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 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
10 Tips for Designing Great Online Experiences

1. Don’t try to replicate face-to-face events
2. Objectives 1st
3. Use professionals
4. Design the whole user experience
5. Map out all connections required
6. Communicate with Clear audio and video
7. Use the right tools
8. Offer guidance
9. Support everyone
10. Test, test, test
Questions? Comments?
Want to discuss further?

Contact me at miguel@miguelseven.com