

USER AND CUSTOMER EXPERIENCE

The thesis addresses the understanding of dynamics: navigating between the areas of user experience and customer experience.

Are the terms user experience (UX) and customer experience (CX) interchangeable, or do they have different meanings? The answer, as it turns out, is both yes and no. To solve this puzzle, you need to delve into the development of UX and CX.

Evolution from UX to CX

Originally, the term "user experience" encompassed all aspects of a person's interaction with a company, its services and products. However, its early conception, rooted in the computer-centric era, led to a narrow interpretation that focused on individual interactions rather than the full customer-company relationship. To overcome this limitation, the term "customer experience" (CX) has emerged, representing the culmination of a user's interaction with an organization over time.

Різні масштаби та значення

Розуміння нюансів досвіду користувачів і клієнтів передбачає розпізнавання трьох різних рівнів:

Different scales and values

Understanding the nuances of user and customer experience involves recognizing three different levels:

1. Interaction level:

Focuses on designing the experience of a single interaction, digital or physical. Examples include phone support, in-person bank transactions, or filing an insurance claim online. - Design principles, guidelines, and templates specific to each channel guide the interaction experience at the level.

2. Journey level:

Covers the end-to-end process a customer goes through to achieve a goal over time. Includes multiple devices and interaction channels such as websites, apps, emails, and phone interactions. - Challenges include maintaining consistency across channels, seamless transitions, and cohesive design elements.

3. Relationship level:

Examines a person's overall life experience and cumulative impression of an organization. It goes beyond isolated interactions or journeys to consider the holistic relationship between the customer and the company. Requires effective integration of various components, including customer journeys, advertising campaigns, and product offerings.

Interrelated levels

- Interaction-level UX: Primarily concerned with a single task or transaction, often the focus of UX designers.

- Journey-level UX: involves a series of related interactions that create unique challenges, such as coordinated messaging and cross-channel transitions.

- Relationship UX: the broadest spectrum, focusing on the holistic customer experience over time, requiring the integration of various elements.

Unified approach and terminology

The use of the terms "UX" or "CX" is not paramount; consistency in interpretation is key. Organizations should strive to optimize the experience at all levels, avoiding siloed designs that may work well in isolation but fail when integrated into a realistic user journey. Effective communication and coordination between tiers is critical to preventing disruptions that could impact the overall user experience.

Conclusion.

Developing user and customer experience requires attention to the levels of interaction, journey, and relationship. The terms UX and CX, although interchangeable, have their own connotations. Successful implementation requires not only optimization at each level, but also effective communication and coordination. Interconnectedness and a unified approach are essential to ensure a positive experience for users and customers.

REFERENCES

1. User Experience vs. Customer Experience: What's The Difference? URL: <https://www.nngroup.com/articles/ux-vs-cx/>
2. Do Not Confuse User Experience With Customer Experience <https://usabilitygeek.com/confuse-user-experience-customer-experience/>
3. UX vs CX: What's the Difference? <https://careerfoundry.com/en/blog/ux-design/difference-between-ux-and-cx/>