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Smart moves:
# Digital Strategies

**For better user & customer experience**

Origin.

## Introduction

# Why experience is everything

In a world where attention spans rival goldfish (and goldfish are winning), digital experience isn't a 'nice to have' — it's your frontline.

Your website, app, platform or portal is often the first handshake your brand has with customers. If it fumbles, they're gone.

This guide is your playbook for building customer-centric digital experiences — ones that are fast, intuitive, helpful, and yes, a little delightful too. Whether you're a CIO, CMO or Head of Digital Transformation, Head of Digital, Marketing Manager, this is how you could level up.

# Understand your users

*Hint: You're not them.*

Before you can improve experience, you need to know who you're designing for.

**Enter**
## User
**research**

**Enterprise-grade**
## tactics

Run stakeholder workshops *(we like Miro)* and customer journey mapping sessions
*(see examples from GOV.UK and the NHS App).*

Use qualitative tools like Maze or Optimal Workshop for user testing and card sorting.

Quantitative tools like Mixpanel and Heap tell you what users do — not just what they say.

**Spotify's onboarding flow is a masterclass in aligning features with user intent. Study it, even if you don't use their system.**

# Prioritise accessibility and inclusivity

A frictionless experience must work for everyone. Accessibility isn't optional — it's legally required and commercially smart.

## Enterprise best practices

Audit with tools like Axe or Siteimprove.

Follow WCAG 2.2 standards as your baseline.

Use real-world testing with users of assistive tech.

**Look at Apple's VoiceOver support or Barclays' inclusive design playbook — both leaders in accessible UX.**

# Content strategy that
# Speaks human

Ditch jargon. Kill the PDFs.

**Structure your content** so it's scannable, searchable and speaks your users' language.

## Enterprise
## wins

Create structured content models in a headless CMS (e.g. Contentful or Umbraco).

Define tone of voice and content rules — Mailchimp's Content Style Guide is a solid template.

**Look to Monzo and GOV.UK for how plain English creates clarity — and trust.**

## Design systems:
# The secret sauce of consistency

Design systems help enterprise teams scale without sacrificing UX.

# How
### to do it right

Build reusable components (buttons, forms, alerts) with design tokens and Figma libraries.

Document your patterns like Salesforce Lightning or IBM Carbon.

**NHS Design System is a fantastic open-source example built for scalability and accessibility.**

## Personalisation
# But make it useful

Personalisation doesn't mean creepy. It means helpful.

## Smart applications

Use segmentation and real-time data to deliver relevant content (Adobe Target, Dynamic Yield).

Personalised dashboards like Netflix or Spotify keep users engaged and returning.

**Key insight:**

**Personalisation isn't just what's shown — it's what's *not*.**

## Navigation

# That doesn't make people cry

Your users shouldn't need GPS to find what they need.

**Navigation rules**

Group content by user intent, not org structure.

Use mega menus and faceted filters for large content sets (see John Lewis or IBM.com).
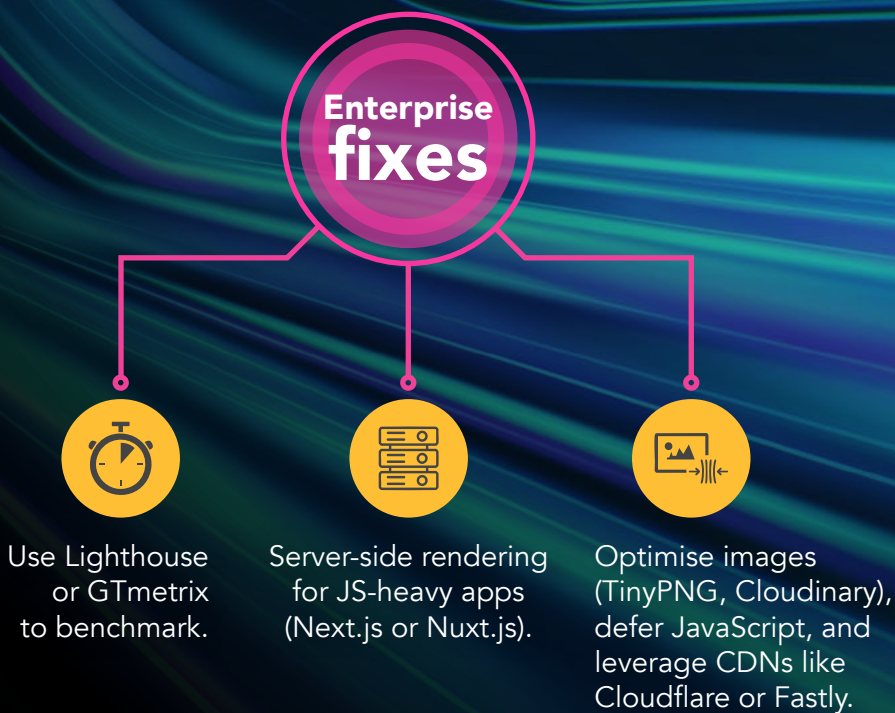
Mobile-first navigation: collapsible, searchable, thumb-friendly.

**Booking.com's layered navigation keeps complex journeys manageable on mobile and desktop.**

# Speed is a feature

Your users expect your site to load before they blink. Literally.

**Enterprise fixes**

Use Lighthouse or GTmetrix to benchmark.

Server-side rendering for JS-heavy apps (Next.js or Nuxt.js).

Optimise images (TinyPNG, Cloudinary), defer JavaScript, and leverage CDNs like Cloudflare or Fastly.

**Google's research: every 0.1s delay on mobile drops conversions by 7%. Speed = revenue.**

## Smart Search

# That actually works

If users search, they're motivated. Don't let your search bar disappoint them.

## Modern search
## strategies

Use AI-powered search (like Algolia or ElasticSearch) to surface answers, not just links.

Use synonym handling, typo tolerance, and NLP (natural language processing) to improve relevance.

**Look at automate.co.uk — their AI search uses intent recognition to help users get to answers fast, especially on mobile.**

# Data & feedback loops

Don't guess. Know. Use analytics and feedback tools to drive continuous improvement.

Combine GA4 with Microsoft Clarity or Hotjar for behavioural insights.

Use feedback tools like Usabilla or Medallia to capture voice of customer.

## Enterprise
## stack

Build dashboards for content performance, funnel drop-offs, and user engagement.

**Look at Airbnb's internal UX research library — data is baked into their product thinking.**

# Iterate or stagnate

Your site isn't done — ever. Treat it as a product, not a project.

Use agile sprints and prioritised backlogs (Jira, Monday.com).

Run A/B tests with tools like Optimizely or VWO.

Kill underperforming features and scale the ones that work.

## Best
### practices

**Shopify constantly evolves its UX based on merchant and shopper feedback — that's why it scales.**

**Wrapping up**
# Your experience game plan

Let's recap.

## Golden rules

- Know your users
- Design for clarity and consistency
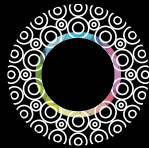- Prioritise performance
- Don't stop improving

Building an enterprise-grade user experience is about aligning design, content, tech, and data — and making it feel effortless for the people using it.

# Want a second opinion on how your digital strategy stacks up?

We're always up for a chat — and a good audit.

Visit our website to learn more

Origin.