



# How User Experience impacts Brand Equity



Snigdha Sah  
Chris Thorne  
GfK



**TorCHI Toronto Region Computer  
Human Interaction**

# My Ford Touch



**\$50**  
per car  
sold

**40%**  
buy on  
tech

“Why the MyFord Touch controls are a pain in the neck”

— **ConsumerReports.org**

“MyFord Touch is just too complicated?”

— **Free Press** | 6.23.13

“Aggravating MyFord Touch  
Plummeting in J.D. Power

— **The New York Times**

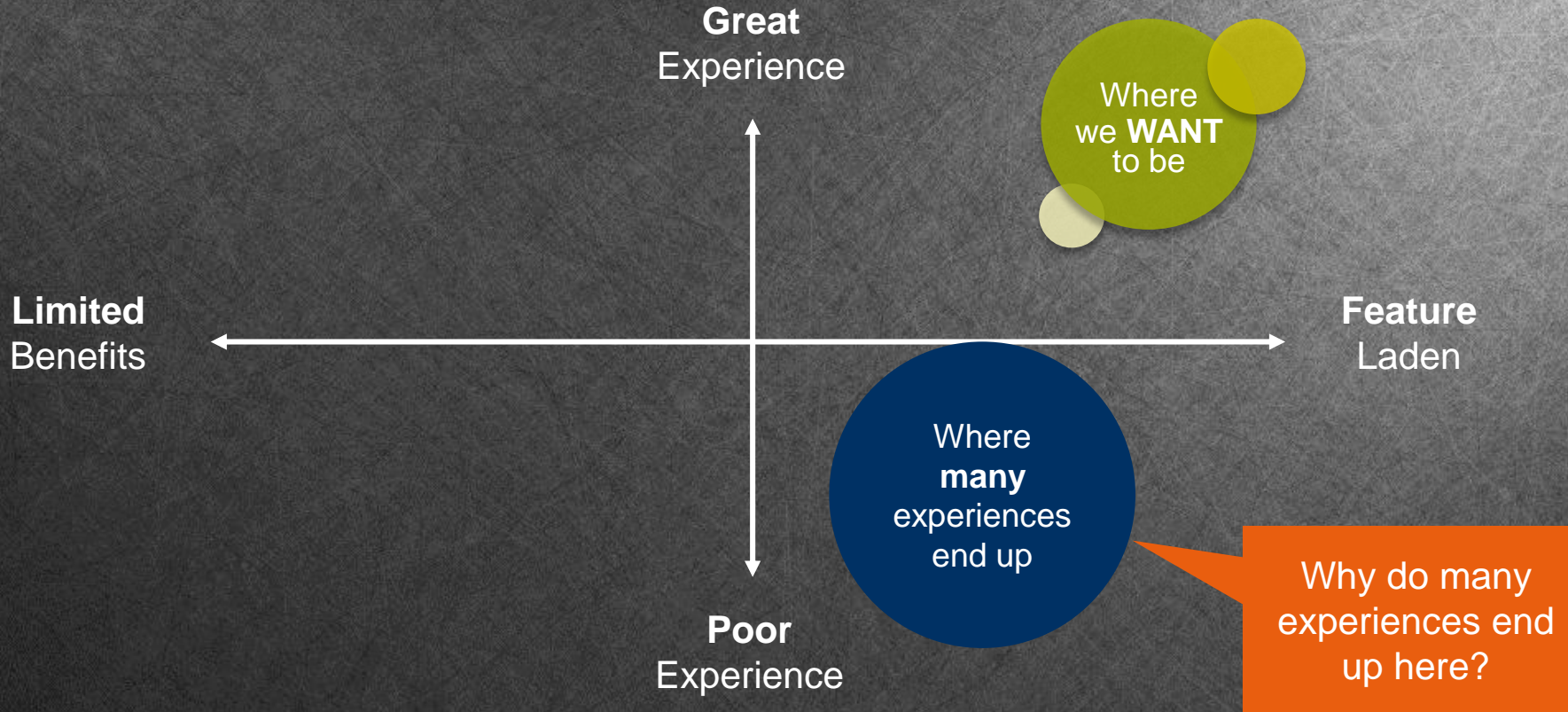
Poor UX  
crushed  
Ford's  
brand

“MyFord Touch fell from  
5<sup>th</sup> to 20<sup>th</sup> in rankings”

— **TECH** | 6.23.11



# ...so why does it happen?



Do designers wake up and say:  
‘I think I’m gonna make  
things a little harder for  
those users today?’



What is  
**'Brand'**?

Why do  
companies  
create  
brands?

