

10 Tips for Designing Great Online Experiences

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1. Don't try to replicate face-to-face events

- In person events cannot simply be moved online
- Focus on creating a great online experience
- Many of the same skills are needed



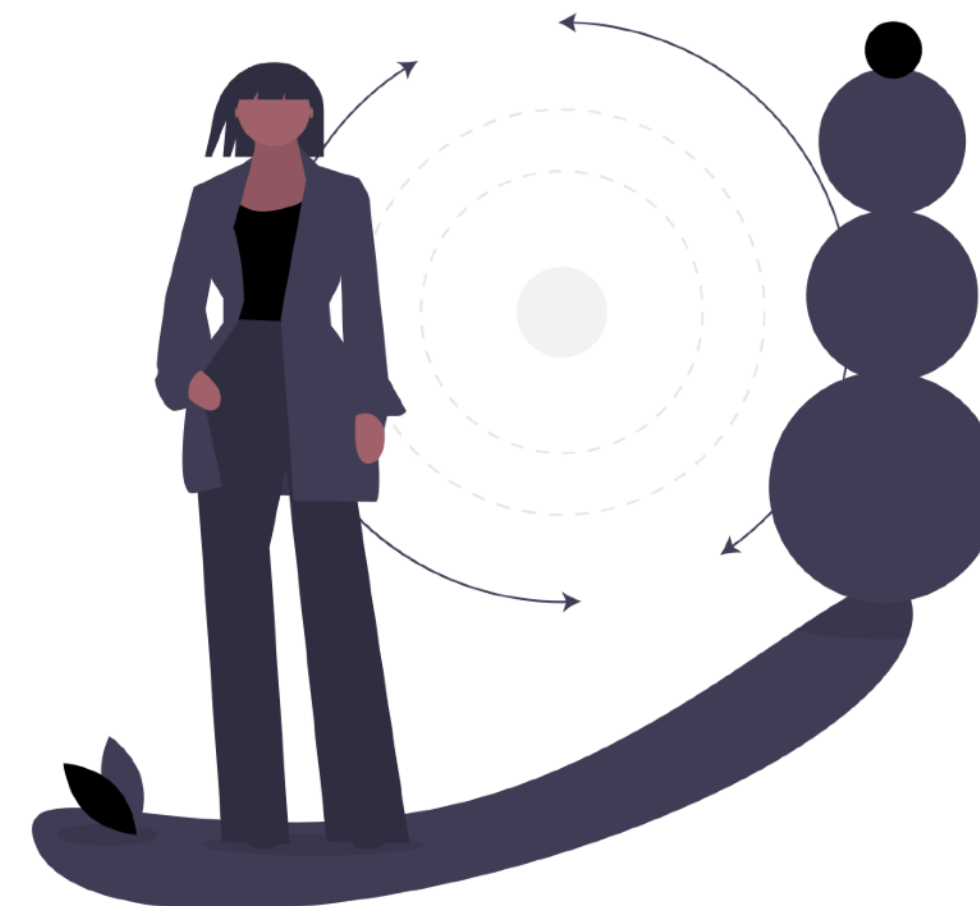
2. Start with why

- Just the same as with As with in person events
- Start by defining the event's objectives for each stakeholder category
- Focus on creating a compelling shared experience that meets their needs and desires



