

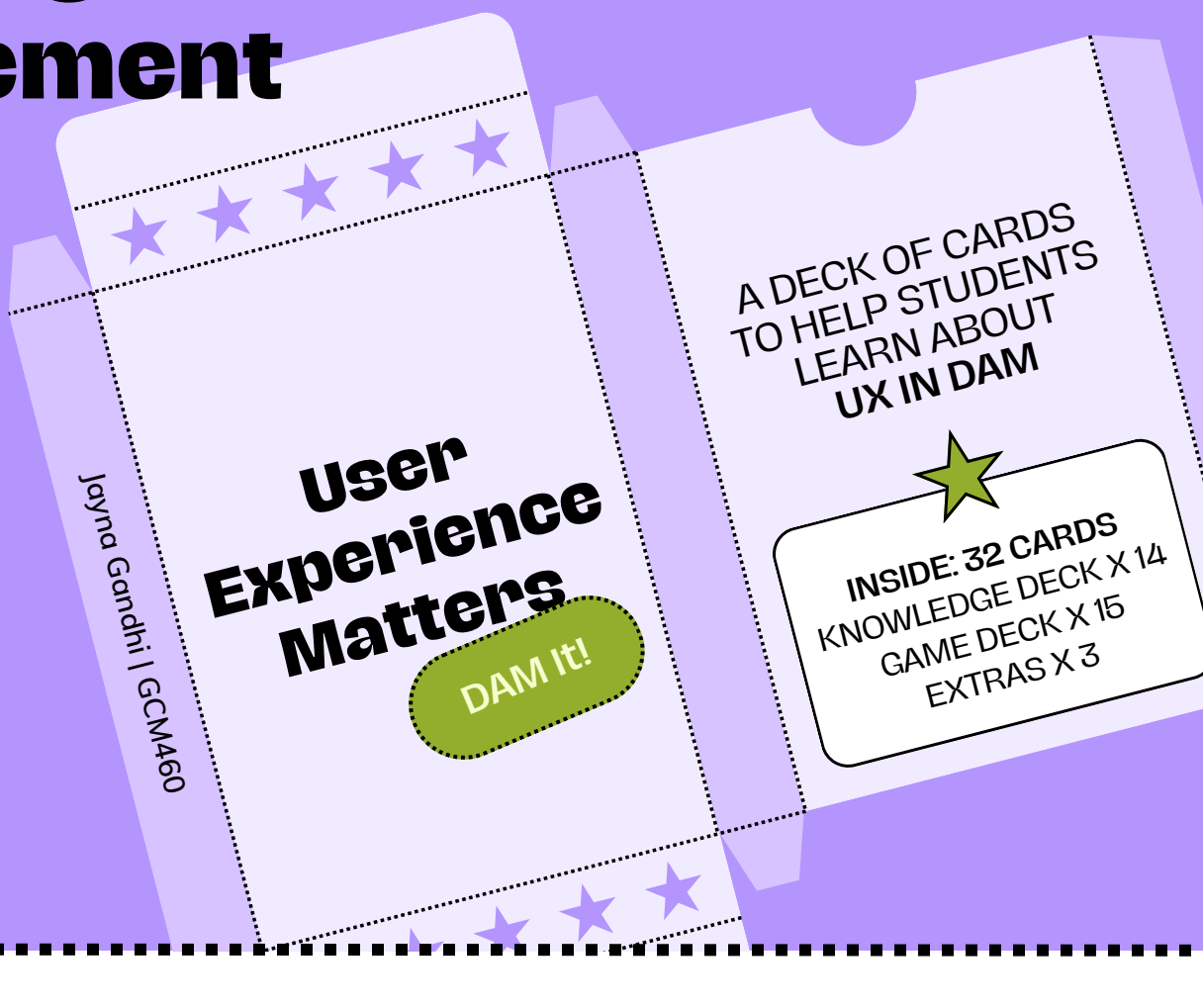
DAM Creative:

User Experience Design in Digital Asset Management

A DECK OF CARDS TO
HELP STUDENTS LEARN
ABOUT UX IN DAM

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User Experience Matters

DAM It!

A DECK OF CARDS TO HELP STUDENTS LEARN ABOUT UX IN DAM

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STEP 01 KNOWLEDGE DECK

Read the quick facts about User Experience (UX) design in Digital Asset Management (DAM) systems

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STEP 02 GAME DECK

You and your friends can test your knowledge by selecting the correct answer

Knowledge Deck

Part 01

UX & DAM DEFINITIONS THAT YOU MUST KNOW

(El Asaleh, 2024)

KNOWLEDGE DECK PART 01

Digital Asset Management (DAM)

- Arrange, describe, store, and provide access to digital assets; must include a search engine and improve workflow efficiency through automation of ingest, metadata creation, and authenticated access

User Experience (UX)

- The process used to create products that provide meaningful experiences to users (IxDF, 2016)

KNOWLEDGE DECK PART 01

Assets

- Property owned or controlled by an organization

Content

- Assets are found within the content

Roles

- Users are assigned to roles to secure assets

Asset Groups

- Control the visibility, access metadata entry, and download options of an asset

