



Killer UX & CX design at the intersection of Digital, Social,
Mobile + Big Data

Mia Dand

CEO, [Lighthouse3.com](https://www.lighthouse3.com)





Organize | Optimize | Innovate

<https://lighthouse3.com>

@Lh3com



What is UI?

What is CX?

What is UX?

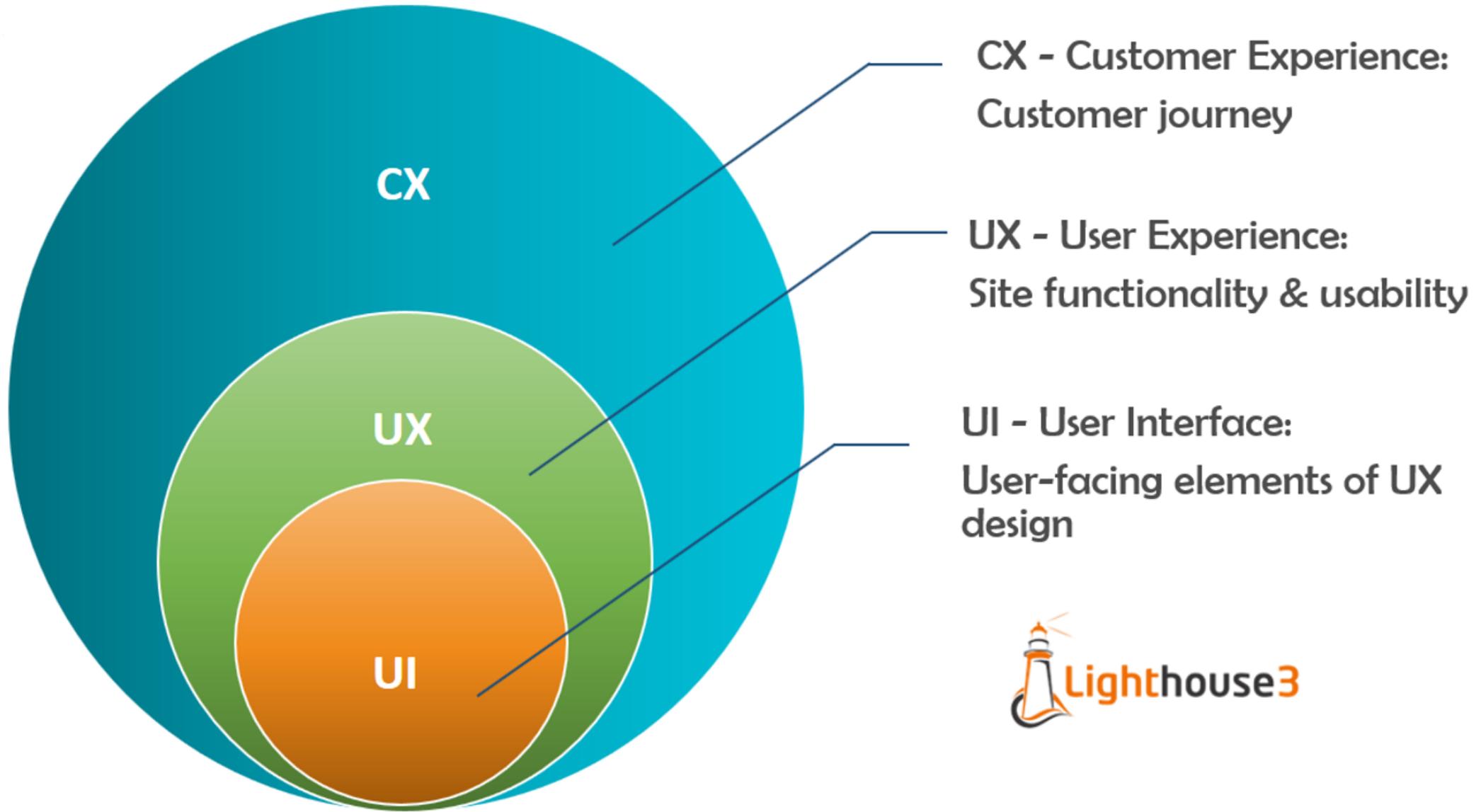
What is design?

How to design great UX & CX?

What are design best practices?

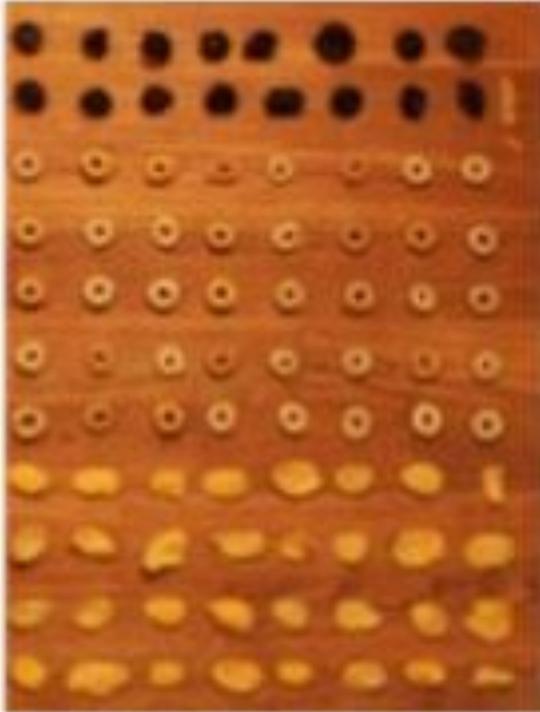
How does data fuel great UX & CX?

What's next?





CONTENT



What people are looking for.

USER INTERFACE

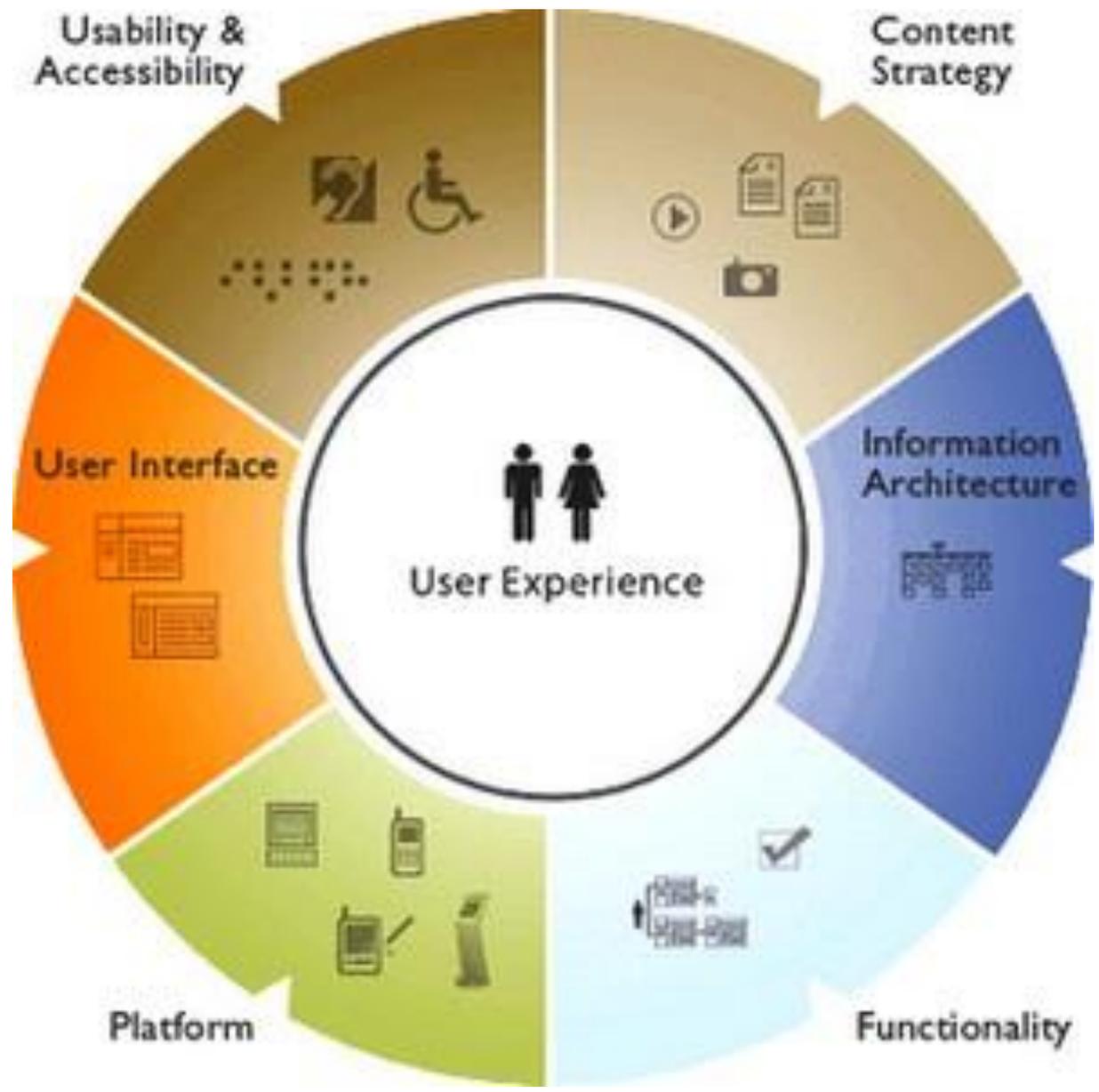


The tool that serves it up.

USER EXPERIENCE

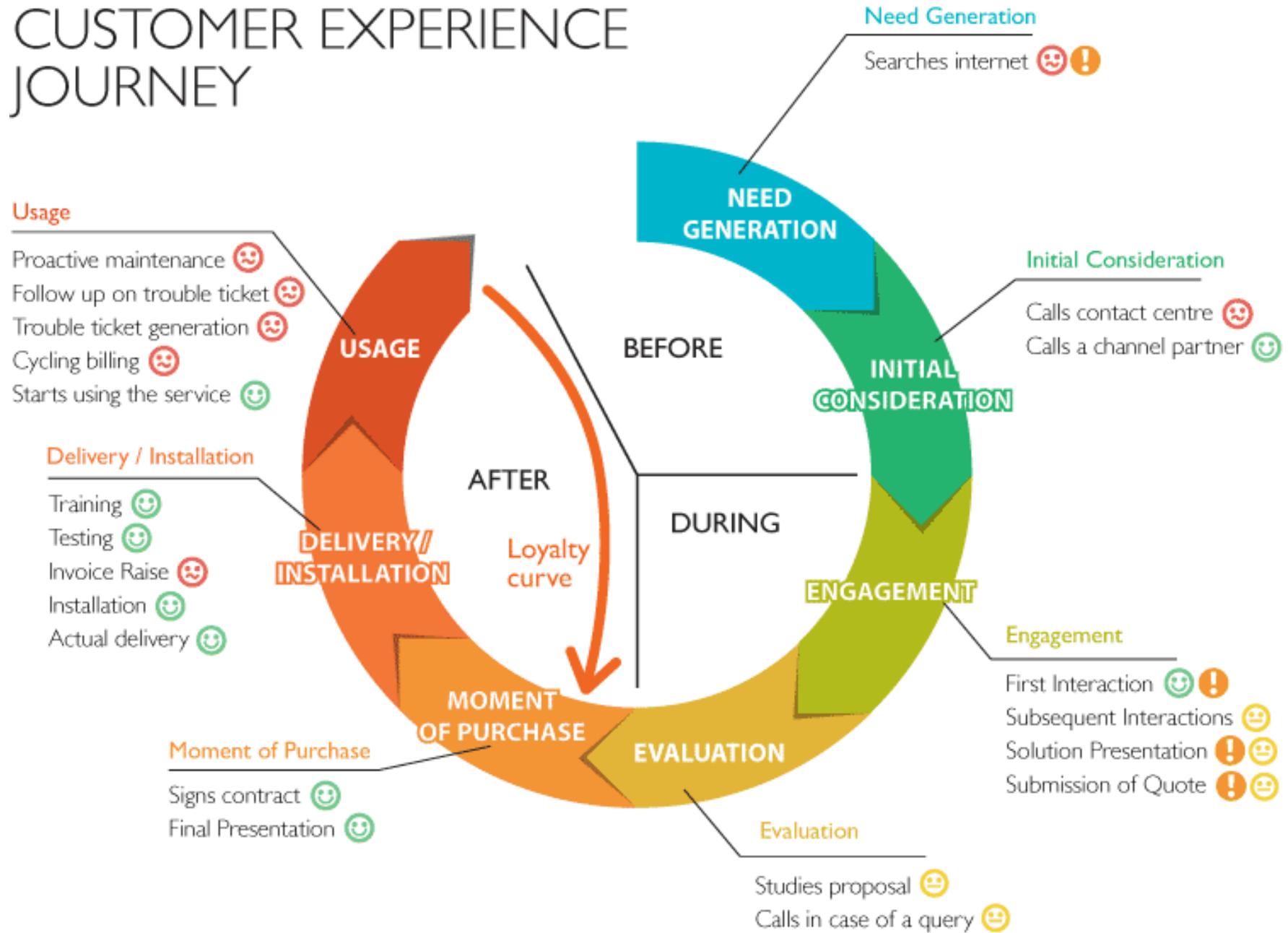


Consumption.





