User Experience Versus Marketing

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Abstract - *User experience research (UX research) is a study of users that offers vital insights into their expectations, needs and behavior's. UX research as a whole is a huge trend. In the domains of ui design and human-computer interaction, user experience (UX) has grown in prominence during the last ten years (HCI). With the advancement of technology, engaging products become not only more productive and practical but also attractive, fashionable items. Both practitioners and academics appear to support UX as a competitive alternative to traditional HCI, motivated by the belief that a narrow focus on interactive tools fails to capture the diversity and advancing aspects of technology use. Further, when you examine a product on social media, it frequently starts to display the same pictures to encourage you to buy it. It has a method of discovering not just what you watched but also how frequently. The future of marketing is digital. There is no need to physically inspect the products to determine the features when it comes to purchasing anything. There has been conflict between these two (UX and Marketing) for a very long time. People have always contrasted these two, and based on particular standards, one has always prevailed over the other. However, people have forgotten that these two coexist and have an impact on one another.*

*Keywords***:** UX research, UX design, Marketing , Problem Definition, Ideation, Data Visualization, User Testing .

1. USER EXPERIENCE

It's crucial that you comprehend the fundamental differences between UX design and other disciplines like wireframing, usability, graphic design and a plethora of others. User experience design (abbreviated UX, UXD) is a field of study concerned with creating the entire user experience for a specific product. The act of planning and executing a specific course of action that is intended to cause a planned modification in the behavior of a target population is referred to as experience design. A UX designer should always start with the problems that people have and work toward developing a satisfying, alluring, and motivating solution. The outcomes of the research must always be quantifiable using performance indicators that showcase user behavior designers draw on theories and practices from a variety of disciplines, including cognitive science, computer engineering, graphic design, and visual design. In reality, you are planning a change in the target group's behavior when you create an experience. You've identified their issue, and you're implementing design principles to eliminate the pain points. At the nexus of art and science, user experience demands both incredibly sharp analytical thinking and creativity. If we consider UX to be the heart then the blood that the heart is pumping is the problems faced by your users . Find it, describe it, experience the burdens it creates, and get rid of it. The road to a fantastic user experience is that one. You'll need a lot of empathy and analytical abilities to keep on the correct track because one of the challenging things about problems is that, even though they bother us, we sometimes struggle to define them.

1.1 User Experience Design Process

There are various methods to approach the UX design process but the main steps that are followed are as follows:
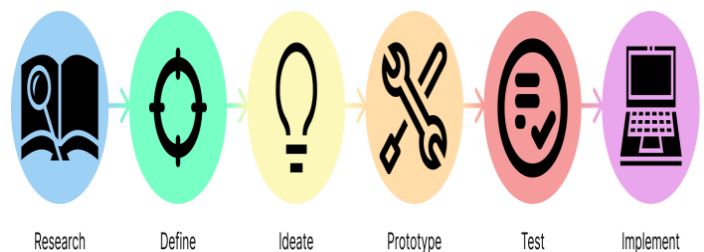

Fig -1: Six step User Experience Research and Design

I. Research

User experience (UX) research is the systematic analysis of target users' requirements with the aim of supplying design processes with useful contexts and insights. To find problems and design opportunities, UX researchers employ a range of methodologies.

II. Define

In a research problem, the issue that has to be resolved is quickly outlined. It aids the team in concentrating on the specific problem and ultimately solving it. A issue statement makes it very obvious what must be done during discovery and what isn't within scope.

III. Ideate

Although the ultimate aim of ideation is a high-quality design that addresses a specific issue, the emphasis is on quantity rather than quality. Following the development of ideas, a separate study must be done to choose which ideas (or parts of ideas) to pursue. There is a greater chance that one of your many concepts may develop into an amazing design solution.

IV. Prototype

Design professionals often evaluate new ideas by making material or virtual mockups that can be actually felt. To record design thoughts and carry out usability tests, teams work on establishing prototypes with varied degrees of complexity. You can improve and evaluate your ideas using these models, allowing your company to offer the products that adhere to the specifications.

V. Test

In the course of the design process, actual users are surveyed to get data on usability and overall user experience. Several user testing techniques, such as card sorting, questionnaires, interviews, and observation are used to accomplish this.

