

DIGITAL ASSET MANAGEMENT (DAM) & USER EXPERIENCE (UX)

User experience (UX) design is the process of designing user interactions with a system or platform to complete a task, encompassing the ease of use, intuitiveness, and enjoyability of the user's experience with the product (Reuters Imagen, 2021).

WHY GIVE A DAM ABOUT UX DESIGN

Smart UX design streamlines interactions, helping users efficiently complete tasks and increase the adoptability of DAM systems, leading to higher ROI (Reuters Imagen, 2021). Intuitive UX design boosts productivity, accelerates workflows, and eliminates bottlenecks by making it easier to find and manage assets (Reuters Imagen, 2021).



BEST PRACTICES FOR PLANNING YOUR DAM'S UX DESIGN

1 HUMAN-CENTRED DESIGN

Technology-Centred Design

DAM configuration is based on the system's functionality and constraints

Human-Centred Design

DAM configurations are based on the needs of the end-users (Carner, 2019)



WORKSHOPPING 2

- To develop taxonomies, user roles, workflows, and governance models
- Rapid Ideation - Brainstorm ideas in groups, documenting all contributions
- Dot-Voting - Vote on ideas to identify the most important to the end users
- Rapid Prototyping - Use sketches and visual stories of ideas

3 USER JOURNEY MAPPING

- A visual tool to map the user experience with the DAM system
- Can inform decisions on metadata needs, how the data must flow to, through and from the DAM system, and business processes that need to be configured (Carner, 2019)



"A DAM system designed, implemented and managed with people at the centre delivers a delightful, simple and powerful experience that drives user adoption and changes behaviour."

- Carner, 2019

MEASURES OF SUCCESS

A DAM with User-Friendly UX Design Has:

- **Taxonomy** - intuitively organized data
- **Interface** - should match the modern workforce, not be outdated
- **Translations/language support**
- **AI assistance** - allows tasks to be automated and predicted; for example, auto-tagging
- **Advanced search** - search capabilities of the DAM
- **Open API** - works well with other software; for example, Adobe Creative Cloud (Schut, 2020)
- **Adoptability** - users of the DAM use the software with ease and continue to use it after implementation

In conclusion, to achieve excellent UX design and to ensure user buy-in a human-centred approach should be utilized. Various tools should be utilized to allow for the needs of the end-users are considered when configuring DAM solutions, increasing user buy-in and allowing the DAM to meet their unique end-user needs.

References

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