



STRATEGY GUIDE

A guide to enhancing  
customer experience through

# Design solutions



# WEBSITE WIREFRAME

Start with sc...



Welcome to

# The ultimate strategy guide for crafting user-centric experiences!

In today's competitive business landscape, strategic design can be your strongest asset. Think of design as the backbone of your brand's success, driving customer satisfaction, loyalty, and profitability. By understanding user behaviors and preferences, you can tailor your products and services to meet their needs effectively. Design isn't just a one-time effort; it's an ongoing process of refinement and improvement.

Inside this guide, you will discover invaluable insights, emerging trends, and industry-driven strategies to help you navigate the ever-changing landscape of user experience design. Each section is packed with actionable tips and techniques to elevate your business to new heights. The principles outlined in this guide will empower you to drive customer satisfaction, increase revenue, and ultimately, optimize costs.

So, are you ready to revolutionize the way you do business?

Let's dive in and unlock the full potential of Design together!



# How can companies leverage Design

to enhance user  
engagement and drive  
business growth across  
industries?

Whether you're in retail, finance, travel, sports, or manufacturing, prioritizing design can revolutionize your approach to customer interaction and product development. By focusing on user-centric design principles, companies can create products and services that resonate with their target audience, leading to increased customer satisfaction and loyalty. Additionally, thoughtful design can streamline processes, improve usability, and differentiate brands in competitive markets, ultimately driving revenue growth.

From intuitive user interfaces to personalized experiences, design plays a pivotal role in shaping the overall customer journey and fostering long-term relationships with users. By embracing design as a strategic asset, companies can unlock new opportunities for innovation and success across industries.

## Design trends

# reshaping industries

From personalized search functions to responsive web design, each trend is a testament to the evolving needs and preferences of modern consumers. As businesses strive to stay ahead of the curve, optimization and appealing design become essential tools for capturing audience attention and driving revenue growth.

Join us as we explore the latest insights and trends shaping the future of design in 2024:

Sources: McKinsey, MIT, Deloitte, Garner

01



### Revenue-boosting personalization

Personalized global search functions implemented on e-commerce platforms have shown to significantly increase revenue, with some companies experiencing up to a 200% surge in sales.

02



### Responsive design imperative

In today's digital landscape, responsive web design is paramount. Research indicates that a staggering 94% of users form judgments about websites based on their responsiveness, highlighting the critical need for mobile-friendly and adaptable designs.

03



### Optimization impact

Regular optimization efforts for websites yield remarkable results, with an average increase of 113% in site visits and a notable 117% surge in clicks. This underscores the importance of ongoing optimization practices to drive traffic and engagement.

04



### Multitasking users demand design appeal

As consumers increasingly engage with multiple devices simultaneously, design plays a crucial role in capturing their attention. Studies reveal that 83% of global consumers utilize more than two devices concurrently, with 54% emphasizing the importance of design elements such as layout and photography in their content consumption preferences.

From the significant impact of personalized experiences to the critical importance of responsive design, it's evident that the success of businesses hinges on their ability to adapt and innovate.

As we move forward, embracing these trends and prioritizing user-centric design will be key to staying competitive and fostering meaningful connections with consumers. Let's continue to explore, innovate, and push the boundaries of design to shape a future where exceptional user experiences are the norm.

Sources: G2.com



# Enhancing customer experience through Design

As we transition from exploring the trends shaping the design landscape to discussing practical design solutions, we delve deeper into actionable strategies that empower businesses to harness the power of design for tangible results. Building upon the insights gained from emerging trends, these solutions offer concrete approaches to address the evolving needs of users and drive business growth.

Now, let's explore how Design provides solutions to address these critical needs.



## Enhance customer experience

Reduce user frustration, minimize errors, and encourage users to engage with your products or services by ensuring a friendly navigation that accomplishes tasks efficiently. This seamless experience will not only increase user satisfaction but will also foster loyalty.

Applications:

- User-centric experiences
- Personalization
- Dynamic content
- Omnichannel experience
- Usability testing



## Increase revenue

Optimize user journeys to boost revenue through increased conversion rates, strengthened customer loyalty, and positive word-of-mouth referrals. Streamlined user experiences can minimize support costs and establish a competitive advantage in the marketplace, resulting in higher sales and profitability.

