The business value of **Design**
in the age of customer-centricity

The strategic impact of Design for business value

Consumers are becoming increasingly discerning, prioritizing businesses that embrace a user-centric experience. Brands are engaged in fierce competition given the rise of consumers expectations and today, businesses need stronger design capabilities than ever before. Companies are increasingly turning to design solutions as a strategic imperative to stay ahead of the curve. The demand for these solutions, spanning UX research, UX and UI design, is not just a passing trend but a fundamental shift driven by the evolving needs and expectations of modern consumers.

According to The Business Research Company's report on "Specialized Design Services Market Trends," the design services market is on a trajectory of substantial growth, with a projected value of $207.32 billion by 2028 and a robust Compound Annual Growth Rate (CAGR). This rise underscores the critical role that design plays in shaping the success and sustainability of businesses across industries.

At the heart of this demand is the recognition that exceptional design is no longer a luxury but a necessity in today's digital age. With consumers inundated with choices, companies understand that a superior user experience can be a powerful differentiator, driving customer satisfaction, loyalty, and ultimately, revenue growth.

UX research lies at the foundation of effective design strategies, providing invaluable insights into user behaviors, preferences, and pain points. From there, UX and UI design come into play, translating insights into seamless, intuitive experiences that captivate and delight users. By focusing on usability, accessibility, and aesthetics, companies can create products and interfaces that not only meet but exceed user expectations, driving positive outcomes and reinforcing brand loyalty.

The benefits of investing in design solutions extend beyond just enhancing the customer experience. They also have tangible impacts on the bottom line. As the design services market continues to evolve and expand, companies that prioritize design will be better positioned to capitalize on emerging opportunities and navigate disruptive forces. Whether it's leveraging new technologies, adapting to shifting consumer behaviors, or entering new markets, a design-led approach can be a powerful catalyst for innovation, growth, and business value.

As a strategic and digital IT consulting company, we are committed to guiding businesses beyond mere software. Design represents a mindset—a commitment to innovation, to customer-centricity, and to business value. Together, we will empower your organization to embrace innovation, foster competitiveness, and revolutionize experiences to deliver unparalleled value to your customers, achieving unprecedented levels of success.

Keep reading to get to know how Design can help your business!

How is **Design** transforming businesses?

Design is revolutionizing businesses by placing the user experience at the forefront of strategy. In the age of customer-centricity, companies are realizing that exceptional design is not just about aesthetics. Design-driven approaches are reshaping how companies operate. By empathizing with users, understanding their needs, and crafting intuitive solutions, businesses can enhance customer satisfaction, drive loyalty, and increase profitability.

From product development to customer engagement, design encourages innovation, fostering a culture of experimentation and continuous improvement. A design-driven approach leads to innovative products and services that resonate with customers, and differentiate brands in competitive markets.

As companies increasingly recognize the business value of design, it has become a powerful catalyst for transformation, driving growth, and ensuring long-term success.

Embracing the power of Design to enhance customer experience

Design is a cornerstone in elevating customer experiences, offering companies and brands a competitive edge. By prioritizing user-centric design approaches, businesses can create products and services that are intuitive, easy to use, and tailored to meet the specific needs of their target audience. This ensures that customers can seamlessly interact with the brand across various touchpoints, leading to higher levels of satisfaction and loyalty. Design enables companies to evoke positive emotions and foster deeper connections with their customers. Through thoughtful interface design, brands can create memorable experiences that resonate with consumers on an emotional level.

Moreover, design plays a crucial role in optimizing customer journeys and streamlining processes, thereby reducing friction points and enhancing overall satisfaction. From website navigation to checkout processes, every interaction with the brand is an opportunity to delight customers and reinforce positive perceptions.

By investing in design solutions, businesses create products and services that not only meet but exceed customer expectations, setting themselves apart as industry leaders. Whether through intuitive interfaces, or innovative solutions, design empowers brands to forge meaningful connections with their customers and differentiate themselves in competitive markets.

