

ENGAGE TRANSFORMATION
2022 ENGAGEMENT
CONNECTIVITY
& EXPERIENCE

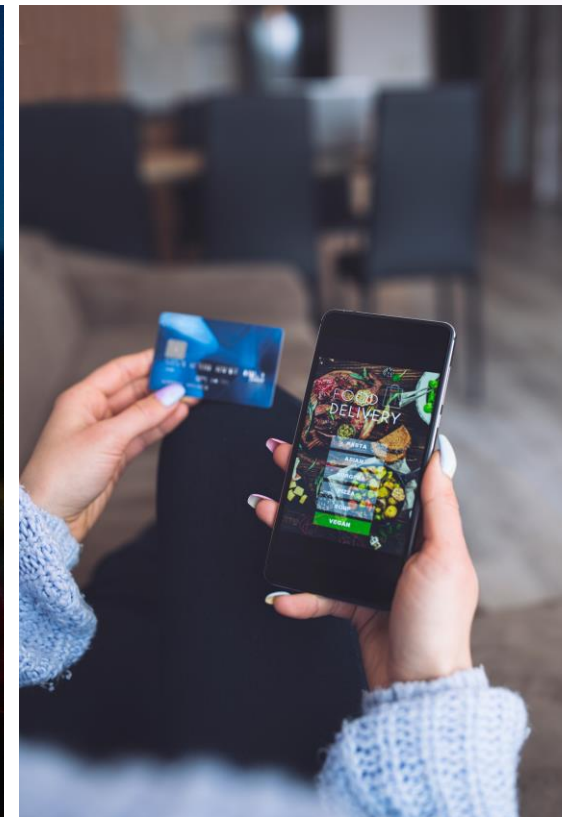
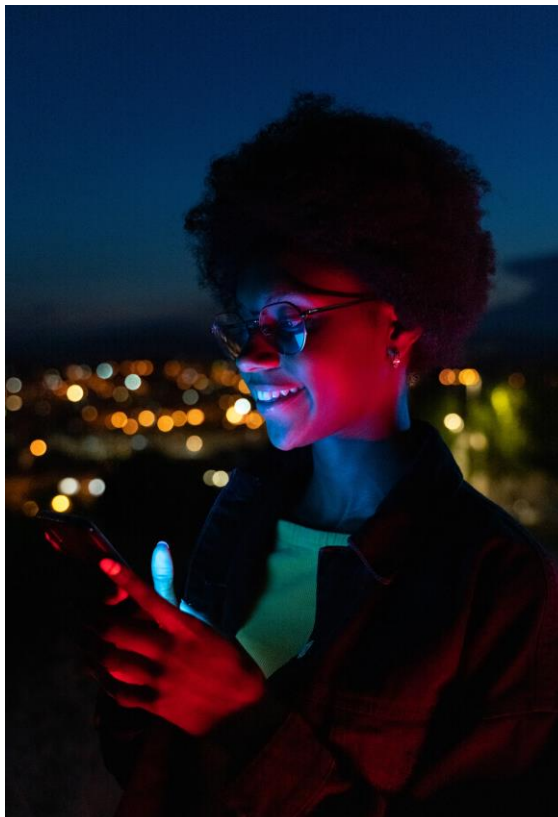
Advanced Website Design & UX: An Experts' Perspective on How to Improve User Experience on a Website





Customer Pain Points

Identifying & fixing pain points, and better yet, preventing them, is core to what we do as UX professionals.



