

Five UX trends you should be applying to corporate communications

If you're looking to take your corporate communications to the next level, you may well need to rethink your UX. Gone are the days of dull, wordy websites and elaborate events to showcase a company's mission and values. As face-to-face interactions become rarer, creative, user-centred design has become key to engaging audiences and staying relevant.



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The world of web design is constantly evolving. In fact, its very nature thrives on innovation and new ideas that render interfaces more enticing and user friendly.

But how to tell, amongst the thousands of options, which design is most suited to your company's audience? Neomorphism, skeuomorphism, glassmorphism, dark mode, smooth gradients, voice user interface, touchless and contactless interfaces are just a handful of the current UX (user experience) trends that are being implemented in order to make digital platforms

more attractive, innovating the user experience by allowing customers to interact with a device in a more realistic way.



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It is all about the story, which should permeate throughout the website, engage users, and immerse them into the company's world and values.

A company's user experience should be exploited for its storytelling potential and designed with people in mind.

By people, we of course mean humans, not statistical clusters, and if we are to design for humans, we must understand their lives, joys and frustrations. To construct effective user experiences, we must take these feelings into account, designing for enjoyment and avoiding frustration wherever humanly possible.

Which UX trends can help us communicate better?

The answer is simple. To define a company's UX strategy, we must identify a target audience, or rather, a persona - a fictional character used in user-centred design and marketing that represents a typical person that might use the site.

Target audience and personas are not synonymous, yet both can contribute to gaining a more precise and detailed definition of a company's typical user. When it comes to the target audience, we tend to divide users into different groups with common characteristics, for instance, age, gender, income, education and geographical area.

Personas, on the other hand, have needs, behaviour, interests and aspirations that we must attribute and get to know. For instance, a typical corporate website user could be an investor. If we were to define an investor from a target audience point of view, we might say that the user is typically male, aged between 40 and 55, holds a university degree and a certain level of work experience.

On the other hand, from a persona perspective, we must dig a little deeper and understand the investor's needs, which is to understand what a company does, its value creation, strategy, and vision for the future.

The investor must easily grasp the context in which the company operates and reach key figures in the fastest and most engaging way in order to captivate attention whilst communicating key information.

How can web design help a user complete a task?

This is the question we must ask ourselves every time we approach a new website, because developing user-centered design will not only facilitate an investor's, or another user's tasks, it will also make a company appear closer to their needs, providing a human touch to areas which may have been neglected.

The benefit of a human approach goes beyond providing users with a better experience, it also allows companies to show they are innovative and attentive to the needs of their users and of the market.



We've defined our users. How do we pick the right UX strategy?

UX trends emerge to satisfy numerous needs. Many were born to support B2C, especially those that have emerged in the past two years due to the pandemic and the need to implement solutions that enable a more fluid and efficient management of e-commerce platforms.

Others, however, have been crafted around communication, as face-to-face interactions decrease and online interactions skyrocket, it is imperative that companies find innovative ways to communicate their values, presence and beliefs.

Our favourite UX trends for corporate communications

1 Visual storytelling

Storytelling is a powerful way to convey emotions and engage an audience. Indeed, visual storytelling has become a fundamental strategic asset for corporate marketing and communication, especially when it comes to differentiating yourself from competitors and forming an emotional connection with customers and employees.

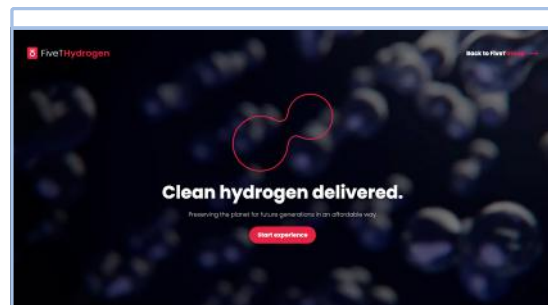
Visual storytelling harnesses the power of images, drawings, photographs, infographics, presentations, videos, text and sound to engage audiences on a deeper level with the aim of providing an immersive experience of empathy and identification.

Why we like it: The best way to communicate a brand, product, company or service is by telling its story. Visual narratives will allow us to achieve fundamental business objectives such as faster learning and

greater engagement whilst creating a lasting memory.

Use it to: tell your story and engage new users or make a complex and heavy topic more exciting and immersive.

FiveT Hydrogen: where hydrogen comes from and why it's needed?