Getting the most out of Design to increase revenue

A seamless user experience translates into increased customer satisfaction, which in turn drives repeat purchases and fosters loyalty,ultimately boosting revenue. It's not about the product, it's about the user experience. By prioritizing user experience (UX) design, businesses can create products and services that are not only functional but also intuitive and enjoyable to use. Design significantly contributes to revenue growth. Well-designed products and services have the potential to attract new customers and expand market reach. In today's digital age, where first impressions matter greatly, an aesthetically pleasing user interface (UI) can make a significant impact on consumer perceptions and brand reputation, ultimately leading to increased sales and revenue.

Design can be leveraged as a tool for upselling and cross-selling. Through strategic intuitive navigation and personalized recommendations, brands can guide customers towards additional purchases, thereby maximizing the value of each transaction and driving revenue growth. Design plays a crucial role in optimizing conversion rates across various channels, such as e-commerce websites or mobile apps. By analyzing user behavior, identifying pain points, and implementing design improvements, companies can reduce friction in the purchasing process and increase the likelihood of completing transactions, ultimately translating into higher revenue.

Design solutions open up new revenue streams and business opportunities. By continuously exploring and anticipating customer needs and preferences, companies can develop innovative products and services that address unmet market demands, creating new sources of revenue and staying ahead of the competition.

Unleashing the potential of Design to optimize costs

Design has emerged as a strategic lever for companies seeking to optimize costs while enhancing operational efficiency and customer satisfaction.

By adopting a user-centric approach, businesses can minimize user confusion and support inquiries, thereby mitigating costly customer service expenses. Intuitive designs that anticipate user needs and streamline workflows not only reduce the burden on support teams but also enhance the overall customer experience.

Furthermore, design-driven methodologies enable companies to preemptively identify and rectify development errors, thus avoiding costly rework and project delays. Through iterative prototyping and testing, organizations can refine their products and services efficiently, optimizing resource allocation and time-to-market. Moreover, by simplifying complex tasks and streamlining workflows, design interventions drive operational excellence and productivity gains across the business.

The strategic integration of design empowers companies to achieve cost optimization objectives while simultaneously enhancing customer experiences and competitive positioning.

Applaudo's approach to Design

At Applaudo, we recognize the pivotal role that Design plays in shaping business outcomes. Opting for Design solutions begins with understanding its comprehensive approach, which serves as a foundational ecosystem to elevate user experiences, cultivate customer loyalty, and drive growth and business value.

DESIGN

Encompasses the creation, planning and execution of solutions to specific challenges through a user-centered lens. While design is often associated with aesthetics and visual appeal, it extends far beyond that, involving aspects such as functionality, usability, and user experience to boost business performance by designing user-centric products and services that meet market needs and align with user preferences.

UX RESEARCH

Gathers valuable insights into user behaviors, needs, and preferences through systematic research methodologies.

It helps businesses to enhance customer satisfaction, save costs, increase conversion rates, and mitigate risks to have long-term success.

- Insights gathering
- Usability testing
- Data analysis

UX DESIGN

Creates products that are intuitive, user-friendly, and meet the needs and expectations of the targeted audience.

It helps businesses to offer products that are not only functional but also delightful to use, fostering positive and long-lasting user relationships.

- Usability testing
- Architecture information
- Content design

UI DESIGN

Focuses on the visual and interactive aspects of a digital product to create an intuitive and visually appealing interface, facilitating interaction.

It helps businesses to improve the overall user experience by focusing on the look, feel, and responsiveness of the user interface.

- Accessibility compliance
- High fidelity prototyping
- Design system implementation

BENEFITS

- Enhanced user experience and satisfaction
- Increased user engagement and loyalty
- Improved usability and efficiency
- Omnichannel consistency
- Higher conversion rates

Applaudo

Maximizing the value of **Design**

Design solutions are a powerful investment for businesses, propelling them toward growth and success. By effectively harnessing the power of the Design principles, brands and companies can dynamically elevate customer experience, scale revenue, and optimize costs.

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

How can **Applaudo** help you identify the best solution?

Applaudo's strategic roadmap for embarking on a successful Design journey.

Understanding the foundational principles of clear business objectives, sets the stage for a successful Design maturity journey. At Applaudo, we emphasize the critical connection between establishing clear goals and progressing through the various stages of Design for effective principles and practices.

We guide businesses through a comprehensive journey that encompasses a holistic approach, enabling organizations to maximize business value.