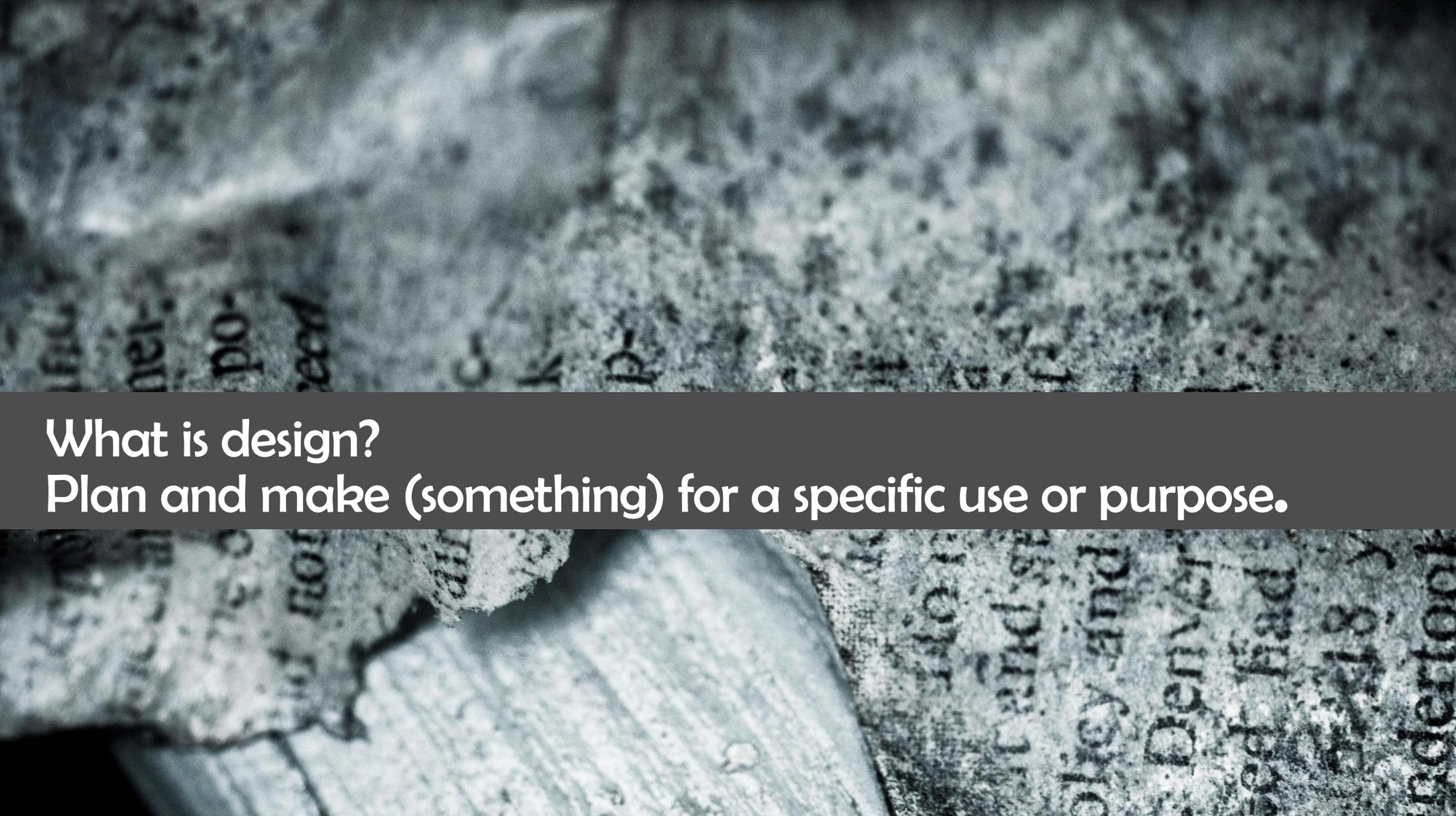
CUSTOMER EXPERIENCE JOURNEY





What is Digital Media?





What is design?

Plan and make (something) for a specific use or purpose.

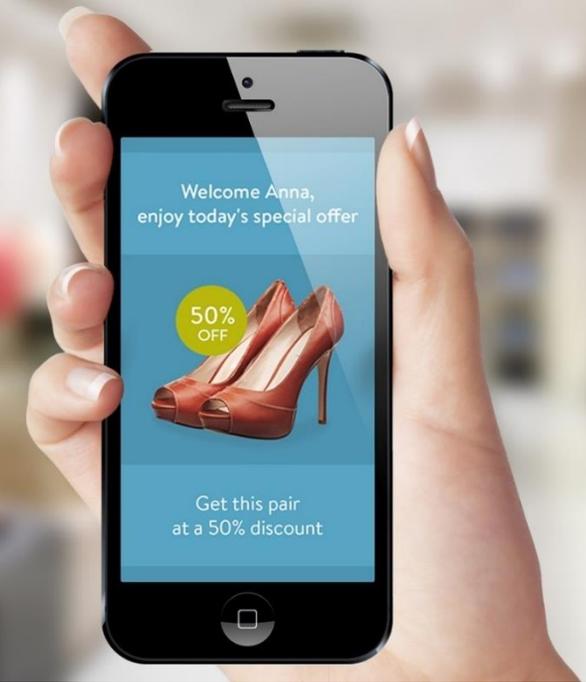


Furniture



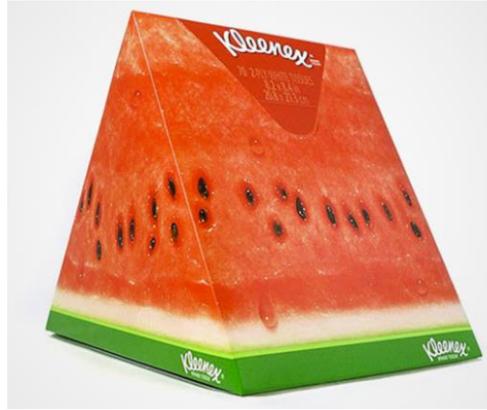
Architecture







Packaging





Food



Automotive



Product



MB&F



Gadgets





Software

Today 21°C 10°C
Wed 17°C 08°C
Thur 24°C 12°C

\$19

\$19 # WIDGETS WURST #SOCOOL #L#POST

Monday, January 12, 2015

Fashion progress

NEW FASHION STYLE COMPLETE IN: **53%**

Convallo justo eu ligula placerat, a laoreet sem fringilla. Aenean id justo mi. Aenean gravida velit d'lam, in interdum nibh dignissim sed. Vestibulum gravida localis risus, a sollicitudin.

Inquiries: **+193**

J.F.R.A.N.C.I.S.C.O

Capex Per Unit: 75%

Cohort Move-In Percent By Property

Move-In Lease Rents From Traffic Records

TOTAL RECORDS 17

Employee Created Content (Orange)

Company Created Content (Blue)

ARTICLES CREATED: 40%

SHARES: 47%

REACTIONS: 46%

Blog, Photos, Videos

Shares to Personal Channels

Retweets, Likes, Comments, Favorites

Data Sources: Dynamic Signal clients utilizing VoiceStorm

America's wine company Official Stats

consumption of wine

2004 2007 2010 2013 2016

75%



Graphic & visual design



TYME

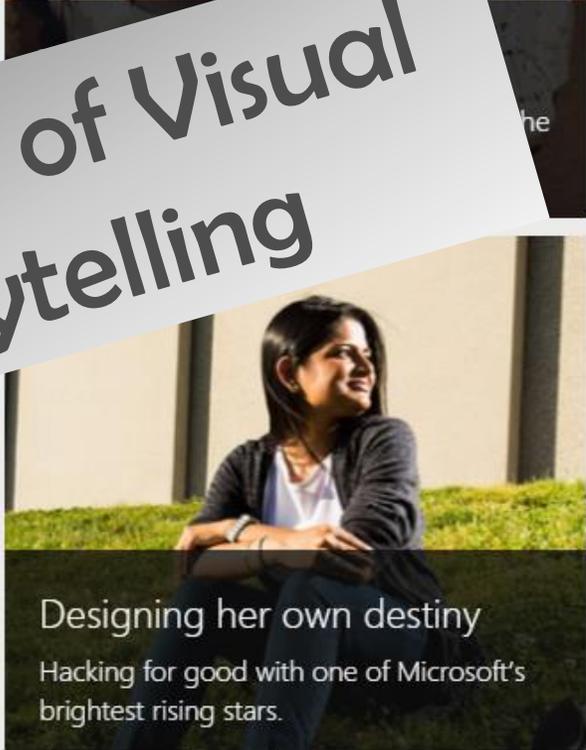




Kyle Schwaneke
Xbox Software Engineer

Opening doors to candidates with autism
Read more →

The Age of Visual Storytelling



Designing her own destiny
Hacking for good with one of Microsoft's brightest rising stars.



In the cloud we trust
Restoring the world's faith in the technology that empowers us all.



Inside Building 87
Explore three futuristic Microsoft hardware labs.



Feel ...



women need to:
women need to be put in their place
women need to know their place
women need to be controlled
women need to be disciplined

women need to be seen as equal

UN WOMEN

Think...

women should:
women shouldn't have rights
women shouldn't vote
women shouldn't work
women shouldn't be

women shouldn't suffer from discrimination anymore

UN WOMEN

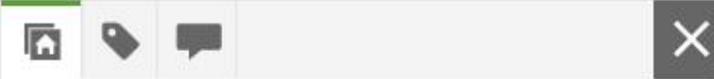
women cannot:
women cannot drive
women cannot be teachers
women cannot be treated
women cannot speak in a bank

women cannot accept the way things are

UN WOMEN



Explore...



 McLain Homes, LLC

2014 Acadiana St. Jude Dream Home
Traditional | Lafayette, Louisiana, United States | [Website >](#)
Photos by Scott Richard

More Photos in Project **2014 Acadiana St. Jude Dream Home**



People also liked these photos



Related Photos





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Visual navigation

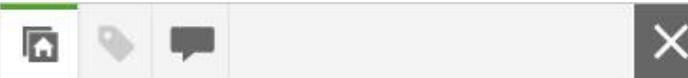
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Rate

Easy scrolling

Take action!

Share



David's Kitchen & Tiles
★★★★★ 33 Reviews

Vincent Traditional Kitchen
Traditional | United States | Website >

Questions About This Photo (7)
Ask a Question

julsbolg wrote: last Saturday
Cabinets - What color are the cabinets?
1 Like 1 Comment

David's Kitchen & Tiles
PRO Thank you for the question. The cabinetry is Plato and the color is Vanilla with Brushed Grey glaze.
Like Bookmark 12 hours ago

Write a comment

shellyloving5 wrote: last Saturday
Name of granite
1 Like 1 Comment

David's Kitchen & Tiles



ZY

TODAY'S OZY

THE PDB

SECTIONS

TOPICS

VIDEO

ABOUT OZY

ARCHIVE



SIGN UP



TRENDING TOPICS

2016 ELECTION

2016 HUNGER GAMES

ABUSE

ACTIVISM

AFRICA

AFRICAN HISTORY

AHEAD OF THE CURVE

ALCOHOL

VIEW ALL TOPICS

ACUMEN



Want to Know Who Will Win the Presidency? Ask the Pope

2016



Can Trump Beat Clinton?

2016



As Trump's World Turns

2016 ELECTION

Your playbook for the next round of American politics.

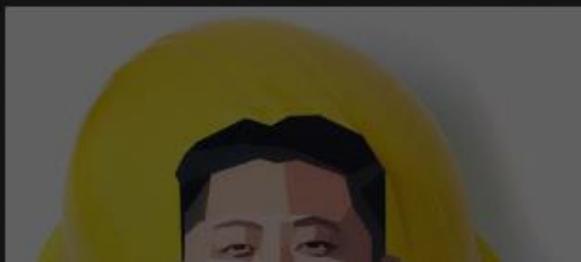
MORE IN 2016 ELECTION

Visual & descriptive drop down boxes

1

HOPPING MAD

IMPORTANT



North Korea 'Fires Missiles' Into Sea

Kim Jong Un is having a tantrum ... over new sanctions aimed at keeping his nuclear ambitions in check. South Korea's defense ministry reports that Pyongyang has fired six short-range rockets or



LISTEN TO THE PDB

SIGN UP FOR EMAILS

IMPORTANT

- 1 [TWO-FRONT WAR](#) 10:03 PM
GOP Debate: Cruz and Rubio Target Trump
- 2 [HOPPING MAD](#)
North Korea 'Fires Missiles' Into Sea
- 3 [FRIENDLY FIRE](#)
Mitt Romney Derides Trump as 'Phony' in Utah Speech

INTRIGUING

- 1 [ACT OF FAITH](#)
Wanna Know Who'll Win the Election? Ask the Pope
- 2 [PRIVATE PRACTICE](#)
Germany Launches Antitrust Probe Against Facebook
- 3 [CLEAR SKIES](#)
US Authorities Ban Vaping on Airplanes

VIEW MORE STORIES

THE PRESIDENTIAL DAILY BRIEF

MARCH 03, 2016

The PDB is the OZY take on what the most powerful person in the world gets with their morning coffee. Even if you read nothing else during the day, it aims to send you out the door better prepared than if you had read everything else.

READ IN FULL

WHY YOU SHOULD CARE

Because if knowledge is power, Trump wants some of it.

2 SHARES



SIGN UP FOR OZY EMAILS

What's your email? >

In this special election series, OZY has been looking closely at how Donald J. Trump is reshaping the Republican Party. Today, we explore the foreign policy issues the billionaire would face if he took over the Oval Office — and what a briefing on his strategy might look like.

Prioritized list

As the former deputy director of the CIA, John McLaughlin has briefed no fewer than four presidents — Ronald Reagan, George H.W. Bush, Bill Clinton and George W. Bush, in addition to some past presidential candidates — alerting them to the dangers and opportunities faced by America's bravest at home and abroad. Here, we asked



THE PRESIDENTIAL DAILY BRIEF

HIDE MENU

- 1 IMPORTANT North Korea 'Fires Missiles' Into Sea
- 2 IMPORTANT Mitt Romney Derides Trump as 'Phony' in
- 3 IMPORTANT EU's Tusk: Illegal Economic Migrants
- 4 IMPORTANT Syria Reports Suffering Nationwide
- 5 IMPORTANT Carson See Forward, T

Horizontal scroll

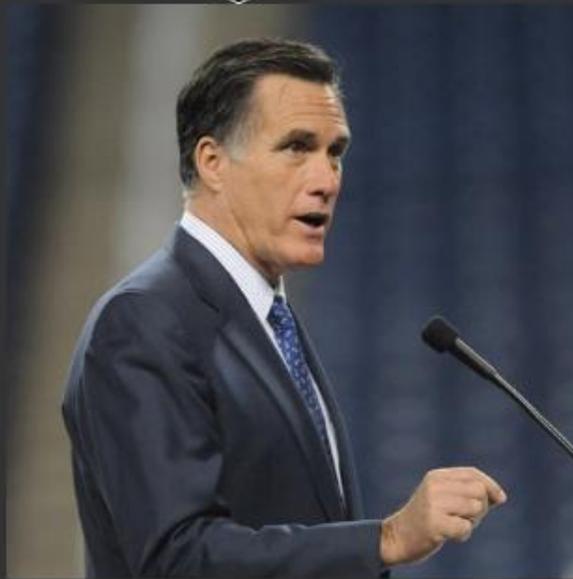
Vertical scroll

Sneak peak

2 FRIENDLY FIRE

SOURCES:
BBC CNN

f t e



Mitt Romney Derides Trump as 'Phony' in Utah Speech

They're bringing out the big guns. Mitt Romney lost presidential race, but the former Republican nominee and Massachusetts governor still carries clout with the party — and he's trying to use it to bring Donald Trump down. Romney's speech at the University of Utah was blunt: He said Trump would be "very bad for American workers," and that his economic plans would cause trade wars and recession. There's no clear rival to support, but other donors and politicians in the GOP are mobilizing against Trump — though perhaps too late.

