



The UI/UX **X-FACTOR**

to conquer the next digital frontier



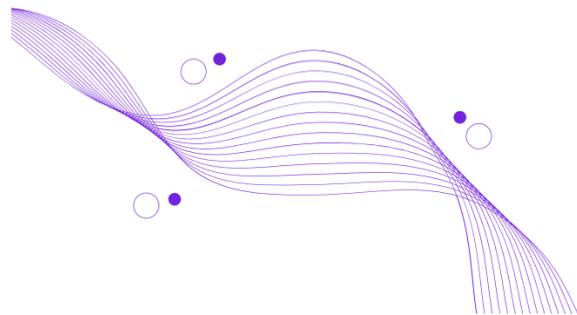
The Insights Division of Tonic Worldwide

20
22



What is UI/UX ?

UI/UX is one of the top skills in demand because, for the consumer to love your website or app it requires both, UI and UX. For example, you could have an app that looks and navigates great (UI) but if it loads slowly or makes you click through numerous screens for a simple transaction (UX), it doesn't matter how good it looks you will not go back to it on the other hand if the app is well organized, logically structured and loads well but looks uninspiring or dated it is a downer.



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The UI/UX **X-FACTOR**

to conquer the next digital frontier

UI/UX is an underrated brand building block

In the digital age every marketer is talking about conquering the digital world with commerce, platforms, metaverse and much more. GIPSI has always shared insights on various digital hot topics with the industry. E.g., first of its kind insights report in the form of NFTs called 'Metaverse Loading'. This time we would like to introduce the underrated aspect of digital brand building, which we feel, the marketers will benefit from. We want to introduce the power of UI/UX as an X-Factor that will give every marketer the edge and help win the consumers' hearts on DIGITAL





