



HOW **SOCIAL LISTENING**
CAN CONTRIBUTE TO
AN EFFECTIVE
USER EXPERIENCE
STRATEGY

INTRODUCTION



An effective user experience strategy is the intersect between a company's **capabilities and users' **needs**.**

User experience (UX) refers to a person's emotions and attitudes towards the usage of a particular product, system or service. Additionally, it includes a person's perception of system aspects such as utility, ease of use and efficiency.

A key part of UX is understanding **users**, their likes and dislikes through **product reviews**. Social listening provides a way to gather data of authentic feedback and experiences from users in real time. The UX team can then act on these insights to construct user personas and product designs.

The organic findings of social media data may or may not support prior assumptions in user experience. In this whitepaper, Isentia will share how social listening plays an integral role through the design thinking process using Fitbit as a case in point.

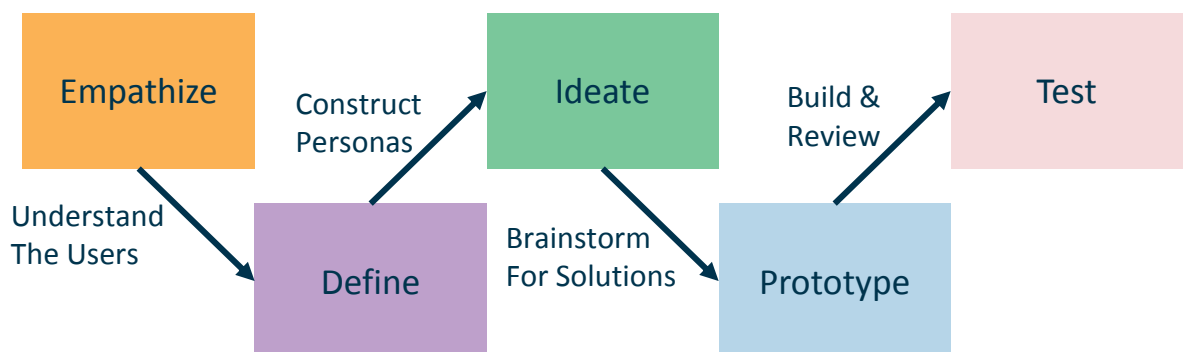
SOCIAL MEDIA DATA SUPPORTS EVERY STEP OF THE DESIGN THINKING PROCESS

Social media platforms reveals user's authentic response towards a brand or a product in an unprompted way.

Through conversational data, brands are able to understand user's positive or negative feedbacks, their preferences and opinions of a product. It also allow brands to have a direct contact with targeted audience for a quicker turnaround.

These insights can be applied along design thinking process from understanding the users, to identifying personas of user profiles, ideate plans or brainstorm for solutions before testing out the concept on social channels.

Design Thinking Process



Design-focused companies have outperformed the S&P 500 index by 228 per cent in the last decade according to a study by Design Management Institute. Design thinking is about discovering and defining a usability problem, and then empathetically designing a solution. Every step of the process should be user-centered.

HOW TO APPLY SOCIAL LISTENING THROUGH THE DESIGN THINKING PROCESS

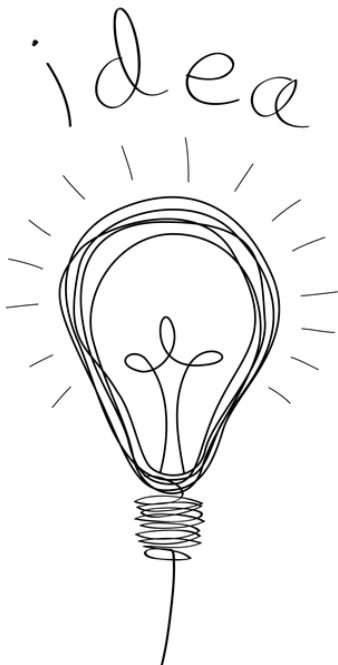
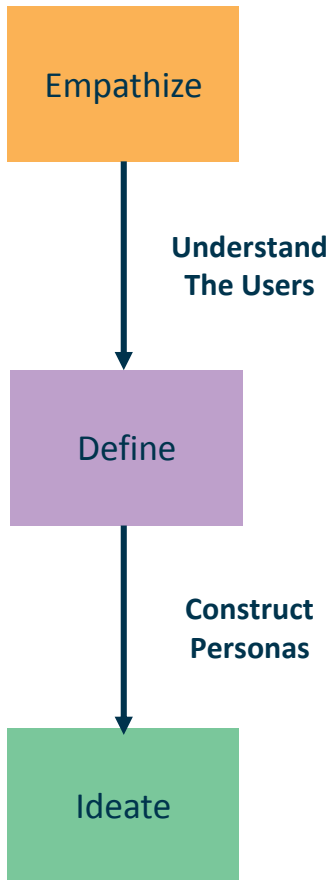
FITBIT AS A CASE IN POINT

Fitbit is a player in the wearable fitness tracker market providing a range of products that measure personal fitness data such as the number of steps walked, heart rate etc.



 fitbit

SOCIAL LISTENING HELPS TO UNDERSTAND USERS AND CONSTRUCT PERSONAS



DEFINE YOUR TARGET AUDIENCE



Based on a report by Statista, 40.6 per cent of Singapore users in the wearables market are millennials aged between 25 to 34 years old.

What does this mean for the UX team?

- Start with understanding the users from demographics perspective and determine who are your target audience before working off the user experience plan.

CHARACTERISTICS OF YOUR TARGET AUDIENCE

Through a series of social media data, we have determined three key areas of interest for Singaporean millennials aged between 25 to 34 years old.