1

Omnichannel Presence

2

Future Proofing Digital Assets

3

Personalized Experiences

4

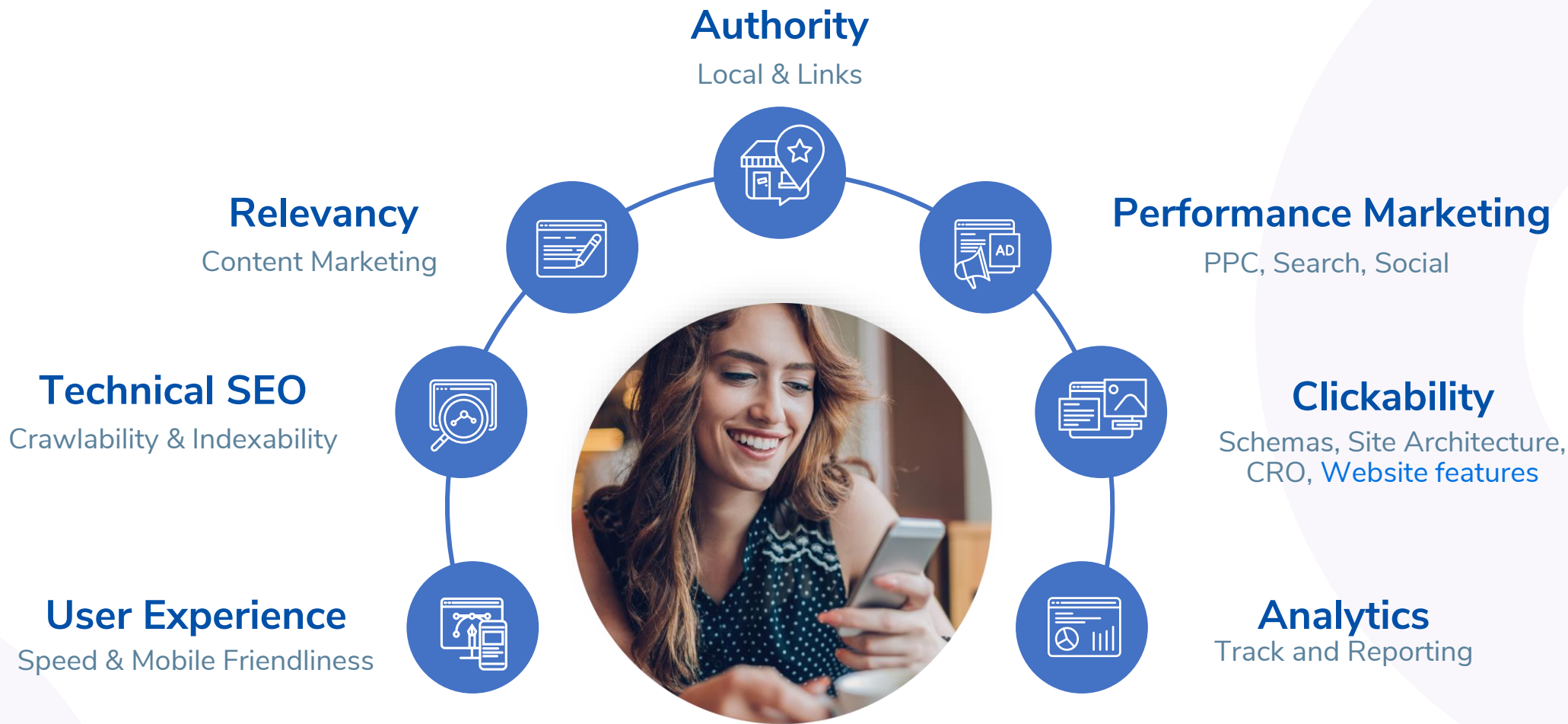
Customer Engagement



Omnichannel Experiences

7 Pillars For The Entire Customer Journey

1 Omnichannel Presence



Future-Proofing Digital Assets

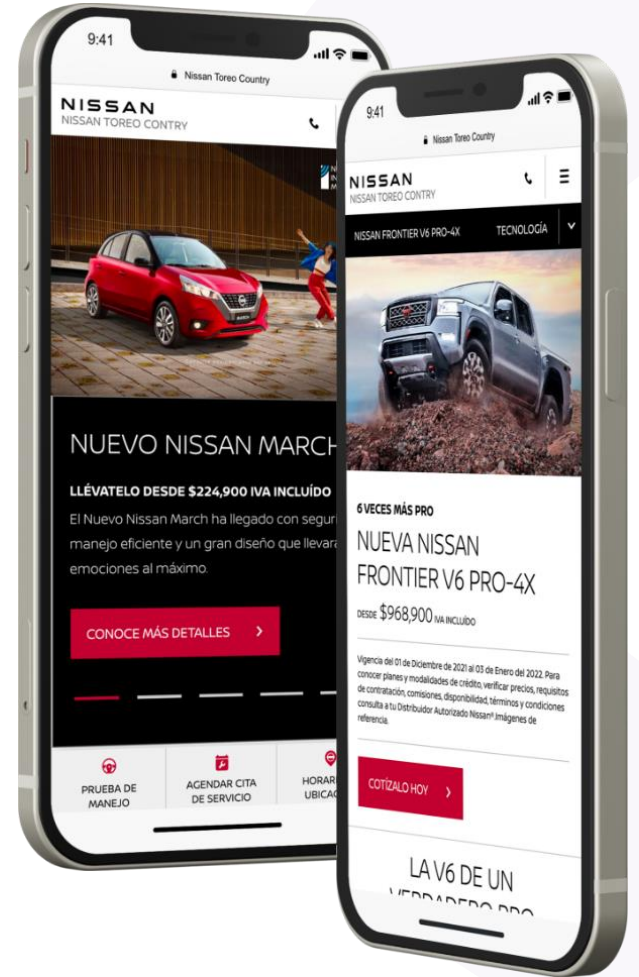
Discovery, Experience, Relevancy, Conversions

PROBLEM SOLVED

- Page Load Time
- User Frustration
- Security & Privacy
- Accessibility
- Conversion Optimization
- Scalability
- Visibility & Relevancy

HOW WE ARE FUTURE PROOFING

- Discoverable Framework
- Centralized Assets
- Interactive Scalable Components



Personalized Experiences

How We Build Them

3 Personalized Experiences

David Miller

Tech

- Internet
- Social Media
- Online Shopping
- Search
- Early Adopter

Bio

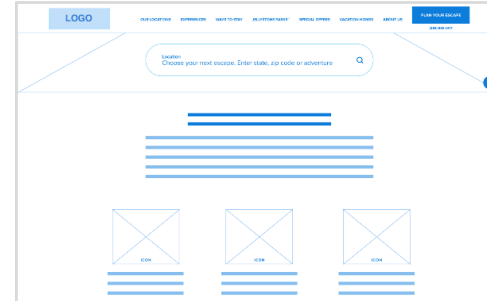
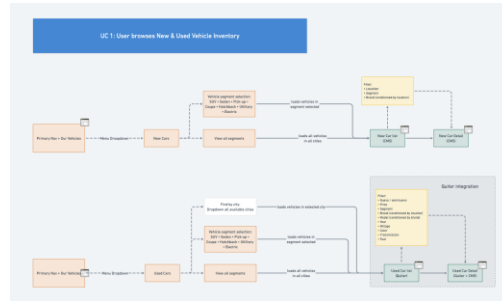
Wishes & Needs

- Create a user avatar for a home with modern design.
- Design the house as a two-bedroom and without a kitchen.

Frustrations

- Don't want to spend money on interior design and be disappointed.
- Prefer to design the house as a two-bedroom that can look much better.

"I really want to create a lovely home, with my existing furniture."



Dashboard wireframe showing a user profile, search bar, and a grid of vehicle listings with filters and a sidebar.

Style tile for a user profile, including a headline, sub-headline, content example, and color palette.

Autosur website wireframe showing a search bar, filters, and a grid of vehicle listings.

Media library wireframe showing a grid of images and a sidebar with filters and a search bar.

Design system wireframe showing a grid of components like buttons, inputs, and text, with a sidebar for navigation.

Quality Assure badge with a target icon and a ribbon.