Applications:

- Conversion rate optimization
- Cross-selling and up-selling
- User flows optimization
- UX/UI analytics
- Iterative design

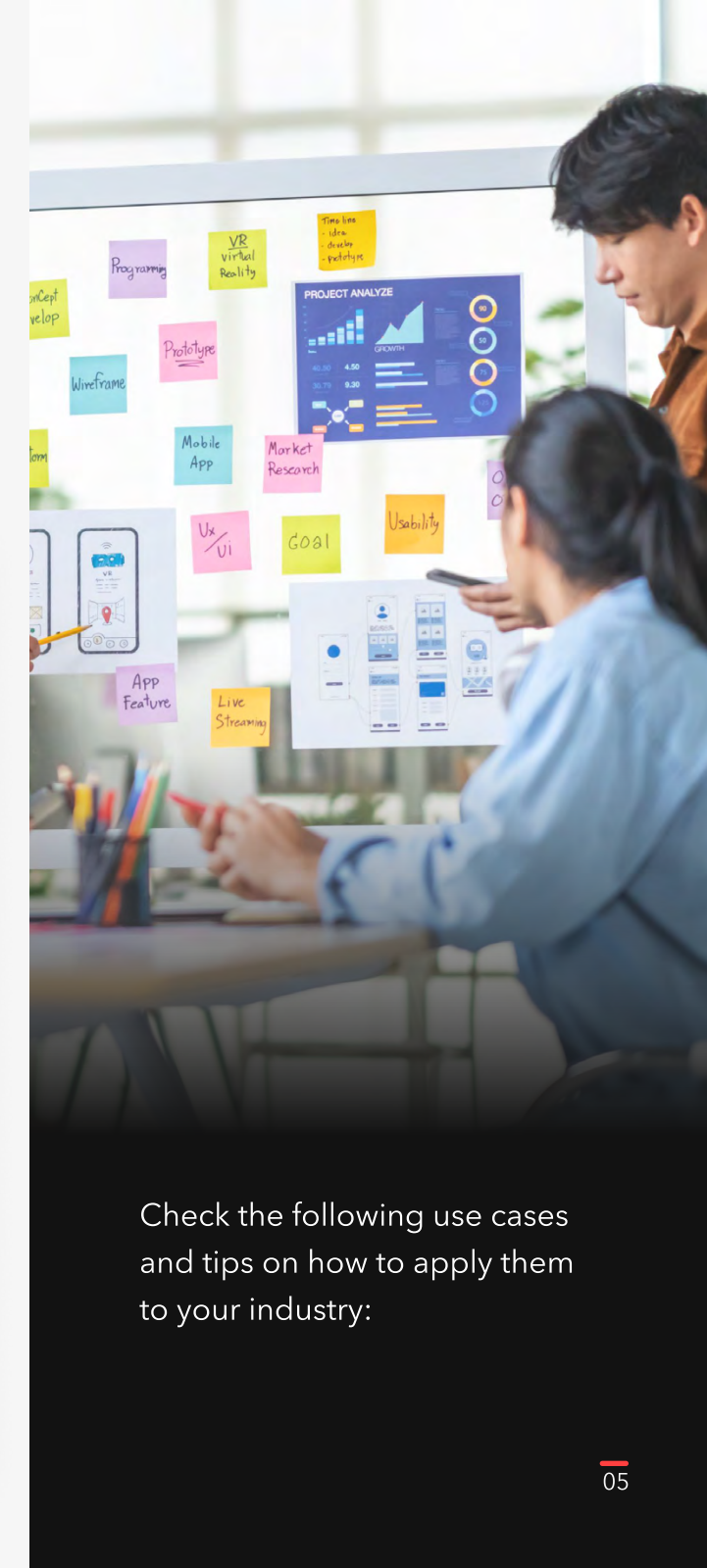


## Optimize costs

Minimize user confusion and support inquiries through intuitive designs that lower customer service costs. Additionally, reduce development errors and rework with wireframes that will save you time and resources. Streamlining workflows and simplifying tasks through design will increase efficiency, improve productivity, and optimize cost-effectiveness.

Applications:

- Intuitive interfaces
- Self-service features
- Process automation
- Scalability
- Resource efficiency



Check the following use cases and tips on how to apply them to your industry:



Industry

Retail



Enhance **customer experience** by providing:

- User friendly navigation
- Loyalty programs
- Omnichannel experience

Create a seamless customer experience by offering intuitive navigation and clear layouts for quick product discovery, integrating loyalty programs within mobile apps to drive repeat purchases, and ensuring consistency across all touchpoints, including physical stores, websites, and apps.



