

User Experience (UX) in DAM System

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How UX Improve DAM Systems

Importance of UX in DAM

User Adoption

UX drives adoption by being easy to navigate and seamlessly integrating into workflows, improving system efficiency (Orangelogic, 2024).

Accessibility

UX ensures the DAM system is accessible to all users with different roles, including those with disabilities, promoting inclusivity (Orangelogic, 2024).

Efficiency

A well-designed UX should streamline tasks smoothly, reducing time spent managing digital assets (Orangelogic, 2024).

Methods Improve User Interfaces



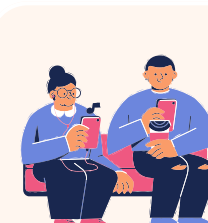
User-Centric Design

Focus on users' needs, preferences, and behaviours to create efficient interfaces that are easy to use and boost user satisfaction (Carner, 2019).



Enhance Customization

Create customizable user interfaces that allow users to customize their dashboards based on their needs and roles.



Simplified Experience

Minimizing dashboard designs and removing unnecessary features that may mislead navigation aim to simplify the process, making it easier, enhancing user satisfaction, and improving overall usability (Carner, 2019).

References

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Narayan, G. (2024, August 9). Top 9 Digital Asset Management Best Practices. ImageKit. Retrieved December 5, 2024, from <https://imagekit.io/blog/top-9-digital-asset-management-best-practices/>
Orangelogic. (2024). UX (User Experience) in Digital Asset Management. The Essential Guide to Securing Executive Buy-In for DAM. <https://www.orangelogic.com/ux-user-experience-in-digital-asset-management>

Tips Improve Overall DAM Experience

1

Establish DAM Workflow

Use connected DAM workflows in Dashboards to track asset progress, assigning time for each role to ensure efficiency (Narayan, 2024).



Have an Asset Name Convention

Establishing a consistent asset naming convention enhances productivity in searching for existing assets in the system (Narayan, 2024).

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Conduct a Survey to Users

Conducting a survey of users in different roles will help identify any shortcomings in user experiences within the current DAM so it can be improved.