3 DESPERATION



EU's Tusk: Illegal Economic Migrants Not



Keep going!

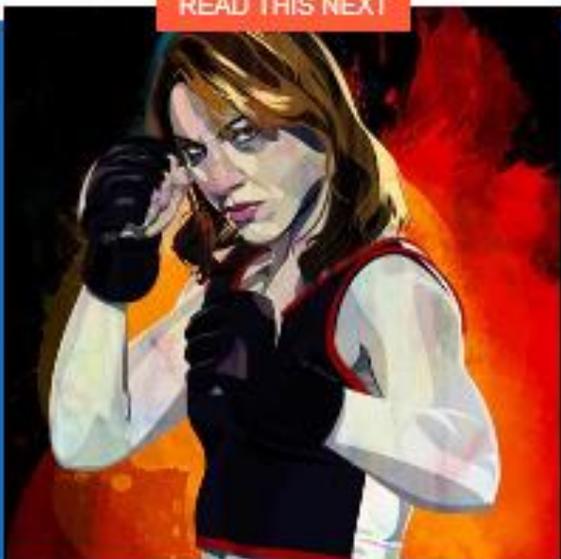
EXPLORE MORE / READ BIO

Stay longer!!

TOPICS:

2016 ELECTION, CONSERVATIVE, EUROPE, MIDDLE EAST, NORTH AMERICA, POLITICIANS, TERRORISM

READ THIS NEXT



PROVOCATEURS

Bethe Correia, the Undefeated Dark Horse

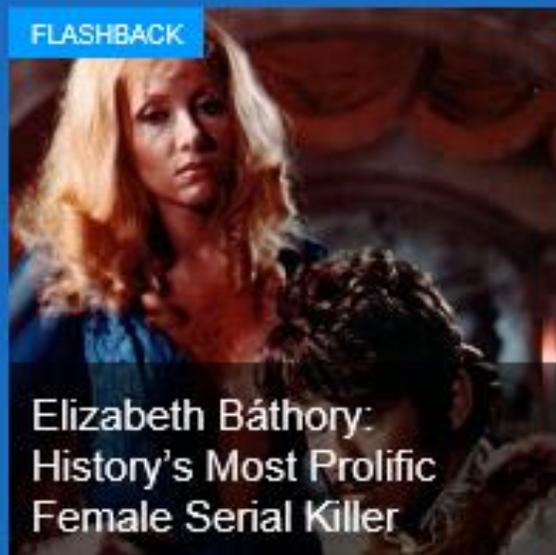
EXPLORE MORE ON OZY

FAST FORWARD



The Interesting Link Between Yoga and Executive Coaching

FLASHBACK



Elizabeth Báthory: History's Most Prolific Female Serial Killer

POV



How to Mess Up a Pitch to One of America's Best-Known Investors



Know your
objective!

Google

Google Search

I'm Feeling Lucky



Content is important but...



jmp Statistical Discovery™ From SAS.

Make your graphs more effective



[Watch the webcast](#)

Learn how from JMP Director of R&D Xan Gregg.

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Analytics.

Nurture by Numbers – Big Data and Children

[Previous post](#)

[Next post](#)



Tags: [Big Data](#), [Children](#), [Education](#), [Healthcare](#), [Privacy](#), [Speech Recognition](#)

Driven by rising healthcare costs and competitions for top schools, more organisations and individuals are turning to Big Data and Analytics to try and give their children the upper hand.

By [Kit Feber](#), [BigCloud.io](#).

[comments](#)

Over the past five years, Big Data has been used in many areas of twenty-first century life as a means of making daily processes simpler, quicker and improving outcomes. Whether it be the automotive industry, online shopping,



ANACONDA NOW AVAILABLE FOR CLOUDERA CDH

Data Science Made Easy for Big Data

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[Anaconda now available for Cloudera: Data Science made easy for Big Data](#)

Analytics.



EXCLUSIVE: Katie Couric hunkers down at Yahoo as digital giant struggles

NEW YORK DAILY NEWS / Friday, March 4, 2016, 6:00 AM

Share 86 Tweet



BY DON KAPLAN

Follow

AAA

SHARE THIS URL

nydn.us/1QQ71u7 COPY

She's going to stay tangled up in Yahoo's web. At least for now.

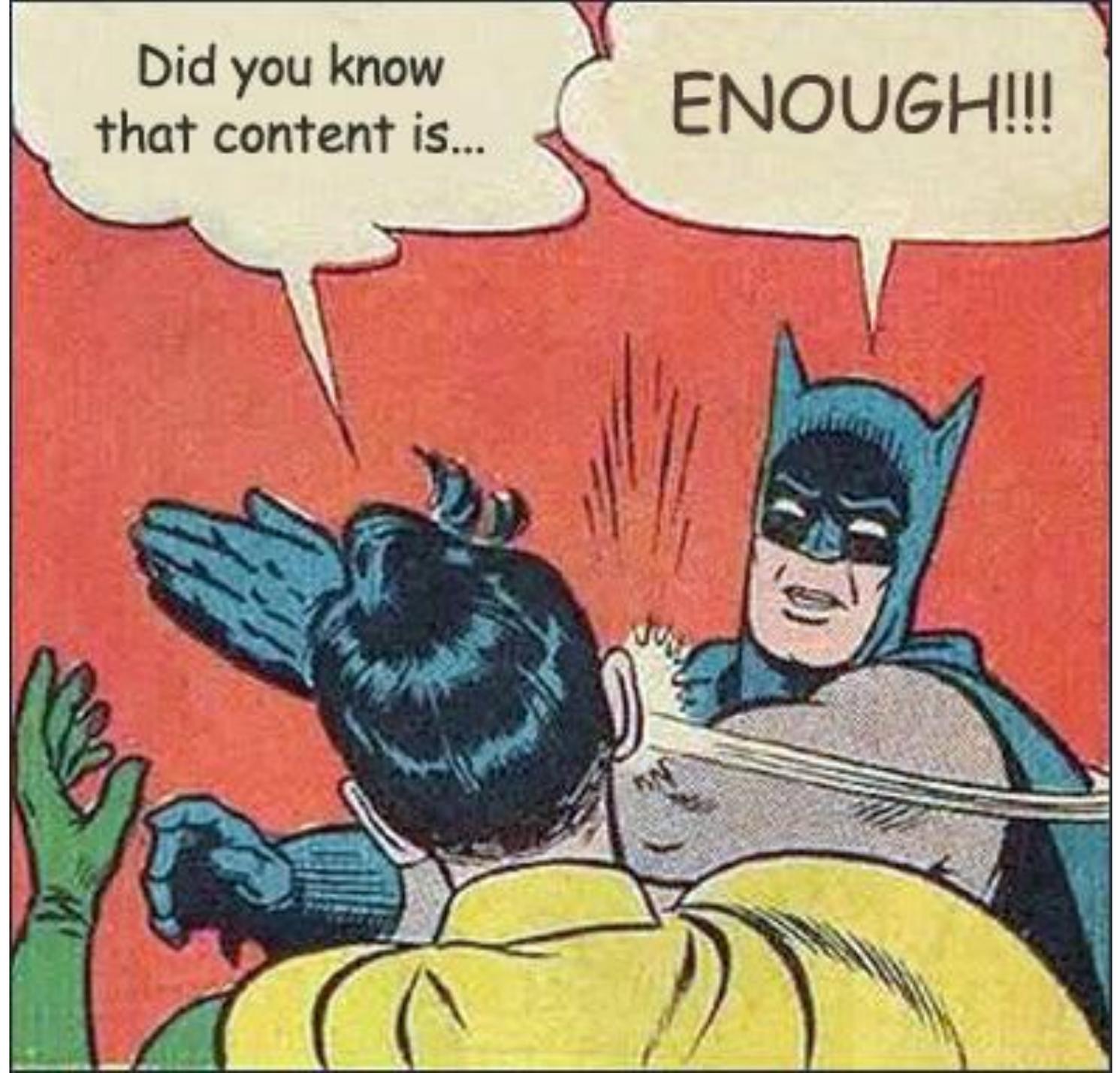
Yahoo's announced the loss of around 1,700 jobs and a cataclysmic refocusing of its website. But Katie Couric, the glitzy "Global News Anchor" for the embattled Web portal, still plans to wait and see what happens to the company, a source close to the journalist said.

Couric, reportedly paid \$10 million a year, files reports for Yahoo daily. But it's awfully difficult to find her content on Yahoo.

Couric, reportedly paid \$10 million a year, files reports for Yahoo daily. **But it's awfully difficult to find her content on Yahoo.**



Content is important but **CONTEXT & UX** are even more important







Attention span in 2000 – 12 seconds

<http://www.statisticbrain.com/attention-span-statistics/>



Attention span in 2013 – 8 seconds

<http://www.statisticbrain.com/attention-span-statistics/>





Attention span in 2013 – 9 seconds

<http://www.statisticbrain.com/attention-span-statistics/>



Fact: Your average user has shorter attention span than a goldfish



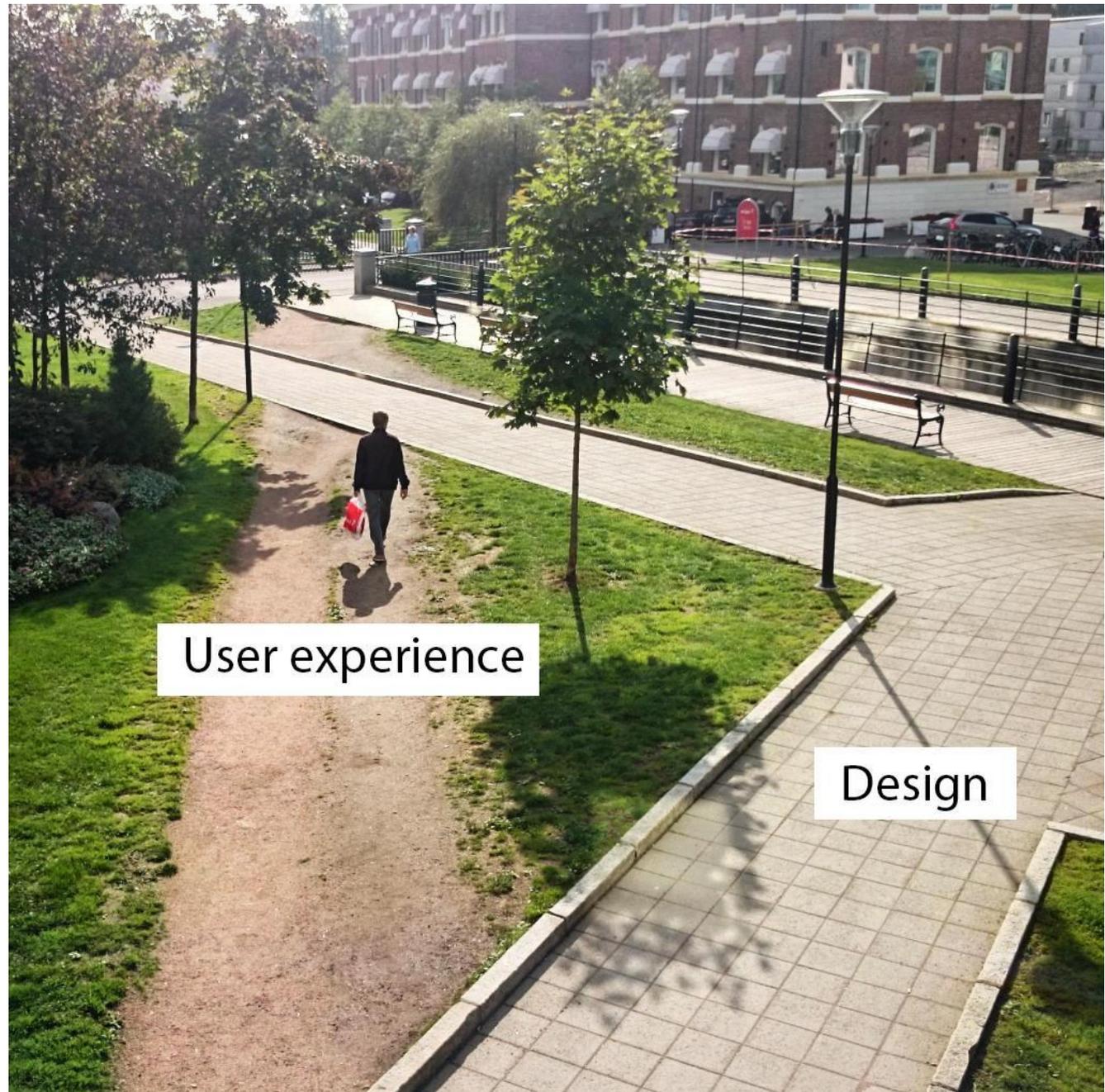


Your experience needs to stand out and be relevant to your audience.