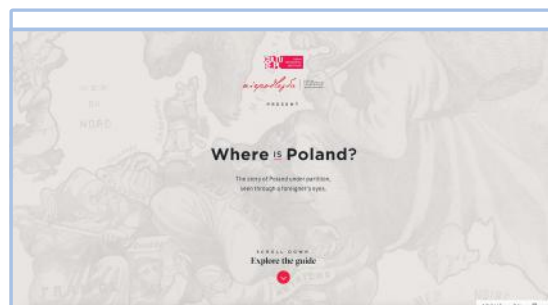
fivet.com/experience/

Lemonade Giveback storytelling



lemonade.com/giveback-2019/

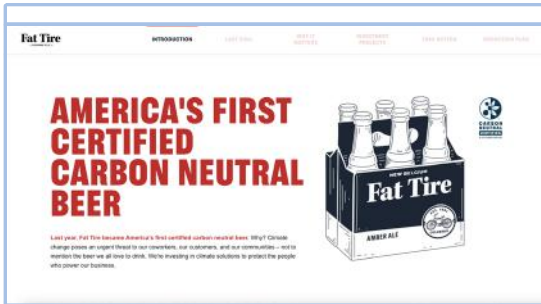
Where is Poland: The story of Poland under partition



whereispoland.com/en



Fat Tire: sustainable craft beer



drinksustainably.com

Sea Shepherd succeeds in conveying the urgency of its mission by involving the user



no-fishing.net

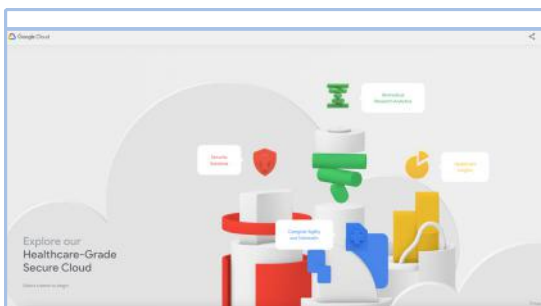
2 3D and immersive experiences

After a long period of “flat design”, 3D is making a comeback. 3D design creates an immersive and unforgettable experience and thanks to new technologies that make drawing easier and more intuitive, it’s back on trend.

Why we like it: 3D design is particularly suited to illustrating complex processes and explaining procedures that may otherwise require pages of written text. 3D design helps generate that wow factor which may be needed to describe innovation or sustainability projects.

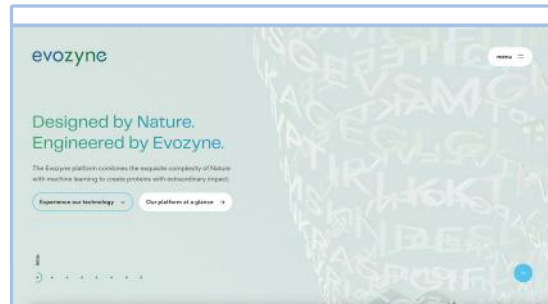
Use it to: communicate a fresh, three-dimensional, and dynamic company image that can help define corporate vision.

Google Healthcare-Grade uses 3D to tell the story of new healthcare challenges and how it intends to address them



showcase.withgoogle.com/healthcare-security/

Evozyne: A molecular engineering platform combining nature and AI to create new synthetic proteins



evozyne.com



3 Bold typography

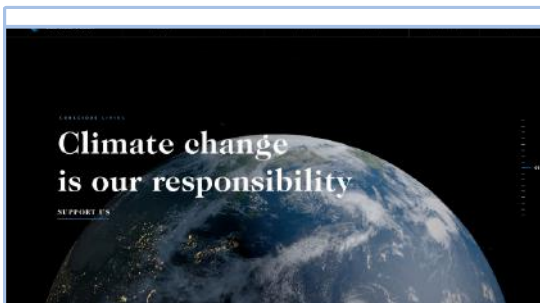
Research shows that the average user doesn't read a whole page, but rather scans it to find the most relevant information.

This is why typography, and intelligent use of different fonts and text, has become the backbone of digital communication ecosystems. Designers are using different sizes and styles to convey key messages to users.

Why we like it: to quote Italian film director Nanni Moretti, "words are important". This is especially true if the words are the result of an in-depth analysis of your corporate vision and beliefs. If they are that important, then use them.