Enhance **revenue** by providing:

- Optimized checkout
- Effective use of CTA's
- Visual merchandising

Enhance conversions with a streamlined checkout, clear CTAs, and high-quality product visuals with zoom or 360-degree views to guide customers smoothly through the shopping journey and boost engagement in purchase decisions.



Enhance **costs** by providing:

- Redesign cost reduction
- Responsive design
- Streamline workflows

Save costs and boost efficiency with user-centric designs that streamline development cycles based on user feedback, unify mobile interfaces for reduced development and maintenance costs, and enhance productivity while minimizing training times and errors through intuitive design.



Industry

**BFSI**

(Banking, financial Services, and Insurance)



Enhance **customer experience** by providing:

- Easy account opening
- Customized dashboards views
- Tailored recommendations

Boost acquisition and engagement by prioritizing user-friendly interfaces, personalize dashboards with clear financial insights, and provide tailored financial advice based on user behavior and goals.



Enhance **revenue** by providing:

- Intuitive payment interfaces
- Loan application and approval
- New features

Optimize digital payments with streamlined interfaces, simplify loan and insurance applications with user-friendly forms, and enhance convenience with QR code or NFC for contactless transactions.



Enhance **costs** by providing:

- In-app alerts
- Security measures
- Biometric authentication

Ensure robust security measures by offering real-time alerts for suspicious activities, employing two-factor authentication and encryption to safeguard financial data, and integrating biometric authentication like fingerprint or face recognition for secure mobile banking transactions.





Industry

Travel & Hospitality



Enhance **customer experience** by providing:

- Intuitive search interfaces
- Interactive maps
- Dynamic content

Enhance user experience by designing intuitive search interfaces, integrating interactive maps for exploration, and displaying personalized content tailored to past bookings and preferences.



Increase **revenue** by providing:

- Personalized recommendations
- Usability testing
- Responsive design

Boost conversions by presenting tailored upgrades and offers, experiment with design elements to optimize conversion rates, and ensure seamless experiences across devices to capture bookings anytime, anywhere.



Optimize **costs** by providing:

- Streamline users' flow
- Self-service features
- Integrated partner platform

Optimize booking processes with intuitive interfaces, cut operational costs with self-service check-in, and streamline operations by integrating seamlessly with suppliers for enhanced efficiency.



Industry

Sports & Entertainment



Enhance **customer experience** by providing:

- User-friendly event listing
- Interactive venue maps
- Events recommendations

Enhance event discovery with intuitive interfaces, interactive venue maps, and personalized recommendations based on past attendance and interests for an immersive fan experience.



Enhance **revenue** by providing:

- Simplified booking process
- Dynamic pricings
- Subscription services

Simplify ticket purchases with user-friendly platforms, introduce dynamic pricing and VIP packages for added value, and consider subscription-based services for exclusive digital content access, enhancing the ticketing experience.



Enhance **costs** by providing:

- Automated event updates
- E-commerce integration
- Virtual event platform

Improve event communication with automated notifications, streamline merch sales with optimized e-commerce experiences, and offer user-friendly virtual event platforms for remote attendance, reducing costs and logistical challenges.



Industry

Manufacturing



Enhance **customer experience** by providing:

- Interactive product visualization
- Tracking system
- Accessible design

Empower customers with intuitive product customization tools, provide order tracking interfaces for transparency, and ensure inclusivity with features like screen reader compatibility, enhancing the overall user experience.



Enhance **revenue** by providing:

- Production monitoring dashboards
- Supplier and inventory management

Optimize operations with user-friendly dashboards for real-time production data, streamline supplier management to reduce errors and speed up procurement, ensuring optimal inventory levels for efficient operations.



Enhance **costs** by providing:

- Training time reduction
- Dashboards for monitoring systems
- Inventory management

Boost efficiency with intuitive interfaces to cut training time, increase productivity, and minimize costs from waste and rework. Stay agile with real-time production and inventory overviews for informed decision-making and prevent errors with clear interfaces to manage stock levels effectively.



# Having these invaluable insights,

let's now dive into formulating impactful design strategies to elevate your business.

Picture this: you have clear objectives in mind, but without effective design principles, you're navigating in the dark. As we explore, we'll move from a basic understanding to full integration, where design isn't just a stylistic add-on but a strategic force driving every decision.