VI. Implement

Technical personnel can begin implementation while the Design phase is still in progress because they are involved in the early phases of the process. When the development team receives the design artefacts, they connect the back-end functionality with the user interface. It is preferable that the design team participate in this stage to aid in the development phase. It is feasible to identify the necessity for slight design adjustments when implementing.

2. MARKETING

We consume various goods from various businesses, nations, and regions of the world from dawn till night as a result of meticulous planning of all marketing operations to sell goods from sources of production (factories) to consumption points. (Consumers). According to the "Survival of the Fittest" theory put forward by Charles Darwin, the strong will prevail while the weak will perish. This 19th-century idea is still relevant today, as demonstrated by the phrase "Survival of the Fittest Marketing Strategies," which asserts that businesses with effective marketing plans will thrive while those without them will perish because marketing is crucial for creating, disseminating, and delivering value to consumers in the form of market offerings.

Therefore, it is possible to define marketing as the exchanges, discussions, and interventions made to raise the quality of products and services while also gaining some benefits. As a result, "MARKETING" has evolved into the fundamental requirement of today's business world since, like oxygen, marketing is everything and the business world cannot exist without it.

2.1 Marketing Process

Fig -2: Six step Marketing Research and Design

I. Problem Definition

Undoubtedly, one of most important step in the market research process is determining your project's objectives. The answer to this is knowing the core question that must be backed up by market analysis. When a major business challenge must be tackled but there is insufficient knowledge to proceed safely, a market researcher's job is to deliver trustworthy data to back that judgment.

II. Determine Research Design

Now that you've become acquainted with your topic of interest, it is time to determine the kind of study that would produce the needed data the most effectively. Think of the "research design" as your detailed blueprint. In this step, you must decide on your market research method. Will it consist of a questionnaire, participant observations, etc.? You will also think about the details of how you're going to choose and characterize your samples Additionally, this is the time to choose a location for your research sessions (in-person, telephone, internet, mail, etc.).

III. Design and Prepare Research Instrument

During this phase of the market study process, it is time to create your research tool. If doing a survey is the appropriate course of action, the first step is to prepare your questions and generate your form. If you choose to conduct a focus group, start working on creating questions and resources for the moderator. In this step of the process, you start putting your plan into action.

IV. Sampling and Data Collection

During this time, the main tasks for your project will be to distribute surveys, host focus groups, conduct interviews, implement field testing, and collect data. The responses, choices, and observations are all compiled and recorded; often, this documentation takes the form of a spreadsheet. Each nugget of information is extremely valuable and will contribute to the wise decisions you will make shortly.

V. Analyze Data

You currently have a lot of raw, unprocessed data. If it's currently on scraps of paper, you must now obtain it in spreadsheet or database so that you can further analyse it. If the content is already in a spreadsheet, make sure it is properly set up. Once it is done, the fun can begin. Create graphs and tables, divide your data into groups that make sense (such as age and gender), run summaries using the software program's features and search for the major trends in your data.

VI. Visualize and Communicate Results

Finally, you must arrange the most crucial information into a report or presentation that is easy to comprehend. When presenting the findings, the business problem and study objectives that were decided upon earlier are a fantastic starting point. Then, depending on the specifications, present your suggestions for handling these business queries. When presenting your findings, keep in mind to include more than simply charts and tables. Add observations, alternatives, and suggestions as well. Whenever you include a statistic in the report, consider what it represents and its implications. By including this extra critical thinking in your final report, you will make your study more valuable and pertinent and you will be better able to convince the stakeholders of your point of view.

3. SIMILARITY BETWEEN UX AND MARKETING

I. Based on research

Both marketers and UX designers play a significant part in research because it serves as the basis for the following steps. Both call for a thorough investigation of the preferences of the final customer. Understanding user preferences, behaviours, and current trends is the main goal of marketing. After making these observations, UX designs are created in accordance with them.

II. Based on Psychology

Psychology is a significant factor in both areas. The goal of marketing and user experience is to increase sales by attracting new customers. While marketing focuses on drawing customers to your product or service, user experience (UX) is primarily concerned with engaging the visitors in a way that makes them want to return to your website repeatedly.