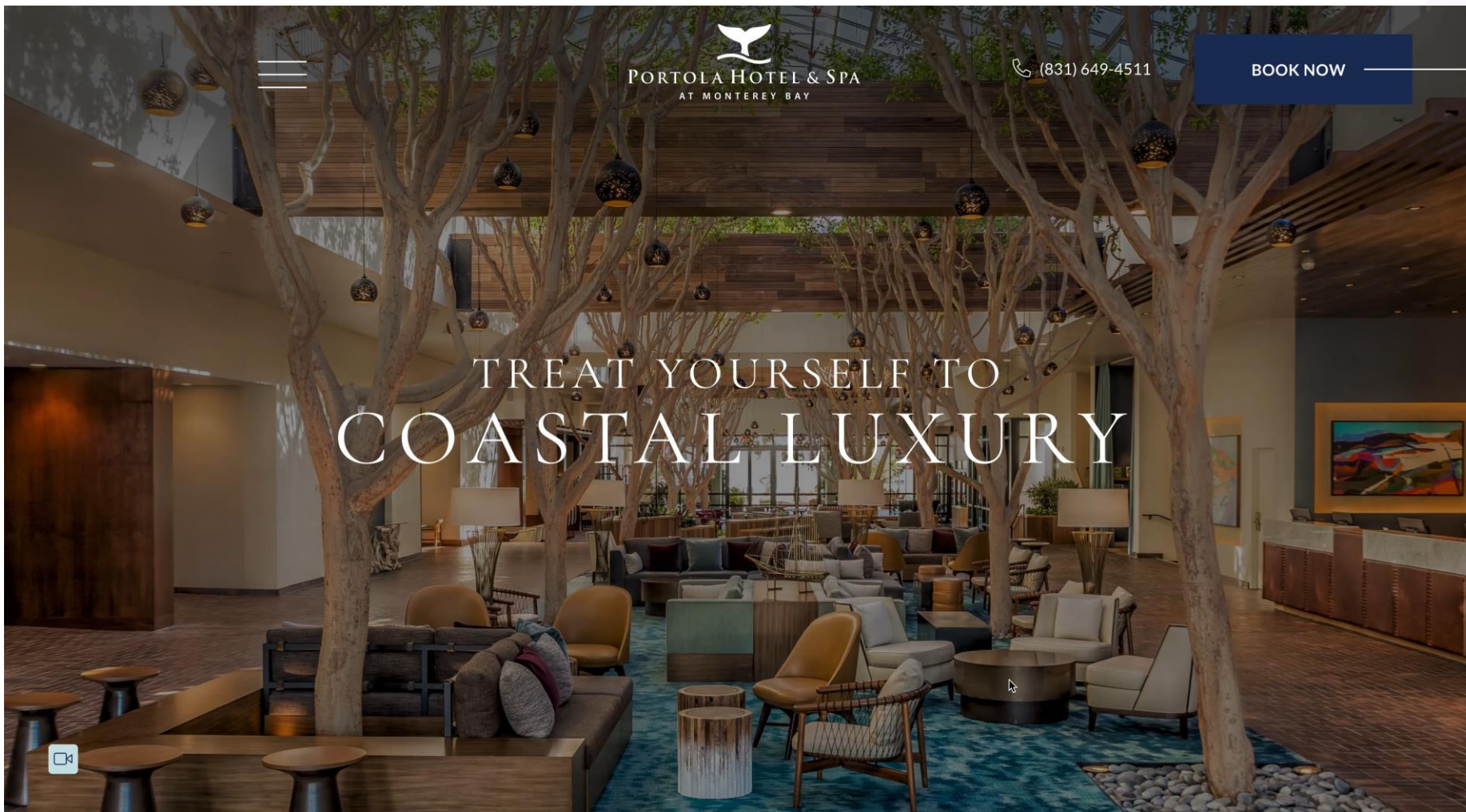


Outdoor Vacations in Amazing Places article featuring a photo of a family and text describing vacation options.

RV Sites article featuring a photo of a family at an RV site and text describing the collection of brands.