Reality check:

User experience
design



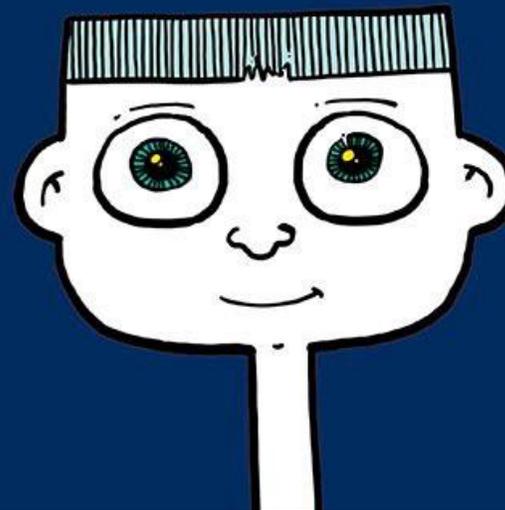
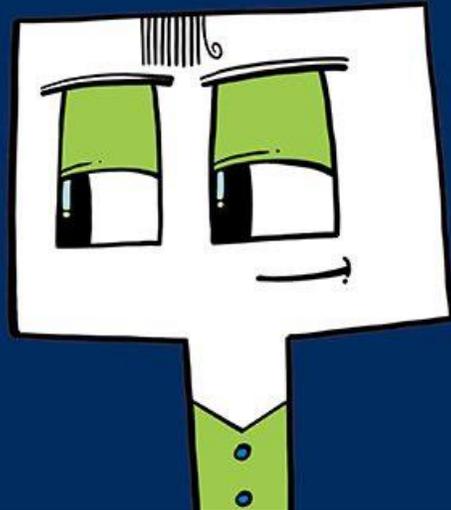


UX Research:

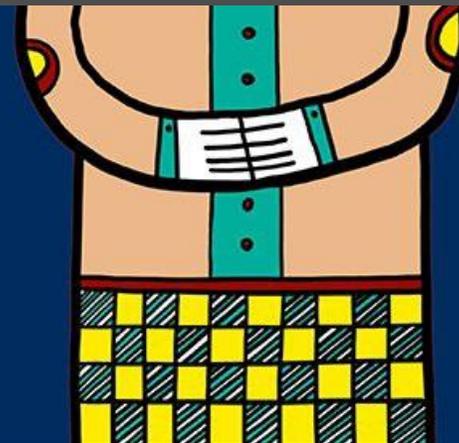
“In every case, it's all about asking "why" and being willing to keep asking, no matter how obvious the reason seems to be.”

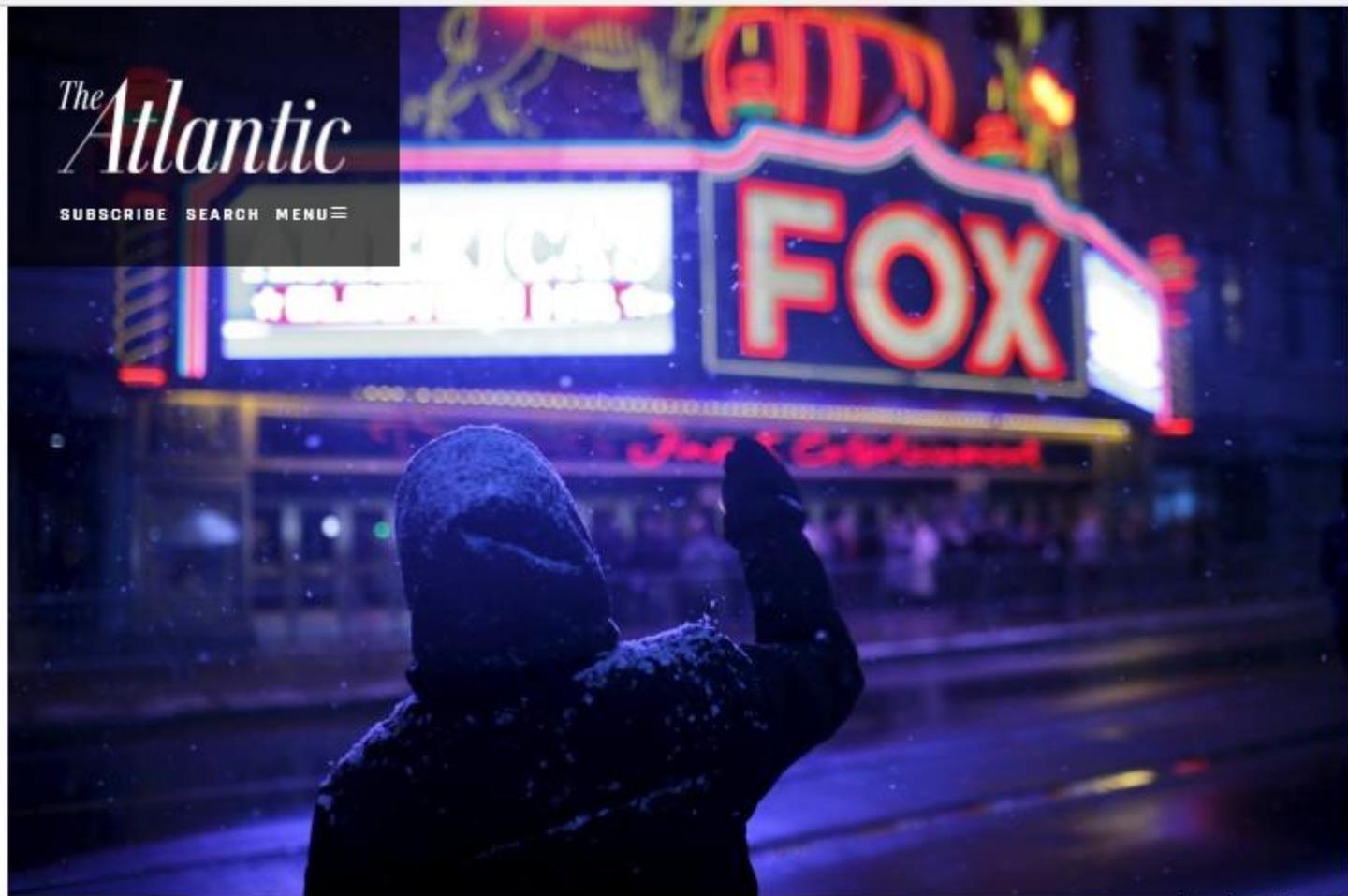
Alexis Finch @AgentFin





“Co-design sprints **WITH** users rather than for users is the better way to create meaningful, impactful product design.” ~ *Ideas in Digital*





The Atlantic

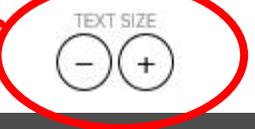
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Carlos Barria / Reuters

Know your audience

Motor City Meltdown

The Republican Party appears on the edge of collapse, and the raucous exchange in Detroit does nothing to erase that impression.



AdChoices

BetterWorks

Learn Google's secret to setting goals

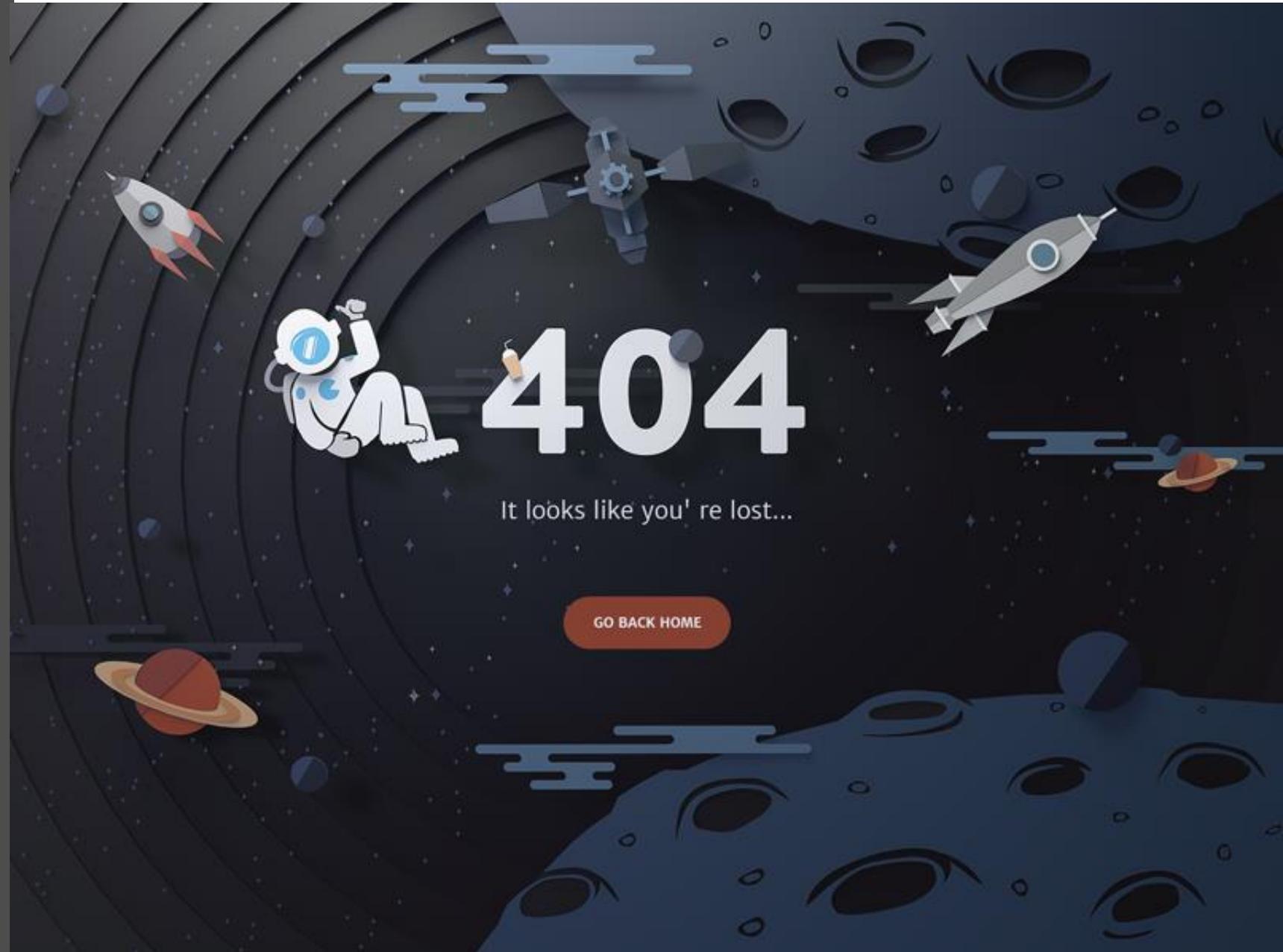


MILE | 7

“Before you assume that you have no aging users, remember that vision issues start affecting people around the age of 35 – which is not considered a senior user.” ~ *Mile7*



You are only
limited by your
imagination!



<https://dribbble.com/tags/dailyui>

Online
Advertising will
Surpass TV
Advertising
in 2017

US Total Media Ad Spending Share, by Media, 2014-2020

% of total

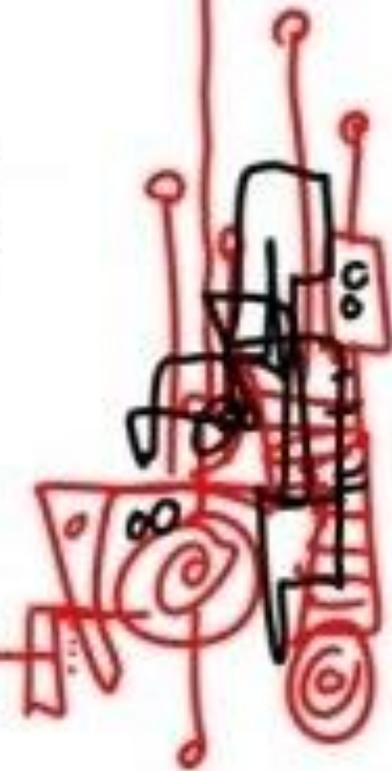
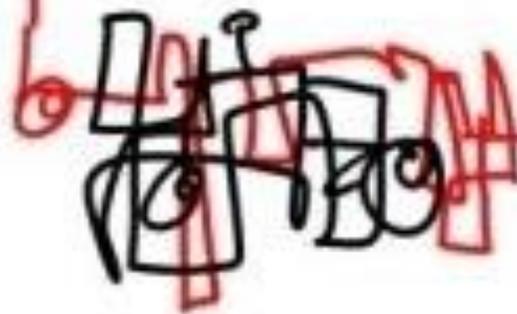
	2014	2015	2016	2017	2018	2019	2020
TV	39.1%	37.7%	36.8%	35.8%	34.8%	33.7%	32.9%
Digital	28.3%	32.6%	35.8%	38.4%	40.8%	43.1%	44.9%
—Mobile	10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
Print	17.4%	15.4%	13.9%	12.9%	12.2%	11.6%	11.1%
—Newspapers*	9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
—Magazines*	8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
Radio**	8.4%	7.8%	7.4%	7.0%	6.7%	6.4%	6.1%
Out-of-home	4.0%	4.0%	3.9%	3.8%	3.7%	3.5%	3.4%
Directories*	2.8%	2.5%	2.2%	2.0%	1.9%	1.7%	1.6%

*Note: *print only; **excludes off-air radio & digital*

Source: eMarketer, March 2016



IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.



WHAT A NICE SURPRISE
THIS WOULD HAVE BEEN
IF I HADN'T BEEN RETARGETED
WITH ADS FOR IT NONSTOP
SINCE YOU SHOPPED ON
OUR HOME COMPUTER.