symbol,  
at  
ood

gac      ation





Why do people leave brands where they've had **good experiences?**







*Brand Perception(Product)*

$$= \sum_{k=0}^n \textit{Experiences}$$





# It's more than a pretty website... Consider all touchpoints



Source: <http://uxmas.com/2013/did-ux-kill-branding>

© GfK 2017 | TorCHI | How User Experience impacts Brand Equity | March 2017

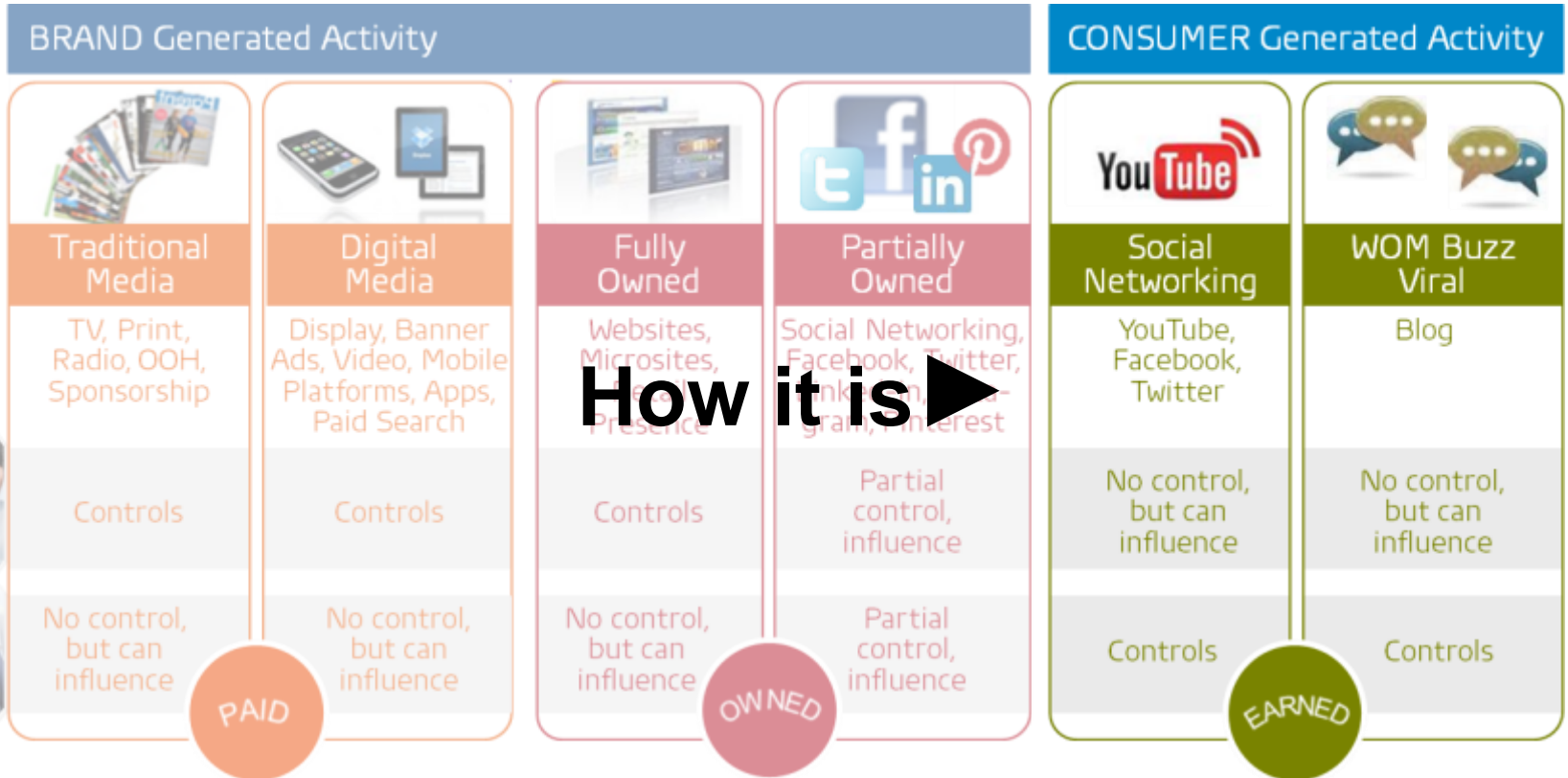


How  
brands are  
communicating  
is changing...



# Evolution of Branding

## Once a logo, now a two-way communication



How it is ▶





*Earned media*  
means more  
to the brand  
than ever

Balance  
tipped to  
User





Companies won't 'get away with'  
telling customers how great their  
experiences are.



How does  
the marketer  
influence **earned  
media**?