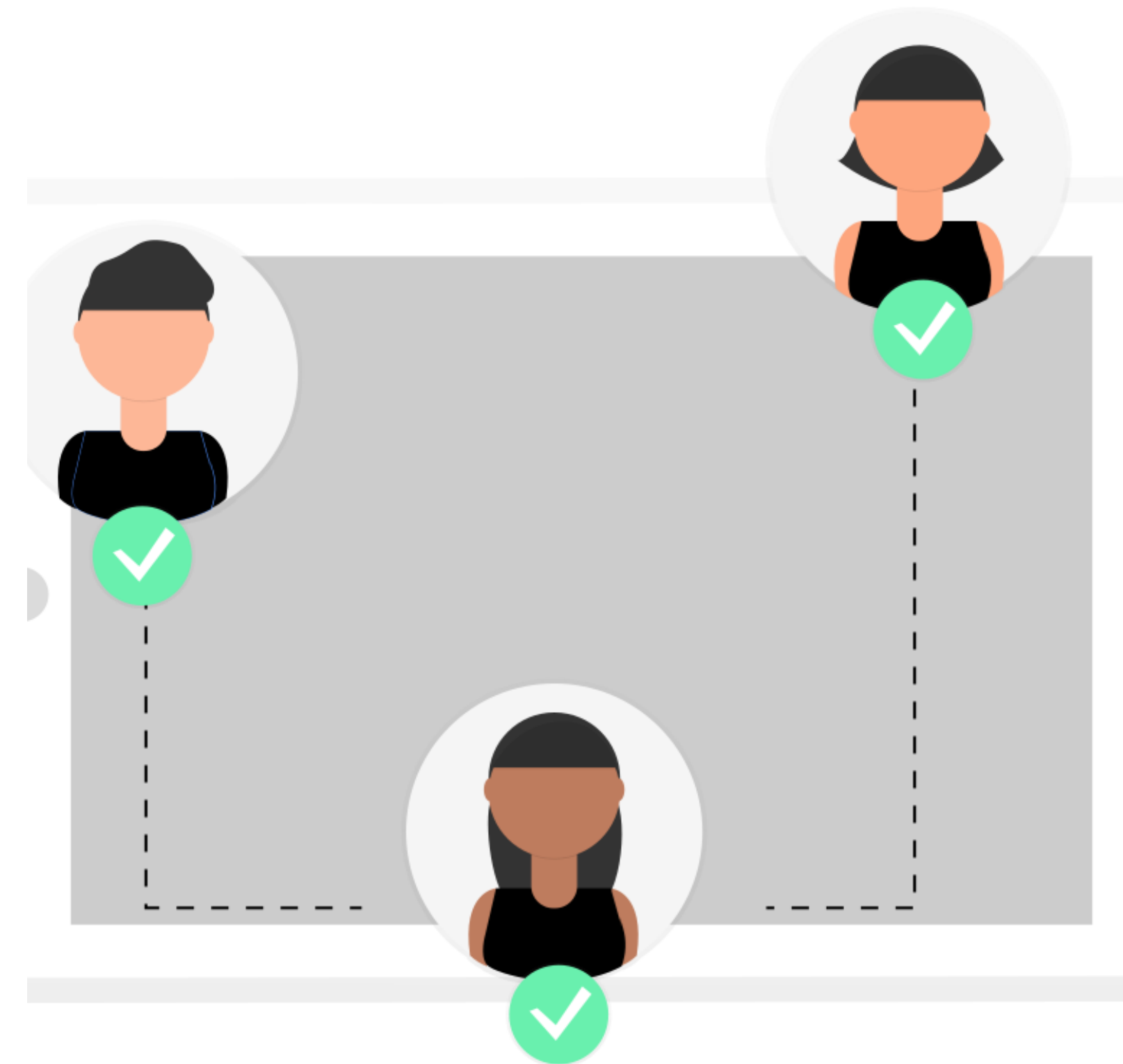
3. Partner with professionals

- Don't try to do everything yourself
- Work with the people who best understand the audience, the technology, the content...
- Moderators and speakers well versed in online experiences are crucial