KNOWLEDGE DECK PART 01

Taxonomy

- The science of classification according to a predetermined system, with the resulting catalog used to provide a conceptual framework for discussion, analysis or information retrieval
 - Hierarchal
 - Whole/part
 - Faceted

KNOWLEDGE DECK PART 01

Keywords

- Short descriptions that can be added under a preset area

Metadata Standards

- Preset categories that already exist

Custom Data

- Fields that are created by the user and are usually restricted to a database

Knowledge Deck

Part 02

HOW GOOD UX AFFECTS THE USABILITY OF A DAM SYSTEM

KNOWLEDGE DECK PART 02

Increase User Adoption

- Users are more likely to adopt a system that is approachable; prioritizing UX can increase user adoption rates of the DAM system due to the intuitive configuration (Carner, 2019)
- When an entire team has adopted a DAM system, it will be used consistently and efficiently across the organizations

KNOWLEDGE DECK PART 02

Improve Asset Accessibility

- When a DAM system's search functionality and metadata capabilities are optimized, users can access and manage assets much easier (Carner, 2019)
- All DAM systems should be collaborative and centralized to allow digital files to be accessed and shared by various users within an organization (Kovács, 2004)

KNOWLEDGE DECK PART 02

Enhance Efficiency & Productivity

- Well-designed UX streamlines the process of locating and managing assets
- Intuitive labels and efficient search functions reduce the time and effort spent on finding files
- More time can be spent on collaborating rather than asset searching

KNOWLEDGE DECK PART 02

Reduce Training Time

- Intuitive UX design requires less resources spent on training; users can quickly understand the system
- An optimized system can cut costs and increase revenue through better cooperation, communication, and management (Wager, 2015)
- Multiple departments and/or external partners can locate assets within the DAM system with minimal training

Knowledge Deck

Part 03

METHODS FOR IMPROVING THE UX OF A DAM SYSTEM

KNOWLEDGE DECK PART 03

Implement Classic User-Friendly Interface Design

- Understand the primary tasks and end-users of the DAM system; this will vary across industries (Carner, 2019)
- Use intuitive icons, consistent naming conventions, and a clean layout
- Use hierarchies to reduce unknowns associated with common actions (uploading, tagging, searching)

KNOWLEDGE DECK PART 03

Simplify Search Functions

- Allow users to filter searches by asset type, author, date, tags, or other metadata

Simplify Metadata Management

- Streamline data entry by providing drop-down menus, tag suggestions, and autofill
- Allow users to tag multiple assets in bulk

KNOWLEDGE DECK PART 03

Responsive Design

- Every DAM system should be accessible on various devices (desktop, tablet, mobile) to accommodate different working environments (IxDF, 2016)

Support Streamlined Workflow

- Integrate features such as comments, annotations, and notifications to make assets approvals and reviews easy

Game Deck

GOOD LUCK!

TEST YOUR KNOWLEDGE: SELECT WHICH OPTION BEST DESCRIBES GOOD UX DESIGN

A.

Users must navigate multiple menus to access commonly used features

.....

B.

Users must navigate multiple menus to access commonly used features

Answer: B

A.

The DAM lacks filters, requiring users to scroll through hundreds of assets

.....

B.

Search options allow users to filter by type, date, tags, and other metadata

Answer: B

A.

Bulk metadata editing allows users to tag multiple assets at once

.....

B.

Metadata must be entered manually for each asset individually

Answer: A

A.

Users must remember where every asset is stored due to limited navigation aids

.....

B.

A "recently viewed" section quickly brings relevant assets to the forefront

Answer: B

A.

It is unclear which version of an asset is current due to lack of version control

.....

B.

The latest version is displayed and there is easy access to previous versions

Answer: B

A.

Limited or no metadata customization for the organization's specific needs

.....

B.

Metadata fields are customizable to match organizational requirements

Answer: B

A.

The design is responsive, providing full functionality on desktop, tablet, and mobile

.....

B.

The DAM only functions well on desktop, not on mobile devices

Answer: A

A.

Asset approvals, comments, and annotations are integrated within the DAM

.....

B.

Users have to open a separate tool to see asset approvals and annotations

Answer: A

A.

The DAM's layout is cluttered, with little visual hierarchy or iconography

.....

B.

Intuitive layout and icon use make common actions and information easy to locate

Answer: B

A.

Searching for assets requires exact terms or filenames, with no room for flexibility

.....

B.

Robust search capabilities allow for flexible queries using keywords

Answer: B

A.

Metadata entry requirements ensure each asset includes all basic fields

.....

B.

Metadata entry is optional, leading to many assets missing information

Answer: A

A.

Users with permissions can add tags to their uploads, improving search accuracy

.....

B.

The DAM only allows tagging by administrators, so users cannot add tags

Answer: A

A.

A hierarchical taxonomy groups tags under relevant categories

.....

B.

The taxonomy structure has no hierarchy; all tags are in a flat list

Answer: A

A.

Tags can be written in varying formats using different cases

.....

B.

Tags are standardized using the same letter case and formatting style

Answer: B

★

Thanks For Playing!

HOPE YOU HAD A DAM GOOD TIME!

References

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