Persona: Fitbit Millennials

SHOPS



Decathlon
Fulfils sporting desires with reasonably priced gears.

ATTENDS



Fitness First Singapore
Tries to maintain fitness level in the midst of busy schedule.

READS



Money Digest
Keeps up to date on trending deals in Singapore.

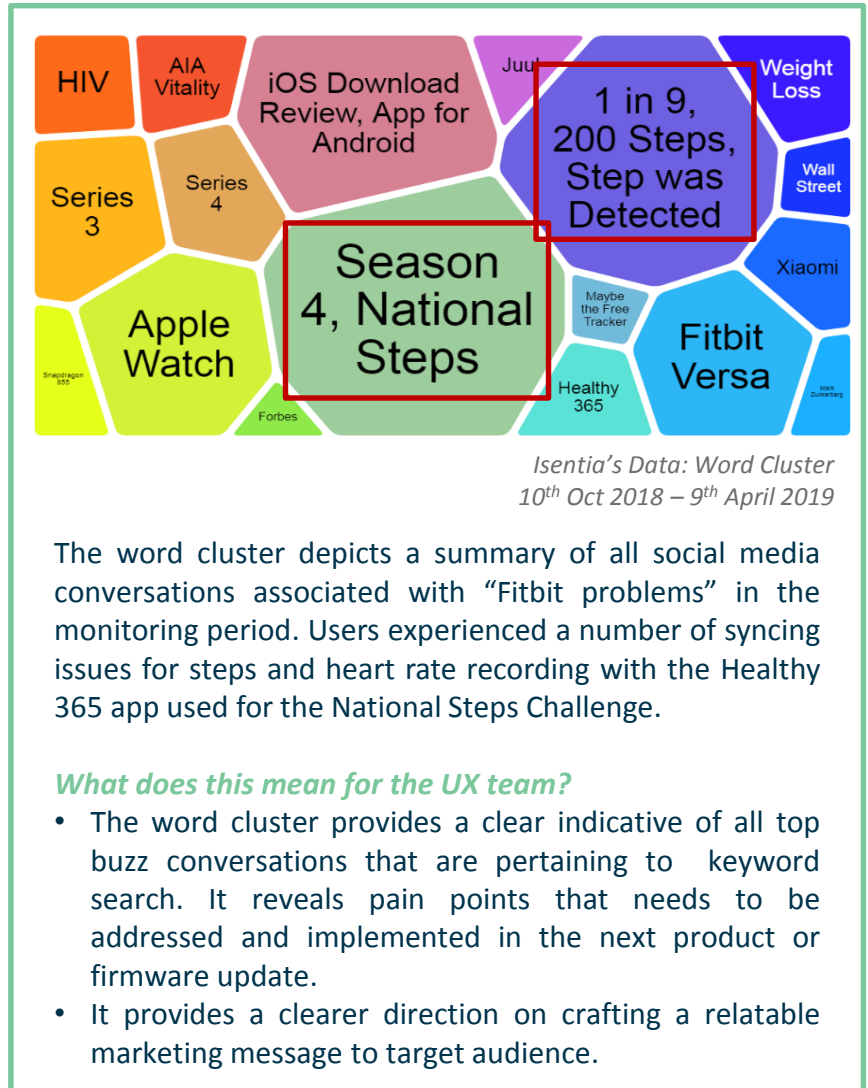
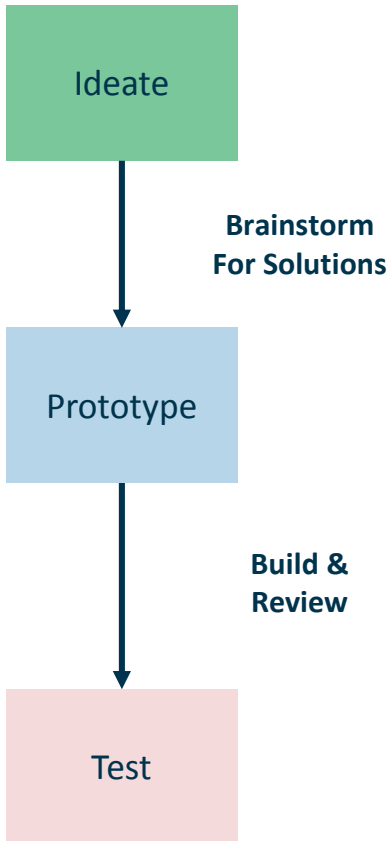
Facebook data as of 5th April 2019

What does this mean for the UX team?

- The psychographic data was determined through social media on areas like interest, opinions and lifestyle. It allows the team to craft user experience strategy in an effective manner targeting at these areas that users are able to relate on.

SOCIAL LISTENING HELPS TO BRAINSTORM AND REVIEW PRODUCT IMPROVEMENTS IDEAS

BRAINSTORM FOR SOLUTIONS & CRAFT YOUR MARKETING MESSAGE AROUND TARGET AUDIENCE INTEREST AREA



BUILD & REVIEW



*Isentia's Data: Fitbit Sentiments
30th Sep 2018 – 29th March 2019*

What does this mean for the UX team?

- Gather feedbacks and testing concepts can be done through social media.
- These authentic feedbacks on social media are quantifiable into sentiments to give a sensing if the concept or strategy is workable for organizations.
- Allows the team to take a deeper dive in understanding the details of the feedback to build and review.

Key Takeaways

Identify the data in your business, or that you have access to, which can be used to define your audiences

Test product concept via social media to get a clearer indication on target audience preference through sentiments

Use social media data to tailor your content and advertising to drive a highly effective marketing strategy





Thank you.

To find out how else Isentia can value-add to your brand's marketing and communications strategy, please contact:

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