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# User Evolution

From UI/UX to UE or User Evolution

by Michael Edelberg, co-founder of ARcsec Digital

A decorative graphic on the right side of the slide consisting of several overlapping, wavy, vertical lines in shades of orange and light blue, creating a sense of movement and evolution.



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# Abstract

User Evolution surrounds us, but it's something you don't hold on to. Businesses of all sizes are dependent on Users, both internal and external. The approach and understanding of User Evolution will be unique even for direct competitors.

Keywords and usage are only part of an overall picture within the larger metric of Users and Digital Cohesion. The experience journey is not a race to the finish, but a long term connection and understanding of User Evolution. The following is a pathway to the insight and why we at Arcsec, and our clients, focus and continually learn about User Evolution.

From UI/UX  
to UE or User Evolution

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Skate to where the Users are going to be. Paraphrasing "The Great One", Wayne Gretzky, to make the valid point of how users don't stay in the same place—neither should your strategy about them.

Is it User Evolution or Use Revolution? It's both, but I'll use the term User Evolution as this effort is not just built on what the User uses, but how the User Evolves. The past few years have seen a plethora of new terminology and acronyms regarding the User, specifically: User Experience (UX), User Interface (UI) and Customer Experience (CX). These terms commonly define where the User is now, not where they will be. To find where the User will be must be defined by your corporate strategy. Any deviation from strategy will not end up at your core users. As the User Evolves, so must the company.

Whether the company is in a Sustaining Strategy (there is no better description of this phenomenon in business than Clayton Christensen, Harvard, particularly his Third Dimension of Disruptive Innovation model as described in "The Innovators Solution" HBR, Christensen/Raynor 2003) or a Disrupting one, the User evolves regardless of how your company approaches them. Mobility of the User is currently defining Cloud, Social Media and Collaboration tools. Developers of such tools are constantly chasing where their users are and to some point—where they will be.

While there are limits as to the tools' capabilities at any given time, there is no limit yet that defines a user as stationary. Users Evolve as their needs do. By defining what job the User needs to accomplish a company can attract users to their business.

However, don't conflate fickle with evolution. Product strategy must be cognizant of fickle sentiment mostly related to price, yet must adapt to a constant evolution of the user who also seeks value. Web development was first adopted to the Desktop and has since adapted to Mobile and now it is a Mobile First strategy with rendering capabilities across most forms a User would experience. Wearable endpoints and Personal Digital Interactions will also evolve to endpoints at any spectrum of the User Experience. So how do we know where the User's are going to be?

Signals are being sent by Users all the time. Deciphering the shifts from subtle to significant is the Evolution a User utilizes. Where are these signals?

Some of these significant signals of Users were acknowledged in the recent Accenture Technology Vision 2019 report. Specifically, the acronym SMAC was described. Accenture defines this focus as: Social, Mobile, Analytics & Cloud (SMAC). As users gravitate to these tools—so must the companies trying to reach them. When users prefer certain tools or adapt new tools, these subtleties need to be accounted for. The Knowledge, Skills and Abilities of the teams must be present to understand any User Evolution. Don't segment your users, use segments for your users. Be there with data and where they will be with strategy. By understanding how well the path is implemented on the Enterprise scale the C-suite can now focus on delivering in real time with vision to the evolving user. Don't make the mistake that the only users you need to focus on are your clients/customers—User Evolution begins internally.



The front line of the company, usually Account Executives, are key to the User Evolution. Empowering these employees with the tools like CRM's and ERP's is only a piece of the puzzle. The nature of engagement and adherence to Corporate Culture is the tool that doesn't have a per seat license. At Arcsec, we have been tasked by the C-Suite and Boards of Global 5000 companies to discover and implement solutions to this phenomenon. At times we've come in after a so called "Digital Transformation". After we hear that a new system, say a CRM was deployed, we hear that this process was less than smooth at seat level. It's not the fault of the CRM or API connection—it's the User and their Evolution within the process. Our main question becomes; "was this switch Vendor driven or User driven?". Yes, it's a rhetoric question—we already know the answer. The solution is aligning the C-Suite mission so that an Account Executive is on point all the time.

