

# client SUMMIT



Lens 1: Experience Vs Value  
Designing for People

# Member Experience

(MX)

# What we'll cover

How member expectation has never been higher

Navigation should reflect member intent, not org structure

A poor MX isn't a design problem, it's a commercial one

Why joined-up thinking across teams isn't optional anymore

How to spot the small usability issues that quietly kills your MX

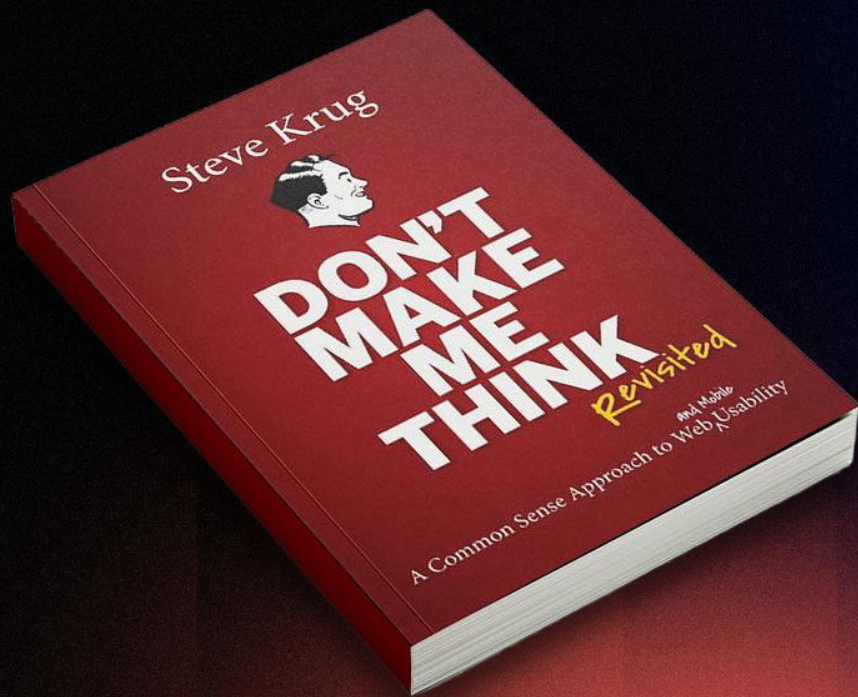
Getting  
Started

Make it Simple.  
Make it Enjoyable.  
Make it Valuable.



# Who

# Cares?



# Client Stories

“I know that user research is important but don’t know where to start.”

Client Stories

“We paid a consultant to do our member research, hopefully we’ll have the report back in a few months.”

Client Stories

“We have a trusted inner circle of members, let’s just ask them what they think.”

Client Stories

“I don’t think we should user test the designs until our CEO has signed them off.”

Client Stories

We can all influence Member Experience  
Deciding where to start is the hardest step



To know your ~~enemy~~ member  
you must become your ~~enemy~~ member.

User Need

Current Experience

Pain Points + Frustrations



Things to look out for:

Is the content easy to understand?

Did I have a clear next step on each screen?

Is the experience accessible, intuitive and relevant for different audiences?

## Value to Member

*Does this genuinely matter to them?*

Quality of Experience  
*Can they get to it easily?*

Service we offer *Paid Online Courses*

Value to Member *Very high*

Quality of experience *Poor*

Rationale *Hard to find*

Has this assumption been validated? *Yes*

The one action we'll take is *Review taxonomy for a more targeted personalisation strategy*



*Valuable services with a poor experience should be made high priority.  
Validate assumptions before taking any action.*



We're Better Together



1. Pester your partner or a friend to complete a short task
2. Have them access your website on their phone/laptop
3. Ask them to find 5 specific pieces of content *without using Search*
4. Assess how many attempts it took to achieve each task

# Layman Test

Make every interaction

Simple.

Enjoyable.

Valuable.

# Dive Deeper

Scan the QR code for exclusive download access to this presentation, plus useful bonus learning content.