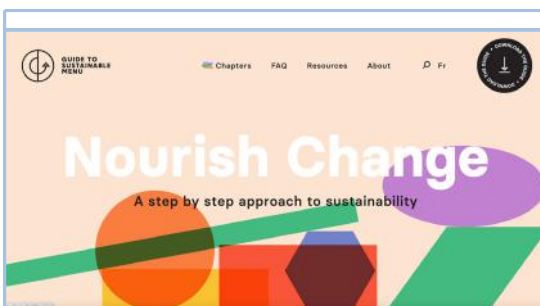
Use it to: communicate your vision and mission in a direct way.

The Blue Planet uses fonts as an integral part of communication



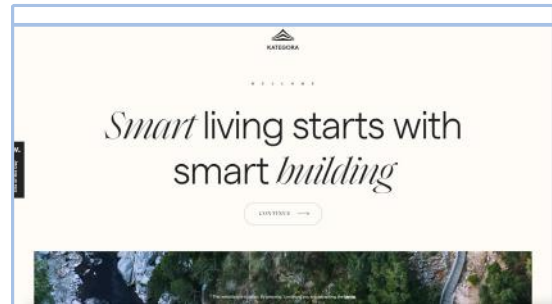
dribbble.com/shots/10037312-Sustainability-in-Design

The text becomes the focus when colours are used in the right way



menudurable.ca/en/

Portray elegance through a mix and match of fonts



kategora.com/en/

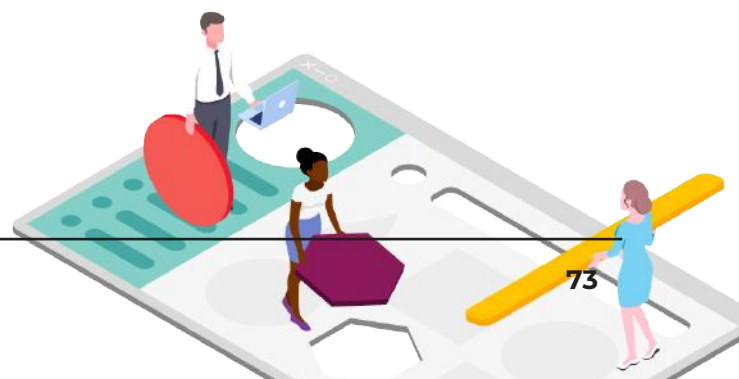
4 UX writing

UX writing is a unique method of communicating which focuses on microcopy, that is, smaller bits of text that guide a user through a website or app for a more seamless experience.

Microcopy may encourage a user to complete certain desired actions, for instance, register for a newsletter, buy a product or simply learn more. An excellent example of this is Google, which increased their user engagement on its hotel booking platform by 17% simply by changing 'book a room' to 'check availability', a request that appears much less demanding.

Why we like it: UX writing is a new trend that fits into a more global context of content strategy, design and copywriting which, when managed as an ecosystem, contribute to the creation of a coherent and effective narrative.

Use it to: increase interaction and involvement across all internal communication projects, whether portals, mini-sites or applications of general interest to the entire corporate population or purely operational.



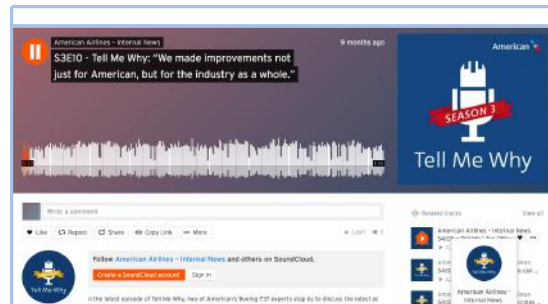
5 Corporate podcasting

Business podcasts aren't just for corporate customers. In fact, companies are increasingly using podcasts to connect with a broad range of stakeholders, including younger employees, who are avid podcast-listeners in their private lives. Podcasts provide a modern medium to engage a workforce and strengthen corporate culture.

Why we like it: Content can be played securely, anywhere and anytime, whether you're multitasking or stuck in traffic on the way to work. With the rise of remote work and globally distributed teams, organisations are using private podcasts as valuable tools to help employees feel connected and aligned with their leadership. Many communication methods that have historically been used in the workplace, such as email and PowerPoint, are no longer effective in engaging and reaching employees. Hearing a human voice can help employees feel a more authentic and personal connection with top management.

Use it to: better engage with all employees, especially the younger generation.

Tell Me Why by American Airlines: A peak behind the scenes of the company to explain "why" certain decisions are made



Extraordinary Happens episode with adidas explains how sustainability ideas are born