$\psi \cdot mg$   $v_0 = v_1$

$d = n \frac{\lambda}{2}; n = 1, 2, 3, \dots$

$v^2 = \frac{F}{2m}; E_n = \frac{F_n^2}{2m}$

$E_1 = 3E_0$   $|dE| = \frac{\lambda}{4\pi\epsilon_0}$

$E_2 = 4E_0$   $= \frac{\lambda}{4\pi\epsilon_0}$

$\frac{d}{\lambda} = n$

$\frac{h^2}{8md^2} = n^2 E_1$

$\frac{md^2}{2} = -E_1$

$\psi(x,0) = A \exp(-\dots)$

$|\psi|^2 = A^2 \exp(-\dots)$

$\beta(h) = \frac{\sqrt{x}}{\sqrt{\pi}} e^{-x^2/(h-h_0)^2}$

$|\psi|^2 = \frac{1}{4\pi r_0} e^{-\dots}$

$E_{pot} = -\frac{1}{r}$

$\frac{1}{2} m v^2 + mgy = P_A$

$v^2 = mgh$

$\cos \theta = \dots$

$\lambda_1 = \frac{v_0}{f}$

$\sin \theta_1 = \dots$

$\frac{\sin \theta_1}{\lambda_1} = \frac{\sin \theta_2}{\lambda_2}$

$\frac{m v}{(1-\beta^2)^{3/2}} = m$

$(v_1^{(x)})^2 = (v_0^{(x)})^2$

$\frac{1}{\gamma} = \sqrt{1 - \beta^2}$

$\frac{1}{\gamma} = \frac{1}{\sqrt{1 - \beta^2}}$

$E_{pot} = -\frac{1}{r}$

$U = F \cdot r$

$\sum F_y = -kx$

$-kx = m \ddot{x}$

$E_{pot} = \frac{1}{2} kx^2$

$U_{A,B} = X \cdot dA$

$F_{\text{eff}} = F \sin \theta = FL$   $v = v_0 \cdot \frac{r}{R}$

$F_n \cdot x + F_{\text{ax}} \cdot x = ma$   $\int dx = \frac{U \cdot g}{z}$

$F_n \cdot x = 0; F_{\text{ax}} = |F_{\text{ax}}| \sin \theta$

$= mg \sin \theta$

$\ddot{x} = g \sin \theta$   $z = \dots$

$v^2 = 2gh$   $v_s = \sqrt{2gh}$

$\oint E \cdot dl = \frac{d}{dt} \int B \cdot dA = - \int \frac{dB}{dt} dA$

$\nabla \cdot B = 0$

$\oint B \cdot dl = \dots$

$\frac{d}{dt} \int E \cdot dA = \dots$

$= - \frac{dQ}{dt}$

$\rho = \mu_0 (J + J_{\text{ext}})$

$F_{s1} = |F_{s2}| \dots$

$\phi = \dots$

$P_1, P_2, P_3$

$c, o$

$\phi = \dots$

# Mature organizations understand...



User experiences are  
brand experiences, and that  
They should *divert resources to UX*

We do a lot to measure brand...  
How do we measure UX?

UX Score extends beyond usability to measure critical dimensions of UX

## Usability

Learnability / Operability



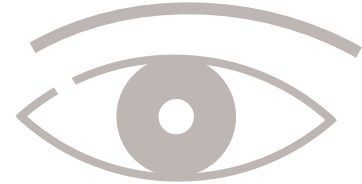
## Usefulness

Product fit / Inspiration



## Aesthetics

Look & Feel

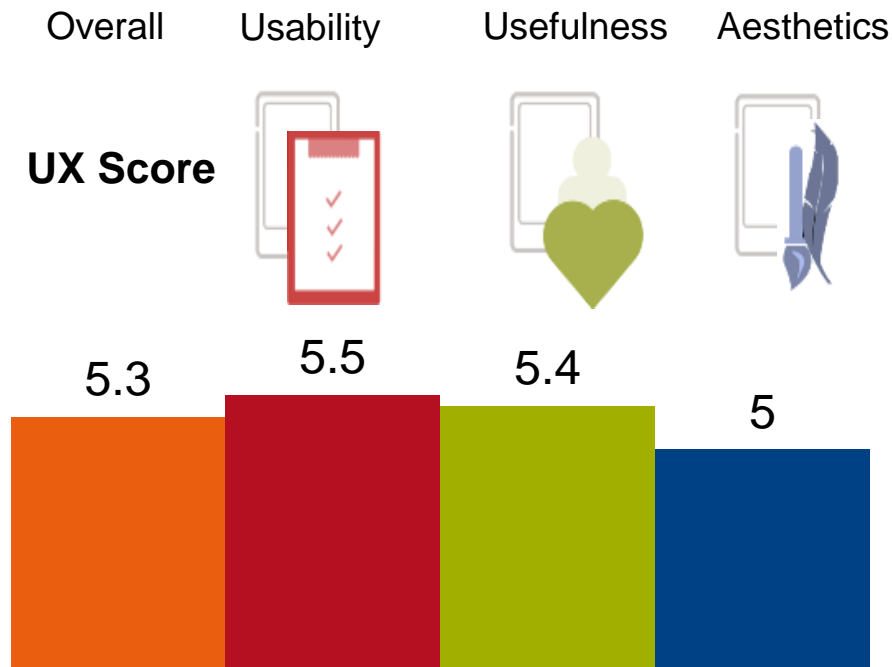


GfK developed and validated a user experience model in a baseline survey with hundreds of users and different product classes.



## Visualizing the UX Score

- Rated on six-point scale
  - Average of ratings
- Overall Score
- Component scores (usability, usefulness, and aesthetics) sharpen focus on where to improve UX
- A battery of 10 different questions build the component scores and the overall