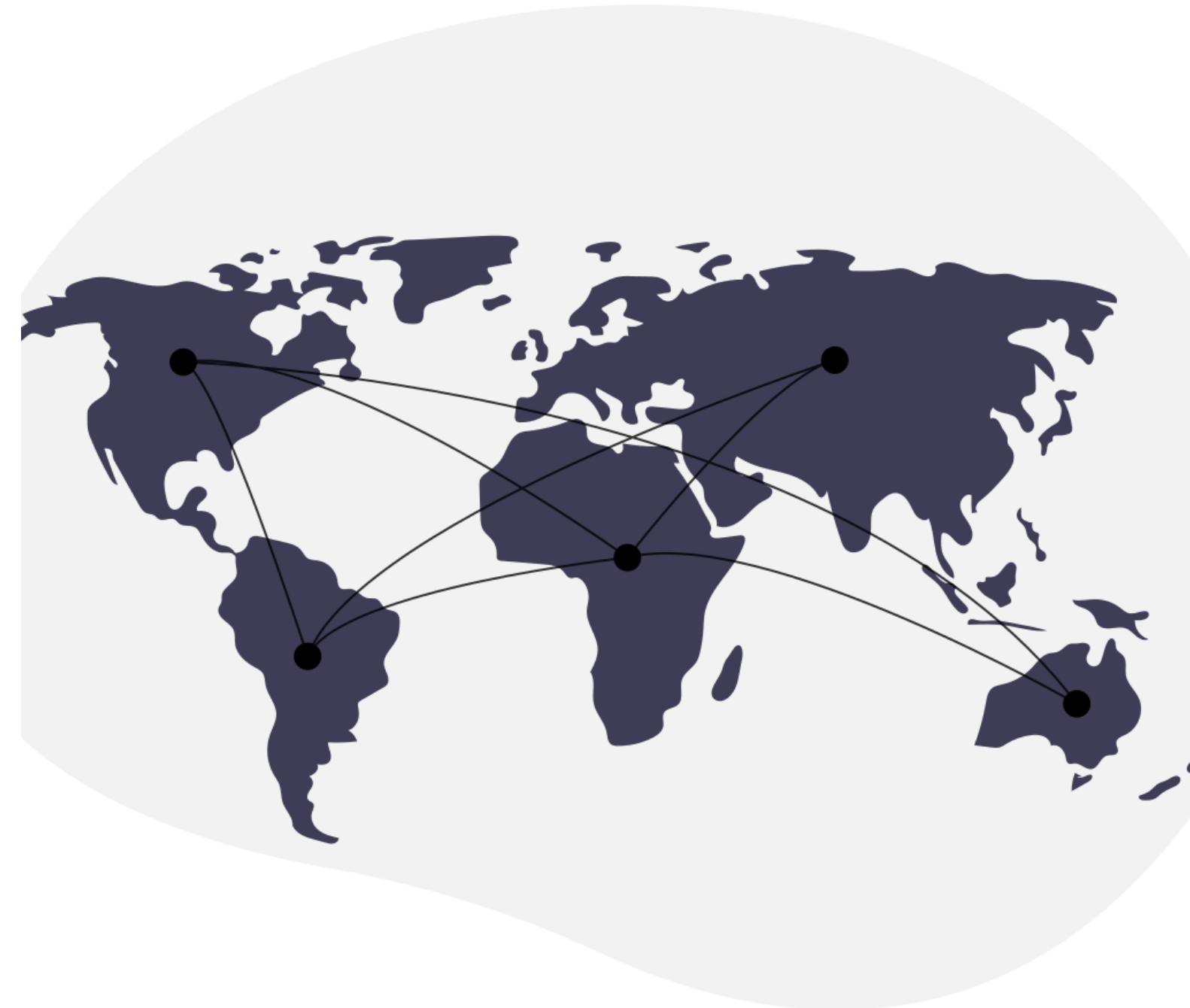
4. Design the entire experience

- Consider the various steps of the online experience from announcement to linking the experience back
- Keep it simple, especially regarding experience design and system choices
- Keep it focused and try to avoid distractions so to keep the attention of all participants



5. Map out all video and audio interactions

- Consider how participants will see, hear and interact with each other
- Do not automatically connect everyone in video and audio just because you can
- Use mechanisms for live feedback when possible



