

Web Customization in 5

Customization works well for organizations that want to enhance their standard customer experience but don't have the necessary tools or strategy for in-depth personalization.

5 Best Practices for Customizing Your Website

- 1** Define your business OBJECTIVES and GOALS for customizing the user experience before starting any customization project.
- 2** Identify WHO you are providing customization for. Detail the demographics, behavioral attributes and the channel (mobile, PC, etc.).
- 3** Determine WHAT the persona wants. Do your users want a high level of customization or are they looking for simple changes to enhance the experience?
- 4** Do NOT provide too many choices or make the customization process too difficult for your users. Overwhelming users with customization options can lead to frustration and abandonment.
- 5** Do NOT use customization to fix the standard experience. Customization is a means of enhancing the existing user-friendly experience.

5 Biggest Challenges Marketers Face While Customizing Their Websites

- 1 Customization is a complex, resource-intensive task for marketing teams, often requiring additional budget and exhaustive collaboration between several teams.
- 2 Accurately articulating individual needs of target users for customization is critical but many organizations struggle with defining wants and needs.
- 3 Designing a single, customizable experience for users is often a major hurdle. This includes creating a single product that can meet both business and personal customization needs.
- 4 Walking the line between offering the correct options and overwhelming users with customization options is difficult and requires proper research and planning.
- 5 Customization is just one piece of the user experience puzzle. Understanding where customization fits within the tools of building exceptional user experience is key.

Customization is one of many tools you can use to design exceptional and differentiated user experiences. Providing users a few simple choices improves enhances the overall experience without overwhelming them.

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