

User Experience (UX) Design in DAM - Michelle Hou

When it comes to digital asset management (DAM), many people need to realize that user experience (UX) plays a crucial role in how effectively users can navigate the system and interact with assets. Many DAM managers can agree that a system offering a good UX or is intuitively configured, while also taking a human-centred approach, will see better adoption rates than one that is poorly designed (Carner, 2019). To ensure a good user experience, DAM systems should consider the five main elements. This includes having an intuitive user interface (UI), efficient search and retrieval, good collaboration and communication, customization, and finally accessibility and scalability (Currans & Lopez, 2023). Some best practices to optimize UX includes conducting user research and testing, implementing a responsive design across multiple devices, providing user training and support, and establishing a solid search and metadata framework (*DAM and UX: The Importance of User Experience in Digital Asset Management*, n.d.). It's important for system's designers to utilize design thinking, empathize with users, and understand the workflow in order to fulfill their needs (*Creating a DAM Good User Experience | Imagen Blog*, n.d.). In conclusion, a well-designed UX can significantly improve the productivity, satisfaction, and success of a DAM system.

References

- Carner, M. (2019). A human-centred design approach to digital asset management: User experience as a foundation for system-configuration design. *Journal of Digital Media Management (London)*, 7(4), 357–365. <https://doi.org/10.69554/HUOH2626>
- Creating a DAM Good User Experience | Imagen Blog*. (n.d.). Reuters Imagen. <https://imagen.io/resources/blog/dam-good-ux>
- Currans, A., & Lopez, P. (2023). Clearing the path for digital asset management: Removing obstacles to enhance user experience. *Journal of Digital Media Management (London)*, 12(2), 102–115. <https://doi.org/10.69554/WCVZ5152>
- DAM and UX: The Importance of User Experience in Digital Asset Management*. (n.d.). Hivo. <https://hivo.co/blog/dam-and-ux-the-importance-of-user-experience-in-digital-asset-management>
- Seth_Makes_Sounds. (2023). *half baked.wav (preview)* [Song]. Freesound. https://freesound.org/people/Seth_Makes_Sounds/sounds/699016/