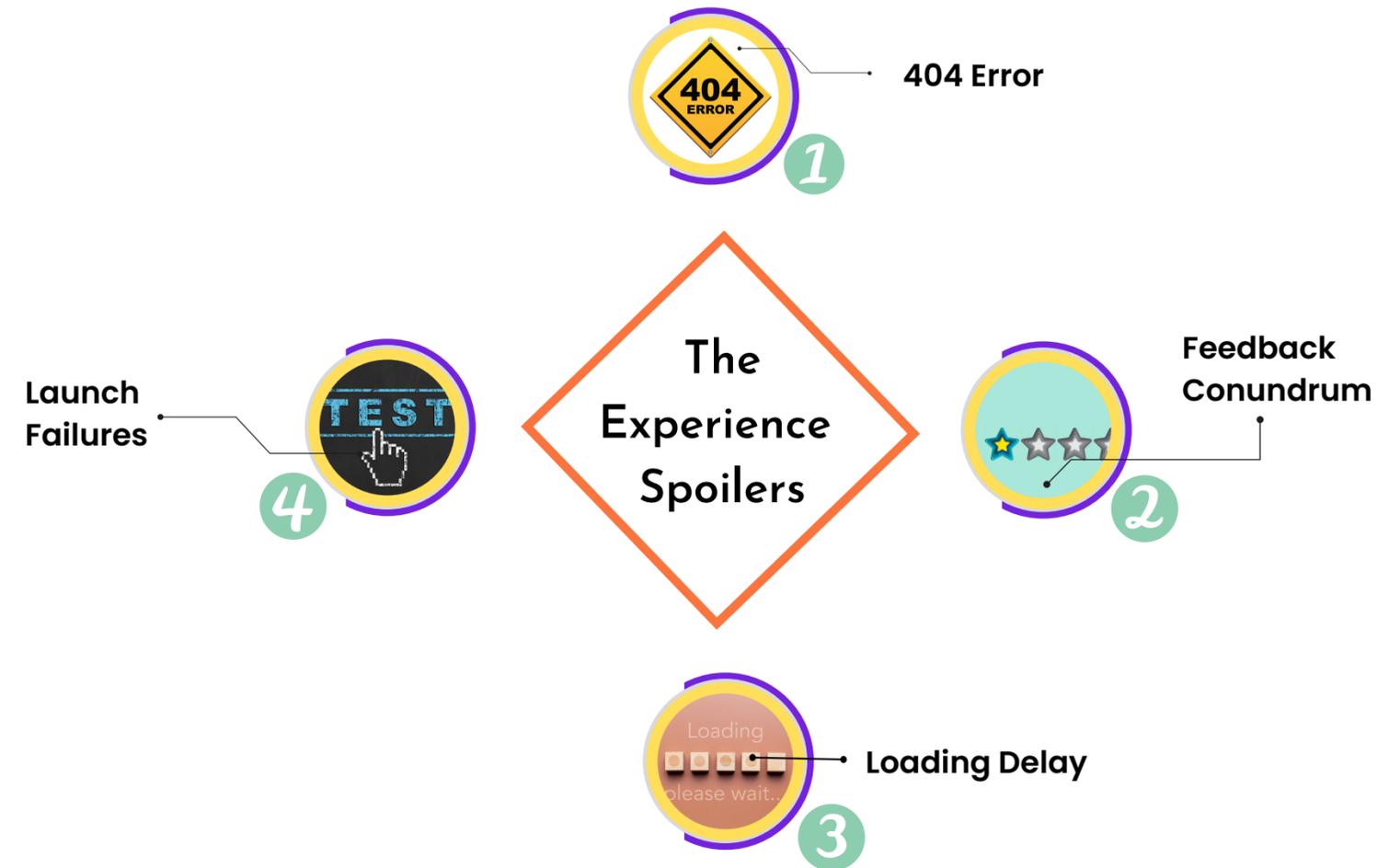
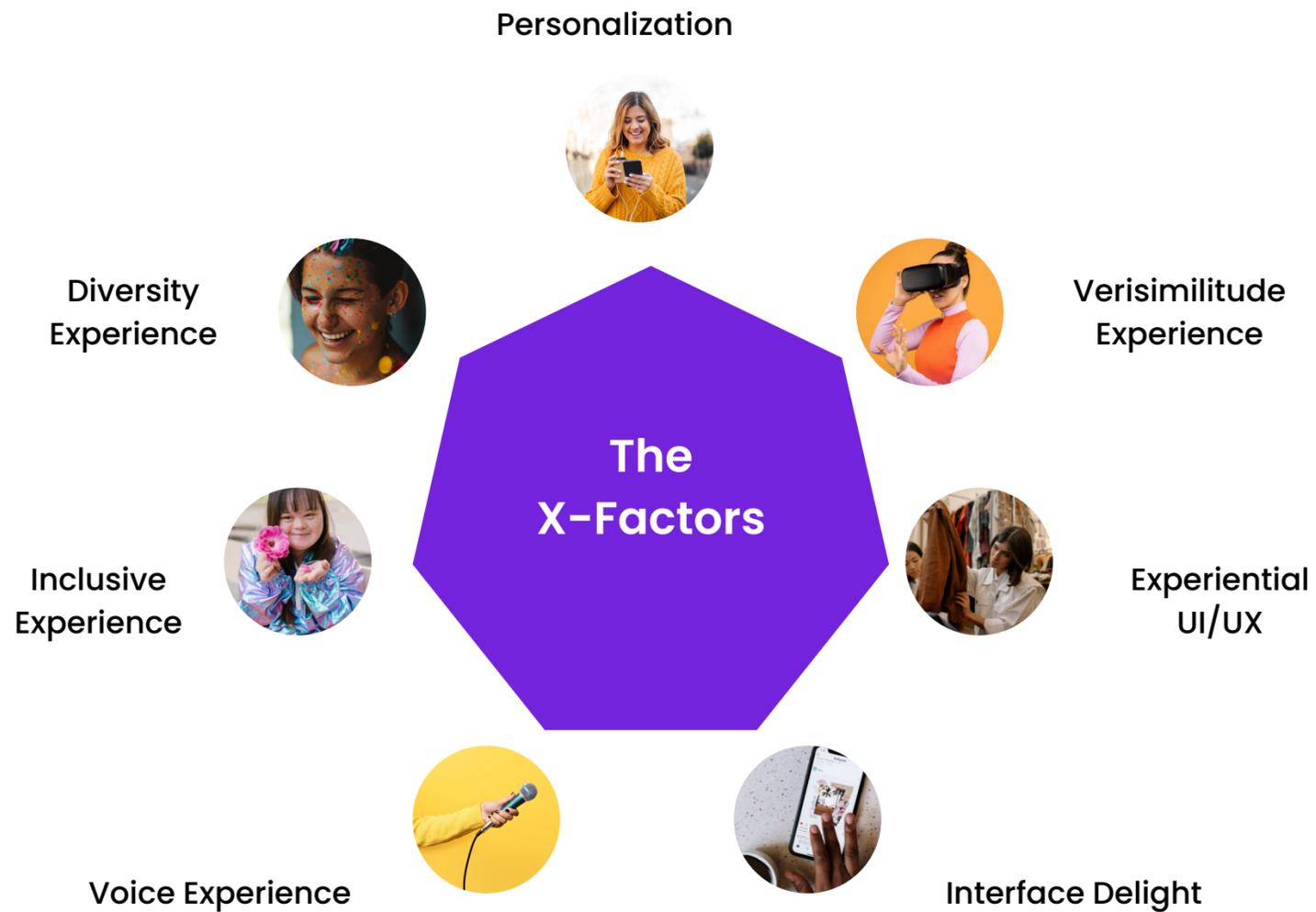
GIPSI methodology

GIPSI Is Tonic Worldwide's HI+AI (Human Intelligence + Artificial Intelligence) Insights Division.

GIPSI brings together 7 compelling insights which pose UI/UX as the X-factor for building your brand. GIPSI does it with its HI+AI methodology using digital data including 100+ websites and apps

