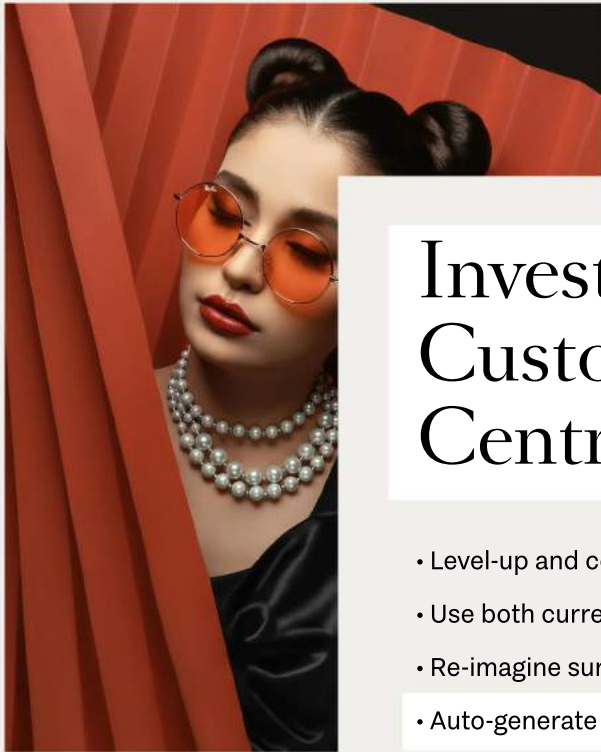




What We've Learned in '23 And Where UX Is Headed In '24 And Beyond.

Version 1.0



Invest In Customer Centricity.

- Level-up and consolidate customer data for tactic discovery
- Use both current customer and target customer personas for driving personalization solutions
- Re-imagine surveys using designed customer feedback methods
- Auto-generate journey maps from customer profiles to become a living picture of customer
- Deepen employee awareness of personas across the org
- Use multi-variate experimentation for strategic wins
- Hire brand stewards and behavioral scientists to level-up insights and UI solutions



Brand Designers Embedded With UX Teams

- Enhanced strategic solutions to execute broadly
- Brand and UX teams have co-interest in customer problems and experiences
- Easier execution seamlessly cross-channel
- Brands and their customers are always changing
- UX teams have better contextual brand and customer awareness
- Inspired content strategy to deepen how customers see themselves in your products



Increased Operational Excellence

- Common processes, tools, terminology unites cross-functional teams
- United practices level-set company-wide expectations, reduces time on task, definition of success
- Consolidate company-wide emails
- Sunset systems and processes being upgraded to simplify the landscape
- Monetary awards for employee executing improvements towards optimal ways of working

- Support for sabbatical learning programs





Clear Discovery Plan.

- Right-size discovery tasks for your product
- Map out generative & evaluative research
- Mindfully weight needs, priority & timing
- What's missing from problem to solve?
- Discovery as an essential part of product design



Thank you!

414.801.8331

erin@artichokemedia.com



Artichokemedia