

Comparative Study On How Design Thinking And UI/UX Have Enhanced Advertising

Megha Senil¹, Anit Chacko², Anamika PM³, Abhijith PS⁴, Aby Rose Varghese⁵

^{1,2,3,4}Master of Computer Application, Kristu Jyoti College of Management and Technology, India

⁵Assistant Professor, Department of Computer Application, Kristu Jyoti College of Management and Technology, India

ABSTRACT

“We must design for the way people behave, not for how we would wish them to behave.”

— Donald A. Norman, *Living with Complexity*.

Ever since the dawn of internet, the entire outlook of our lives and the way we do even our day to day activities have changed. Internet has taken over everything. Business and advertisements have chosen the new face. Advertisements are now not just about marketing, but it now includes design thinking, and user experience. Because today customer is the king. The objective is not just to sell your object, but to be captivating and enthralling your audience. It should tell a story, sometimes stand out for a cause. Advertisement that we see through our social media and browsers are more personalized according to our needs, and sometimes we fail to avoid them. All these changes have happened with the revolution of UI/UX and design thinking.

Key words -- Design thinking, UI, UX, Traditional advertisements.

1. Introduction

The term digitalization has new meanings in our present day. It has gone through, huge changes along these years. And we have adapted and equipped ourselves to move along these changes. Nowadays, everything that we do has to be envisioned in a bigger scale and for a bigger audience. As the physical boundaries is being reduced by the virtual world, everything that is being created has to be appealing and acceptable for the whole world.

Talking about advertisements, they are no longer a term used to sell any kind of product. It is a strong medium to communicate with the whole world. It share ideas, new perspectives, new logic and has strong impact in our daily lives. In every Five seconds of our life we, knowingly or unknowingly come across an advertisement. How amazing is that.

From the hand written manuscripts to printed pamphlets and the digital screens. Every year the amount of money that we spend on advertising is increasing.

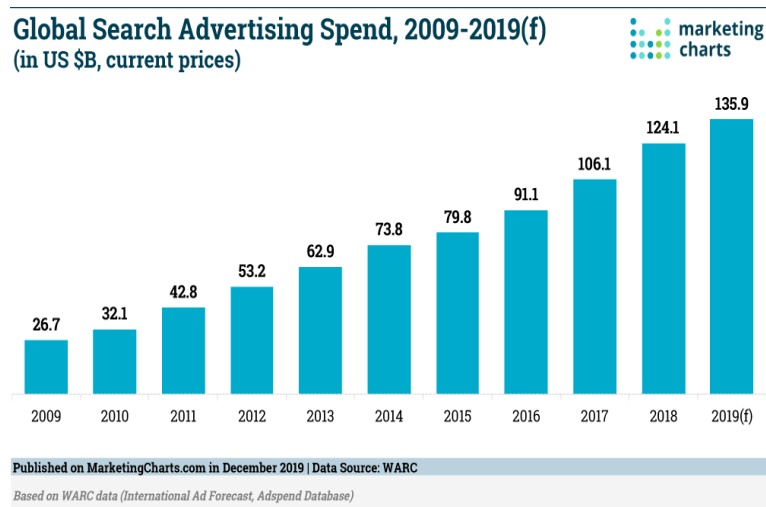


Fig 1 . Money spent on advertising for 10 years (2009-2019)

The above graphs shows how expenses have changed. The advancement in the technology is the main reason for it. Right from the beginning, advertisements sought to be creative and eye catchy.

But these days there are many new terms associated with it. Design thinking and UI/UX. These concepts are rewriting all the existing norms about digital media. According to Stephan Vogel, Ogilvy & Mather Germany’s chief creative officer: “Nothing is more efficient than creative advertising. Creative advertising is more memorable, longer lasting, works with less media spending, and builds a fan community...faster.”

2. The Concept Of Design Thinking And UI/UX In Advertisements

2.1 Design Thinking

Design thinking is an iterative process in which you seek to understand your users, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test. The overall goal is to identify alternative strategies and solutions that are not instantly apparent with your initial level of understanding. It revolves around a deep interest to understand the people for whom we design products and services and help us to observe more. By using design thinking, we can have the freedom to generate ground-breaking solutions and stand out from the crowd.

