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BENEFITS OF EFFECTIVE INFORMATION DESIGN

Information design and user experience (UX) design go together, and both need to be done well. Users need to be able to find their way around information without it being overwhelming or confusing, so the information presented must be clear. Here are six things to consider:

▶ OMNICHANNEL EXPERIENCE

62% of customers say they want to engage with brands across multiple digital channels.

Khoros

▶ CUSTOMER EXPERIENCE (CX)

60% of consumers prefer sitting in a traffic jam to having a poor customer experience.

Business Wire

▶ PERSONALIZATION

71% of consumers expect personalized interactions with companies. **76%** report becoming frustrated if this doesn't happen.

McKinsey & Company

▶ ENVIRONMENTALLY CONSCIOUS CUSTOMERS

78% of customers say their decision to purchase from a company is influenced by the company's environmental practices. Page reduction and interactive and custom messaging are just a few ways we can support a client's sustainability initiatives.

Salesforce

▶ TYPOGRAPHY + FONTS

Brand-specific fonts can be used to reinforce brand recognition. However, typography should also involve attention to layout, accessibility, color, contrast, font style, and size to give a visual hierarchy to your content.

Webflow

▶ DATA STORYTELLING

69% of B2B marketers consider B2B purchasing decisions to be as emotionally-driven as B2C decisions. Data storytelling helps strengthen the hierarchy of a design, bring attention to important details, and reach customers on emotional and rational levels.

LinkedIn