## Applications of UX Score

---



**Measure over time** (before and after a product improvement.)

---



**Compare products or touchpoints**

---



**Compare competitive products**

---



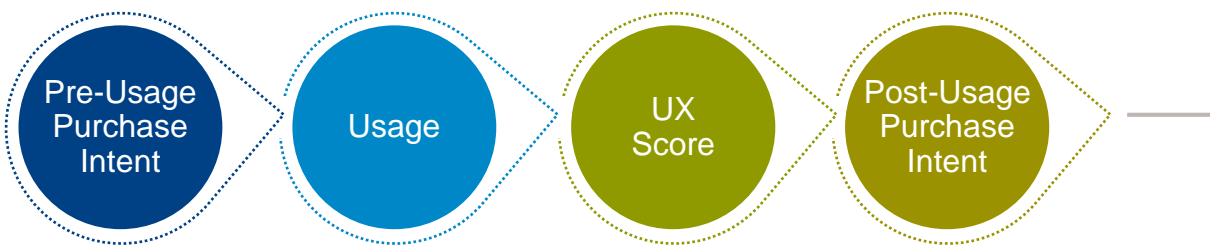
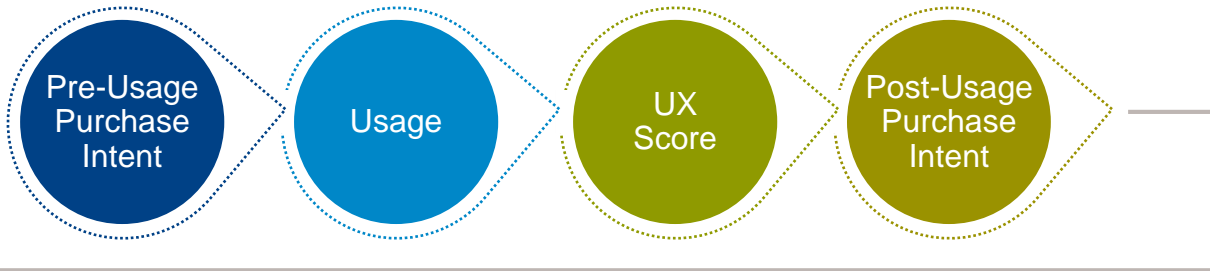
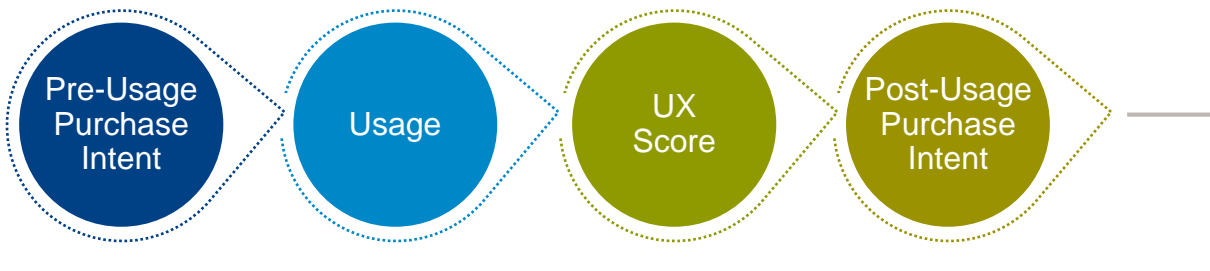
**Compare user groups**

---

Purchase intent (PI)  
is one measure of  
Brand Strength



Can we measure  
how *product usage*  
affects *purchase  
intent*?

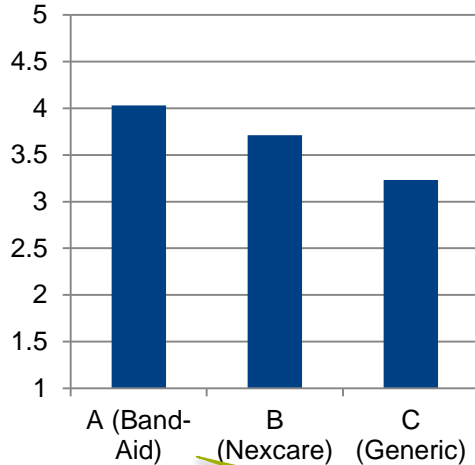


n=31, Repeated measures, Order of assignment (A, B, C) determined by Latin Square