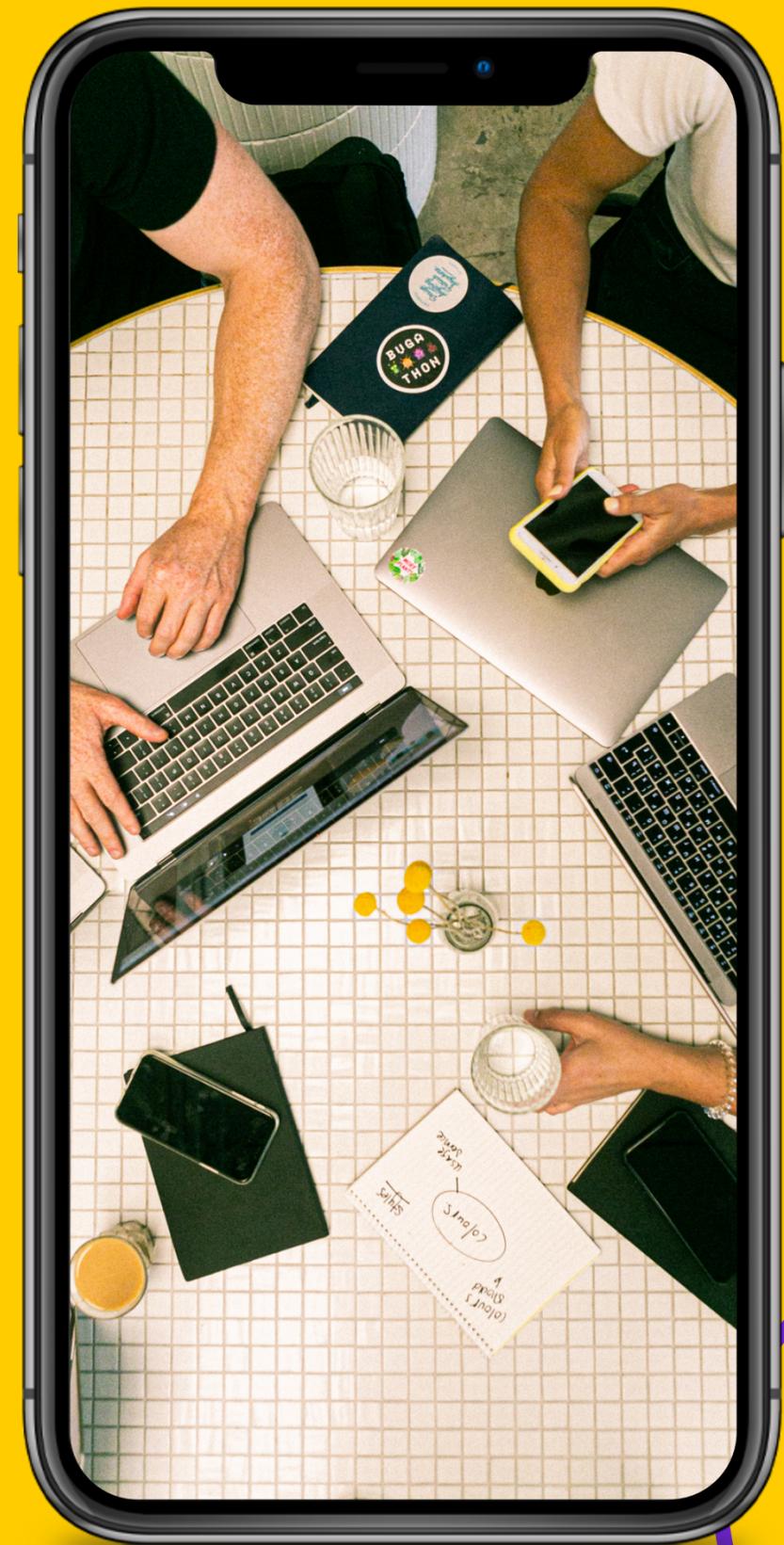
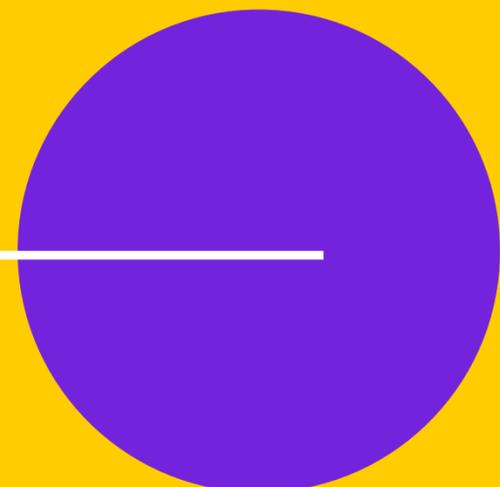


Seven insights and four experience spoilers in UI/UX





Seven UI/UX Insights



#1 X- FACTOR : PERSONALIZATION

*BUT FIRST, LEARN THE ART OF HOW TO
AND, DON'T CROSS THE LINE*



It is crucial to understand the need for 'Personalization' to delight the consumers without being creepy



51X positive conversations around personalized experience



53 K+ conversation interest around personalized features



91 K+ conversation interest around personalized games

PERSONALIZATION 🙌🙌🙌

U Mxll

Excellent app and well engineered. It gives me the option of 3 different types of display grid. [redacted] only a vertical one. Also the the Launcher is very customizable from apps to desktop. Also a new world launches when you swipe from left to right, which is too much to mention here. The little bits here and there in one package makes the among Best Launchers (if not the best) for my [redacted] flagship phone. Thank you!

If restaurants were like 99% of websites:

"Good evening sir. Just you dining?"

"Michael, it's me. I've eaten here hundreds of times. My usual table."

"Of course. Can I get you a menu?"

"Menu?! Don't you remember my favourite dish?"

"No sir."