At the foundation, we align design with overarching goals, ensuring every effort counts. Then, we demonstrate its worth by integrating it into the fabric of our organization, laying the groundwork for growth.

Scaling up, we refine our approach, using metrics to guide our path. But it's when we fully integrate design into our strategy that we truly thrive. With a dedicated team and clear objectives, we're not just designing products—we're shaping experiences that propel our business forward.

So, are you ready to embark on this journey and revolutionize the way you do business? Let's dive in and unleash the power of design together!

Maturity journey



## Explore

### What happened?

Implement basic design functions to start delivering value through design initiatives.

Maturity journey



## Prove

### What happened?

Integrate design for branding, sharing tasks among functions, fostering value creation.

Maturity journey



## Scale

### What happened?

Execute design systematically with metrics, assigning one designer per product for efficient processes.

Maturity journey



## Integrate

### What happened?

Implement design into product creation with established metrics, include a dedicated UX/UI team for streamlined operations.

Maturity journey



## Thrive

### What happened?

Design as a strategy with defined objectives, driving investments and decisions for multiple digital products under design governance.

# Client Success Stories





## Transforming Digital Finance with User Experience Design

### Overview

The project involved the development of a mobile app for a leading LATAM fintech company specializing in smart credits, cryptocurrency transactions, and digital payments. We focused on improving the digital experience to drive higher conversions and optimize user retention. The goal was to position the app as the primary interaction tool for the brand, offering users seamless access to financial services and facilitating their transactions efficiently.

### Review

**"It was almost superhuman what Applaudo did for us [...]. Applaudo was our most trusted of all partners."**

**-Director of Fintech**

### Challenges

- Incorporating two new high-risk features into an already extensive product portfolio.
- Financial services and cryptocurrency regulations in LATAM countries are diverse and rapidly evolving.
- The app required accessibility for individuals without traditional banking services, which involved integrating alternative payment systems and ensuring the app was user-friendly for those unfamiliar with digital financial services.

### How we solve it

- We developed a strategic roadmap focused on enhancing the app's digital experience to drive conversions and strengthen user loyalty. A critical aspect of this strategy was the seamless integration of smart credit management and cryptocurrency exchange functionalities, meticulously executed to ensure compliance with evolving regulatory frameworks across LATAM.
- Our efforts culminated in a transformative app experience, empowering users to manage smart credits, execute cryptocurrency trades, and conduct digital transactions seamlessly.
- This strategic overhaul not only solidified the app's position as a flagship product for the brand but also positioned it as a pioneering force in LATAM's digital finance sector.

### Results

- A fully digital and seamlessly integrated banking experience.
- A fully localized app supporting multiple languages and customized content to reflect local cultures.
- A fully functional crypto exchange feature.



# Elevate, integrate, and succeed with **Design** solutions:

As we conclude our exploration of leveraging design to propel your business forward, it's crucial to recognize the immense impact that strategic design decisions can have on your bottom line. No matter how durable or cost-effective your products may be, neglecting to implement a robust design strategy could result in significant missed opportunities and lost revenue. In fact, research indicates that businesses that prioritize design outperform their competitors and command higher profits.

In essence, by embracing design as a strategic asset and integrating it seamlessly into every aspect of your business, you can unlock new opportunities for growth, differentiation, and success.

# Gain your competitive edge with Applaudo

Applaudo is dedicated to assisting organizations across various industries in delivering exceptional and seamless experiences on a large scale. With our extensive expertise, we comprehend the distinctive challenges and opportunities inherent in engaging audiences, optimizing operations, and maximizing revenue streams.

Partner with us to cultivate unforgettable experiences for your stakeholders, streamline your workflows, and achieve success in the ever-evolving business landscape. Explore the vast potential of Design with Applaudo to enhance customer experience, increase revenue, and optimize costs for your business.

Leverage our expertise today [APPLAUDO.COM/CONTACT](https://www.applaudo.com/contact)

WEBSITE WIREFRAME





# Mónica Rivera

## Visual Designer

Mónica is a Visual Designer with expertise in conceptualizing and evolving visual concepts to help brands stand out in the market and enhance user experiences across their digital ecosystem, leveraging her expertise in visual design, interface design, and interaction design.

She focuses on developing prototypes and digital product concepts, enabling clients to effectively visualize their ideas early in the development process, ensuring innovative, efficient, and user-centric solutions.