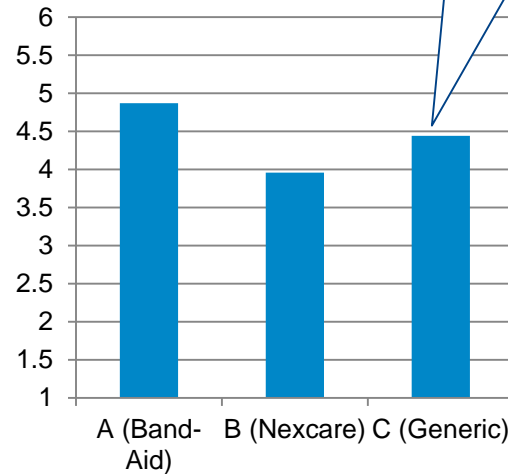
# Results



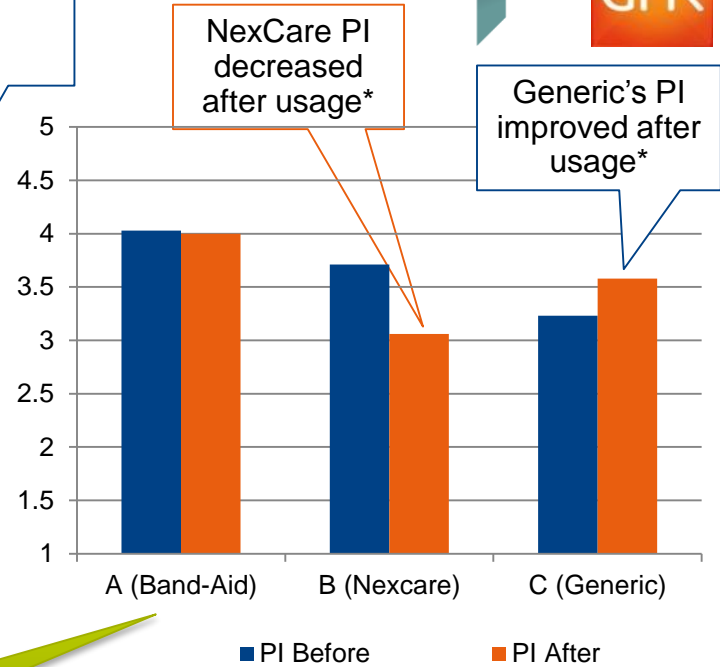
## PI Before



## UX Score



UX Score is higher for Generic than for NexCare\*



NexCare PI decreased after usage\*

Generic's PI improved after usage\*

BandAid Had High Purchase Intent (PI) Before and After and UX Score was highest

\* Differences sig at least at  $p < .05$

Bottom Line



UX strongly influenced Purchase Intent





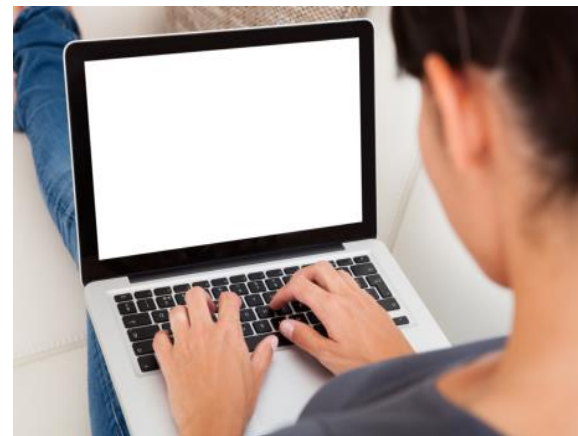
# Understanding UX and Brand in Banking



ATM Experience



Mobile App Experience

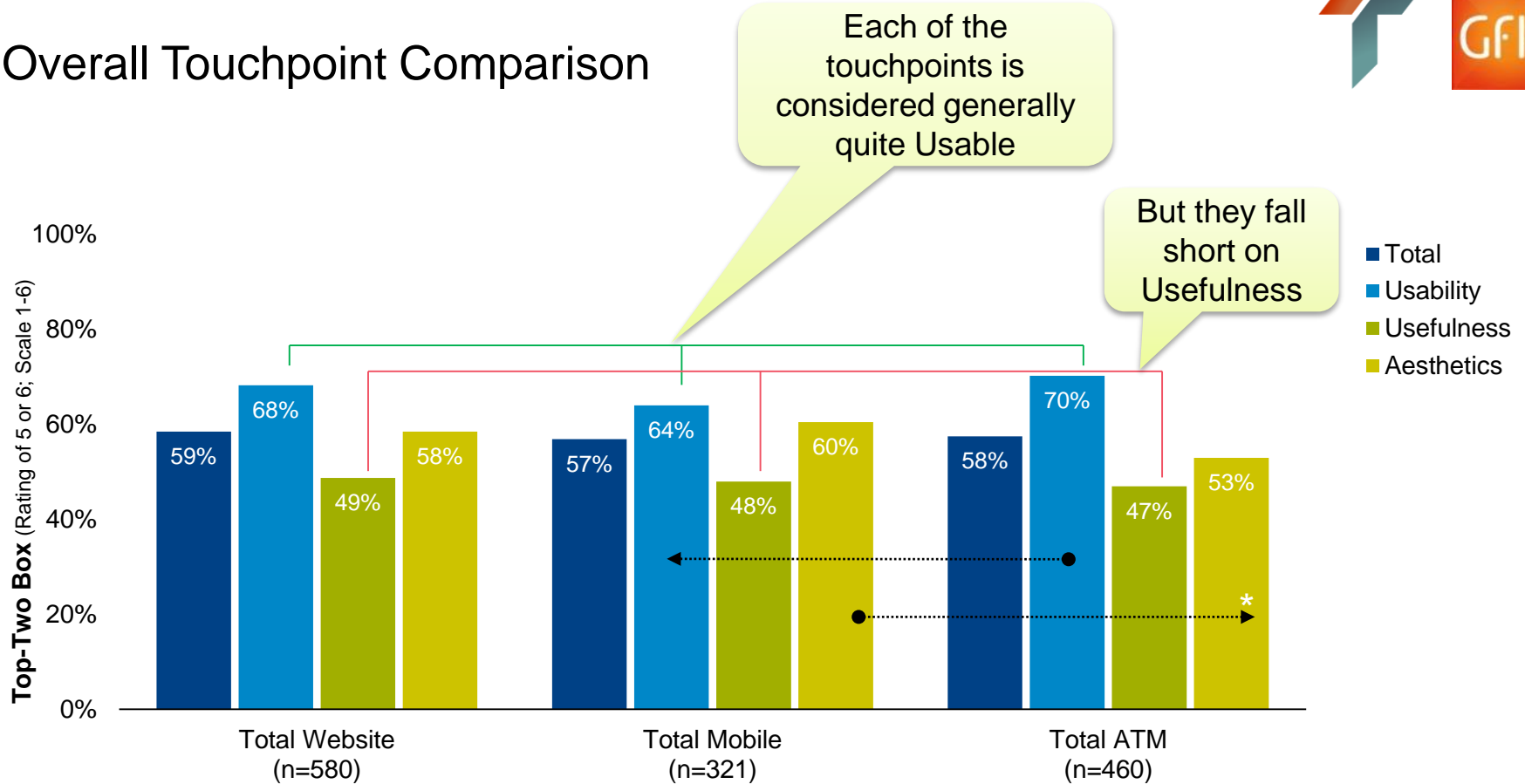


Computer Web Experience