**The Human connection through all points of the User Evolution is essential.**

We see User Evolution being deployed at companies like 3M and Salesforce. These two examples are seemingly disconnected on this spectrum, but insights to how they operate reveals similar successes. With the headwinds that a global company such as 3M faces (3M Spoils the Industrial Growth Party, Bloomberg 4/25/19) in the markets they participate in there will always be some contraction, yet it is the perseverance of the company culture to extend to where the users will be that keeps 3M in business and in reinvesting in itself.

**Somewhere between mining in Minnesota and Post-It Notes™, 3M saw Users of their products evolve, as did the markets they served.**

From electric cars to teeth straightening, 3M is investing Billions of dollars in R&D and Capex (WSJ 4/12/19). And, the CEO, Michael Roman, was quoted at a conference in February 2019 saying:

We **innovate**, create **new** markets, new segments and we're always **moving** to **new** places to **prioritize**.

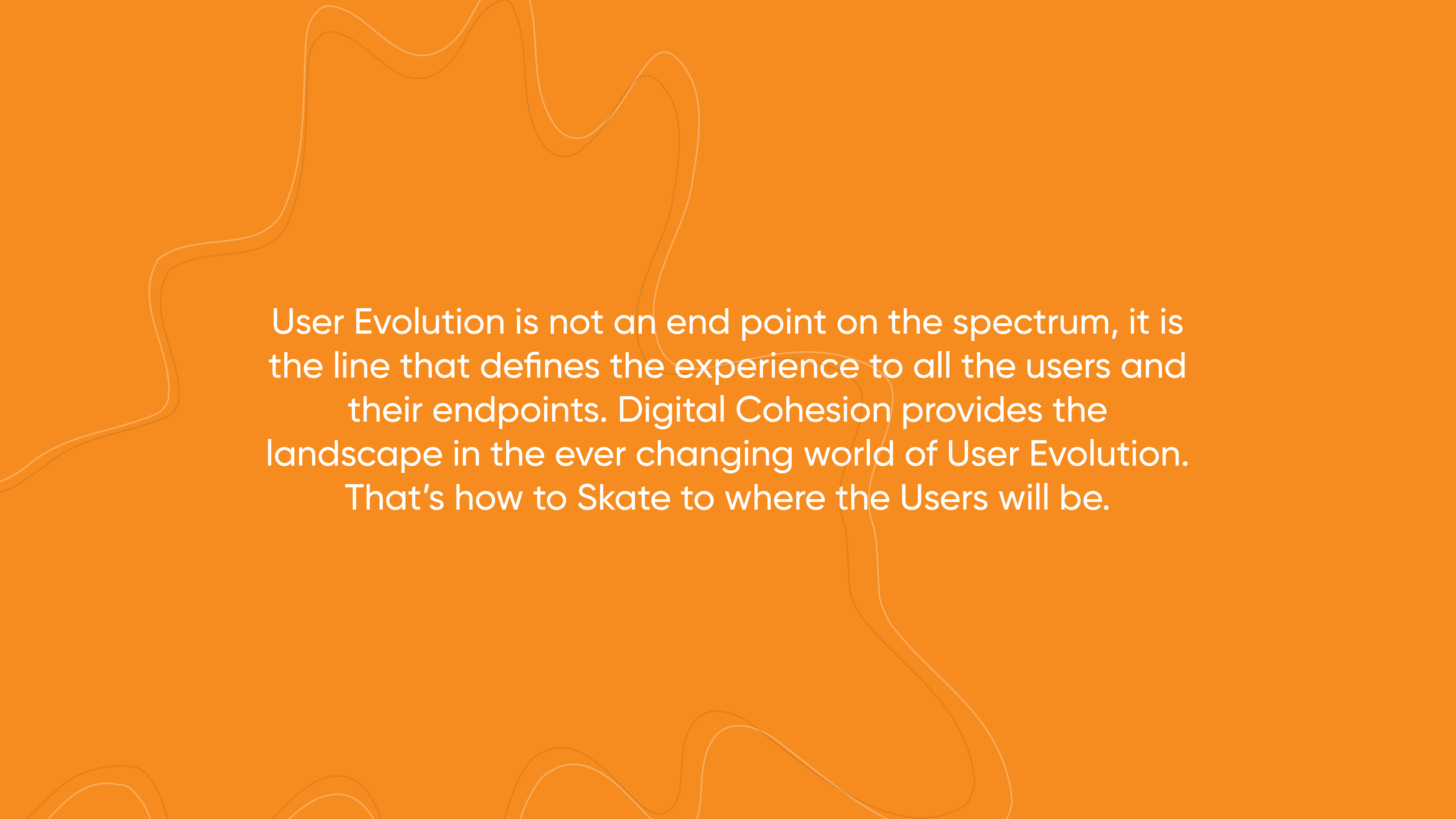
— Michael Roman, 3M CEO



That quote could have been easily attributed to Marc Benioff, co-CEO, Salesforce. It was precisely the work that Marc Benioff did at Oracle that led him to the path of User Evolution, that he created Salesforce. The Trailhead (Trailhead@Salesforce, [www.salesforce.com](http://www.salesforce.com)) program is not only for Admins and Devs outside of Salesforce, they use it internally to send these significant signals back to the C-suite so the engineers and sales team stay connected to how Users Evolve.