Translating Personas Into Digital Design

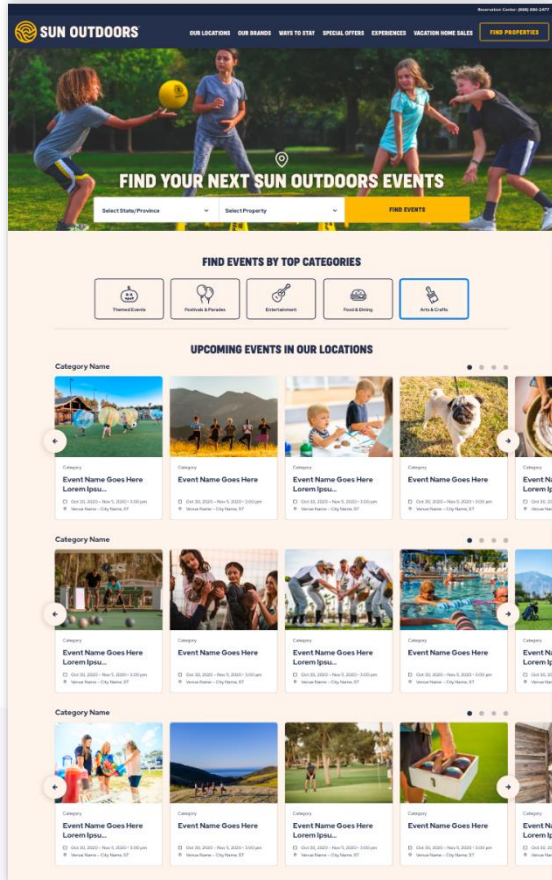
3 Personalized Experiences



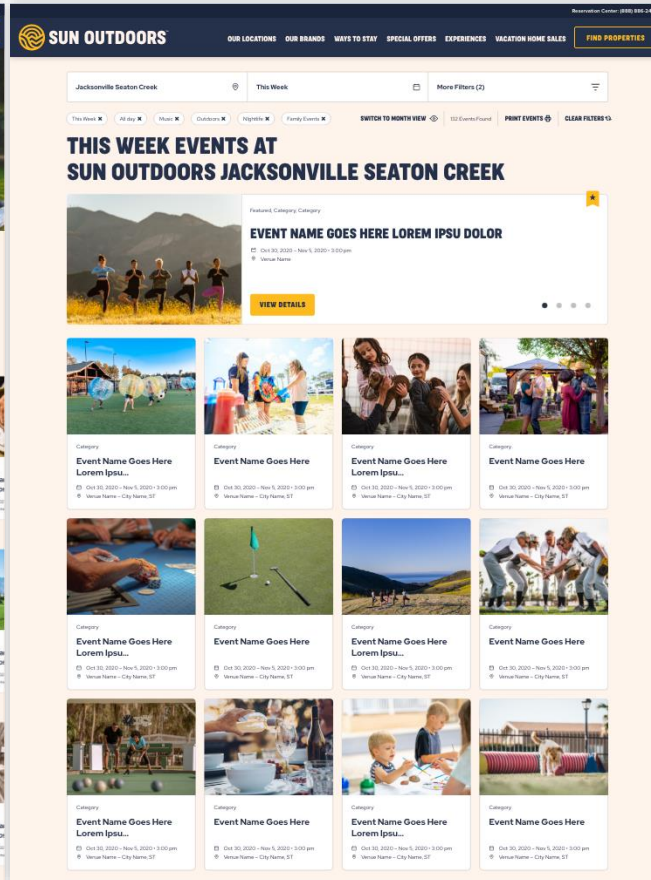
Customer Engagement – Events Calendar

4 Customer Engagement

Location selection hub



Specific location Events Calendar



Month View



36% ↑

avg. monthly increase in impressions

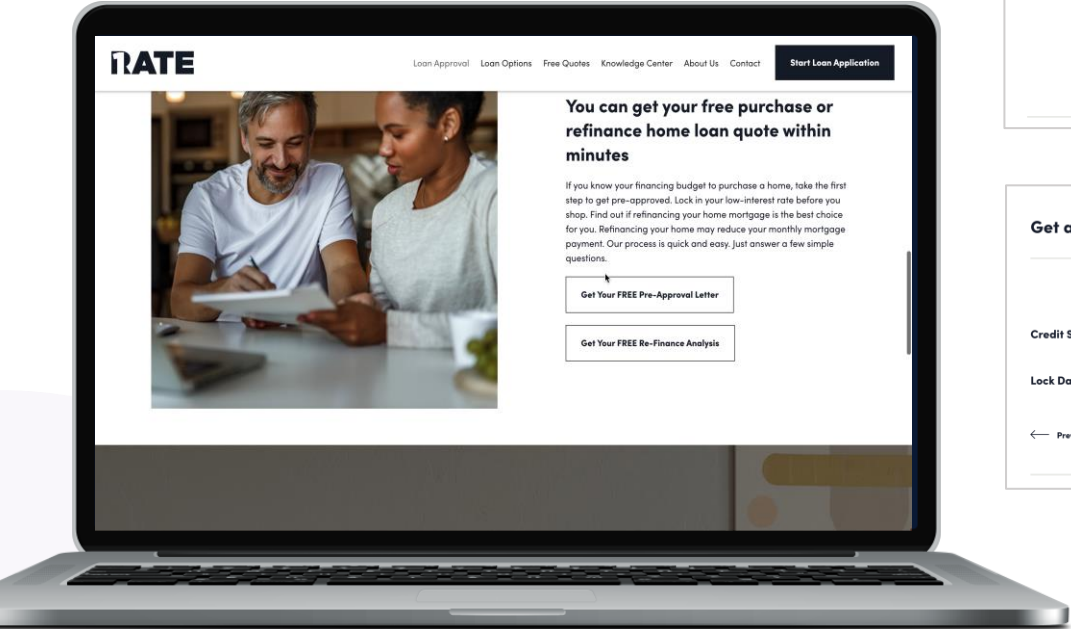
41% ↑

avg. monthly increase in pageviews

Customer Engagement – Interactive Content

51%
of users visiting
the page

45% ↑
increase in time
spent compared
to overall website



Step by step quote calculator

Get an Instant Rate Quote

1 STEP 1 Loan Purpose 2 STEP 2 Loan Details 3 STEP 3 Loan Options

Select the loan purpose

Purchase Refinance Cash-out Refinance

Next Step

Get an Instant Rate Quote

1 STEP 1 Loan Purpose 2 STEP 2 Loan Details 3 STEP 3 Loan Options

Provide the loan details

Select an option: Conventional

Purchase Price: \$600000 Loan Amount: \$450000

Down Payment: \$150000 State: California County: El Dorado

Zip Code: 11211 Occupancy Type: Primary Residence Property Type: Single Family

Prev Step Next Step

Get an Instant Rate Quote

1 STEP 1 Loan Purpose 2 STEP 2 Loan Details 3 STEP 3 Loan Options

Share additional information

Credit Score: 640-659 660-679 680-699 700-719 720-739 740-759 760-779 780-799 800-850

Lock Days: 15 Days 30 Days 45 Days 60 Days 90 Days

Prev Step See Results

Get an Instant Rate Quote

1 STEP 1 Loan Purpose 2 STEP 2 Loan Details 3 STEP 3 Loan Options

Loan Purpose: Purchase | Purchase Price: \$ 600000 | Loan Amount: \$ 450000 | State: CA
County: El Dorado | Credit Score: 740 | Property Type: Single Family | Lock Days: 45
Taxes & Insurance: Pay Separately

Modify Information

Conf 20 Yr Fixed

Rates as of Thu, Oct 20 2023 12:08:15 GMT-0400 (Eastern Daylight Time)
Instant rate quotes data is provided in real-time and is subject to change without notice.

Rate	Points	APR	Payment*	Closing Costs**	Details	Apply Now	Speak To An Advisor
2.250%	2.423	2.542%	\$ 2330	\$15996	View Closing Costs	Apply Now	Speak to an Advisor
2.315%	2.003	2.560%	\$ 2344	\$13706	View Closing Costs	Apply Now	Speak to an Advisor
2.375%	1.649	2.582%	\$ 2357	\$12113	View Closing Costs	Apply Now	Speak to an Advisor

Customer Engagement - Video






Introducing Video Studio

4 Customer Engagement

Milestone | Site Studio
Express Website Builder for Brands



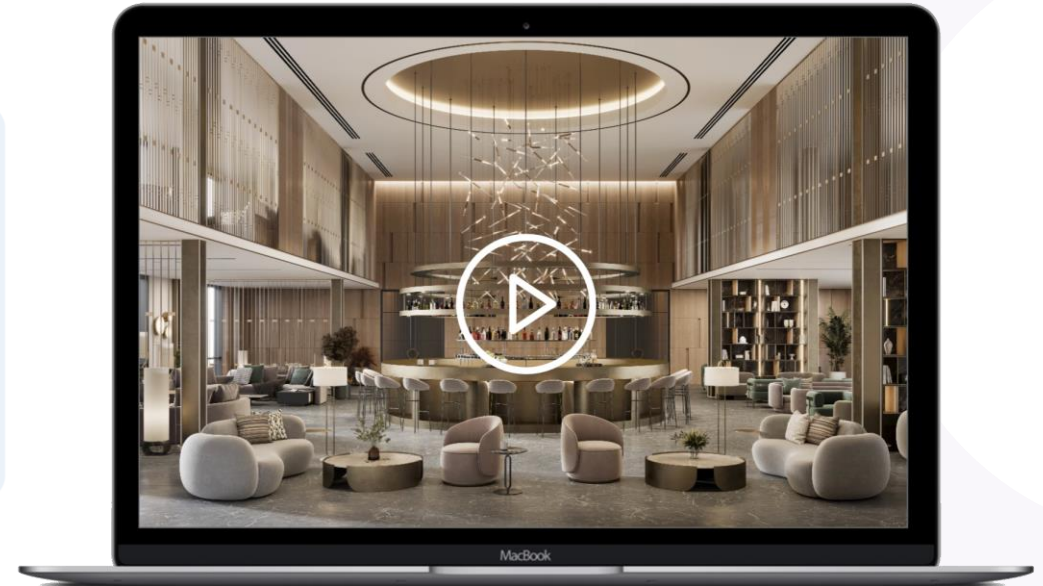
Start creating your video in just 5 simple steps

-  STEP 1
Theme Selection
-  STEP 2
Upload Media
-  STEP 3
Brand Definition
-  STEP 4
Add Music
-  STEP 5
Add Logo & Text

Complete these steps to begin your video build. We ask that you complete this form as thoroughly as possible - making any changes to this information after submission may have additional programming costs.