2.2 UI/UX

UX design refers to the term “user experience design”, while UI stands for “user interface design”. Both elements are crucial to a product and work closely together. But despite their professional relationship, the roles themselves are quite different, referring to very different aspects of the product development process and the design discipline. So in advertisements when we are talking about any kind of product or an item, it has become very important that we think about the design, user interface and user experience. If not, the longevity of our project will be a question. As we all have heard, a good design is something that lasts long.

3. Case Study 01- Advertisements With Design Thinking And UI/UX

Why advertisements and design thinking? Advertisements can be completely worthless, if we can’t reach the targeted audience. The time, money and work force invested will have no value. Because advertisements is no longer an element in business, it itself has grown to a big entity. This is where design thinking takes the lead. It helps to connect with the targeted audience. Design thinking is an iterative process. The major steps involved are,

- Empathize
- Define
- Ideate
- Prototype
- Test



Fig 2 Design thinking process

Getting inside the head of your target user is the best method to connect with them. You want to develop empathy with them, discover who they are, what they do, and what they desire so that you can figure out how to approach them. That is where design thinking begins.

After identifying your target market, you should look into as many various ways to connect with them as you can. You want to test your ideas after identifying your best ones. Your testing may produce excellent findings or outcomes that are less than desirable, but you will be able to draw lessons from each and apply them to your subsequent tests.

Eventually, through design thinking, you will have discovered a successful method of reaching your target audience. The best aspect is that you will consistently be able to adjust to changes in your target audience, the technology and mediums you use to reach them, and other unexpected things thrown your way. Through ongoing iteration, adaptation, and failure, design thinking fosters learning.

Design thinking is intended to be an iterative process. During testing, you will frequently refer back to your prior reading. You might need to conduct further study while prototyping in order to comprehend a pain point you are now experiencing. After testing, you might learn that you defined the incorrect problem, and the entire process would then start over with better knowledge and assurance.

The early adoption and application of design thinking methods and principles in advertisements can benefit in the following way; Using inspiration techniques to stimulate creativity in novel ways. Enhancing the connections made while working together on ideas with clients. Starting campaigns and concepts off right with their approval. Establishing an innovative USP in a market that is becoming increasingly commodity-like.

The main aim of design thinking is problem solving. Same is with advertisements also. We are addressing the problem of a need that occurred. So implementing design thinking in our marketing strategies can help us run better business. You will learn when to use data, when to ignore trends, and when to take risks by approaching marketing problem-solving with a designer's attitude.

Since we have the design with us, now it is equally important how our audience or user gets to interact with it, or what all can be the takeaways for them. That is done by UI/UX designers.

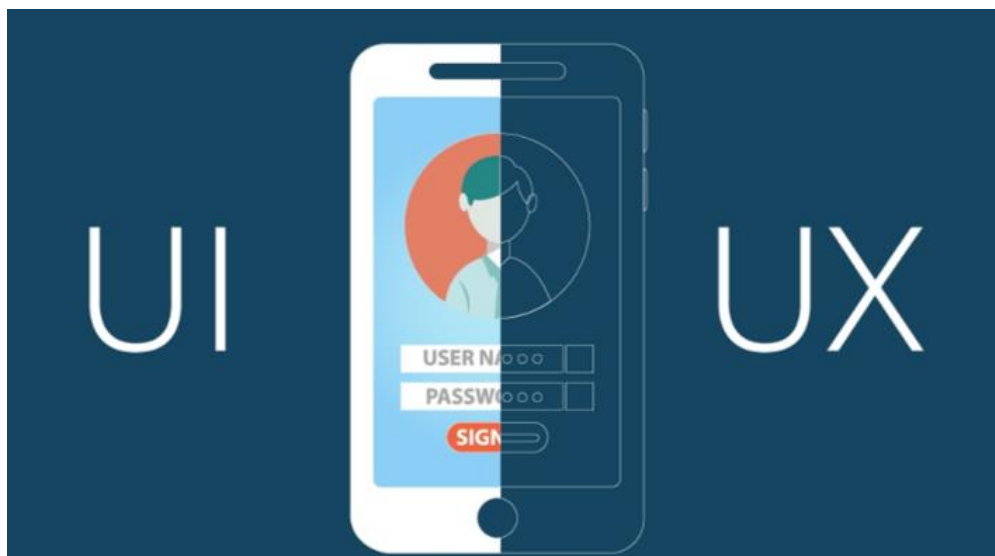


Fig3. How UI/ UX works

In the past, our targeted audience had no other choice that, to sit and watch the commercials breaks while watching TV. But now we have shifted our platforms to YouTube and advertisement free

