DIGITAL
CUSTOMER
EXPERIENCE

MKTG 3159
FALL 2017
MWF 1PM
What is Digital Customer Experience?
A course in the Marketing department at UNI that teaches a goal directed design model for creating digital customer experiences that successfully integrates user needs with brand objectives.

Why Study Customer Experience (CX)?
With the increasing number of new digital messaging and engagement platforms (web sites, microsites, landing pages, apps, touchscreen kiosks, social media, and augmented reality), digital marketers today must grasp the fundamentals of how to strategically develop successful digital experiences.

What Will I Learn?
Digital Customer Experiences must be strategically designed. This course will center its focus on goal directed design models to create digital experiences that users find intuitive, empowering, and easy to use.

Areas of study include:
• Experiential Marketing
• Branded Experiences
• Principles of Goal Directed Design
• Project Planning
• User Research
• Persona Development
• Scenarios
• Concept Modeling
• Requirements Definition
• Framework Definition
• Wireframing and Prototyping
• Screen Design and Interaction Design
• Visual Design
• User Testing
CREATE EXPERIENCES

You will develop and prototype concepts for digital customer experiences that help users meet their goals.

Students redesigned the Pizza Hut mobile app to make it easier to quickly build a custom pizza order.

Students redesigned the Pizza Hut website to make it easier and faster to place an order.

Students developed an augmented reality pizza ordering app to help Pizza Hut position itself as a digital leader.
Who Should Take This Class?
Students in Marketing, Interactive Digital Studies, Graphic Design, Management Information Systems (MIS), Computer Science, Public Relations, Digital Media, Graphic Technology, and Professional Writing would all benefit from this course.

What are the prereqs?
Principles of Marketing (MKTG 2110) or instructor consent.

How Do I Get Instructor Consent?
Hit me up: matthew.wilson@uni.edu

Who The H*ll Are You?
I’m Matthew Wilson, Instructor in Marketing at UNI. I developed my first website back in 1995 for an eCommerce startup on Wall Street and have been involved with interactive product development ever since. Look me up on LinkedIn.
IS CX RELEVANT TODAY? YUP.

Why Customer Experience Is The Only Thing That Matters
The only source of competitive advantage is the one that can survive technology-fueled disruption: an obsession with customer experience.

BY HARLEY MANNING
08.15.12 | 6:56 AM

Great UX Doesn’t Guarantee a Great Customer Experience
by Adam Richardson
AUGUST 15, 2015

It’s one thing to create a great looking product that’s easy to use. It’s another to create a great experience that customers remember.

Customer Experience trumps Product
88% of customers prefer doing business with a company that offers quality customer service over a company that has the latest and most innovative products, according to a Harris Interactive study conducted on behalf of Verint Systems. Likewise, 69% of customers switch brands due to real or perceived poor service, with quality being cited as the reason by only 13% of respondents, according to a Michaelson & Associates study.

Granted, customer service is only part of the customer experience, but it does have a large impact on the overall experience. And the statistics show that people are more interested in how they are treated, in their experience, rather than the product.
STUDENTS WHO TOOK THIS COURSE:

WHERE ARE THEY NOW?

**Bailey Anderson** • 1st
UX Designer II at Principal Financial Group
Des Moines, Iowa Area

**Bradley Kennedy** • 1st
Web Design Intern at VGM Forbin
Waterloo, Iowa Area

**Amanda Walker** • 1st
UX Designer at Principal Financial Group
Des Moines, Iowa Area

**Jordan McNamara** • 1st
Digital Creative Strategist
Waterloo, Iowa Area
"Your class has opened my eyes. We’ve been taught to just sell a product and never really thought about the experience of buying that product before. After this class I would really consider going into user experience work and doing it for a living."

"Taking our user interview results, focusing on what our persona really wanted, and then applying that to the design was the best part of this class."

"It opened my eyes to many of the steps required to fully and comprehensively approach such a project."

"I really enjoyed designing this app with the user in mind and it was an awesome experience."

"Really opened my eyes about looking at products as how they are used from the user’s perspective. Increase my knowledge of design exponentially."

"By the end of the semester I was impressed how we actually got through all the stages and came out with an awesome project."

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