If you have any questions, please contact **Milestone Sales Team by email.**

Start Now








Customer Engagement – Web Stories

Web Stories – Reach More People and Engage Your Audience Like Never Before

Milestone | Site Studio
Express Website Builder for Brands



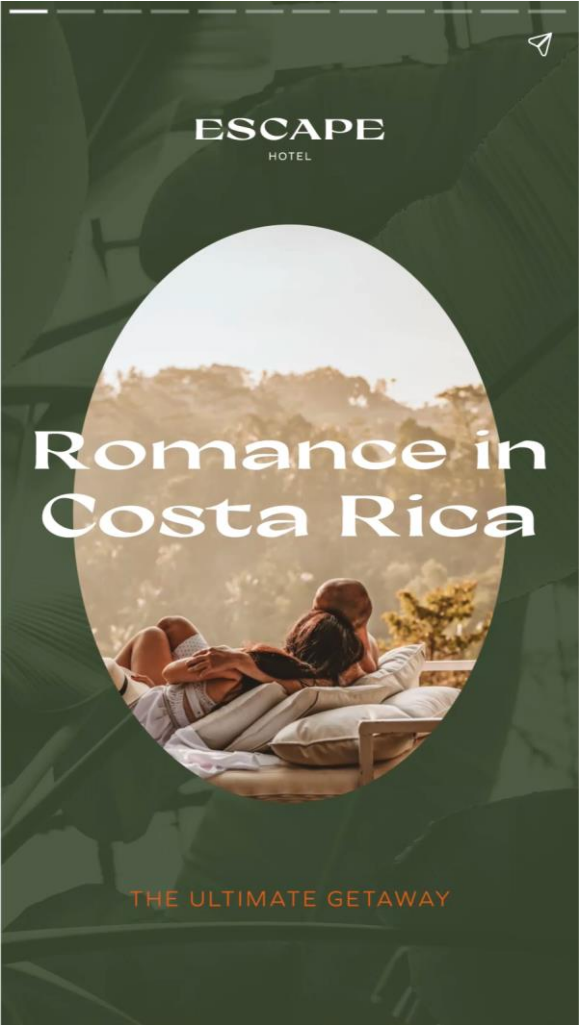
Start creating your web stories in just 4 simple steps

-  **STEP 1**
Theme Selection
-  **STEP 2**
Upload Media
-  **STEP 3**
Brand Definition
-  **STEP 5**
Add Logo & Text

Complete these steps to begin your web stories build. We ask that you complete this form as thoroughly as possible - making any changes to this information after submission may have additional programming costs.

If you have any questions, please contact **Milestone Sales Team by email.**

Start Now



Design – Powered By Your CMS



Top 10 Must-Haves to Future-Proof Your CMS

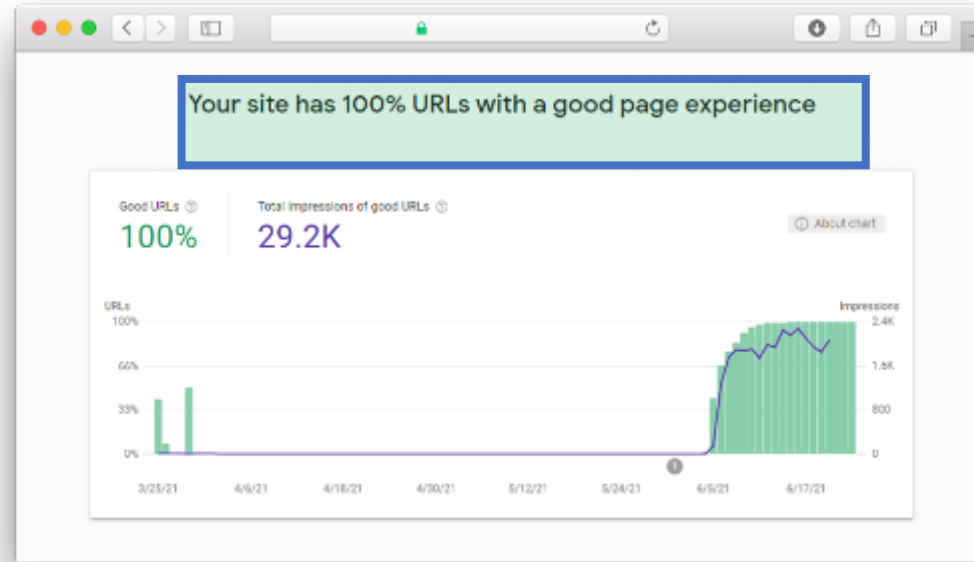
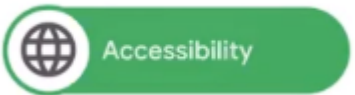
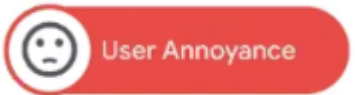
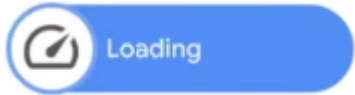


Discovery and Experience – Key for Winning



Page Experience Pillars

New Scoring Criteria



Measures performance in all pages of the website



Page experience signals

- Core Web Vitals: No issues detected
- Mobile Usability: No issues detected
- Security issues: No issues detected
- HTTPS: Your site uses HTTPS. [Learn more](#)

Additional signals shown: User Annoyance, Loading, Accessibility, Security & Privacy