[redacted] mobile app is a master class in personalization UX! Being able to customize and trigger specific actions like Copy or Reveal for any stored field is just so powerful. Just wow 🙌

This version of [redacted] is a massive step change in terms of performance and personalization, with a far snappier UX compared to its predecessors. In case you'd like a sneak peek before it's out to the rest of the world, [redacted]

INVASION 🙄🙄🙄

[redacted] why are you raising a credit report on my behalf without my consent ? [redacted] #privacyinvasion

Honestly wondering how to balance the UX improvement potential against the obvious privacy issues

1/2: privacy is absolutely a #ux concern. i got involved 3yrs ago doing user rsch on social media privacy issues.the topic continues to grow

Intrusive/unnecessary data collection on forms may raise #legal and #privacy issues as well as #UX problems.

99% of the market won't care about privacy. Hopefully that # turns out much lower, but users will have the right to choose.

Most will choose the better UX in exchange for KYC privacy invasion, without even realizing it.

X-Factor : Personalization

HOW TO

Anticipatory design is the secret sauce for personalization. Build it by using these elements



The brand which masters the balancing act will be a step closer to winning the consumer

Swiggy and Zomato are great examples of personalization. Zomato uses geolocation accurately, whereas Swiggy's intuitive design and non intrusive promotions. No wonder they top the food delivery apps' rank with respect to UI/UX



#2

X- FACTOR : VERISIMILITUDE EXPERIENCE

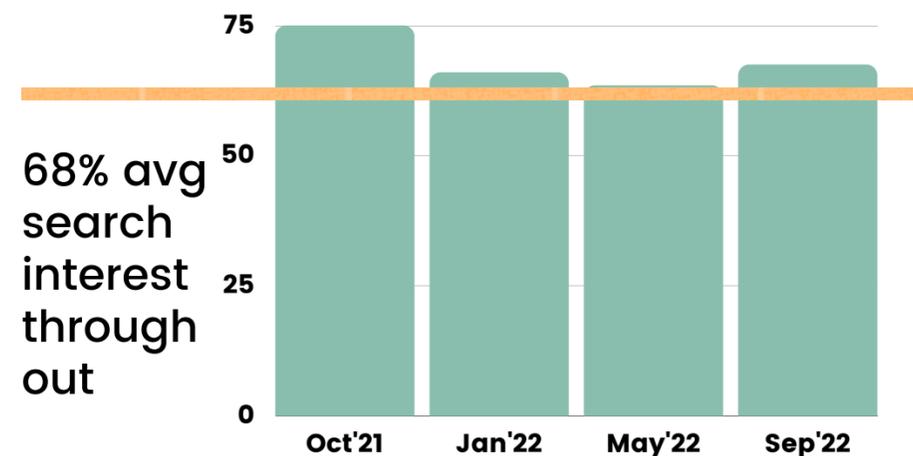
IT'S A 'CATCH ME IF YOU CAN' IN WEB 3.0



UI/UX is the missing ingredient in the success of web 3.0

Passive engagement to mere active engagement is not enough for the consumers to accept metaverse. They are seeking verisimilitude experience

538 K+ are excited for an immersive experience in Web3.0



I never understood why people get excited for small updates like this. I want something immersive



"When you use a platform, you become the "user" which is a quite passive experience. When you become a part of the community of the platform, you are an active contributor and you get a chance to meet other active contributors..."



The #Metaverse is all about creating a shared, #ImmersiveExperience where people can collaborate and interact as though they were in the same physical space.

X- Factor : Verisimilitude

How to

Get your edge in web 3.0 with the X-factor to match up to the high experience expectations

Offer verisimilitude experience by applying



Balance out FOV (Field of vision) v/s periphery information to allow users to look around and explore