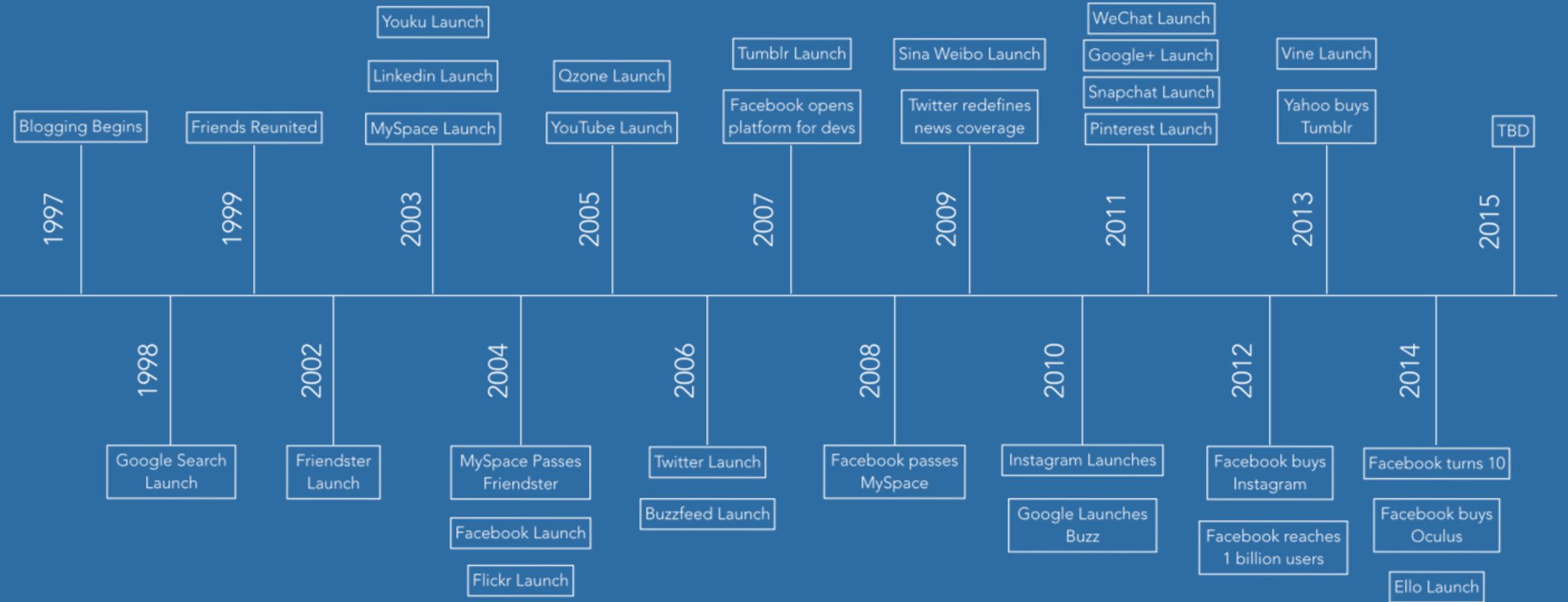




Social media

Media for social interaction by
online communities to share
personal messages, information,
networking and microblogs
Web-based or mobile tech

// social marketing evolution





Social Media: No longer just a tiny icon on your site

Gilt promotional image

NEW YORK – Affluent consumers are willing to convert on mobile, but they expect an experience that goes beyond retail, said a Gilt executive at the Mcommerce Summit. State



- Tweet (107 characters)
- Clip to Evernote
- Search feedly
- Search Google

... philosophy, thinking first
... n mobile and then
... he other way around to
... nsumers. Brands should think of mobile as an integral
part of the omnichannel experience rather than an afterthought.

"We sta
start tes
preside



- Remember you will die.** Maybe even today. Don't forget that. Don't forget to be thankful for your health. For the ability to walk. For the time you get to spend with the person you love. For your siblings. For whatever it is that you have today. It's not yours, it can be stolen away at any moment. So while you have it on loan, cherish it.
- Exercise, almost every day.** Maybe this is just me. But if I'm not active, I can't trust myself. I can't trust my emotions, my reactions, my thinking. Regular exercise resets me.
- To know what you think, write it down.** Forcing myself to write

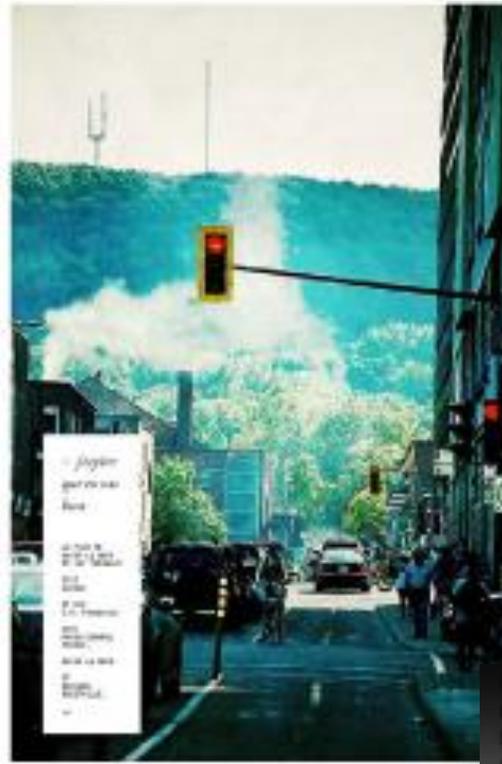


- jandelaforce**
A perfect first! @
Reply to jandelaforce
- Dain**
I adopted this thought as my mantra when I was 19, but wanted to thank you for writing and sharing this with the world.
Reply to Dain
- Ashish Makani**
Brilliant way to start the article !



User Generated Content

@jetsettingjulia

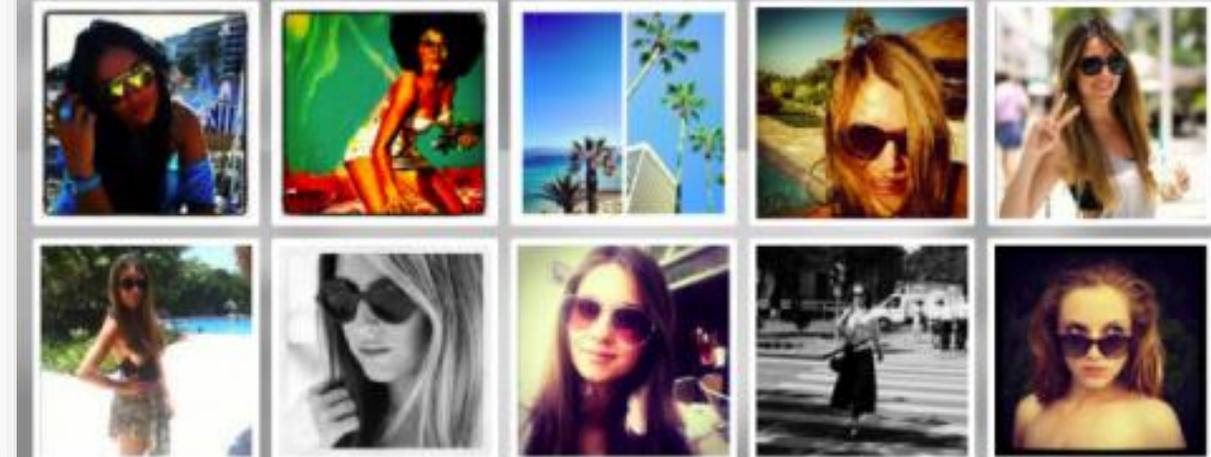


GIORGIO ARMANI

FRAMES OF LIFE

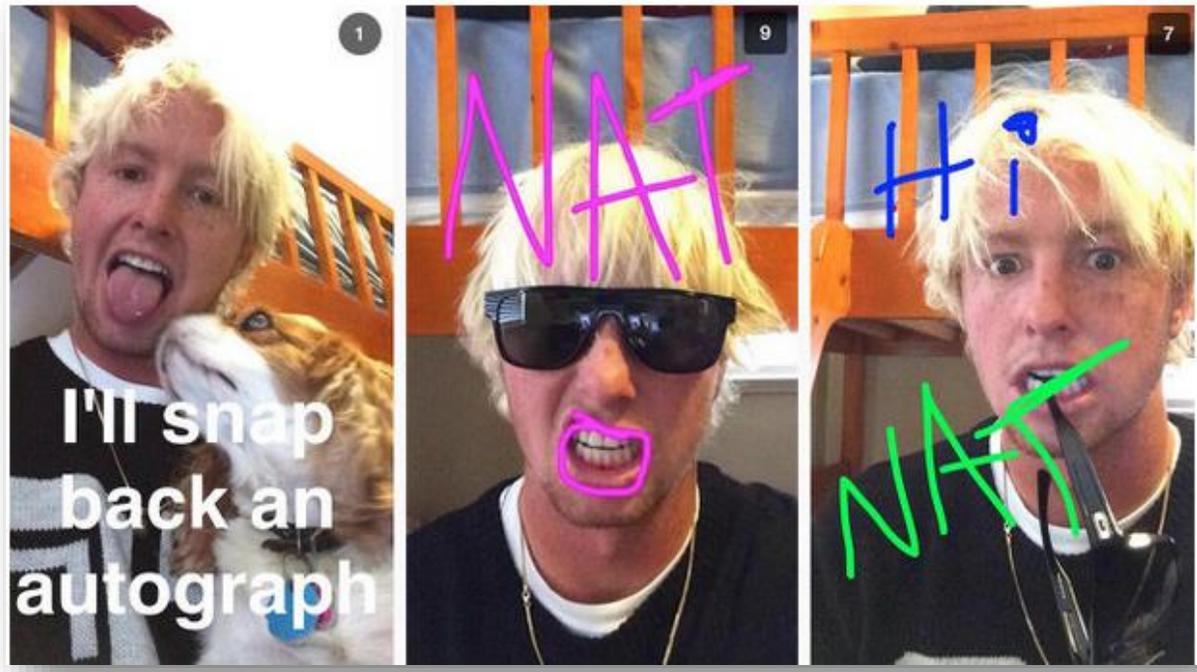
ACCESSORIES MAN ACCESSORIES ARMANI CASA MADE TO MEASURE FRAMES OF LIFE CATALOGUES EXPERIENCE

Don't miss the chance to discover the protagonists of Frames of Life!





The rise of micro-content!



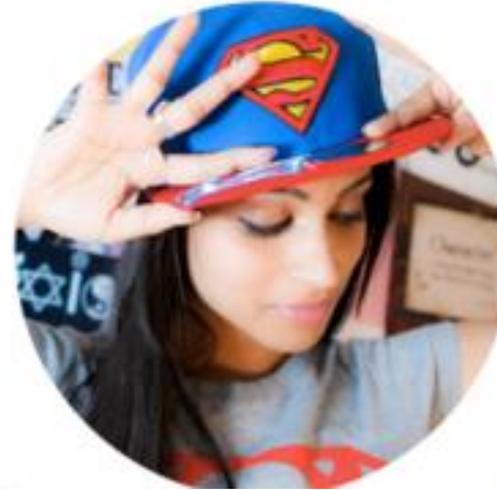


Influencers are the new celebrities

JACKSGAP



IISUPERWOMANII



JENNA MARBLES



MISSGLAMORAZZI



TYLER OAKLEY



Lulu Belle





Social is going offline





Brands are getting into the action





Digital, Social &
Mobile go
together like....

<https://www.pinterest.com/pin/234820568043462360/>





**JAN
2015**

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



**7.210
BILLION**

ACTIVE
INTERNET USERS



we
are
social

**3.010
BILLION**

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**2.078
BILLION**

UNIQUE
MOBILE USERS



we
are
social

**3.649
BILLION**

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**1.685
BILLION**



**JAN
2015**

YEAR-ON-YEAR GROWTH

HOW THE DIGITAL WORLD HAS EVOLVED OVER THE PAST 12 MONTHS

TOTAL
POPULATION



we
are
social

+1.6%

+115 MILLION

ACTIVE
INTERNET USERS



we
are
social

+21%

+525 MILLION

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

+12%

+222 MILLION

UNIQUE
MOBILE USERS



we
are
social

+5%

+185 MILLION

ACTIVE MOBILE
SOCIAL ACCOUNTS



+23%

+313 MILLION



The experience
needs to work
across a variety of
different devices



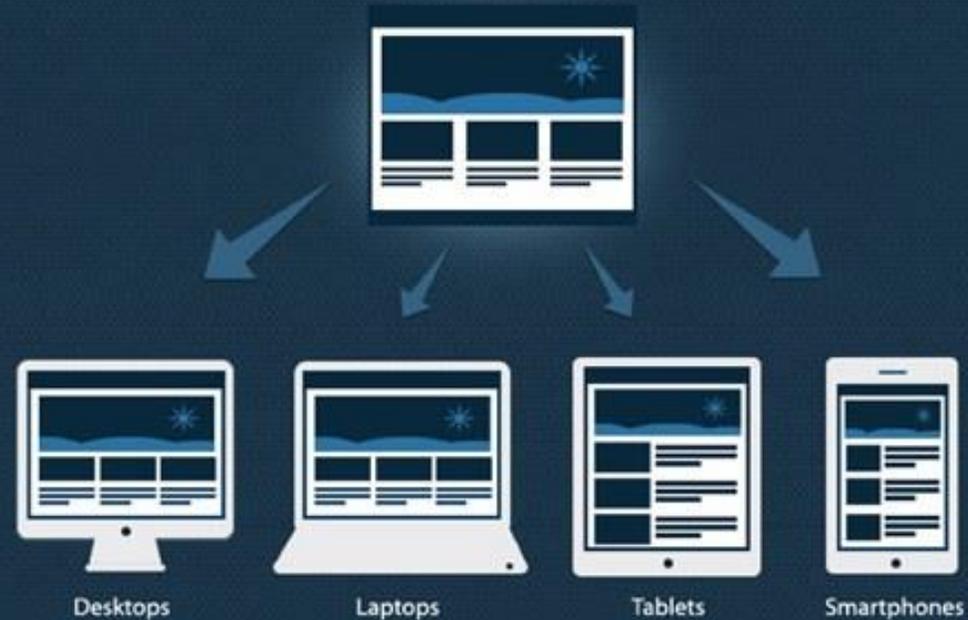


Responsive design

What is Responsive Web Design?



Responsive web design is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size, platform and orientation.