Top Priorities for UX

1 Version control

2 Images

3 Pages

4 Navigation

5 Banners / LTO

6 Blog

7 Naming conventions

8 Wizards / Mi-Blocks

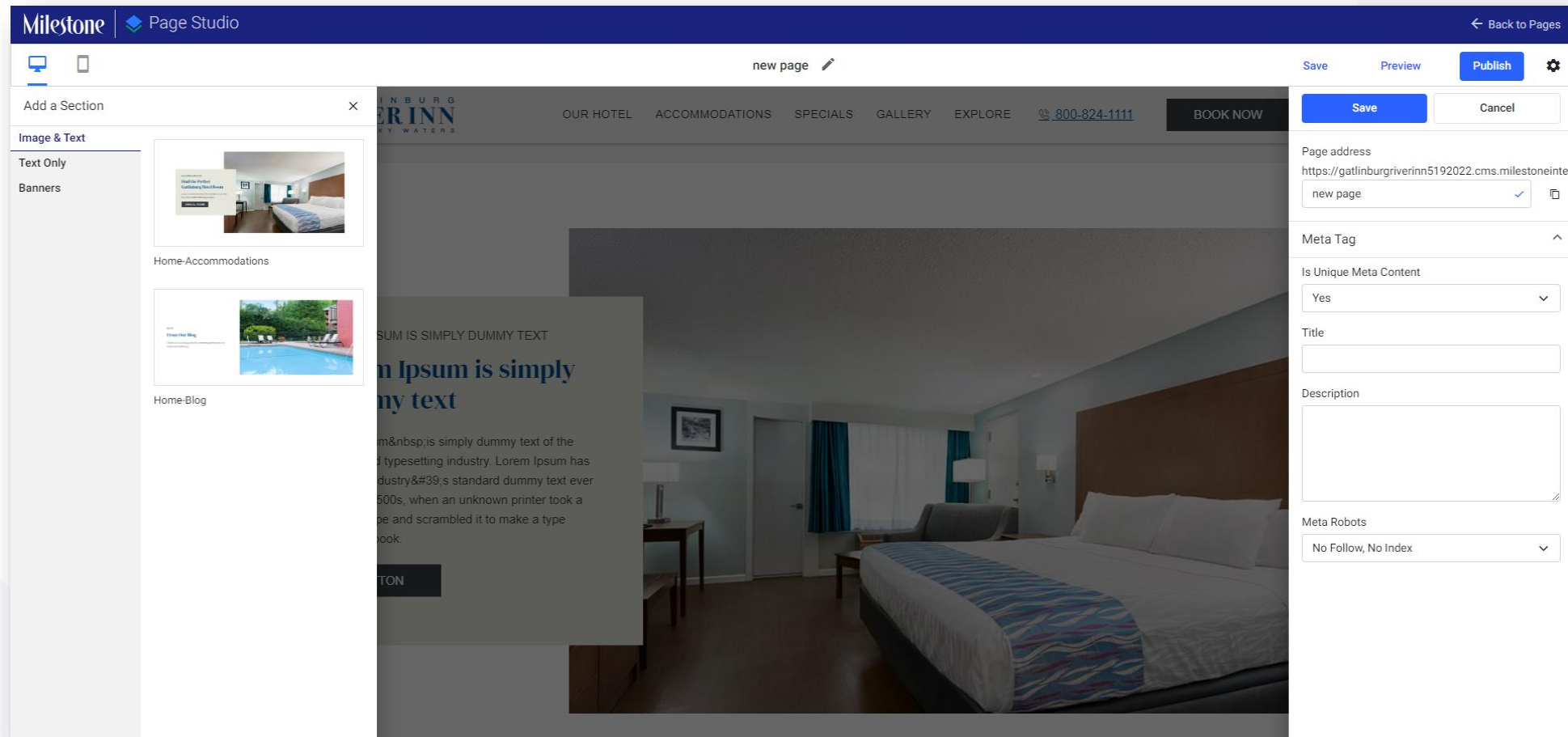
9 Template sites



Authoring Pages And Experiences At Scale

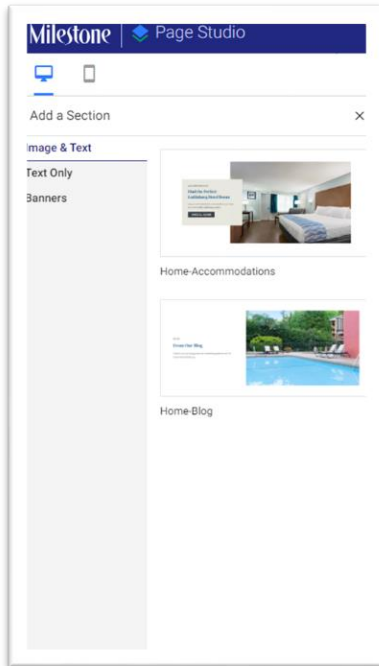
Introducing **Page Studio**

Create and publish high-quality web pages in just a few clicks!



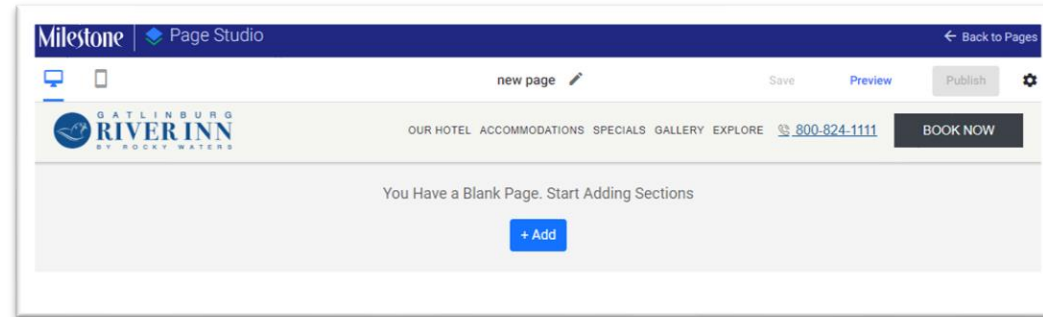
Simple 3 Step Process

Component Library



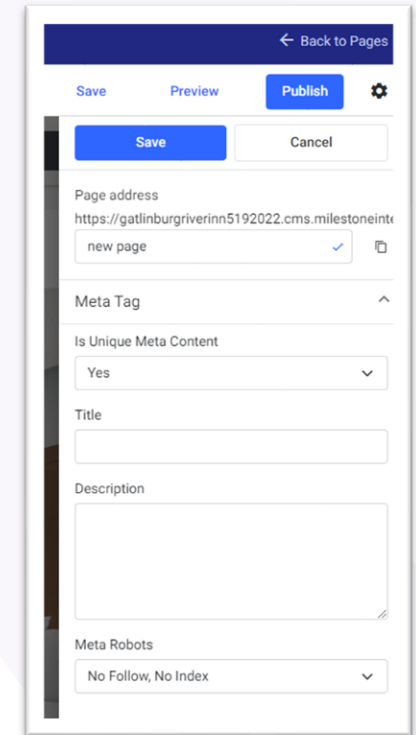
- Pre-Designed Components
- Category support

Add sections with single click



- One click section creation
- In page component editor
- Move or clone components in one click

Preview & Publish



Site Studio – 1/2

Express Website Builder for Brands

Milestone Templates Features Pricing Resources Log In [Get Started](#)

1

Your ideal website at your fingertips

Build your dream website faster than ever and drive visibility and conversions with our SEO-first technology.

[Get Started](#)

Milestone

2

What type of business do you have?

