

USER EXPERIENCE (UX) DESIGN IN DAM

How can you improve UX in DAM systems?

NAVIGATION

Often, it is too confusing to navigate DAM systems. It is imperative to have features such as organized asset libraries and optimal search engines. Additionally, it is important to make key features easy to find and utilize, such as AI integration. If auto generated prompts is a cornerstone of the DAM system, it should be abundantly clear how to use that feature.

(Chiang, 2019)

DASHBOARDS

Customizable dashboards in a DAM system give a tailored, enhanced experience. Dashboards go hand in hand with navigation tools, as they allow the user to streamline tasks through prioritizing common tools and assets. Additionally, it gives the user a greater sense of control over their DAM experience, along with enhanced usability in regards to what layouts work.

(Chiang, 2019)

ACCESSIBILITY

Accessibility needs can be improved by implementing keyboard shortcuts, such as one to quickly add generated prompts, allowing the user to complete tasks more efficiently. In UX Design, accessibility standards need to be followed. This embraces inclusivity, accommodating users with disabilities, by prioritizing high contrast visuals, bold text, and a clear navigation system.

Personalizing and Customizing DAM Systems

WHAT IS PERSONALIZATION AND CUSTOMIZATION?

Ultimately it creates a unique user experience, individualizing the information seen. So, what is the difference between personalization and customization? Personalization describes all the features in the backend. For example, the ads given to a consumer on any given website are tailored to their own search habits, thus personalizing their experience. On the contrary, customization is done by the user who adjusts the app on their own accord, using different settings options.

(Mayka, 2024)

WHAT DOES IT ACHIEVE?

Personalization and customization greatly improves user engagement. This is due to users often wanting to receive content tailored to their own individual needs. Additionally, it encourages customers to come back by providing a unique experience, thus increasing brand loyalty. Finally, it increases conversion, and also saves a plethora of time for the company, minimizing time and effort to train employees, or sell someone on a product.

(Mayka, 2024)

UI Enhancement to Consumer Satisfaction

According to Sarah Low Tze Hui, and Swan Lan See, a critical issue in UI design is that not all users will perceive the UI as easy to use. **Below are some statistics detailing public perception of websites such as Google Drive, Dropbox, and OneDrive.**

91.9% felt that being given the ability to **customise** would increase their level of efficiency. **81.1%** felt that they would be able to complete their tasks more **efficiently** if all the three UIs were consistent in appearance and functionality.

(Hui & See, 2015)

Google Drive and Dropbox users were able to complete tasks in **3 minutes**, while OneDrive users completed the same tasks in **5**. The difference was due to a clear and organized UI, also indicating a higher sense of control when using Google Drive and Dropbox.

(Hui & See, 2015)

HOW DOES THIS RELATE TO DAM?

UX and UI design work extremely close with each-other, both providing a positive experience for the end user. These studies prove that a clear layout that is intuitive will guide a user through a complex site. Additionally, it proves that streamlined navigation is imperative, as less time spent navigating a system, means more time using it.