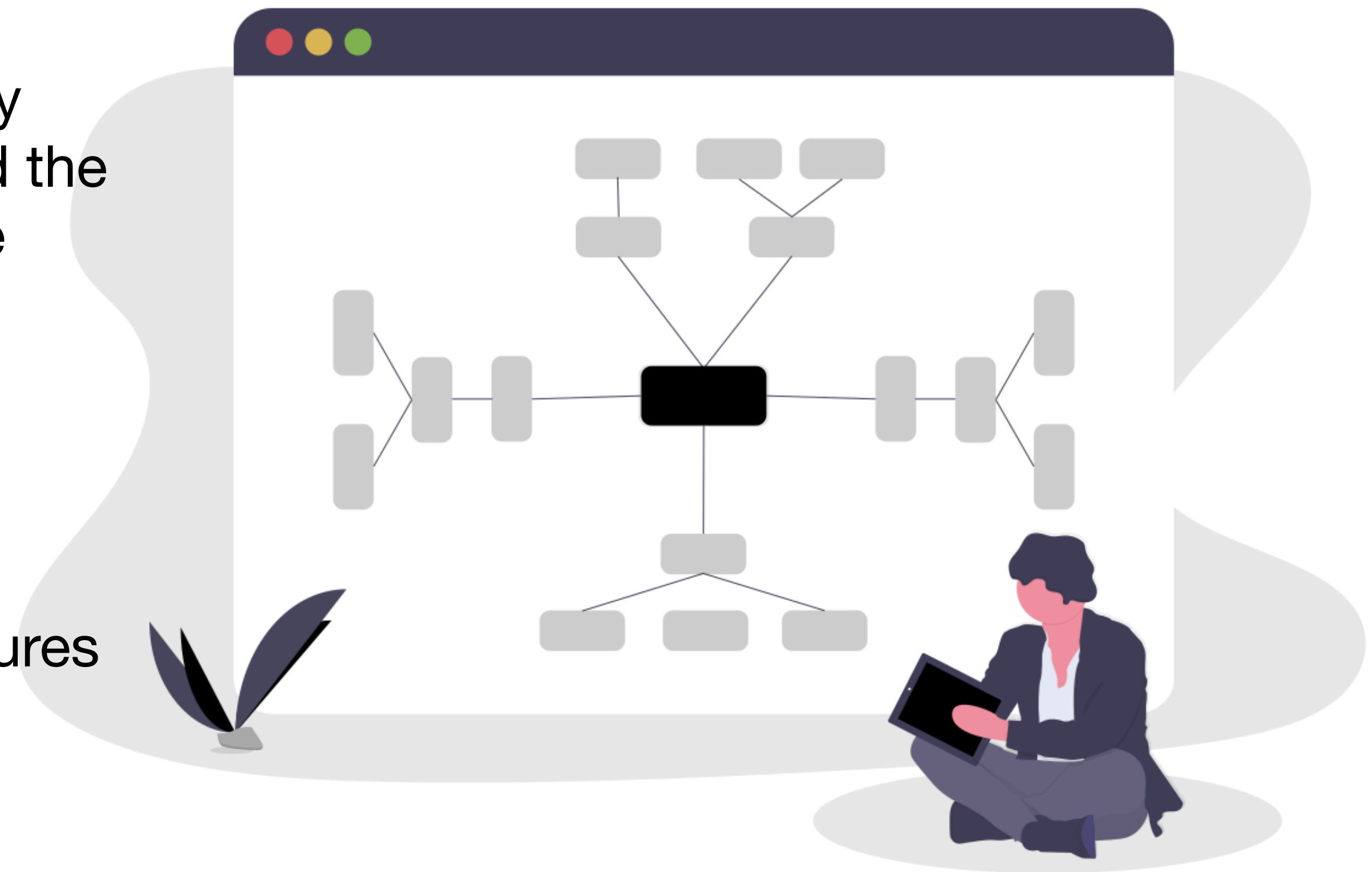
6. Make sure speakers look and sound great

- Everyone must be clearly heard and seen
- Even if streaming from home, small changes can make a big difference
- Design slides and other visual support for online viewing