Hospitality

Financial

Restaurants

Automotive

Brands

Others

Milestone

3

Get Started

- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics

Milestone

4

Get Started

- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics

Theme Selection 1 / 5

Pick the website template you love

Aspen

Maple

Mahogany

Redwood

Rosewood

Walnut

← Prev Step [Next Step](#) →

Brand Selection 2 / 5

Bring your website to life with some color

Choose how the colors, fonts and buttons appear on your website from the curated list below

Colors & Fonts Preview

A Big Beautiful Headline

Paragraph text

[MAIN BUTTON](#)

A BIG BEAUTIFUL HEADLINE

Paragraph text

[MAIN BUTTON](#)

A Big Beautiful Headline

Paragraph text

[MAIN BUTTON](#)

← Prev Step [Next Step](#) →

Site Studio – 2/2

Express Website Builder for Brands

Milestone

5

Get Started

- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics


Architecture & Content 3 / 5

Add pages to your website

Select the pages you need on your website. You can add up to 18 pages.


Standard Pages

Home




Mandatory Page

Rooms




Recommended

Special Offers




Includes detail page


Dining



Services & Amenities



Gallery



← Prev Step

(10 of 18 Pages Added)

Next Step →

Milestone

7

Get Started

- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics

Business Information & Analytics 5 / 5

Add your business information

Business Information

*Required Fields

Business Name *	Contact Person First Name *	Contact Person Last Name *
<input type="text" value="Enter Business Name"/>	<input type="text" value="Enter First Name"/>	<input type="text" value="Enter Last Name"/>
Contact Person Email *	Contact Person Phone *	Existing Website URL
<input type="text" value="Enter Email"/>	<input type="text" value="Enter Phone"/>	<input type="text" value="Enter Last Name"/>
Link for Branding Assets*		
<input type="text" value="Enter Assets Link"/>		
<input type="checkbox"/> I have added all my branding assets into the provided dropbox link.		
Website Primary Language		

← Prev Step

Next Step →

Milestone

6

Get Started

- Theme Selection
- Brand Definition
- Architecture & Content
- Add-ons & Features
- Business Information & Analytics

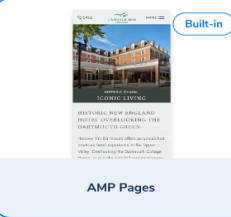
Add-ons & Features 4 / 5

Which features should your website have?

Select only the features that are part of your contract


Standard Features

Built-in




AMP Pages

Built-in




ADA / Accessibility

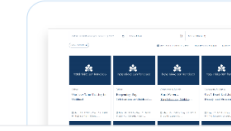
Built-in




PWA

Other Features







← Prev Step

Next Step →

Milestone

8

Order Summary

You are about to submit your information

Before submitting make sure all the selections and information added in the previous steps is correct.

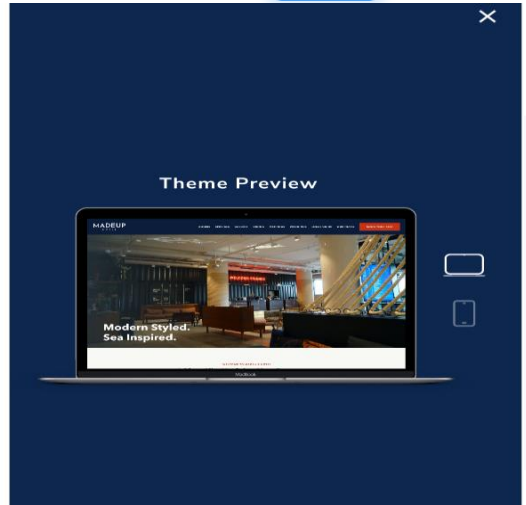
Selected theme Aspen

Inside pages selected

- Rooms X
- Special Offers X
- Dining X
- Services & Amenities X
- Gallery X
- Things to Do X
- Nearby Attractions Map X
- Email Offers X
- Contact & Location X
-

Features selected

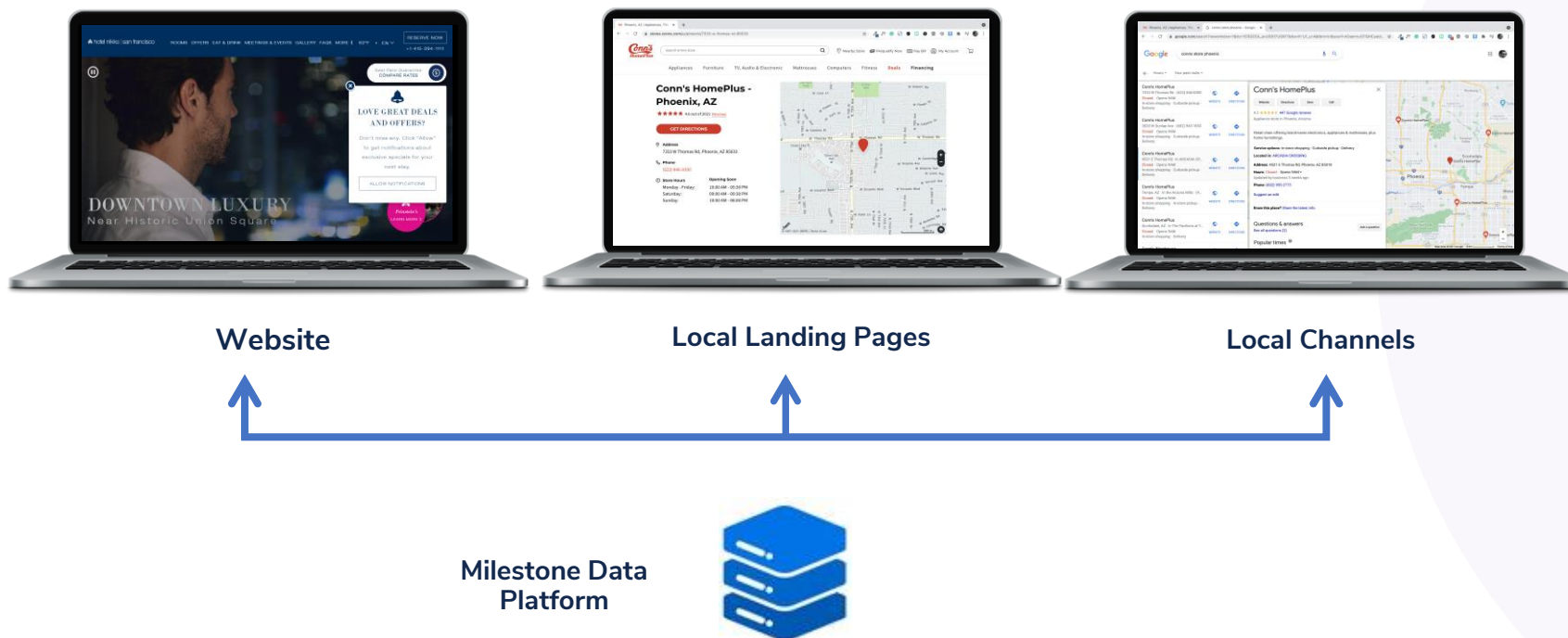
- AMP Pages X
- ADA/Accessibility X
- PWA X
-