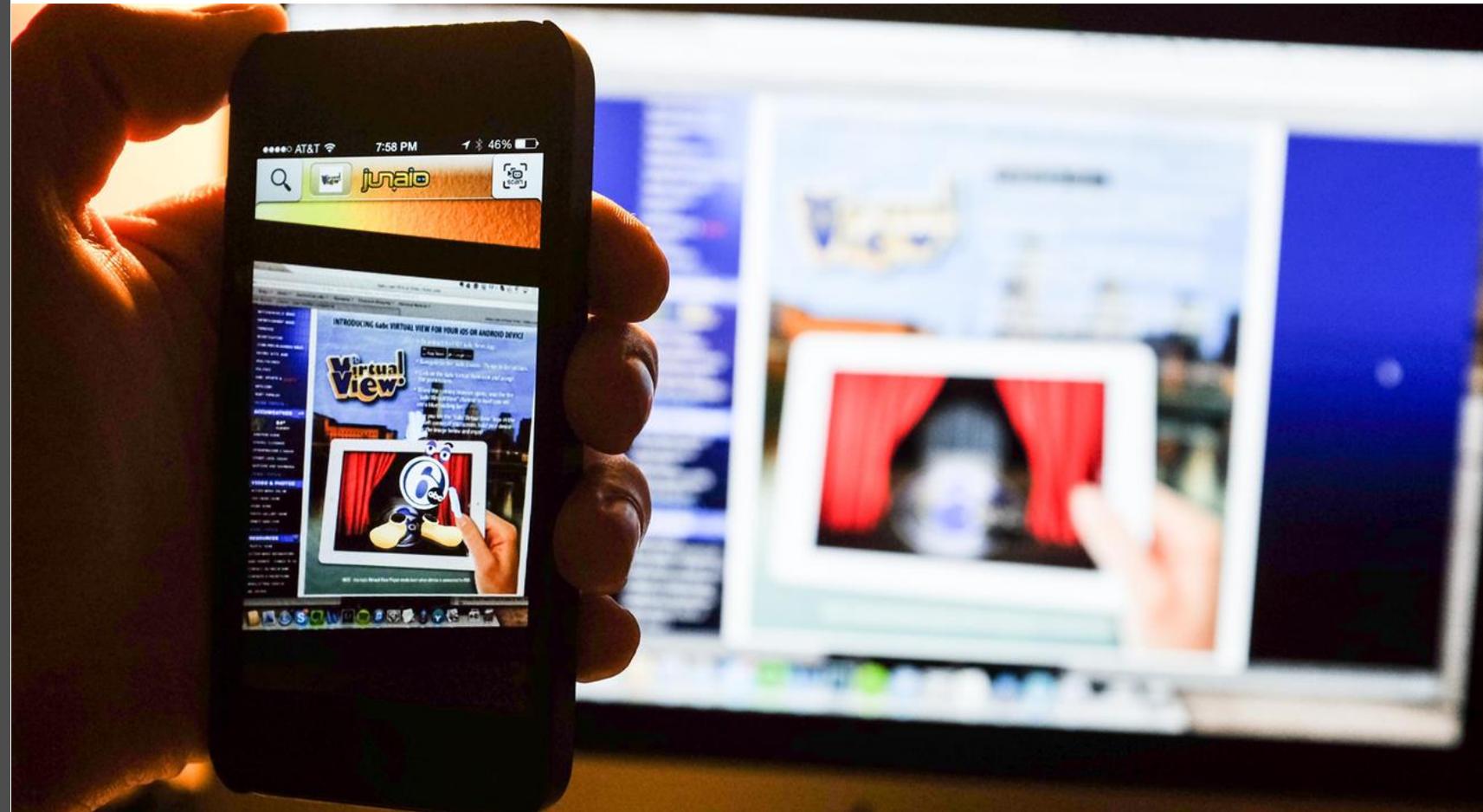


Key Features of Responsive Web Design



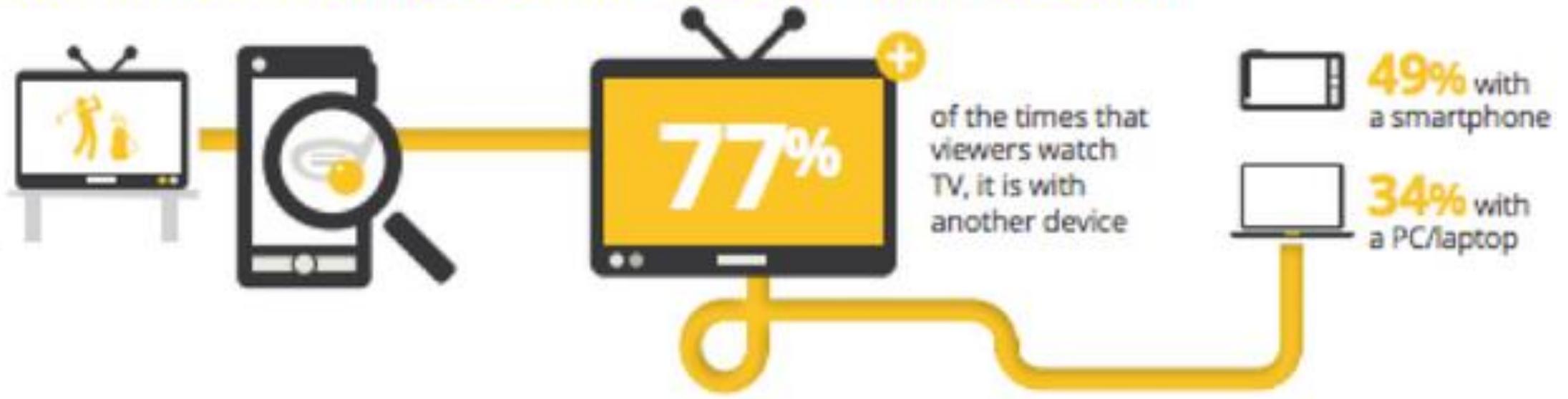


The second-screen syndrome: The experience needs to be optimized based on user need & usage.





Television no longer commands our full attention





Sequential Usage

Moving from one device to another at different times to accomplish a task

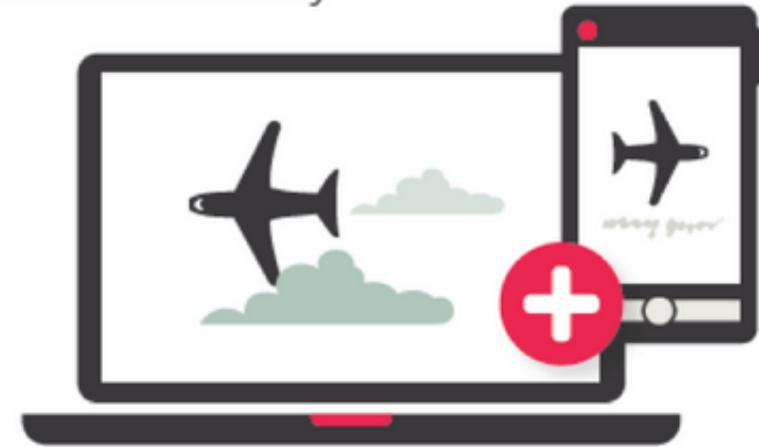


Simultaneous Usage

Using more than one device at the same time for either a related or an unrelated activity



Multi-tasking - Unrelated activity

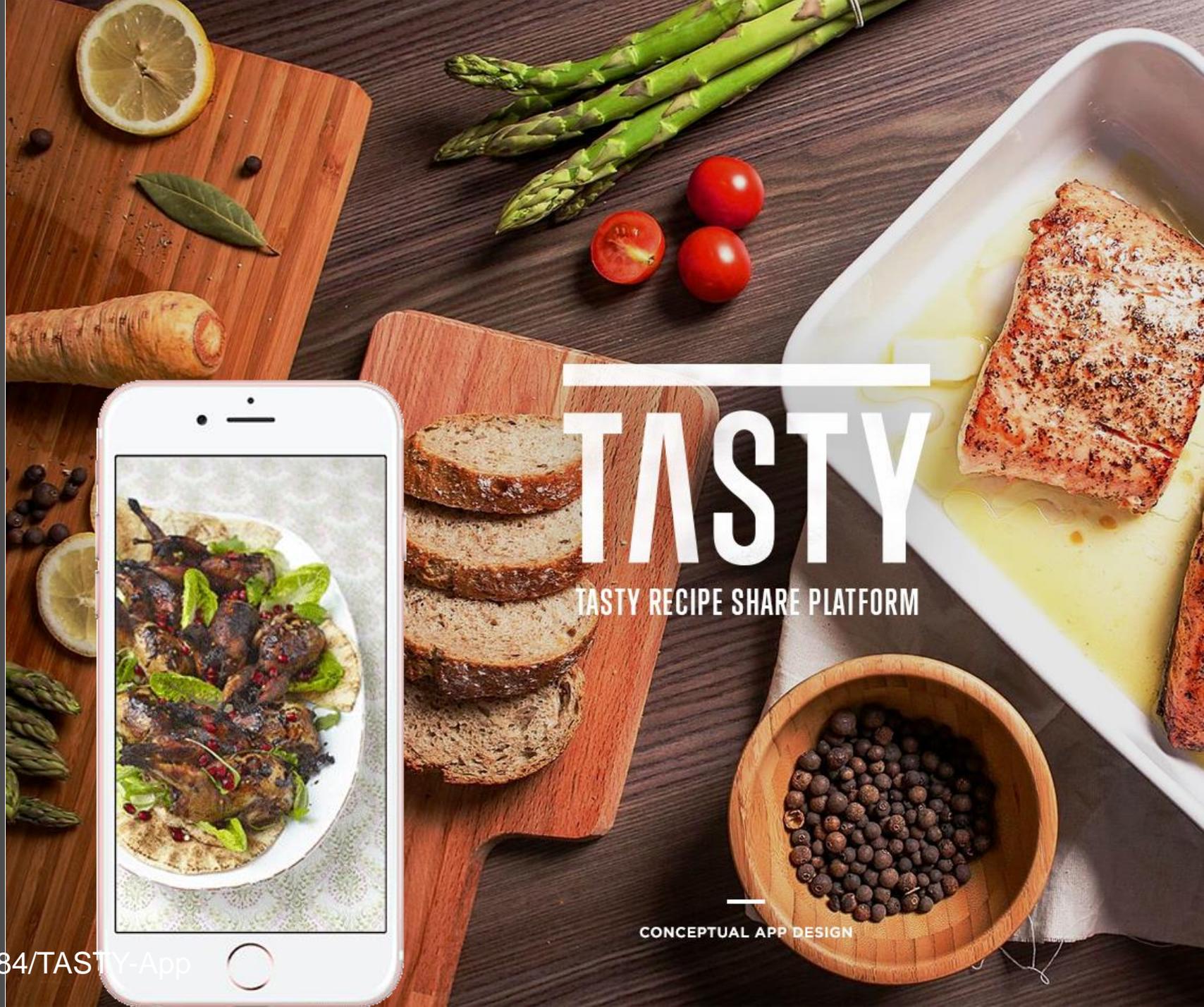


Complementary Usage - Related activity



Mobile is the natural extension of the user's digital & social experience but...

<https://www.behance.net/gallery/33818384/TASTY-App>



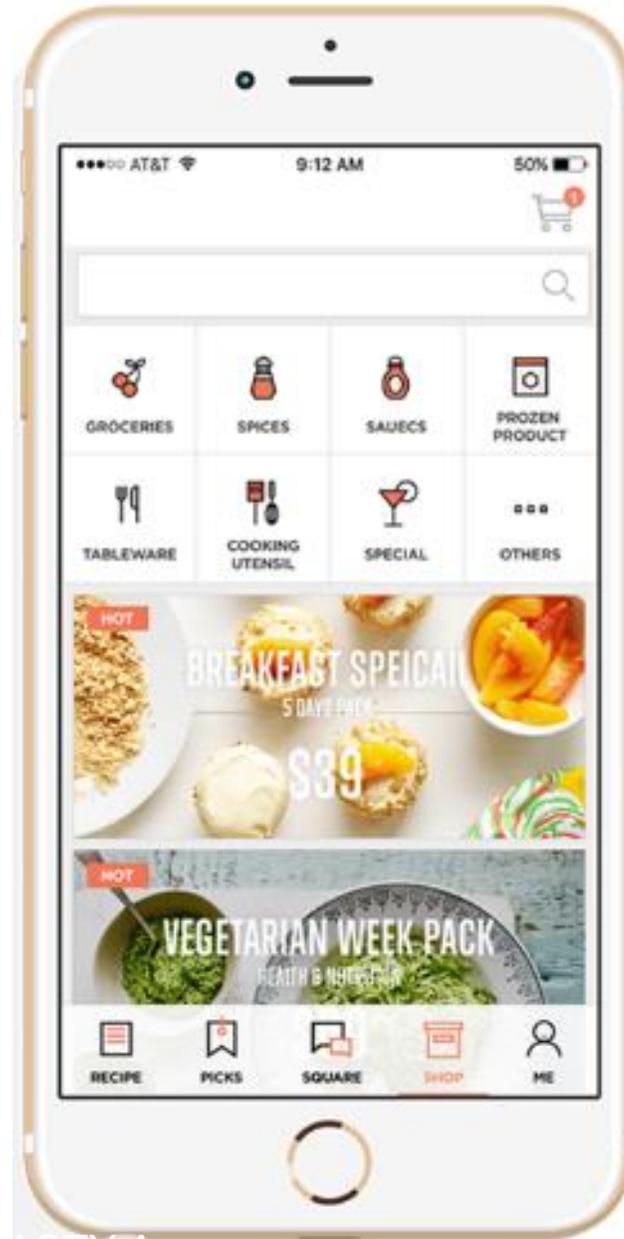
TASTY

TASTY RECIPE SHARE PLATFORM

CONCEPTUAL APP DESIGN



...but that doesn't mean you should force-fit your desktop experience into mobile.



SHOP

YOU CAN BUY THE INGREDIENT AND COOKING TOOLS, MEAL PACK, ETC.





The new generation of social media sites are optimized for mobile.

