

# New phase in business sees accelerated key digital experience trends

By [Vresh Hargovan](#)

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As we approach the latter half of Q2 for 2020 we're seeing more businesses settle into the new normal. We're seeing a massive shift in gears from uncertainty to more determined, goal-led action. With this positive uptake and as we begin to ease out of level 4 of lockdown; more businesses are performing at optimal levels.



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We're also seeing tremendous growth in the adoption of user-led digital solutions for both business-to-business and business-to-consumer brands. The demand for human-centred design is higher than ever as more brands are looking to experience design experts to curate best practice models to enhance and improve digital experiences that place emphasis on the people they are creating these platforms for.

## The importance of human-centred design and digital readiness

As organisations attempt to continue, as usual, it's essential to take a human-centred and inclusive approach in building the necessary platforms and systems to support a digitised world. By focusing on your users; you'll create the best possible digital environments and experiences that your employees or customers want.

Without committing to gaining a deep understanding of your user; you risk designing an experience that could create more problems than they solve which results in the risk of spending more on rebuilding them later and the cost of potentially losing your customers to competitors.



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Digital activations need be the focus for brands during this time as more customers are turning to online platforms for more than just shopping, information and entertainment.

## Behaviour change fuelling new digital experiences

With new ways of work, social distancing, schools closed and most retailers online; we're seeing a massive change in customer behaviour including a more immediate need to find what they are looking for when they search for it, quickly and without frustration.

From the need for basic goods to more complex needs including banking and healthcare; the world is changing, and this means the way we access products and services need to change as well. Without adjusting our models to meet the changing needs of the customer; we risk underwhelming customers and creating a negative brand perception; both of which will massively impact your business.



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As we move into a new season; more behaviour changes also begin to emerge and new buying patterns begin to surface. It is crucial to keep your finger on the pulse to see your business benefit from enhanced user-led digital experiences and a stronger relationship with your customers.

## ABOUT VIRESH HARGOVAN

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