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1st GenAI Powered Design Thinking FrameWork

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DEPARTMENT OF COMPUTER APPLICATIONS

23CAT703 – DIGITAL MARKETING

II YEAR III SEM

UNIT II – USER INTERFACE DESIGN PROCESS

TOPIC 11 – Design Methodologies

Recall

User-Centered Design
Visibility
Feedback
Flexibility
Consistency
Learnability
Error Prevention and Recovery

What is Design in Digital Marketing?

1. Design in digital marketing is creating a design for a website or other digital product, including the look and feel.
2. A design should, at a minimum, provide users with a visual representation of your company, its products, and its services.
3. Design services are a great way to help in the design process for digital marketing.

How Design Plays a Part in Digital Marketing

Creates a Visual Identity

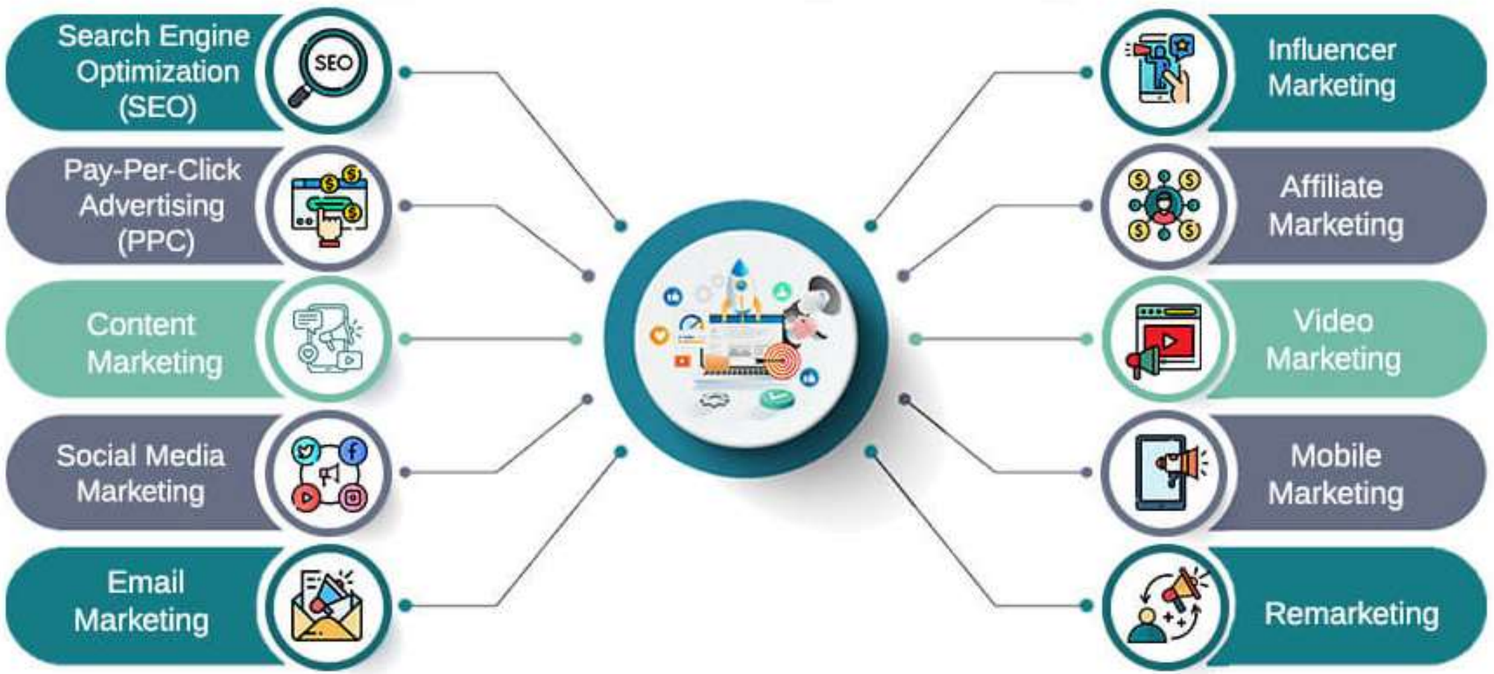
1. A solid visual identity can helps to stand out from competitors and create an emotional connection with your audience.
2. Customers' overall impression of a company is its brand identity, which can be made up of your logo, colour scheme, and other things.
3. Without a strong visual identity, consumers may not know what to expect from your business.