Foundation

Required

Clear business objectives and prioritization inform effective design principles and practices, ensuring alignment with overarching goals and focusing efforts where they'll have the most impact.

Design Journey

Followers

Explore

Design is applied for basic functions and there is no designer in the organization structure.

No real value is delivered through design.

Challengers

Prove

Design is integrated as styling or branding and there is no owner, tasks are shared among functions.

Companies have one digital product.

Scale

Design is executed as a process with metrics and feedback collection, but not necesarrilly used.

One designer is assigned to a product.

Companies have 1-3 digital isolated products.

Integrate

Design is implemented as a process integrated into product creation with established metrics within a framework to measure value.

A dedicated UX/UI team is incorporated into the operations.

Companies have 1-3 digital products under design governance.

Industry leaders

Thrive

Design is operationalized as a strategy with defined objectives and user experience metrics, these drive investments and decisions.

A cross-functional design team is integrated for research, experience, interface, and visual design.

Companies have multiple digital products that follow design governance.

Applaudo

A deeper look into Applaudo's Design solutions

Our solutions cover various approaches to meet your needs, whether it's establishing a foundational service such as Design Assessment, or advancing through the different stages within the Design journey such as Design Modernization and Design Construction. By identifying your current state and understanding what your business truly needs, we ensure that our Design solutions are tailored to drive your success.

Foundation

REQUIRED

Design Assessment

Design assessment is crucial for businesses as it ensures that products, services, and processes align with strategic business objectives and user expectations, ultimately enhancing overall user experience and customer satisfaction.

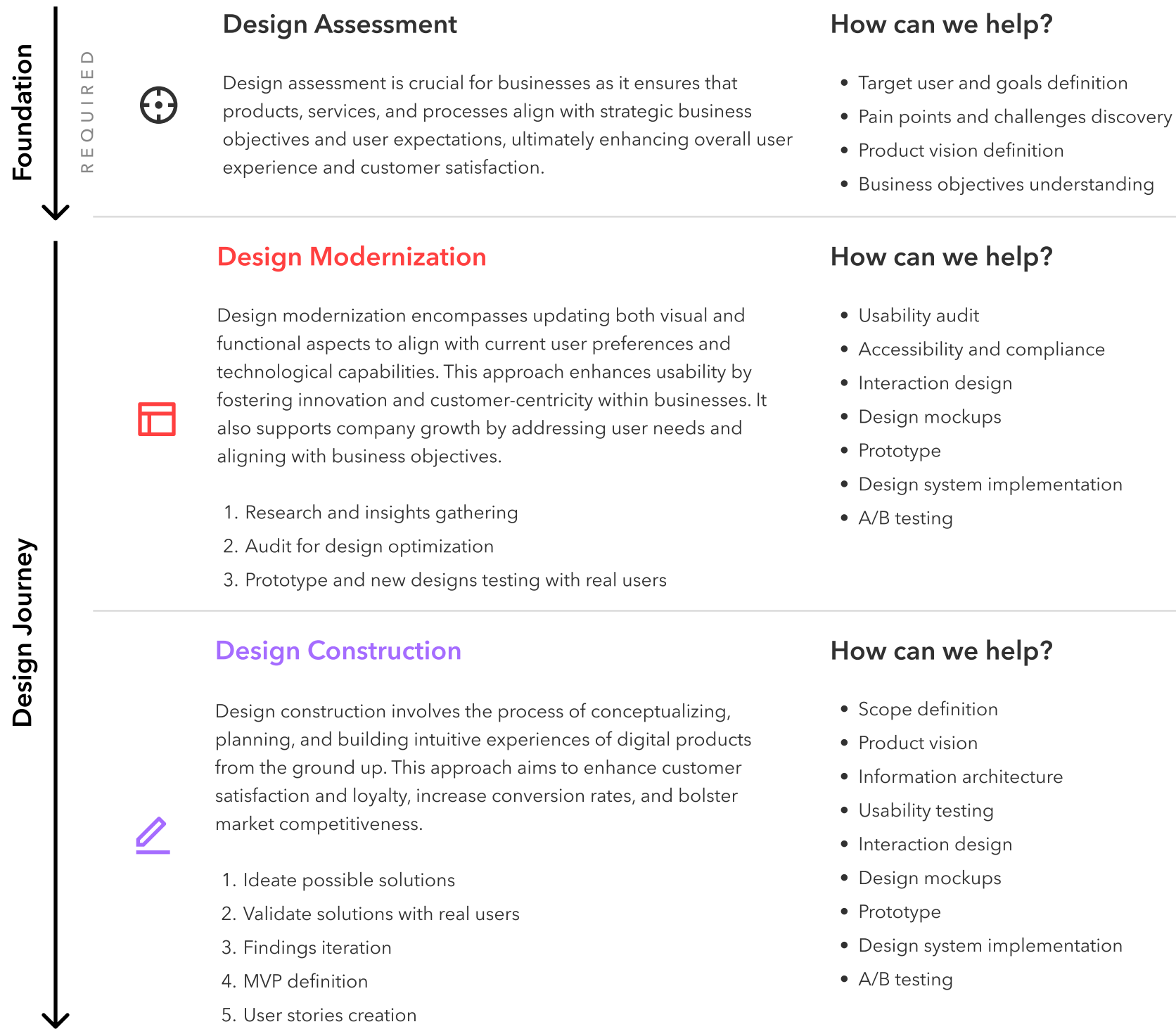## How can we help?