platforms like Netflix. Then how do we reach them. Advertisements has to strong enough as if we are casting a spell on them.

In a recent survey done, these were the responses of people. So a huge majority is interested in advertisements. So it is the responsibly of the creators to make it catchy.

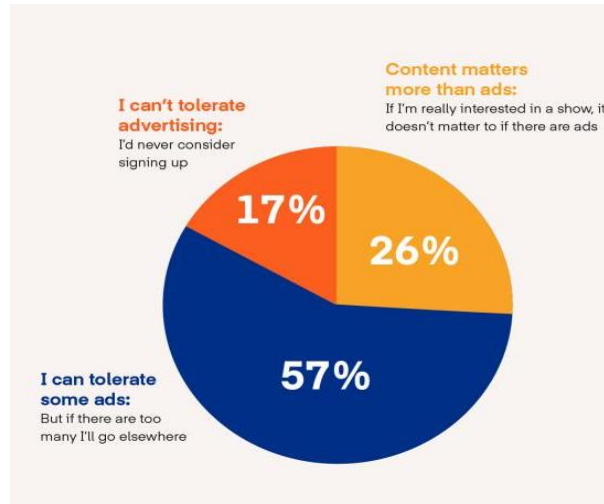


Fig 4 How people react to advertisements

With a proper UX designer this is possible. To improve their audience's experience, UX designers knows what can be the best practices that is to be applied. When UX and advertising are combined, the outcome may be an advertisement that the user genuinely connects with. Although this symbiotic relationship between a designer and a marketer is a recent development, it is not just a passing fad. A UX-inspired commercial is subtle but obvious. By providing personalised content based on the user's browsing history, routines, and habits, it is driven by aggregated data to be incredibly relevant to them.

Hence when contents that are satisfying our needs or tastes come, we cant avoid them. We sit and watch them. In most cases we go behind them . We reach out to the site, or the store and buy goods. While checking on the sites we are automatically increasing their website traffic and already supporting it. Personalized advertisements help brands stand out from the clutter of online advertisements while enhancing relevance to consumers to generate favorable responses.

4. Case Study 02- Advertisements Without Implementing Design Thinking And UI/UX

Advertisements without implementing design thinking is going to look bald and incomplete. We might be able to tell them about the product, but we will miserably fail to create an impact on our customer. Advertisements should stay for a long time, and people remember about the product because of its creativity.

The major reasons why advertisement have grown to be this crucial is because, advertisements are no longer in papers or billboards. It is in our finger tips. We are constantly interacting with it. So to enhance this interaction design thinking, and UX in very important.

Traditional marketing, that is our aim is to talk about the product only, has the drawback of preventing you from reacting to market developments as quickly as more modern types of communication. When you run magazine advertising, you might need to develop your message weeks or months in advance. Even daily newspaper ads could need several days' worth of advance time. Time and increased production costs are needed when changing broadcast advertisements. Small businesses can quickly update their websites, tweets, and Facebook pages.

Research quoted in Forbes magazine predicted that in 2019, digital advertising would exceed traditional advertising. Based on the quantity of personal information that websites gather about visitors, modern technology enables marketers to more accurately target potential clients. Small businesses can anticipate not just the sort of visitor but also their frequency of visits, the content they view, and other details. According to digital advertising provider Acuity Adverts, programmatic advertising helps place your ads in front of specific target customers regardless of the website they visit.

When compared to more recent modes of communication, traditional advertising has considerably more limited message delivery options. You have virtually limitless options to provide them with page after page of information if you can bring them to your website by clicking on a banner ad or link. With print and broadcast, you have a limited amount of space or 30 seconds to get your point through.

