МАРКЕТИНГОВИЙ ІНСТРУМЕНТАРІЙ ЗАБЕЗПЕЧЕННЯ ІННОВАЦІЙНОГО РОЗВИТКУ СУЧАСНИХ ПІДПРИЄМСТВ

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CREATION OF A HIGH QUALITY USER EXPERIENCE

How could the user experience be defined? The user experience is a concept that appeared in the 2000s, it aims to measure the process of appropriation of a man in front of the functionalities of a machine (touch screen of an industrial machine, operator panel, touch screen of a Smartphone...)

The user experience is deeply rooted in the emotional. It seeks to captivate and attract attention in order to provide a pleasant experience in the use of digital.

in the context of the web, the user experience brings together all the ingredients to improve navigation while in the professional context, successful ergonomics.

In order to offer users a successful experience, several intelligences are required. Indeed, several skills are pooling their efforts to add value to the customer experience. It calls on professionals and rich and varied skills for a common objective.

It can bring together professionals in image and communication for emotion, technicians for the speed and performance of the interface, ergonomists for ergonomics..., and of course marketing experts to reach the final target. The emotional aspect tends to take a predominant place to make a difference.

Building a pleasant and interactive user experience for a site, application or physical object is a tedious task that requires method and municity. This approach is at the heart of UX Design in a coherent and harmonious process of reflection. It is about thinking differently while putting the user at the heart of our concerns. It is therefore a question of creating an interactive link with the user to build fidelity or simply and easily offer him what he is looking for. In other words, to meet a need. The undoubted enthusiasm for this innovative approach is linked to its ease of access because it is wider and less expensive. UX design consists in thinking and designing

a site, an application so that the user experience is the best possible. It remains to define what a good user experience is. The requirements of the technology use market have led to the complexity of projects. The function of UX Design is now performed by expert profiles, in charge of guaranteeing an unforgettable user experience on expanding perimeters (office and mobile, sites and applications, tools and services, etc.) The UX designers take into account the cognitive capacities of the user as well as the most efficient ergonomic rules, while leaving other professions the freedom to adapt the design so that it meets the expectations of users and the strategy chosen for the advertiser. As a result, the place of the UX function must nowadays be profoundly changed and decompartmentalized to reflect the diversification of activities as well as a much more "user centric" vision. The trend is therefore towards multidisciplinary collaborations that require experts who know how to collaborate in "ad hoc, flexible and light teams, which co-construct the project while limiting downstream risks as much as possible.

Seven fundamental levers make UX Design remarkable.Here are 7 essential steps:

1. Identify user expectations and needs. The objective of this step is to listen to the user by collecting his needs and providing an appropriate response. The solution will not be done alone, it requires a minimum of effort to listen to the customer or target. There is no point in designing features or tools on a site or interface without the end-user's consent.

2. Design the first functionalities of the product or service using the previous step.

3. Establish a coherent and harmonious structure: The aim here is to reflect on the different elements that will accompany and guide the new user's experience. It is a question of organization and structuring.

4. Design the first figures. This lever gives the creative spirit the opportunity to flourish through the creation of visual representations (Mock-up or Wireframe). The tools appropriate in this phase are: Balsamiq Mockups or Axure.

5. Conduct a focus group. This phase concerns user feedback that will help to readjust, modify or delete the first features that do not meet user needs.

6. Reproduce a first model: a prototype that meets your users' expectations as faithfully as possible.

7. Begin the design (or design) of the user interface.

In conclusion, a high quality user experience is the guarantee of a good return on investment. To be attentive to this approach means taking into account the needs of users, listening to their expectations and requirements in a rapidly changing world

where consumers are becoming increasingly demanding and uncompromising in the choice of digital tools for their use. It creates an interaction between the machine and its user by increasing accessibility through easy and simple use. This significantly reduces all risks of abandonment and resolutely increases the attractiveness and especially the NPS (Net Promoter Score).

At Orange Group, we put customer experience at the core of our concerns. We are committed to making it as an overriding priority, which allows us to offer our customers highly interactive digital media and interfaces that meet their needs and expectations.

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THE PRODUCT IN THE FACE OF TIME:
THE CHARACTERISTICS OF A PRODUCT'S LIFE CYCLE

A product like a man is born, grows, becomes adult and dies. The life cycle of a product represents the journey of a product from its launch to its withdrawal from the market. It is a theoretical notion of the evolution of the product over time. Four phases are used to illustrate the life cycle of a product in marketing:

- The launch phase
- The growth phase
- The maturity phase
- The decline phase

Why do we need it?

Objective

The analysis of the product life cycle makes it possible to make more relevant use of resource allocations on the marketing mix, to modify competitive strategies and market actions.

Background information