

In Case You Missed It:

Read our latest blog on the ADA's ruling against retailer, Winn-Dixie, and what it may mean for websites that remain inaccessible.

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'Design Thinking' is the Next Frontier of Great UX and Innovation

Design thinking is the latest UX approach poised to soothe businesses' digital customer experience woes. It is a user-centric tactic that takes "the needs of users, the possibilities of technology and the requirements for business success" into consideration for digital design ([Forbes](#)). As enterprises continue to fall short of customers' UX expectations, users' patience for poor experiences is [wearing increasingly thin](#).

Using design thinking, brands will be able to mitigate UX obstacles (which can be up to [100x more costly](#) to fix post-development rather than during implementation) by preparing for and strategizing around potential future needs and innovations. More [here](#) on the framework and strategies for design thinking that will prepare brands for changes as digital innovation continues.



Postponed Federal Regulations Will (Inadvertently) Spur Cross-Channel Accessibility Lawsuits

When the United States DOJ deprioritized the regulation of web accessibility standards, many brands expected to breathe a sigh of relief regarding the looming threat of litigation. Instead, putting these regulations on hold is "[unwittingly contributing](#) to the flurry of lawsuits" by keeping regulations unclear.

[Over 250 brands](#) have faced litigation for inaccessible websites, yet website accessibility is only the tip of the iceberg. Inaccessible mobile apps, kiosks and POS devices [also put brands at risk](#) for legal action. As long as federal regulations and standards remain murky, accessibility will continue to be a moving target for businesses hoping to get accessibility right. More on the implications of the DOJ's tabled accessibility plans [here](#).



TRENDING NOW: MILLENNIALS AND THE IOT

Most millennial consumers appreciate businesses embracing innovation, and want them to [leverage even more technology](#) to improve CX. Still, brands have yet to properly incentivize [as many as 85%](#) of millennials to use IoT devices because the experiences are not yet seamless, convenient, personalized or secure enough. [Learn more](#).



TRENDING NOW: THE MOBILE PAYMENT BOOM

Mobile payments may finally be seeing a major turning point, as they move toward peer-to-peer payments and bill payments as use cases to drive widespread adoption. According to Business Insider, mobile payments will reach [56% adoption](#) by mobile users by 2020. Today, peer-to-peer mobile payments approach 20%, digital wallet usage nears 15% and over 40% of users pay bills using mobile payment options. [Learn more](#).



TRENDING NOW: MARY MEEKER'S 2017 INTERNET TRENDS REPORT

In 2017, mobile usage and ecommerce growth continue their upward climb, but biometric features such as image recognition and voice activation are quickly [playing a larger role in their success](#). Overall, digital leaders are seeing success in transforming experiences by leveraging better UX and big data. [Read more highlights](#).

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USABLENET 875 6TH AVENUE 21ST FLOOR NEW YORK NY 10001 UNITED STATES

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