



Brand Management

Unit Nine – User Experience (UX)



Course Layout and Overview

- ▶ Ten units
 - ▶ Unit One: The Principles of Strategic Brand Management
 - ▶ Unit Two: Consumer Choice: Loyalty, Preference and Brand Equity
 - ▶ Unit Three: The Brand Audit: Asset Development
 - ▶ Unit Four: Brand Portfolio Management
 - ▶ Unit Five: Sustainable Competitive Advantage
 - ▶ Unit Six: Brand Research and Macro Trends
 - ▶ Unit Seven: The Study of Brand Positioning Using Integrated Marketing Communications
 - ▶ Unit Eight: Consumer Relationship Management (CRM)
 - ▶ **Unit Nine: User Experience (UX)**
 - ▶ Unit Ten: Impact of Technology on Brand Management



Unit Nine Learning Outcomes

- ▶ Evaluate the UX process from a brand management perspective
- ▶ Analyze the assumptions behind a UX study
- ▶ Evaluate design thinking processes
- ▶ Evaluate how a UX site map improves the consumer experience
- ▶ Evaluate the importance of the user journey



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Nine Overview Topics

- ▶ UX process and brand management
- ▶ UX Study assumptions
- ▶ The design thinking process
- ▶ UX site map and the consumer experience
- ▶ The user journey



User Experience (UX) Vocabulary

- Design thinking process
- User experience (UX)
- User journey
- UX site map
- UX study

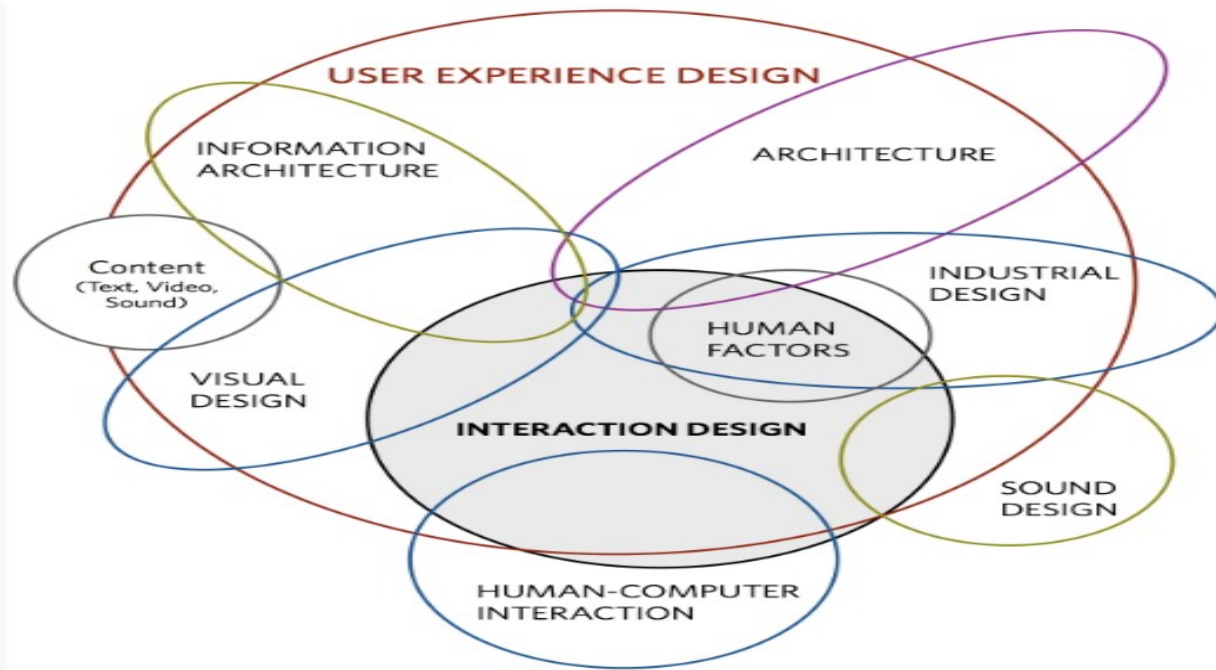


UX Process and Brand Management

- ▶ Observe consumer interactions
- ▶ Review efficiency levels
- ▶ Understand consumer differences



The User Experience



UX Study Assumptions

- ▶ Make direct observations through
 - ▶ focus groups
 - ▶ Interviews
 - ▶ watching consumer video reviews
- ▶ A user experience study
- ▶ Avoiding assumptions and bias

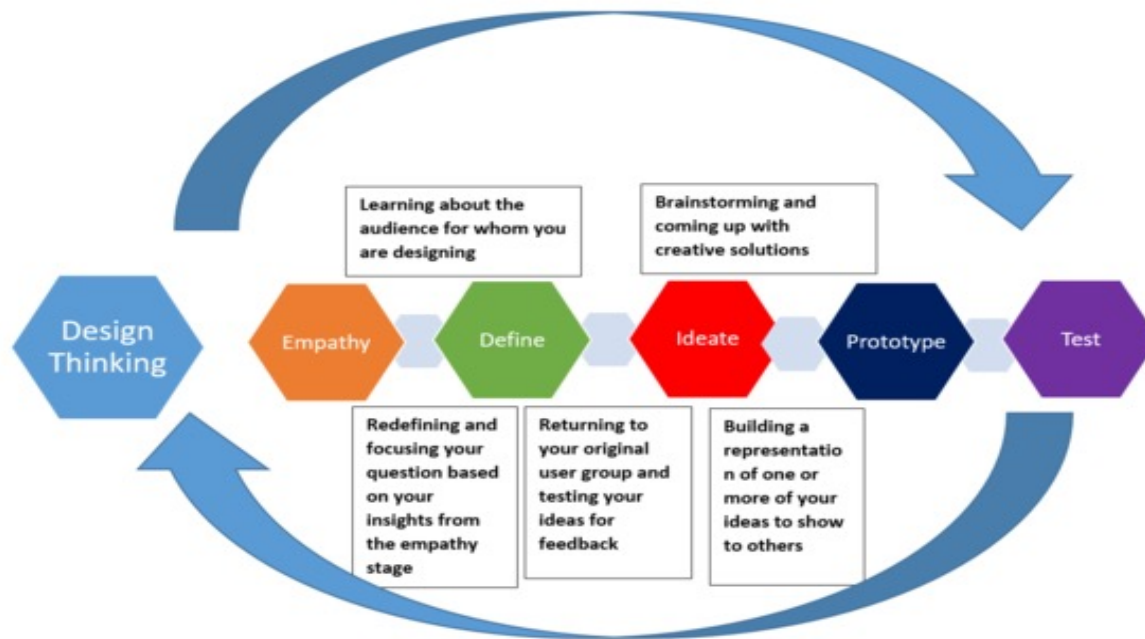


The Design Thinking Process

- ▶ The design thinking process steps
 - ▶ empathize
 - ▶ define
 - ▶ Ideate
 - ▶ prototype
 - ▶ test



The Design Thinking Process



UX Site Map and the Consumer Experience

- ▶ Observing your specific target market
- ▶ A user experience site map
- ▶ Observing the consumers experience on the site map



The User Journey

- ▶ Witnessing the user journey
- ▶ Utilizing observations



Conclusion

- ▶ Unit Nine Learning Outcomes
 - ▶ Evaluate the UX process from a brand management perspective
 - ▶ Analyze the assumptions behind a UX study
 - ▶ Evaluate design thinking processes
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 - ▶ Evaluate the importance of the user journey



What's Next?

Unit Ten: Impact of Technology on Brand Management