Keep mental and physical wellbeing for VR



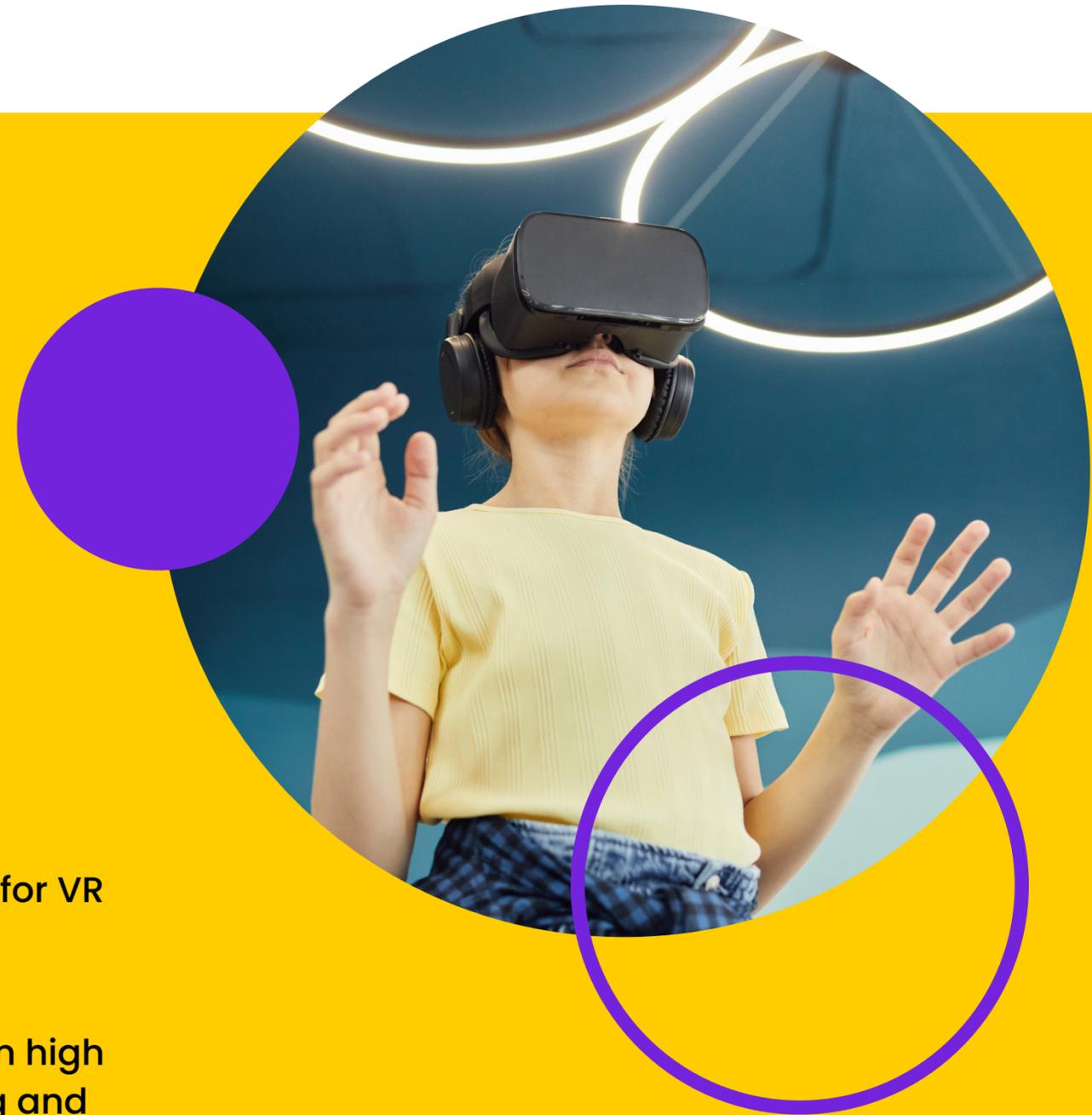
Simulate exact physical actions (e.g. sitting, standing)



No compromise on high quality storytelling and visual quality



Be the first one to adopt when the body mapping happens



#3

X- FACTOR : EXPERIENTIAL UI/UX

INDULGE AND ASSURE WITH VIRTUAL TRY-ON



Trials are deal breakers for many brands in the offline world as they indulge and assure the consumers before buying. The virtual try-on is a great way to simulate the experience

70% of people are more loyal to brands when Virtual try-on is incorporated into their shopping experiences*

*luna.io

I really enjoy the "AR try on" feature, that's really cool. I just wish there were more styles available on the website in general, the variety of glasses overall seems a little limited. I give 3 stars for limited selection.



I was skeptical about a stand alone app. But it is really good. easy purchasing process and great customer service. 3d try on helps too.

👍 great experience with try at home .. Please keep up with good work.. Hope to see more collections and purchase more and more..



My ultimate one stop for versatile designs and amazing customer service when it comes to gold and diamond jewellery. Their most of the products can be worn everyday and they have extremely modern designs. Their 'Try at Home' facility is beyond helpful. I have never had such seamless experience when it comes to exchange or return gold or diamond jewellery. Keep up the good work,

A great app to find the trendiest glasses out there. Everything from the clean interface to no ads, I could choose the one I was looking for with just a few feature...it easily detected my face.



The try on feature was almost true to size and the frames are great quality! It was easy putting in my prescription. Will be purchasing more glasses soon.

Extremely comfortable way of shopping eyeglasses with an unbelievable price : Quality is top class... No need to go to store as the AR experience is amazing....



Pretty good if you want a quick way to check you ipd for your vr headset. I used a goodrx card for the selfie.

I love the new try on feature and the costs.

X- Factor : Experiential commerce

How to

AR is the key technology for experiential UI/UX. All top beauty apps (Nykaa, Purplle, MyGlamm, Smytten) have virtual try on which help consumers get experience before the experience