Storied companies like 3M or those who are currently writing theirs, such as Salesforce have the common element of all companies, Users. Sure, a hundred years ago 3M “looked” different in their markets, yet they stayed connected to their users. Salesforce has blazed a trail into the markets of their users under a familiar guise as a CRM. Both of these examples are providing a clear Digital Cohesion from the C-suite and on to both users within the corporation and at end User Experience.

All key touchpoints; Intranet, Internet, Apps and other widgets all working in unison for both internal and external Users. When it comes to the stacks & silos of corporations, Marketing is the one that must fit all shapes and sizes. Any discussion of the User must involve Marketing. Corporate Culture is dispensed through the internal corporate user and experienced by the external end user. This area of experience is mentioned as a core element and only relays the importance of identifying the element of User Evolution and by no means defines this evolving space of marketing and MarTech today. For more in depth focus in these areas companies like Adobe, have been keen to supply Marketing departments with both Knowledge and tools to tune in to the User Evolution.

The background is a solid orange color. It features several thin, white, wavy lines that meander across the frame, creating a sense of movement and fluidity. These lines are more prominent on the left side and bottom, with some extending towards the center.

User Evolution is not an end point on the spectrum, it is the line that defines the experience to all the users and their endpoints. Digital Cohesion provides the landscape in the ever changing world of User Evolution. That's how to Skate to where the Users will be.