4. DIFFERENCES BETWEEN UX AND MARKETING

I. Focus

Gaining a broad perspective and learning about a particular industry at a high level are the main goals of market research. Market researchers mostly employ quantitative techniques, or methods that emphasize numbers. They conduct research on sizable representative samples in order to extrapolate findings to the entire population. Survey results, with a tolerable range of error, accurately reflect the situation across the entire population. We can be very certain about the average potential user's age, income level, educational attainment, and other broad attributes thanks to this. Market research frequently gives attitudinal data—what people say about themselves or what they would do—more weight than specific behaviors in a given situation. They typically use the findings from market research to guide their marketing choices.

User research uses a completely different approach. There is no correlation between it and market size and share, trends, market segments, demographics, or attitudinal responses. Instead, it focuses on how people behave, deal with difficulties in their daily lives, use products, etc. It deals with very specialized, in-depth user insights rather than general data. User research gives designers guidance on how to develop a product and how well it satisfies user needs. We don't need statistical precision for the outcomes; therefore, we can utilize much smaller sample sizes. The goal of user research is to elicit qualitative information about the motivations underlying what individuals say. It focuses on what they actually do while utilizing a product.

II. Purpose

The basic goal of marketing is to boost sales and thereby the company's revenue. On the other side, UX Design tries to offer a connection and captivating experience for the users. It does not guarantee that a user will make a purchase every time he accesses the website, but rather that he will find the interface interesting enough to return and advance in the sales funnel. In order to achieve the purpose of marketing, UX design forces a user to progress farther in their buyer's journey. Customers are more likely to make a purchase when products are developed with exceptional UX Design in mind, as has been observed in numerous instances.

III. Problem Solved

User experience research looks into how to make a product or service more appealing to the target market that market research identifies. Market researchers can identify a market for a product by extensive study and secondary data analysis, focusing a wide population into a certain demographic (gender, age, economic position, region) that is most likely to buy or utilize it. A business can determine if a product should be launched based on the size and purchasing power of this segment. Additionally, they target that group with the use of this information in a variety of ways, including messaging, advertising, and packaging design .

Research on user experience focuses on the user base already in use to find ways to make the product appealing to and accommodating to people using it. Because of this, UX

research analyses the more in-depth and focused thoughts and behaviors of those interacting with a product.
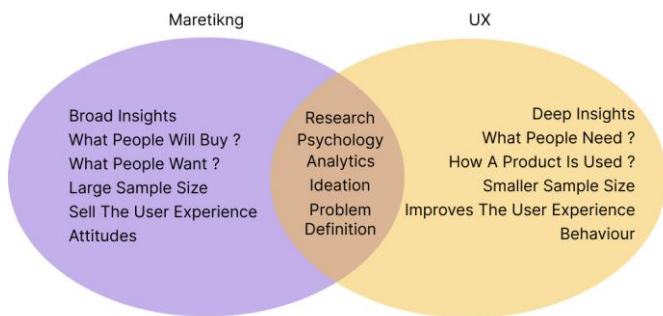

Fig -3: Summary of the main similarities and differences between UX and Marketing

5. CONCLUSIONS

Most goods and services have a life cycle with predictable sales and profitability. Pre-design (Introduction), development (Growth), and post-development (Maturity) are the three stages of product development when research is conducted.

While UX research focuses on the users' observable behavior, market research identifies customer segments and customer opinions.

While marketing and UX have fundamentally different values, they can be very effective tools for a business if used properly together. Because they both have a stake in understanding consumer behavior and fostering brand loyalty, they will inevitably need to collaborate. The responsibility of every business is to give customers a fantastic experience and high levels of customer satisfaction.

Before creating a product, it is important to consider the preferences of the target market. Users' demands are guaranteed, business conversion is increased, and you stay one step ahead of the competition with a good customer-centric UX design. Your customer will be delighted by an exceptional UX design, and they will promote your goods. Many companies place so much emphasis on generating conversion that they pay no attention to the user experience. Your clients would be satisfied and your product would eventually be more marketable if you treated your website and app as marketing tools and put effort into creating the UX Design. Marketers should continually put in time and effort to improve the UX design by offering specific and accurate recommendations regarding client needs. Proper marketing and user experience coordination will undoubtedly increase sales and conversions.

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