As we need to be thinking from the consumer's perspective all the time, something that is very important is the number of clicks or duration they need to be spending for the advertisements. While creating a website or anything, our priority should be that our customer is having a good experience. Imagine, , while shopping something we need to go through multiple clicks or pages and then finally choose our desired product. It is very obvious that we may lose our customer. With UI/UX and design thinking we are able to solve this problem.

Personalisation or customization won't be applicable in traditional advertisements. Nor will we be able to understand what are the needs of our customer. With proper integration of data, and strategies of design thinking and the various phases we will be able to create a better experience for them.

So without proper implementation, planning and steps involved in design thinking, advertisements can be really messy and complicated. As in the following figure, our work will be more vibrant with design thinking in it.



Fig 5 Advertisements before and after

The best example of how innovative advertisements conquered our minds would be the example of Idea Dokomo. Those little figures rule over us through TV and internet.

Since AI is an important aspect in advertisements, ads without design thinking and UI/UX are going to fail miserably. The AI industry was measured at \$9.5 billion in 2018, \$27 billion in 2019, and is expected to grow to more than \$250 billion by 2027. Better UX means better involvement. Let us

consider an example of the app snapchat. We will receive multiple advertisements while using it. If we lack proper design thinking and UI/UX people wont engage with it.

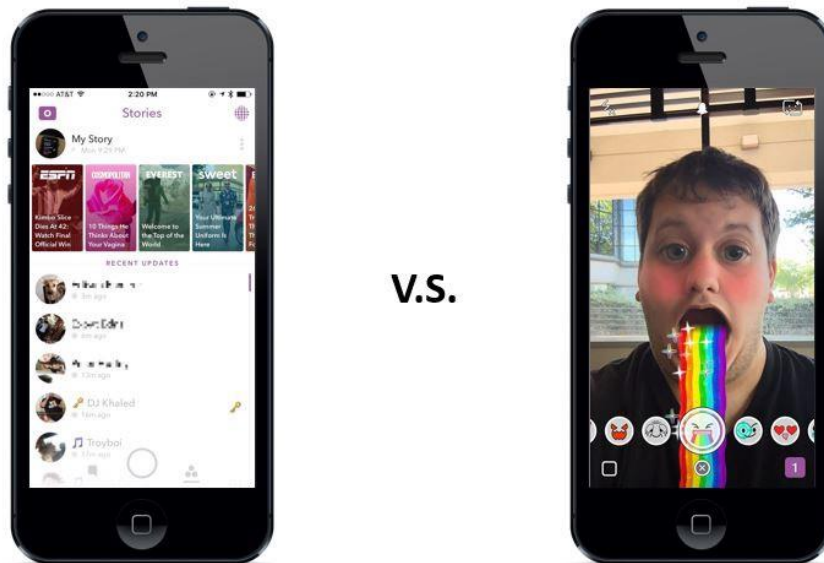


Fig 6 Normal messaging app and creative messaging app

Consider this as the interface the user sees without Design thinking or UX. It can be boring or irritating. At the same time, if it is with proper UX people stay longer to interact with it. Even though we have many app to chat and engage with people , snapchat was able to dominate in a a different way due to proper design thinking.

As we have mentioned about data collection also, imagine while a child is watching its favorite cartoon or movie, and it suddenly sees the add of a women’s clothing shop. The situation is that, it is totally inappropriate and we immediately shift from it. At the same time, if it is an advertisement of a baby product the child will be more involved in it. These days people do say that kids enjoy advertisements. This will not have happened without the implementation of design thinking. Advertisements fail because of their poor design thinking strategies and UX.

5. Conclusion

Finally, it’s about time to radically reshape advertising . By adopting design thinking and building new creative structures around it, this can then transform the way advertising organizations deliver ideas in addition to developing products, services, processes, and strategy. This can happen much quicker if advertising creatives take the lead in creating the future instead of surrendering the decision-making to other agency departments. It makes advertising a more sophisticated process and enhances the whole experience of the consumer and the creator. Always remember the more effort we give in design thinking and user experience are always going to be an asset.

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