Made for Mobile



Vertical

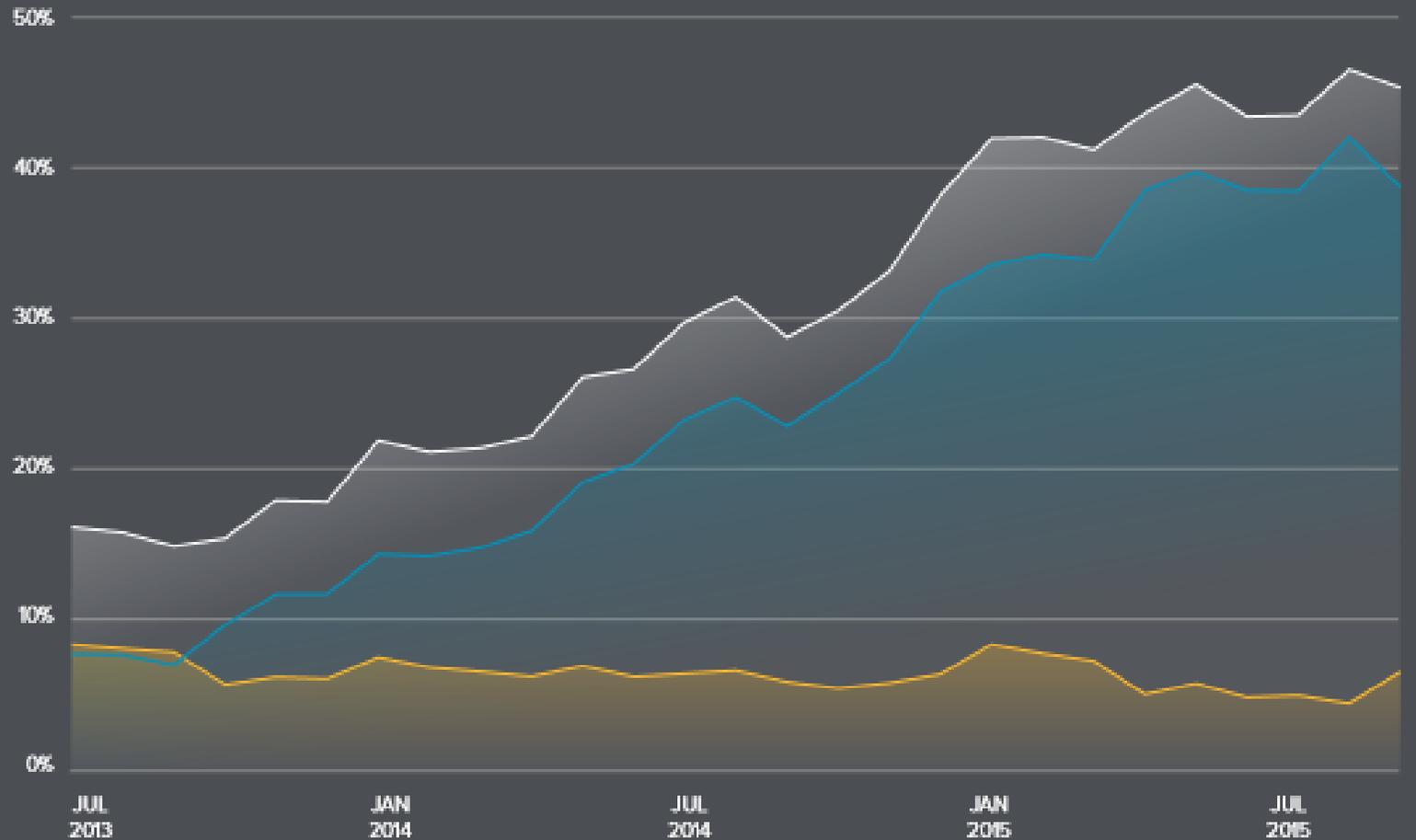
Up to 9x completion rate compared to horizontal mobile video

Source: Snapchat internal data



Videos are ubiquitous

<http://www.ooyala.com/>



THE RISE OF MOBILE VIDEO Q3 2015

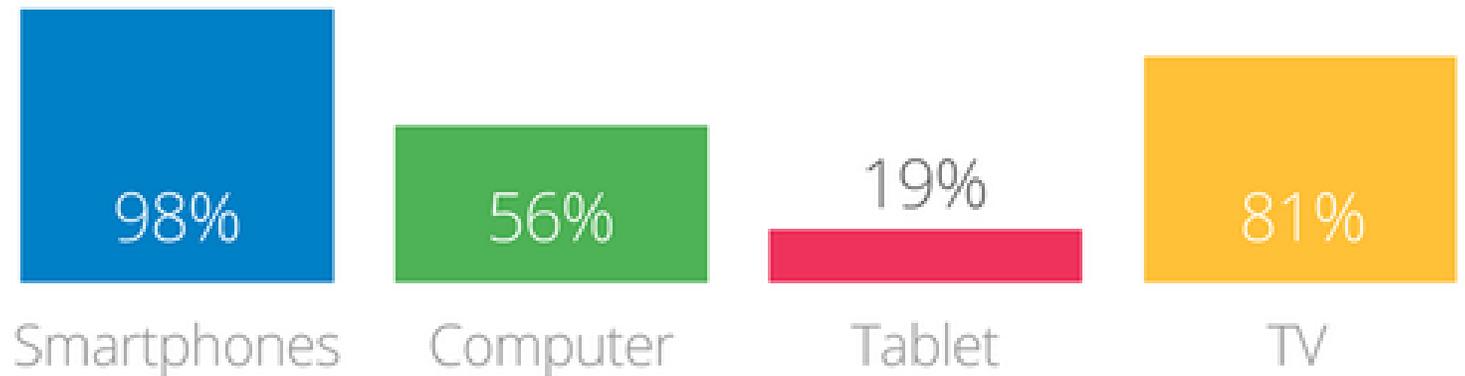
SHARE OF PHONE VIDEO PLAYS ■
SHARE OF TABLET VIDEO PLAYS ■
SUM OF PHONE + TABLET VIDEO PLAYS ■



**Mobile is the norm
for millennials and
Gen Z**

18-34 Year-Olds Default to Their Smartphones to Watch Video

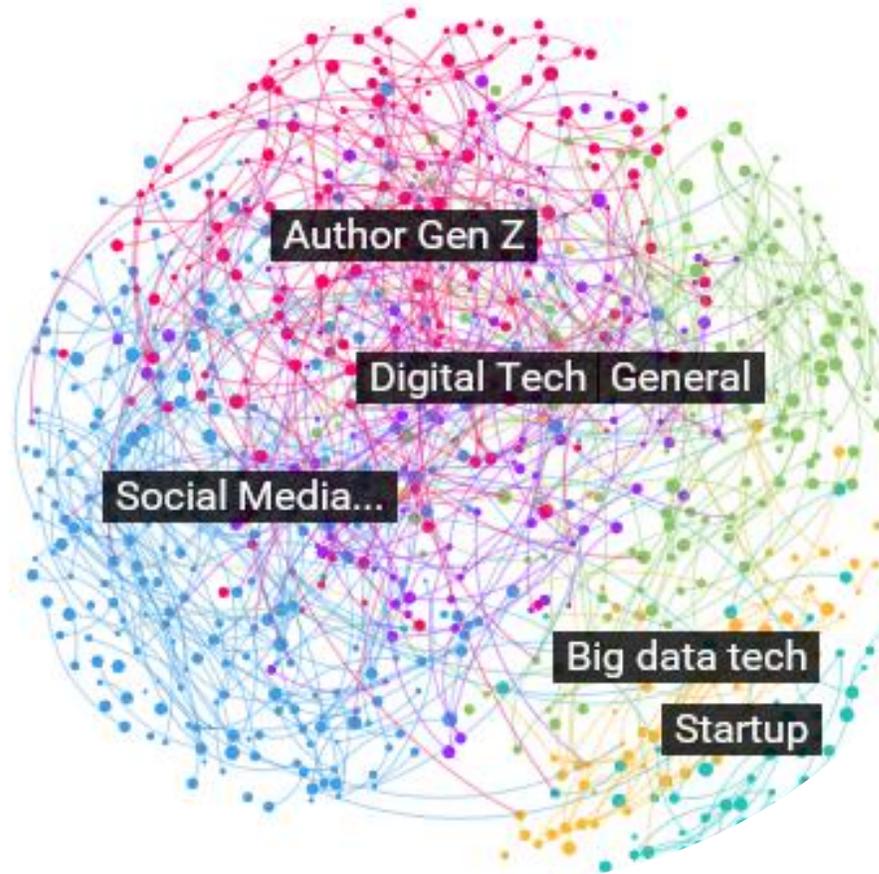
% of 18-34 year-olds that reported using each device
to watch video content in daily video diaries



SOURCE: U.S. Statistics, IPSOS-Google: 18-34 Year-Old Video Consumption Diaries, April 2014 ThinkwithGoogle.com



Audience segmentation & profiling



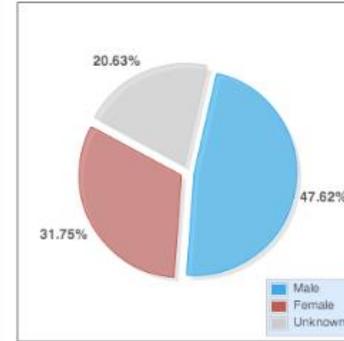
This group also likes:



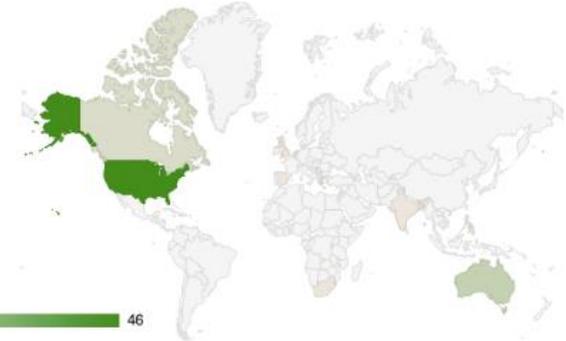


Trends & influencer mapping

Gender



Location



Engaged

- Daniel Piraino (4)
- Rodica Gavril (4)
- Alwin Samayoa (3)
- Blogging Resource (3)
- Jason Romero (2)
- Gemma Henderson (2)
- DBORAH-WILL ANTHONY (2)

Repliers

- Donald Frazier (0)
- Mayur More (M2) (0)
- Ryan Crowe (0)
- Suite 900 Group, Inc. (0)
- Daniel Piraino (0)
- Max Weterings (0)
- Brett Magill (Mr Primark) (0)
- Hidayat Ismail (0)
- salah ahmed (0)
- Courtney Seiter (0)
- Kate McColley (0)

Sharers

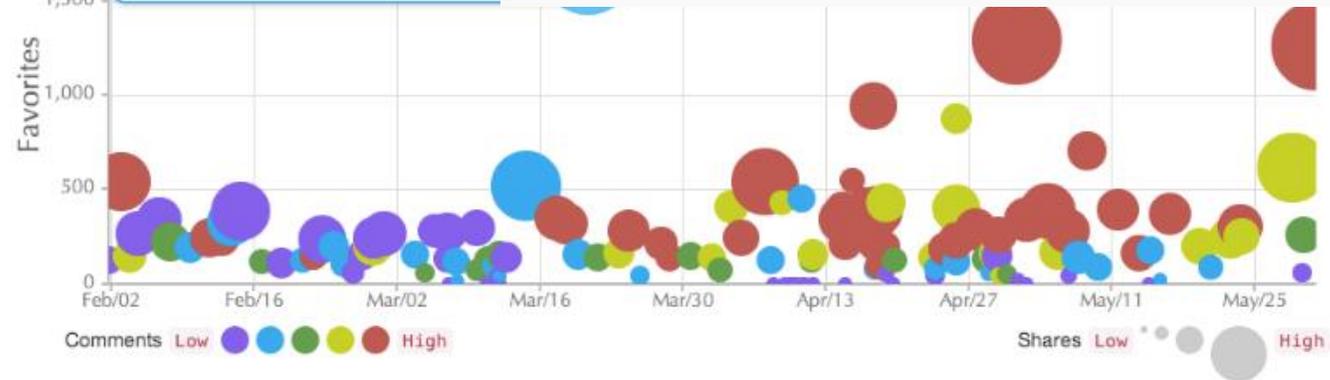
- Genevieve Coulson (0)
- Craig Rogers (0)
- Alwin Samayoa (0)
- Luz Maria Valdivieso (0)

Likers

- Julep Media (0)
- Alwin Samayoa (0)
- Jason Romero (0)
- Gemma Henderson (0)
- Search Engine Optimization (0)
- Treze Ltd (0)
- Rodica Gavril (0)
- Blogging Resource (0)
- Ellen Lalande (0)
- Supreme Factory (0)
- Banks "HDMOVTO" Hermann (0)

Comments Shares **Favorites**

This is one good lookin' cup of #OreoJoe c
 Comments:5 - Shares:1191 - Favorites:16
 Mar/20



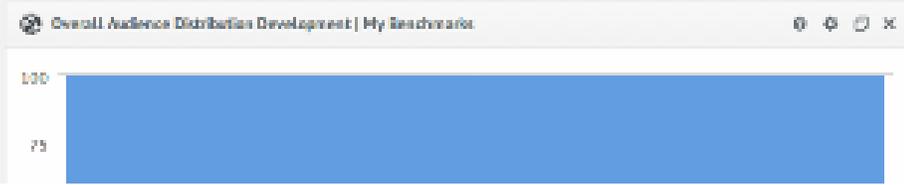
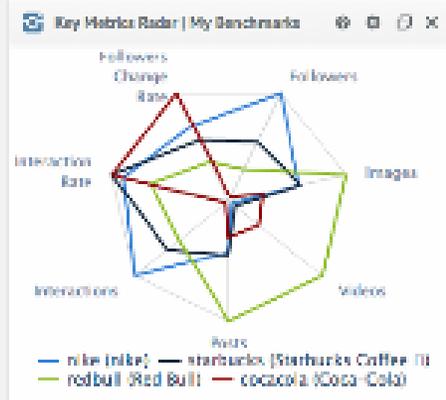
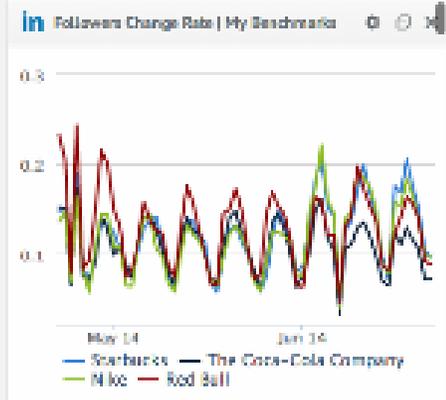
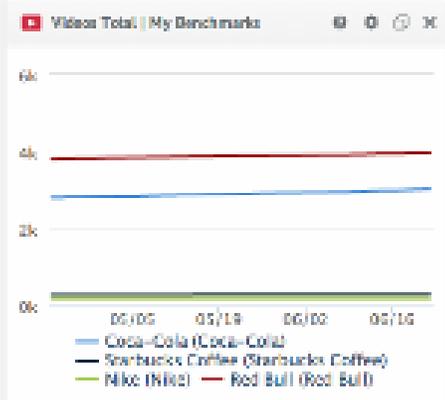
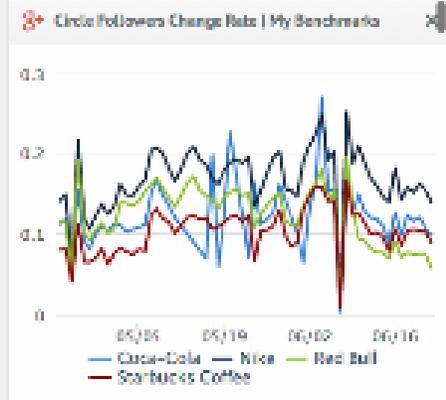
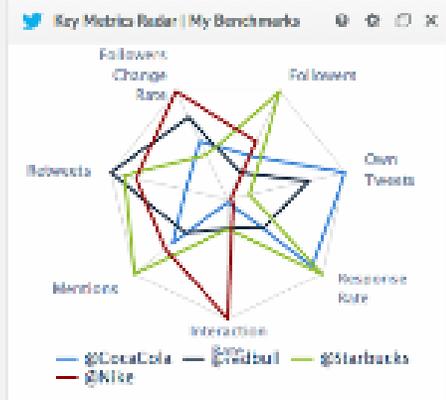
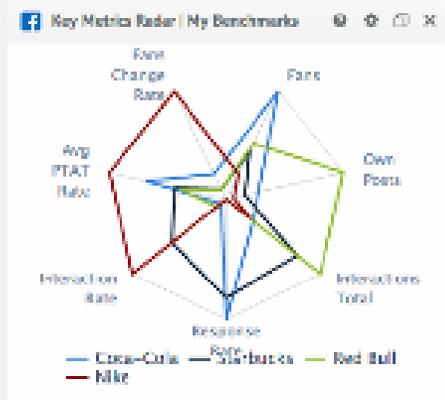
Date	Comments	Shares	Favorites	Text
Mar 20, 2014	5	1191	1676	This is one good lookin' cup of #OreoJoe courtesy of @handsomeroaster. #OreoSnackHacks #Food http...
May 01, 2014	19	1090	1291	No matter how you twist it, this cookie will blow your mind. #Ollusions https://t.co/BqLqnqol2m
May 30, 2014	19	1125	1264	The wait is almost over... http://t.co/hfMJPgIy9e