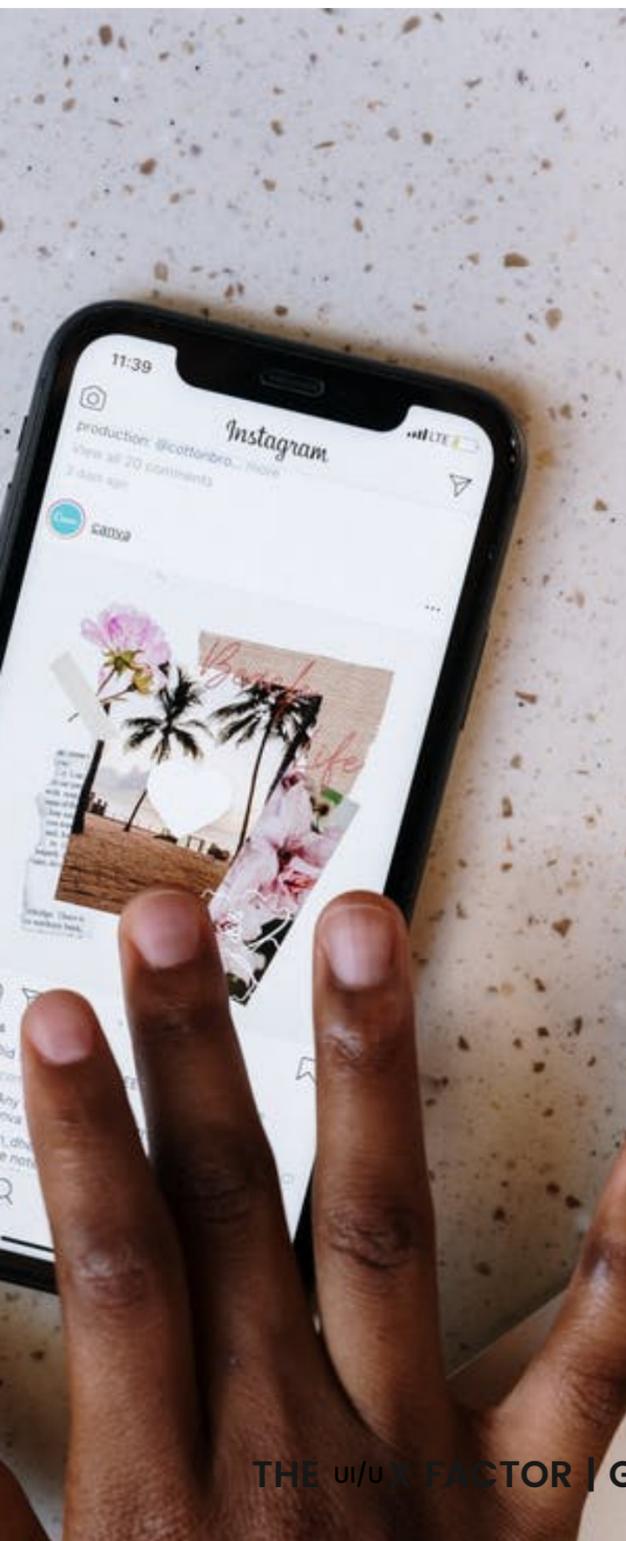
Beauty and fashion seem to have already understood the importance
Have you tried it?