**How does the user experience differ across touchpoints and across banks?**

**How do these measures relate to brand measures (Active Brand Equity)?**

# Overall Touchpoint Comparison

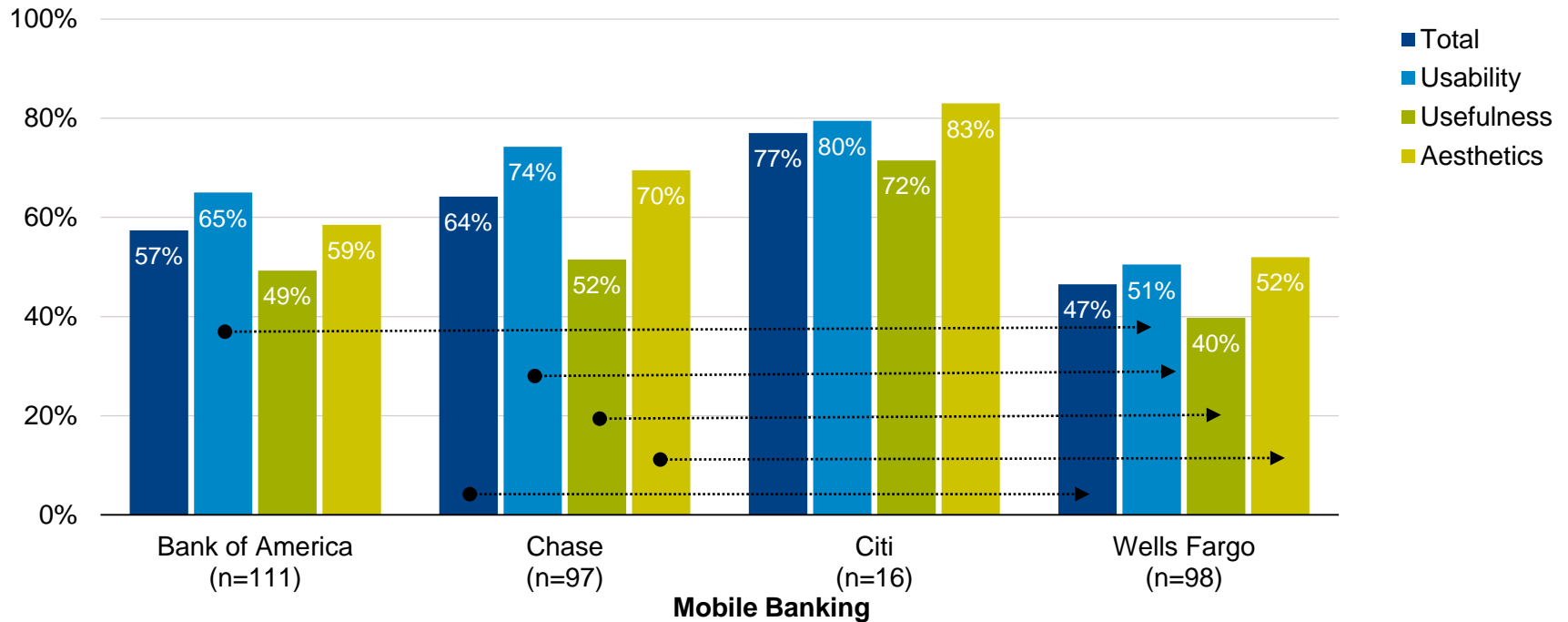


\* Arrows illustrate significant differences

# Wells Fargo Mobile App Falls Far Short of Chase, and is Seen As Less Usable than Bank of America's App

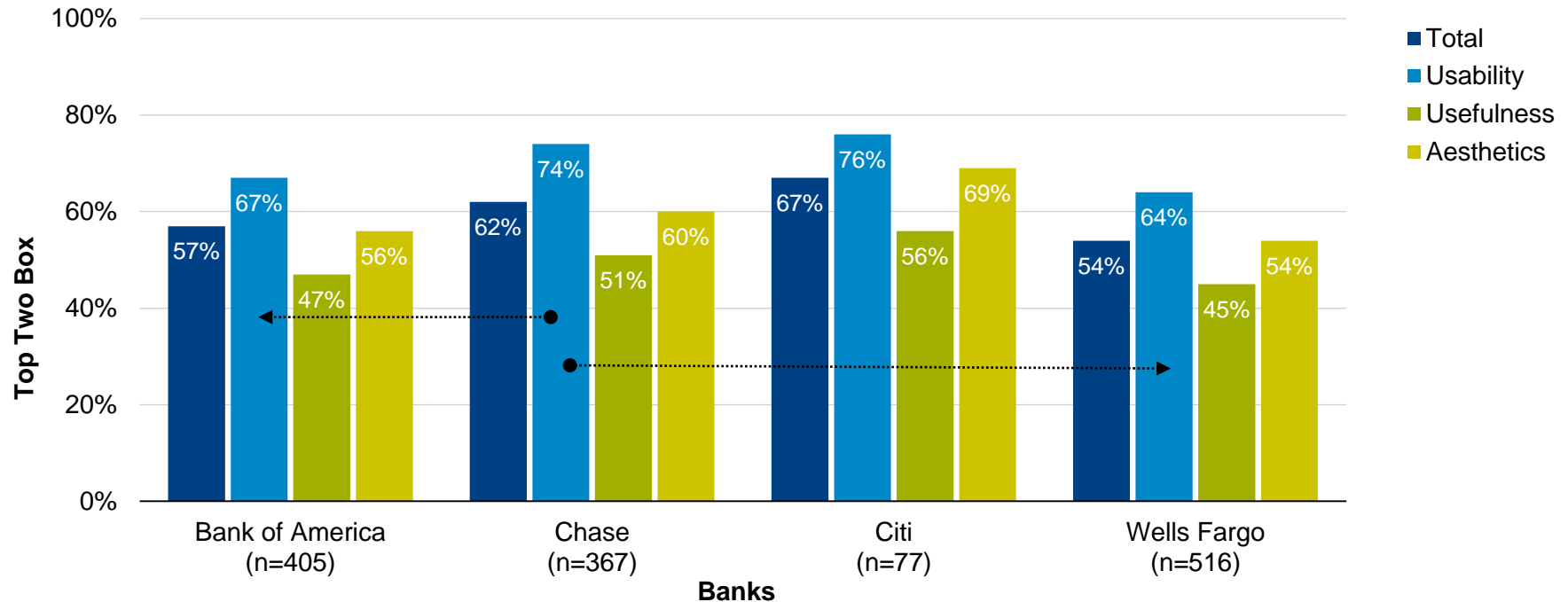


## Comparisons of Mobile Banking

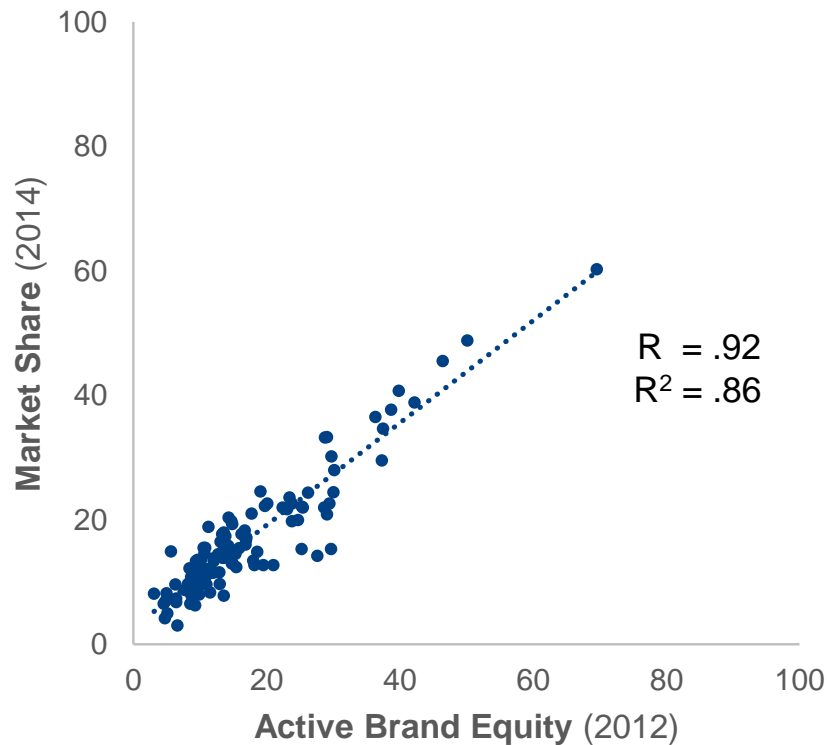


# Chase is seen as more usable than BofA or Wells

## Comparisons by Bank Aggregate



# Active Brand Equity is strongly Related to Market Share



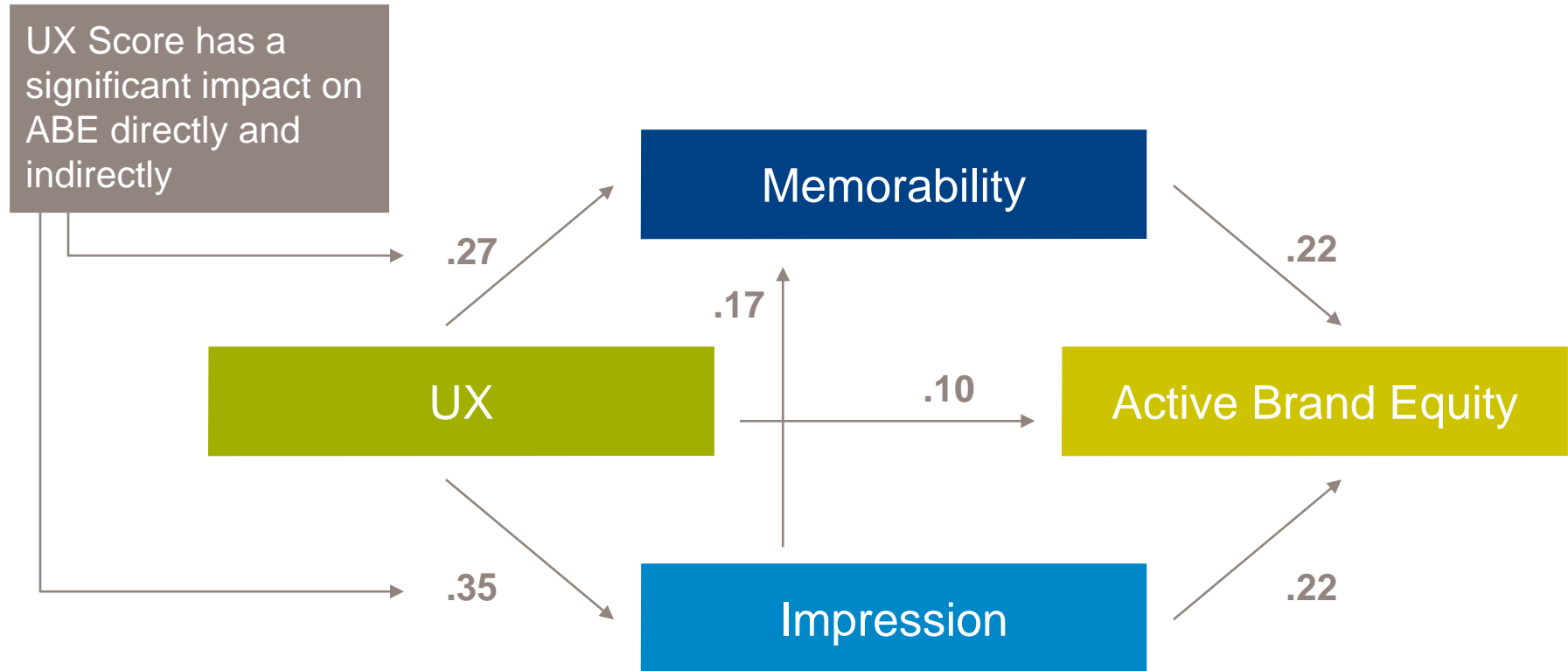
