and train how-to establish customer centred UX Design framework.

We apply Design Thinking methodology to development Digital Services. Use Cases and Best Practise are presented & analysed.

The participants learn to develop UX Design, assess target group needs and brand values, analyse customer journeys and define relevant touch points. The gathered insights with approaches such as user journeys, interviews and ideas as wireframes are tested in prototyping sessions (Mockups, Klick-dummies) and are optimized towards relevant User experience.

TARGET AUDIENCE

Digital strategists, brand & communication specialists, product owners, marketing and communication executives, general management.

09.30 – 12.30 Uhr

Intro

- Product and service standards in the digital age and with immersive technologies
- Impact of digital technologies for brand management and communication: customers become users

UX Design and Digital Services

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

Design Thinking

- Concept of Design Thinking methodology for innovative cross-functional team work
- Group exercise: apply Design Thinking to develop Digital Services

12.30 bis 13.30 Uhr Lunch Break

13.30 – 17.30 Uhr

Experience Design and the Customer Journey

- Concept of Experience Design: “We think much less than we think we think“
- Human decision making process and concept of ‘thinking fast and slow’
- Experience Design applied along the Customer Journey
- Experience Design and brand management: Touch Points and CI frameworks of the future

Human Machine Interfaces in the context of User Experience

- Concept of Empathic Machines
- Application and best practise of User Experience applied with Chatbots, Machine Learning, IoT, Voice User Interface

Exercise and take home value

- Group exercise to develop and implement User Experience with practical Wireframes, Prototyping, Mockups, Klickdummys



FACULTY EXPERIENCE/UX DESIGN

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