Build a Professional Image

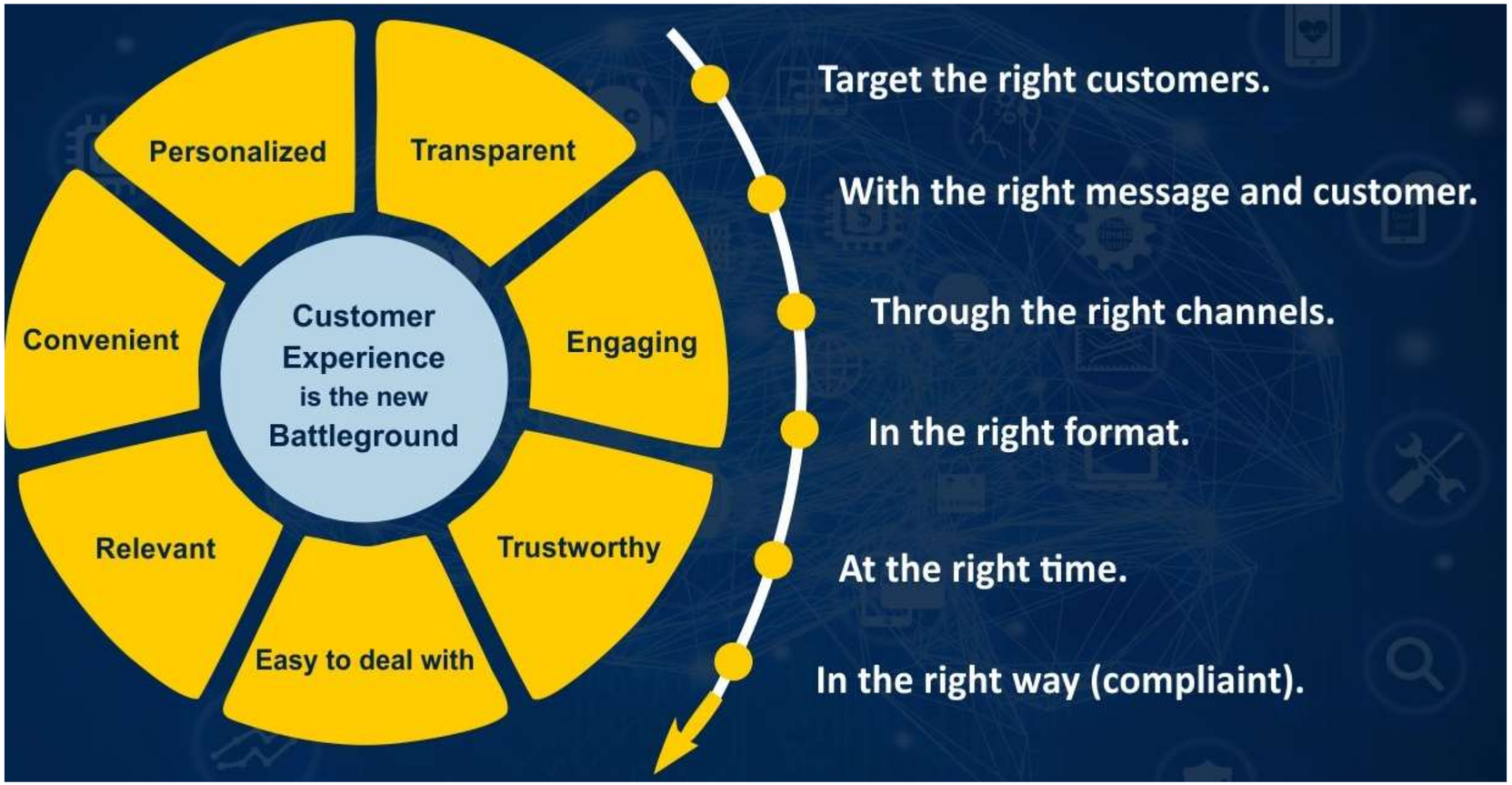
1. A brand's credibility is its reputation, which helps it be trusted and respected by its target audience.
2. The design has the power to create brand credibility because it can help people understand the brand better through its visual representation.

Deliver Brand Message

1. Using imagery that conveys the values and vision is one of the most effective ways to communicate brand's story. This can be done through logos, tone of voice in advertising copy, product photography, and packaging design. Design can help in delivering the brand message more effectively.



Enhance Customer Experience



Make a Good First Impression

1. First impressions are formed within 10 seconds. The first impression is the most powerful tool in digital marketing because it determines whether they engage with you.
2. Well-designed websites leave a good impression on customers, retain their interest in your brand, and make them want to purchase immediately.

Reference

1. Smith P R Chaffey Dave, “E-Marketing Excellence: The Heart of E-Business”, Butterworth Heinemann, USA.
2. Deepak Bansal, “A Complete Guide To Search Engine Optimization”, B.R. Publishing Corporation, First edition 2009.