Delivering Consistent Experience Across Channels

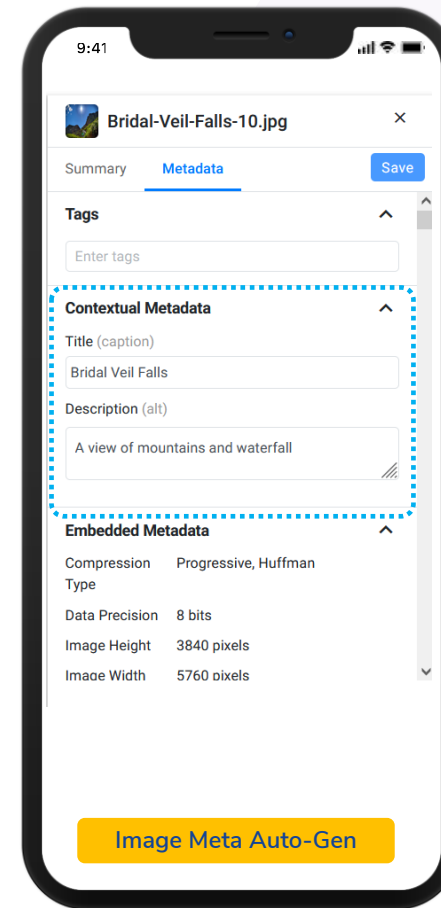
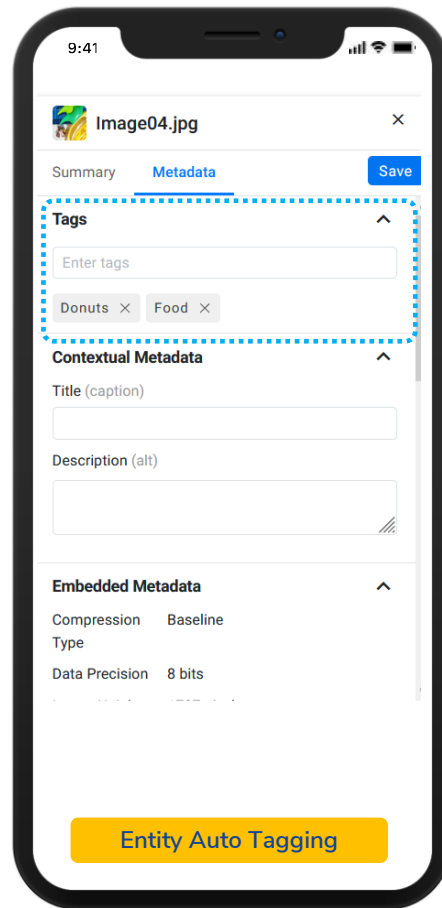
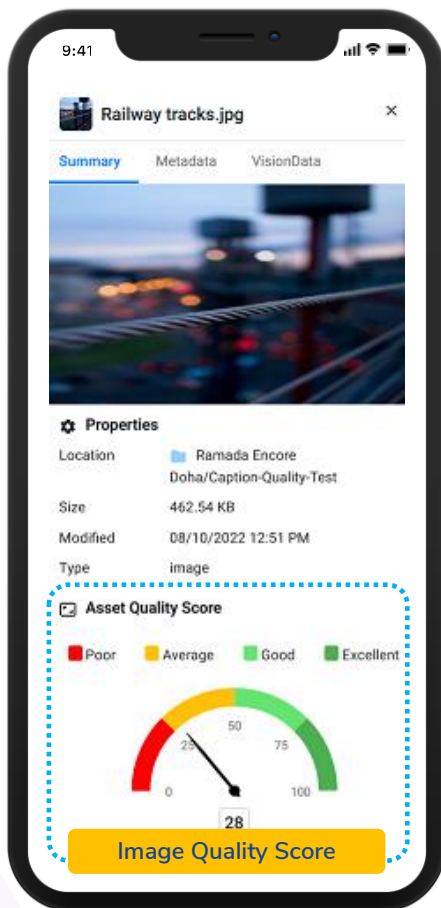
Consistency Across Search-Optimized Website, Local Landing Pages & Update Local Listings at Scale





Milestone Digital Asset Library for Visual Search

Optimize images for page experience & image search



Digital Asset Library for Visual Optimization

The screenshot displays the Milestone Digital Asset Library interface. At the top, there is a navigation bar with the Milestone logo and menu items: Dashboard, Local, Reviews, Analytics, Insights, CMS, and Reports. Below the navigation bar, the page title is 'Asset Library' with a search bar and buttons for 'Add Folder' and 'Upload'. The main content area shows '123 Bank / 123 Bank Assets' and a list of 14 files. A '3 Step Process to Make Visual Search Easy!' banner is visible above the list, with steps: 1. Check Score, 2. Select Image using Tags, and 3. Review Auto Generated Alt Text. The file list includes columns for Name, Last Modified, Quality Score, Type, and Size. A detailed view for 'Hotel-Bar.jpg' is shown on the right, featuring a thumbnail image, a 'Properties' section with metadata (Location, Size, Modified, Type, Dimensions, Dots per inch), and an 'Asset Quality Score' section with a gauge chart showing a score of 24.

Name	Last Modified	Quality Score	Type	Size
<input type="checkbox"/> Hotel-Bar.jpg	8/9/2022 05:53 AM	24	jpg	32 KB
<input type="checkbox"/> Star-Restaurant.jpg	8/9/2022 05:53 AM	24	jpg	128 KB
<input type="checkbox"/> Beach-Town.jpg	8/9/2022 05:53 AM	42	jpg	103 KB
<input type="checkbox"/> Eiffel-tower.png	8/9/2022 05:53 AM	65	png	98 KB
<input type="checkbox"/> Red-room.jpg	8/9/2022 05:53 AM	68	jpg	39 KB
<input type="checkbox"/> Outside-mountains.png	8/9/2022 05:53 AM	80	png	78 KB
<input type="checkbox"/> Ossal-lobby.jpg	8/9/2022 05:53 AM	85	jpg	64 KB

Hotel-Bar.jpg

Summary Metadata:

- Location: 123 Bank Assets
- Size: 32 KB
- Modified: 05/29/2022 2:35 pm
- Type: jpg
- Dimensions: 1620x1080
- Dots per inch: 300x300

Asset Quality Score

Score: 24

Key Takeaways

- 1 **Design** – Visual → Under the hood
- 2 **Pages and Sites** – Author → Discovery + Consistency
- 3 **Images** – Storage → Quality, Relevancy

Thank You