- MANAGE PROFILES
- ADD DASHBOARD
- DASHBOARDS
 - My Custom Dashboard
 - Customer Care
 - Centralized Analytics
 - Competitive Analysis
 - Overall Metrics
 - Competitive Benchmarking

Dashboard: Competitive Benchmarking

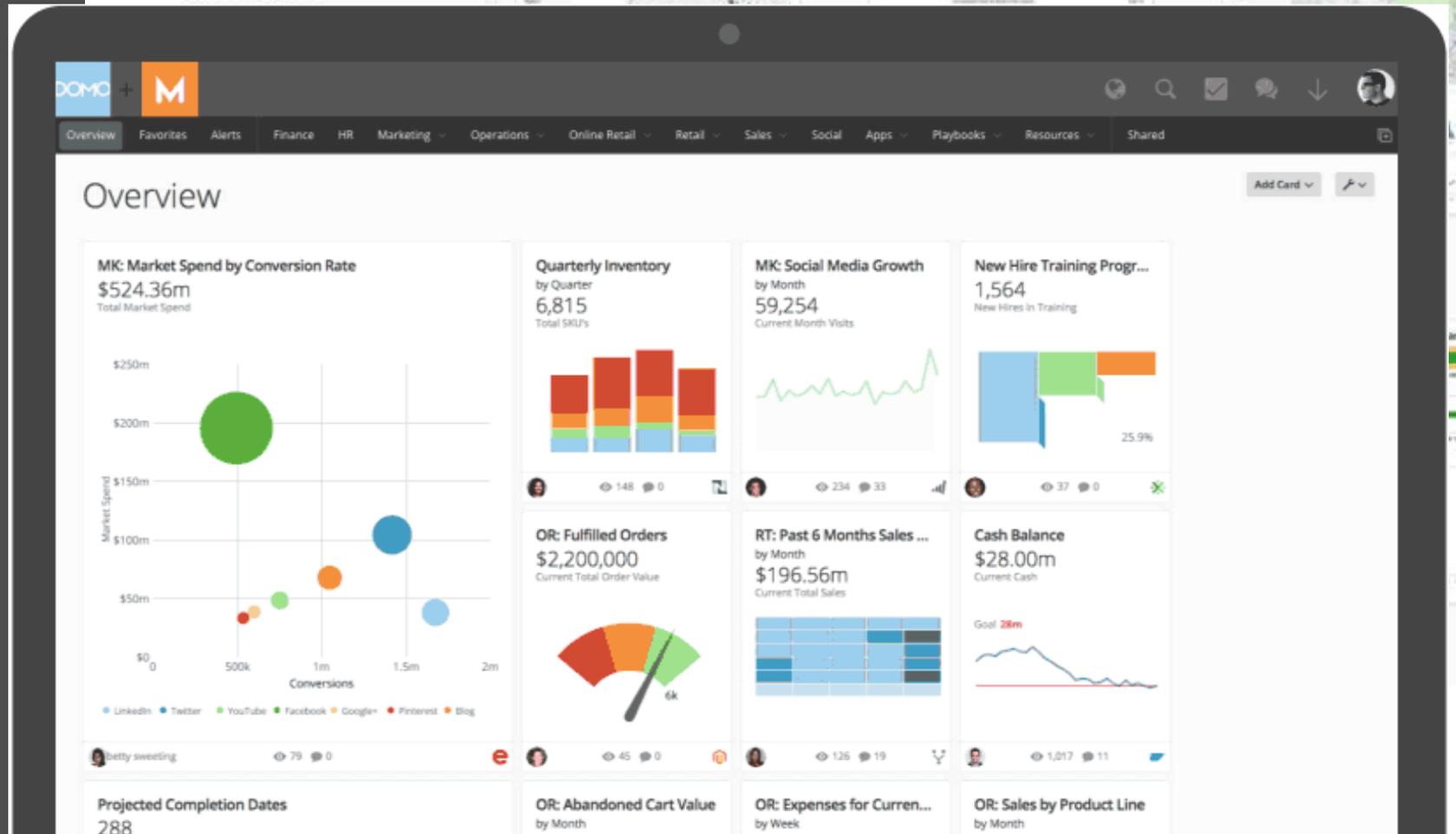
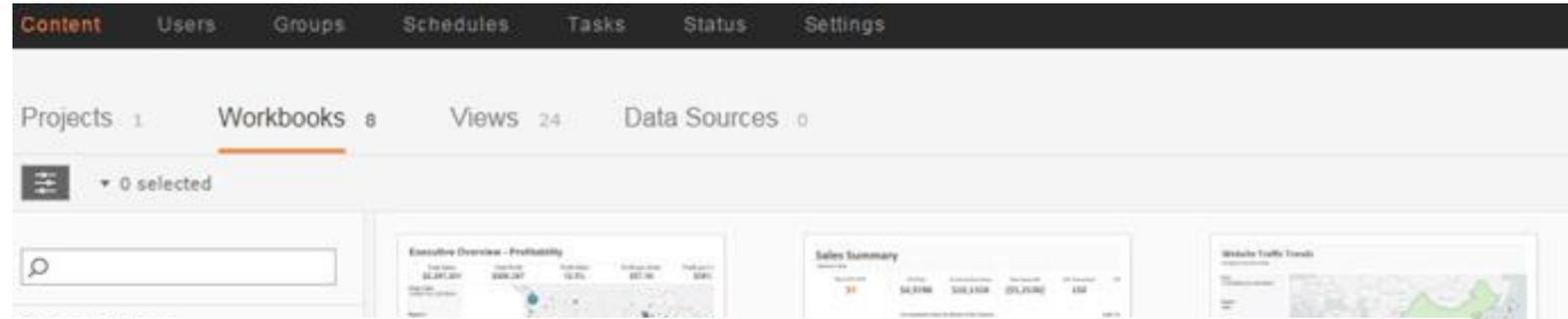
ADD WIDGET REPORT EXPORT EDIT DELETE



Competitor analysis



Omni-channel analysis





Converting data into insights

In 1959, Arthur Samuel defined machine learning as a "Field of study that gives computers the ability to learn without being explicitly programmed".





What is Watson?

IBM Watson is a technology platform that uses natural language processing and machine learning to reveal insights from large amounts of unstructured data.

IBM Watson

80%

of all data today is unstructured

This includes news articles, research reports, social media posts and enterprise system data



Where is the puck headed?



Internet of Things (IoT)

Connectivity between physical objects—devices, vehicles, and other items that allows the objects to gather and exchange data.

Examples include ability to control blinds, thermostats, webcams remotely via mobile or desktop app.

Amazon Echo is the smart voice-activated speaker that can control your whole house – stream music, play podcasts, control lights, thermostat, reserve Uber, order from Amazon, etc.





Virtual Reality

Oculus, the Facebook-owned company is adding new Facebook sharing features, new social games and other features that will make Samsung's Gear VR more social.





Artificial Intelligence

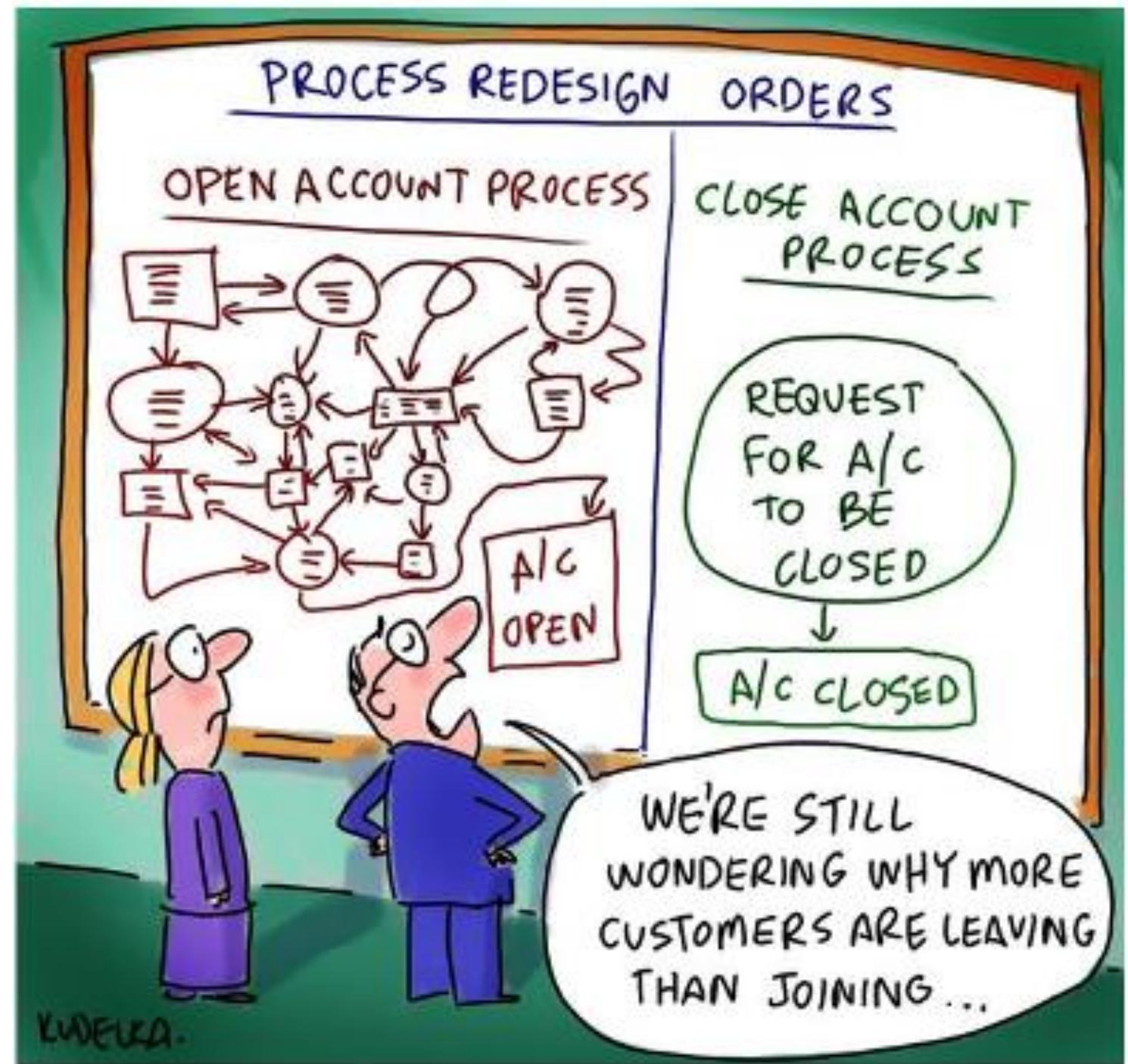
Connie, Watson-powered robot assists with visitor requests, personalizes the guest experience and empower travelers with more information to help them plan their trips.

Connie learns from each guest interaction and continually builds his knowledge.





Secret to designing great experiences?





Organize

Doesn't matter how beautiful your design is...

...if your internal processes and systems are broken.



Mick Coulas



It takes focus &
hard work.

“Everyone
wants to be
successful until
they see what it
takes.”

<http://balletnews.co.uk/>





Expertise

Hire the right talent.

“If you think hiring an expert is expensive, wait until you hire an amateur.” ~Anon





Reality check

“Despite the hype,
marketers still fumbling
around with data.”
CMO.com

<http://www.cmo.com/articles/2016/1/27/despite-the-hype-marketers-still-are-mostly-fumbling-around-with-data.html>





Optimize

Don't just sit on the data. Do something with it.

Mantra: Test, Learn, & Improve!



KEEP
CALM
AND
OPTIMIZE



Silos are killing innovation

“In a recent Forrester report, main reason many marketers are so far behind on data implementation is that they haven’t formed a close alliance with their IT departments.”

CMO.com

BRAND CAMP

by Tom Fishburne

SILO FARMING





Innovate

Try something new!
If it doesn't work, try
something else.



I have not failed. I've just found 10,000 ways that won't work.



Thomas A. Edison



Organize | Optimize | Innovate

Mia Dand

Mia@Lighthouse3.com

Twitter: @MiaD