- Target user and goals definition
- Pain points and challenges discovery
- Product vision definition
- Business objectives understanding

Design Journey

Design Modernization

Design modernization encompasses updating both visual and functional aspects to align with current user preferences and technological capabilities. This approach enhances usability by fostering innovation and customer-centricity within businesses. It also supports company growth by addressing user needs and aligning with business objectives.

1. Research and insights gathering
2. Audit for design optimization
3. Prototype and new designs testing with real users

How can we help?

- Usability audit
- Accessibility and compliance
- Interaction design
- Design mockups
- Prototype
- Design system implementation
- A/B testing

Design Construction

Design construction involves the process of conceptualizing, planning, and building intuitive experiences of digital products from the ground up. This approach aims to enhance customer satisfaction and loyalty, increase conversion rates, and bolster market competitiveness.

1. Ideate possible solutions
2. Validate solutions with real users
3. Findings iteration
4. MVP definition
5. User stories creation

How can we help?

- Scope definition
- Product vision
- Information architecture
- Usability testing
- Interaction design
- Design mockups
- Prototype
- Design system implementation
- A/B testing

Along with our Design domain experts, we ensure you'll be equipped with the right talent to deliver user-centered solutions that drive results.

UX RESEARCH

Gathers valuable insights into users' behaviors, needs, and preferences through systematic research methodologies. Conducts in-depth research using a variety of qualitative and quantitative methods, such as interviews, surveys, usability testing, and data analysis, to gather insights into user experiences.

UX DESIGNER

Creates user-centric products and interfaces by conducting research, designing intuitive experiences, and ensuring usability throughout development. Bridges the gap between users and businesses developing a product, ensuring its not only functional but also intuitive and enjoyable.

UI DESIGNER

Designs visually appealing and functional and user-friendly interfaces that are consistent with the overall design and brand guidelines. Also, collaborates with the development team to ensure designs are implemented accurately and maintain consistency across different devices and platforms.

VISUAL DESIGNER

Focuses on the aesthetic and artistic aspects of design like graphics, layouts, and visuals. Focuses on brand design identity, visual assets such as icons, and the dynamic and interactive aspects of the user interface. Also, creates animations, transitions, and micro-interactions to enhance user experience.

Partner with Applaudo to leverage the impact of Design

Partner with us to harness the power of Design for your business, encompassing Design Assessment, Design Modernization, and Design Construction. Our team of Design domain experts and tailored solutions guarantee that you navigate the Design journey with confidence. From UX Research to UX/UI Design, we enhance user experiences, drive growth, and deliver tangible business value to your customers.

Why choose Applaudo?

We understand that success means staying ahead of the curve. With our innovative solutions and tailored strategies, you will not only adapt to change but thrive in it.

Join us on the journey to transforming your business, powered by Design solutions.

Let's redefine what is possible together. Connect with us today and delve on the path to accelerated success.