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# Takeaways

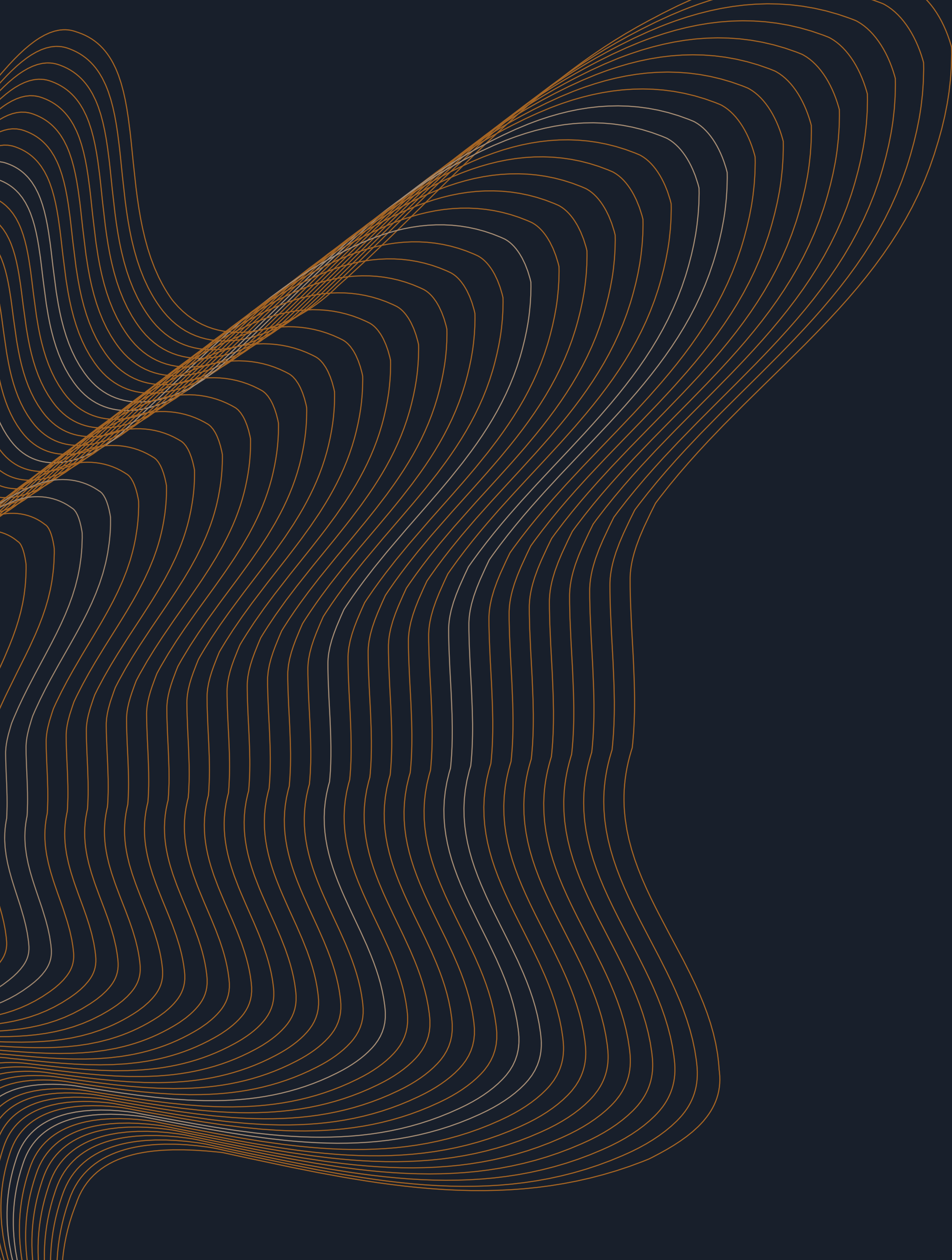
By opening the strategy process to all users we can gain insights on their interactions. Brands from B2B, B2C and D2C all need to focus on internal and external users. Endpoints will evolve, so to must the available touchpoints and metrics for engagement. From Corporate Culture to User Experience the journey is one of User Evolution.

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# Perspective

User Evolution is a term that we created at Arcsec Digital. We believe in user-centric approach in the age of rapid technological advancements, AI, IOT and all other abbreviated terms that came into existence in the last decade. What is produced today is not just about innovation itself, but it is also about the new kind of life. In the search of what is sustainable, what is to last, what is to make sense: companies strive to provide services and make new products to assure great experience, sharable moments and clean future.





User Evolution is what we see beyond User Experience and User Interface. The Internet provided us with an opportunity to connect globally, and in today's reality we no longer need to be separated by distances. We are able to talk to someone on the other side of the Earth at any moment. As a result, we are starting to share common culture globally. In the past, each segmented community was able to hold on to their own traditions and cultural boundaries. In the present day, the boundaries are being erased by Fortnite, Google Street Views, Apple Watches, Samsung Galaxy and the list goes on and on. Netflix streams TV shows all over the world.

The most remarkable thing in today's reality is the lack of boundaries of what a human can achieve or create. Space exploration and the amount of investment that is poured into it makes little kids dream of becoming rocket scientists. The Internet opened up gates to the boundless universe. With this also comes a responsibility that countries and large enterprises are looking to harness, and User Evolution is a way of tailoring User Experience and User Interface to form behaviors and interactions with new products. Users are being more selective in what and how they buy. People are no longer satisfied with 2-day deliveries, they want same-day or same-hour deliveries. The question is how do we stay on top of what is next? The answer is yet to be determined, but what is becoming clearer is that the end-user or, in other words, us, humans, want more of a better life, convenient and peaceful environment, information at our fingertips, self-driving cars, entertainment in augmented reality, and finally free time.

Our culture at Arcsec Digital is to put our values in what matters the most, prioritize people, families, friends and relationships over achievements. User Evolution as we see it is to get to the point of where the end-users put their values and make your product or service an extension of their domain.



# Mentioned Sources

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