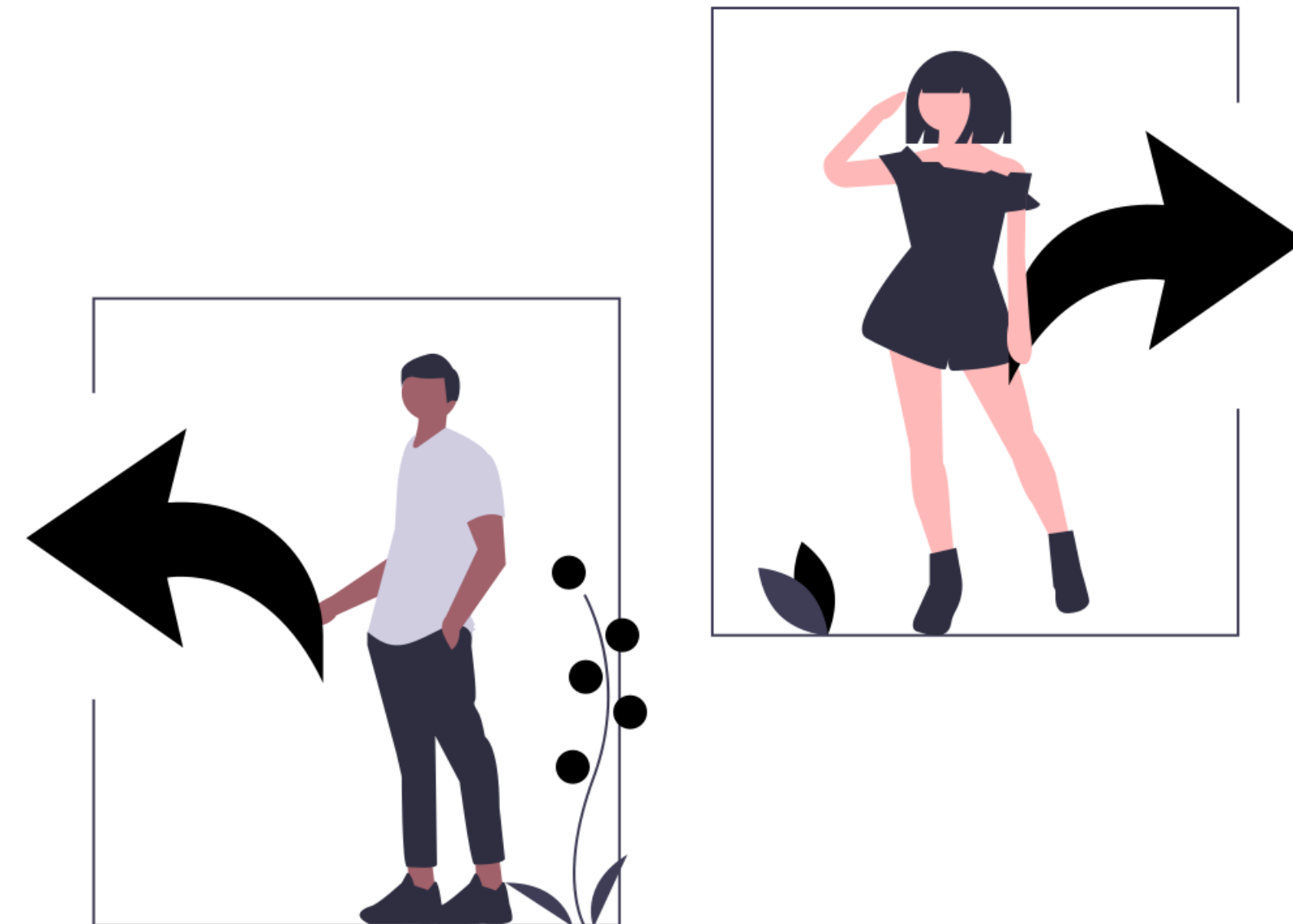
7. Select the right tools

- Consider tool options only once you fully understand the concept and plans for the online experience
- Use the least number of different tools as you can
- Beware of below par features that may justify additional tools.



8. Guide everyone on how to use the tools

- Decide how everyone should use the tools, remember they may be used to using them in a different way
- Remove or disable any options that are not being used
- Offer guidance to all stakeholders on how to use the tools in the clearest way possible



9. Offer support

- Ensuring that every participant can take part in the online experience event regardless of their technical knowledge
- Offer support pro-actively
- Secure appropriate resources to maintain high level of support at all times.