#4

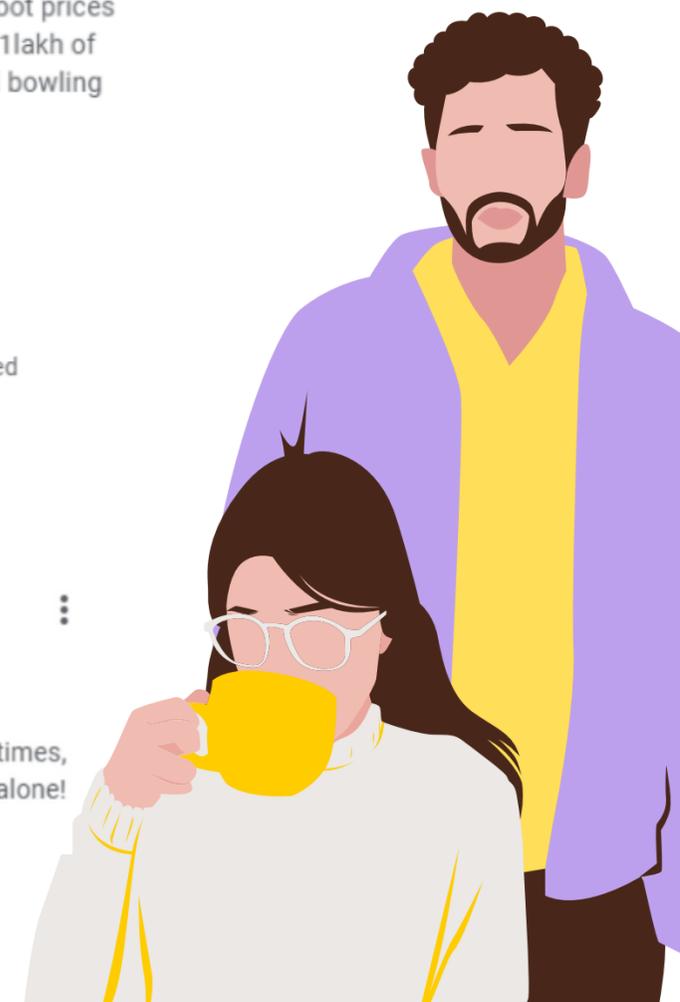
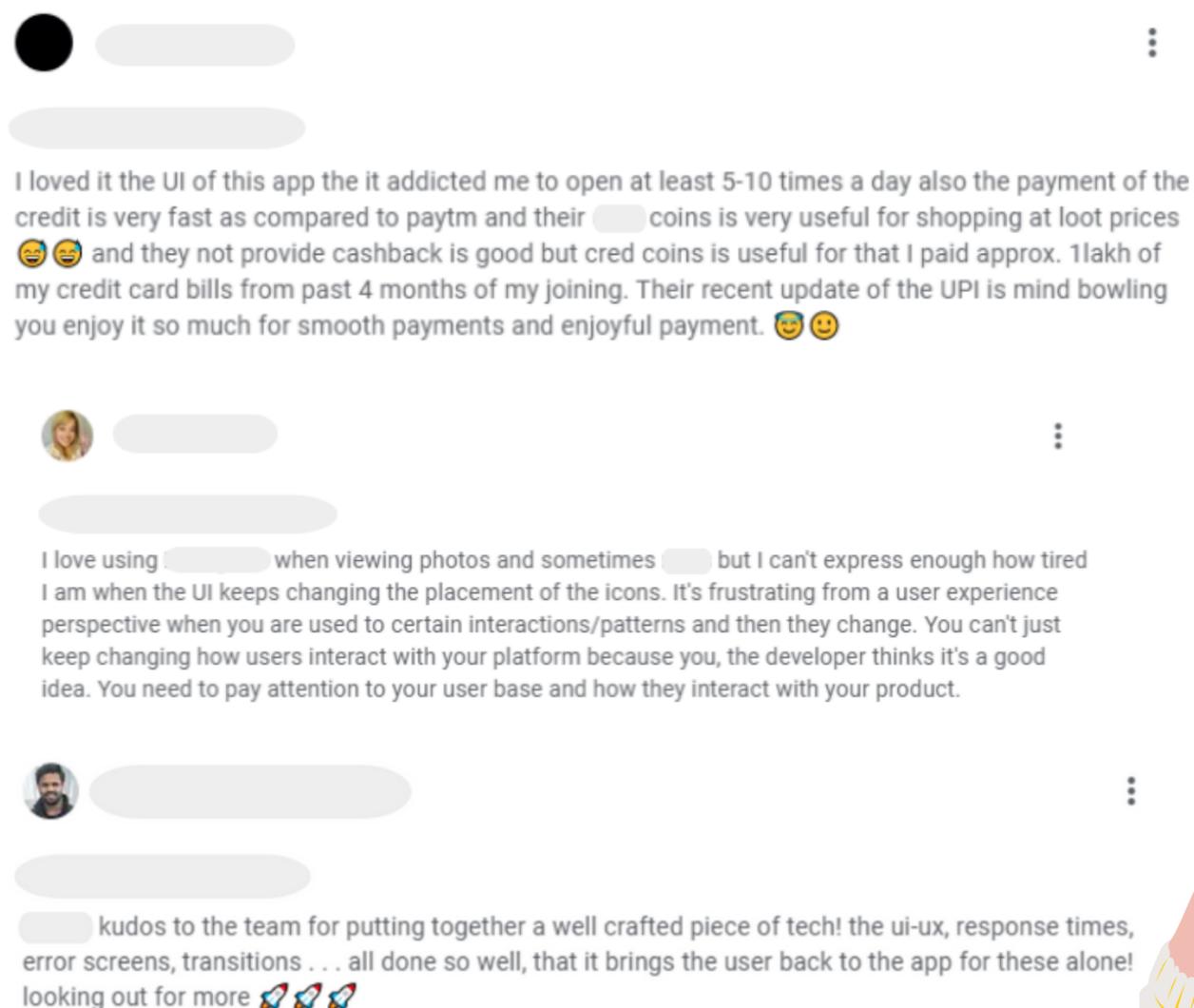
X- FACTOR : INTERFACE DELIGHT

GO BEYOND COLOR THERAPY AND TYPOGRAPHY



In the race of going digital with your business, don't forget to invest in interface delight. Just turning your offline offering into an app is not enough. Pay close attention to the app and the website reviews to keep a check on the delight

 31.7 K+ social mentions on the app experience in the last three months



X Factor : Interface Delight

How to
Grab a brownie point for the brand for a great interface



Be transparent and communicate for users' clarity (tell them what's going on)



Don't take their memory test; build familiarity with intuitive design. Don't rely on their recall memory



Elemental hierarchy : Prioritize the information in terms of usage



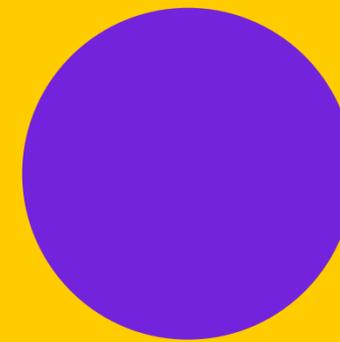
Declutter and Go simple: Make decision making simple with simpler design



Allow them to change their minds : Give options to reverse the action



Don't let anything come in the way of action : Apply Fitts's Law to interactive elements; a large button for a quick click



#5

X - FACTOR : VOICE EXPERIENCE

BRANDS ARE ON MUTE

Huge opportunity to unmute



Unleash the voice to bring out the X-factor of your brands

Millions of brands but only a few voices - Siri, Alexa, Google, Cortana...

How does your brand sound?



27% of the global online population is using voice search on mobile



>50% of all smartphone users are engaging with voice search technology



16K+ conversations on only 4 voice assistants in the last three months

*Google



My kid meant to shout "Alexa" but instead she just yelled "Mom" and I cant believe we're alive at a time where she's getting her robot assistant mixed up with her real life assistant.



