



# How to stand out among competitors:

## *Designing the relationship between a customer and a brand.*

A CO-WRITTEN PIECE ABOUT UX AND BEHAVIOURAL DESIGN BY UX LEAD/ CREATIVE STRATEGIST JENNY KAN AND COGNITIVE SCIENTIST LOVISA BOBERG.

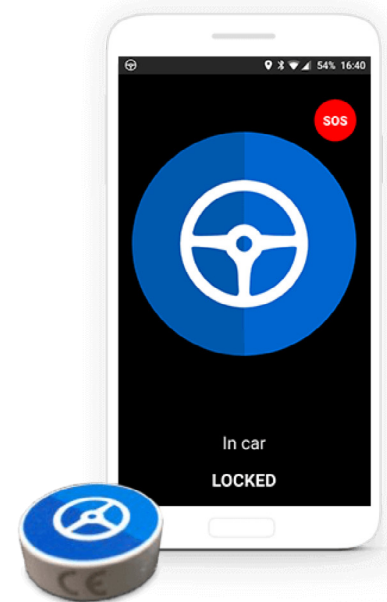
In this part, we will dive into designing the relationship between a customer and a brand, and how a strategic blend of behavioural design, branding & gamification adds to the competitive value of a brand.

We live in an information-rich era. Every second there is one new website being launched (internetlivestats.com), 1.5 billion active websites and over 3.8 million apps available in the google play store (statista.com), but only a handful of them manage to rise to the top and move into the much-desired realm of digital products which attract and bind mass volume of users and build engagement, retention & growth. Of course, it's no accident that these digital products in special, grow huge - they are intentionally designed to provide a fantastic user experience, and with that: user satisfaction, motivation and engagement.

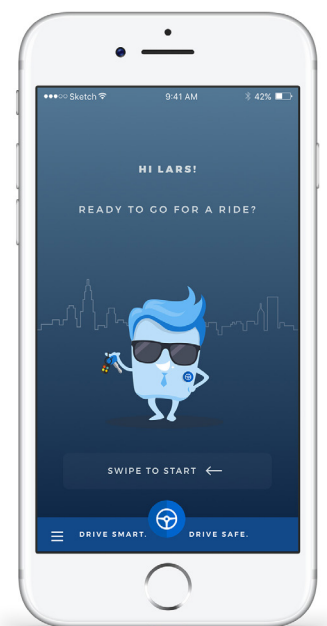
It all comes down to User Experience (UX). UX<sup>1</sup> refers to experience the user has while looking at or interacting with a system. With our increased media literacy, our tolerance for moderately performing digital products has declined. Instead, we expect the interface to be smart and intuitive; that it inherently understand us, and provide us with what we need. A great fit between the user and usability of an interface is a smart interplay between different components within UX design. These components are seamlessly designed into our interaction with interfaces, and our perception of interfaces determine how much we will use them. Strategizing these components will improve the user satisfaction, motivation and engagement. Good usability of a digital interface is universal, whilst UX- & behavioural design bend with the intended (business-) goals of the given digital product.

### *Safe driving with SafeDrivePod*

SafeDrivePod is launched in 2016 as a complete solution to reduce distraction while car driving. When the driver starts driving, the pod communicates with the app and all social media messages are muted. Calling and navigating are still possible. Liftov was asked to come up with an approach on how to increase and sustain the usage of the app.



BY INJECTING STORY TELLING, PERSONALITY AND DESIGN DELIGHT WE TRANSFORMED THE BRAND INTO A DESIRABLE BRAND.





## THE ANALYSIS

SafeDrivePod consists of three elements: the pod, that has to be mounted in the car, the app that connects with the pod whilst driving, and a monitoring dashboard that keeps track of the mileage. Feedback received back from users is that they felt that the pod and the app altogether felt like they are being guarded. The experience wasn't positive. After installing the system, users weren't motivated to switch on the system.

## THE STRATEGY: DEFINE TARGET BEHAVIOUR

The desired behaviour was that users would feel naturally motivated to switch on the app, and actively use it. The neutral emotion towards the app had to be transformed into a positive one.

## THE CONCEPT

We looked into the whole storytelling, appearance and the intended purpose of the app. The brand itself and its brand story should resonate with the user and thus improve the attitude and motivation towards (the usage of) the app.

## CLIVE FROM SAFEDRIVE

We created the SafeDriveClub, a global community of smart and safe drivers. President of the SafeDriveClub is Clive, the brand's mascot, the personification of the technology recognises individual drivers, explains the use and advantage of the technology, provides you with positive feedback on your personal safe driving behaviour, and gives you insights on your performance related to the other members of the SafeDriveClub of your company.

Clive as affable character is conceived to humanize<sup>2</sup> the brand and the app. His design is inspired by the smart, sophisticated gentleman, who naturally drives safe & smart. By reframing the whole brand story, we made the complete brand experience positive and aspiring. The copywriting is uplifting, personable with a slight tongue in cheek. By adding humour in the UX, you build a strong inclination towards the usage.

The relatable, easily identifiable nature of Clive becomes accessible memory trigger for drivers when they enter the car. The relationship between the driver and the system/brand (SafeDrivePod) is associated through a positive UX with Clive, causing drivers to be more likely to remember to turn on the app prior to driving. Imagine getting into your car and seeing your phone - you feel there's something you should do... Clive!! Thinking of Clive requires a lot less cognitive effort than "Oh I need to turn on the app that ensures safe driving"

The UI of the app is designed in a darker scheme of colours, so to convey a sense of the elite and premium status of the SafeDriveClub. Instead of presenting it as a monitoring tool, the whole SafeDrivePod is presented as an aspiring, exclusive and premium community the user wants to be part of.



CLIVE AS AFFABLE CHARACTER IS CONCEIVED TO HUMANIZE THE BRAND AND THE APP.





## OUTCOME

The result? SafeDrivePod partnered up with Volkswagen Pon Financial Services and several multinational brands across Europe.

## CURIOUS?

Interested to know how to strategize your product's growth & performance?  
Get in touch: [jenny@jennykan.com](mailto:jenny@jennykan.com)

## WEBSITE:

<https://www.safedrivepod.com/nl-nl>



SAFEDRIVEPOD HAS WON SEVERAL SAFETY AWARDS AND IS BEING ROLLED OUT ACROSS THE GLOBE.

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## FOOTNOTES

1: More on UX? <https://www.usability.gov/what-and-why/user-experience.html>

2: A character like Clive maximises UX by reflecting relatable intuitions in a number of ways. Humans are innately designed to recognise faces and face-like features like eyes and a mouth, and we also prefer faces over non-faces, even within the first year of life.