10. Test, test and test again

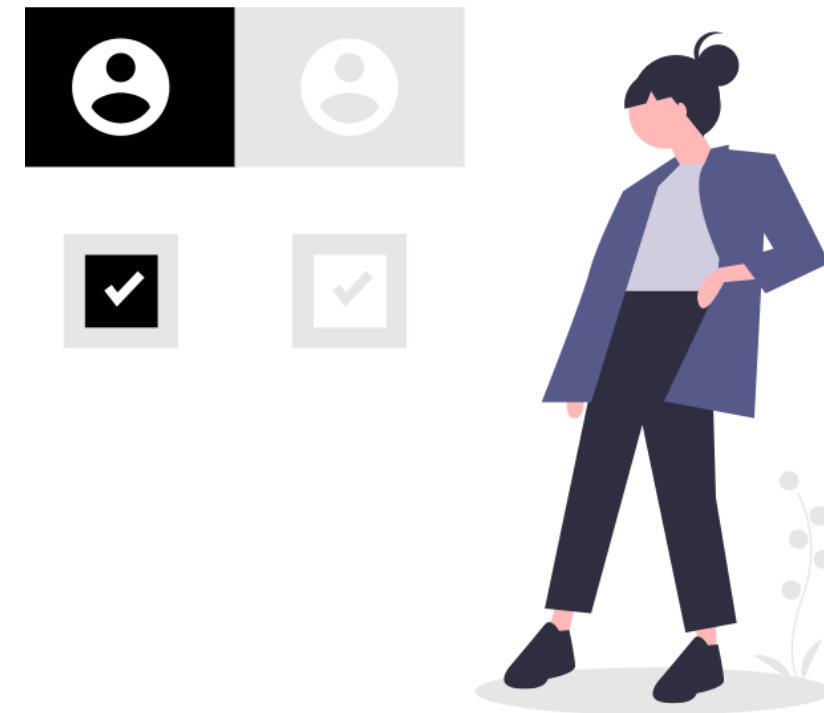
- Test all possible scenarios on every possible system
- Test all tools including website, registration, connectivity, video, sound, slides, polling etc.
- Have a simple backup plan ready just in case



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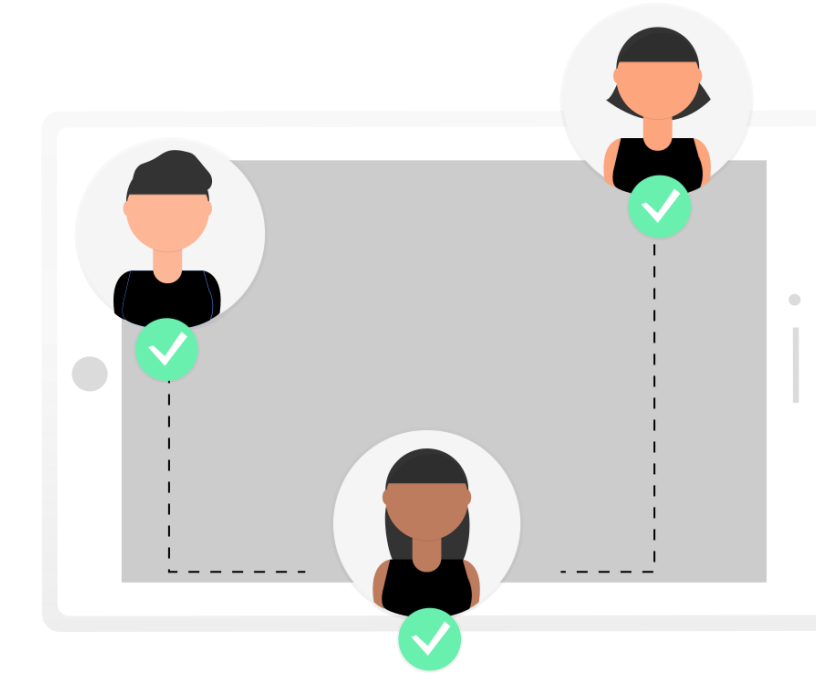
**Don't try to replicate
face-to-face events**