Active Brand Equity* (2012)	Indexed Share of Business** (2014)
Low	50
Medium	87
High	161

\*Active Brand Equity divided in tertials

\*\*Share of Business measured from past 10 purchases, indexed with Average = 100.

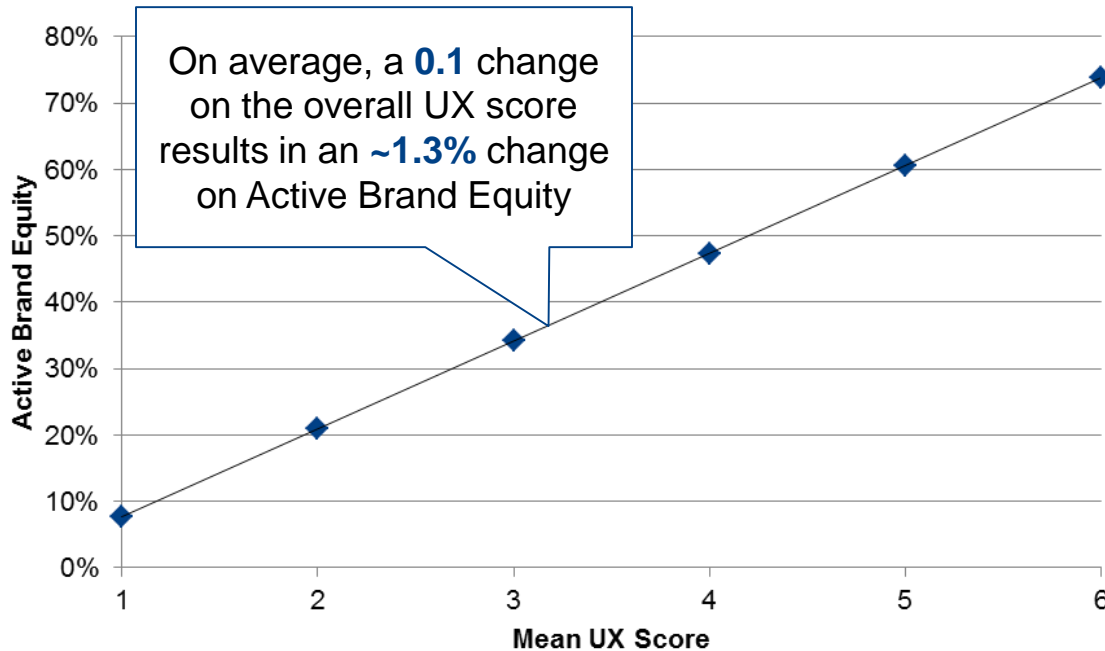
Source: 128 brands in 20 categories from US Benchmark (2012) and Validation Study(2014)

# Using Structural Equation Model we explored the relationship between the UX Score and Active Brand Equity



# Improving UX Score Improves Active Brand Equity

## ABE is Directly Related to Market Share



- Brands that invest in improving the UX should yield strong brand equity returns
- User experience effects on brand equity are largely mediated by the overall recent brand experience



# Improving the Brand



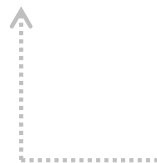
It all  
begins with  
**understanding**  
**your** customer  
**user experience**



Good UX  
Builds



Brand  
Relationships



Bad UX  
Erodes



# Improving the User Experience



Advertising & marketing can **amplify the success** of a **great design...**

But they can **rarely compensate** for a **poor one.**



# THANK YOU!



**Snigdha Sah**

Senior Lead Specialist | UX  
snigdha.sah@gfK.com



**Chris Thorne**

Vice President | RD Client Services  
chris.thorne@gfk.com