Finally in a relationship ❤️



ME: ALEXA WHAT'S THE WEATHER THIS WEEKEND?

ALEXA: DOESN'T MATTER YOU AIN'T GOING ANYWHERE...

Alexa, remind me why I walked in this room.



HAPPY WOMEN'S DAY ALEXA & SIRI

Watching Sholay again. Sambha was Gabbar's Alexa.

X- Factor : Voice experience

How to

Add voice to the brand personality

Start by adding voice function as a search option on your app/website but invest in your own brand voice technology to stand out from the existing voice options



#6

X- FACTOR : INCLUSIVE EXPERIENCE

EXPAND ACCESSIBILITY



UI/UX has the potential to make brand more inclusive and be more humane

*Over 15% (>1 Bn) of the world's population have disabilities and this number will increase to double by the year 2050 **

*by WHO



253Mn of the world's population are affected by some form of blindness and visual impairment*



About 200 million people have an intellectual disability (IQ below 75)*



14 K+ social media conversations in favor of ui/ux for people with disabilities in last 3 months



What about blind people?

Most UK ATMs and payment machines have physical buttons with tactile elements that help visually impaired people navigate the key pad and press the correct button. How do those people know which virtual button to press?



5 tips on how to design for the blind from a self-taught UX Engineer and Product Designer, [redacted], in the latest [redacted] — [redacted] #design

*by WHO

X- Factor : Inclusive Experience

How to

Inclusivity is the need of the hour. Make it happen with UI/UX for the specially abled consumers

Optimize font sizes



Line spacing



Improve color contrast



Large tap target

Support screen readers
(audio assistants)



Longer timeout



#7

X- FACTOR : DIVERSITY EXPERIENCE

DESIGN FOR ALL- LANGUAGE, SKIN, GENDER



Diversity is the new hygiene which can be offered with design. Authentic representation of language, skin, gender and more can increase the EQ points for your brand



58% of Gen Z shoppers have purchased a fashion item outside of their gender identity*



79% of men and women looking to purchase more gender-fluid clothing in the future*



1 in 3 Gen Z consumers say that their online identity is their most authentic self*



72.1 % of customers prefer to use websites in their native tongue for most of their online activities*

X-Factor : Diversity experience

How to

Be multilingual 

Be mindful to preferred pronouns



Be sensitive to skin tone and sizes



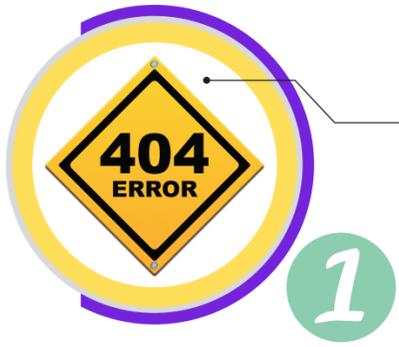
*If you're not keeping diversity in mind in UI/UX
then you're always upsetting certain cohorts*



How to deal with the four usual experience spoilers

Meet the 4 experience spoilers

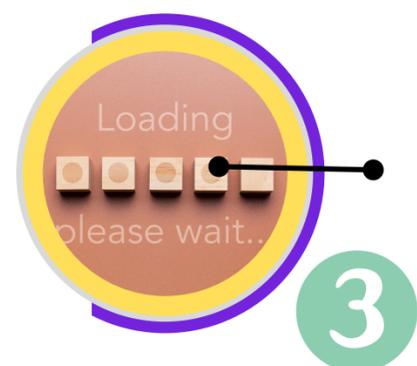
The Experience Spoilers



404 Error - Is considered as a dead end of the experience. Consumers will exit if there's nothing to do here



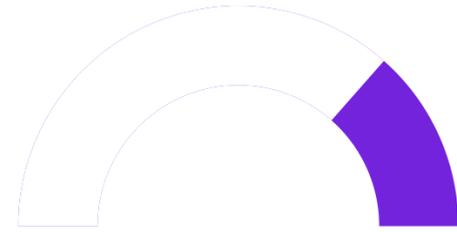
Feedbacks - When consumers are happy, they don't say it, on the other hand, they shout out loud when angry



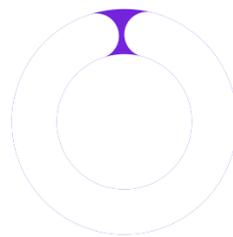
Loading Delay - A clear experience dampener. Consumers don't know whom to blame, app or the device



Launch Failures - Consumers don't want to be the guinea pig for product testing



73.72% of people who reach a 404 error page will leave a website and not return



Just 1% people say that e-commerce sites meet their expectations *



A loading time of more than 3 seconds makes 53% of mobile users leave *



70% of online shoppers abandon their carts because of poor UX *

*Every brand will have these 4 experience spoilers
It's how you deal with them makes all the difference*

1 Gamify the page break down messaging

2 Engage with the positives and don't react to negatives in a panic - *keep the insight in mind*

3 Acknowledge the loading problem and give proactive suggestions - *when the app is thoroughly tested*

4 Pay attention to research before launching the app



- ○ ○
- ○
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Thank you!

To learn more, please visit
www.tonicworldwide.com/deep-listening

For business queries, please reach out to
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