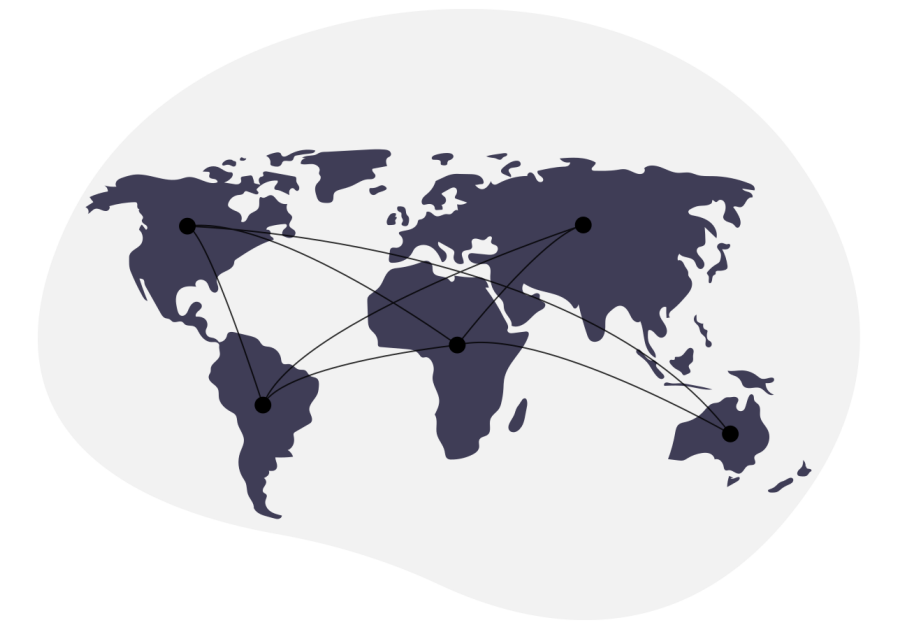
Objectives 1st



Use professionals



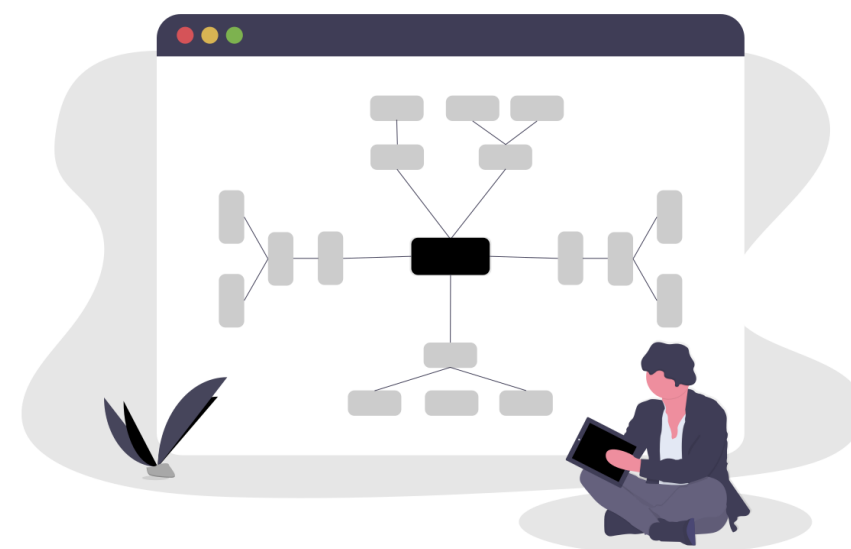
**Design the whole
user experience**



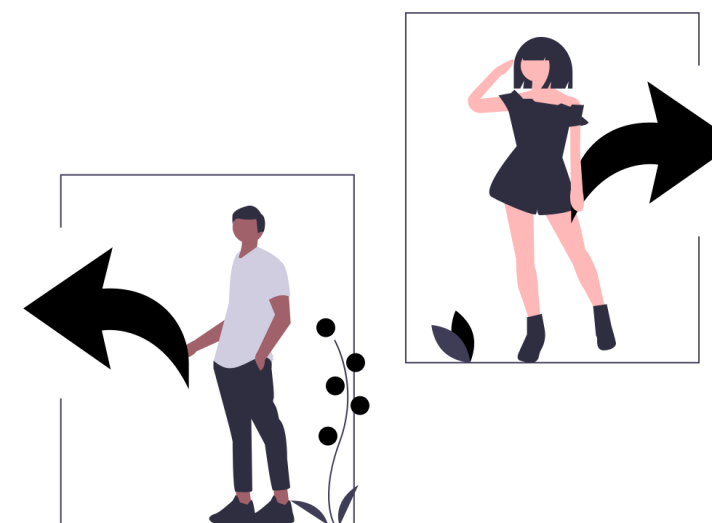
**Map out all
connections required**



**Communicate with
Clear audio and video**



Use the right tools



Offer guidance



Support everyone



Test, test, test

Questions? Comments?
Want to discuss further?

Contact me at miguel@miguelseven.com