

## Original Paper

# Research on Internet Brand Design Based on User Experience

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### Abstract

*In the era of digital economy, brand competition has shifted from the simple technical and functional aspects to an all-round battle for user experience. According to the latest research data from PWC, 86% of consumers are willing to pay a higher premium for an excellent user experience. This phenomenon is particularly prominent in the Internet industry. Faced with increasingly homogenized product services, how can we build an Internet brand with lasting vitality? This requires us to re-examine the essence of brand building from a strategic perspective. In this era where experience reigns supreme, only by placing user experience at the core of the brand strategy and building an evolving experience innovation mechanism can Internet brands achieve long-term success in the fierce market competition. This is not only a change in marketing strategies, but also a fundamental transformation of the entire enterprise value creation logic.*

### Keywords

*User experience, Internet brand design, User stickiness*

### 1. Introduction

In the rapidly changing digital economy era, internet brands exhibit a unique characteristic of "rapid growth and rapid decline". Compared with traditional brands, these emerging brands not only demonstrate astonishing market explosive power but also face more severe survival challenges. At its core, the key to maintaining long-term brand competitiveness does not lie in the temporary flow benefits, but in building an ecosystem that is self-evolving and centered on user experience. The relationship between the brand and the user is essentially a symbiotic relationship of value creation. In the digital context, excellent user experience design can stimulate users' initiative in brand building and establish a virtuous cycle of mutual empowerment between the brand and the user. Through refined user experience management, the brand can: promptly capture the demand signals in user behavior data, quickly respond to the subtle changes in market preferences, and continuously optimize the product and service supply system. Taking Alibaba's ecosystem as an example, it builds a complete user feedback mechanism, converting each interaction into valuable experience data. After intelligent analysis of these data, they

can precisely guide the direction of product iteration, forming a positive flywheel of "experience optimization - user growth - data accumulation".

In the experience economy era, the core competitiveness of internet brands has shifted from technological advantages to user operation capabilities. Only by placing user experience at the strategic center and building a continuously evolving ecological loop can one maintain long-term success in the fierce market competition. This is not only a technological upgrade in brand management, but also a cognitive revolution concerning the essence of business.

Moreover, in the digital wave, the value construction of internet brands has already transcended the simple level of functional satisfaction. Modern consumers do not only seek the practical value of products or services, but also an emotional carrier that can evoke resonance and meet deep psychological needs. This emotional bond between the brand and the user directly determines the brand's lasting vitality and competitiveness in the market. The core competitiveness of internet brands has shifted from technological advantages to emotional advantages. Only those brands that can continuously create emotional value and establish deep psychological connections can win the long-term favor and loyalty of users in the fierce market competition. This requires brand managers not only to focus on the iteration of product functions, but also to carefully manage every emotional dialogue with users.

## **2. The User Experience**

The concept of user experience was born in the 1990s and was proposed by the renowned user experience design expert Donald Norman. He believed that an excellent user experience must meet the following conditions: it should satisfy the user's needs without triggering their boredom, and provide users with simple and aesthetically pleasing products to stimulate consumers' positive emotions. The introduction of this concept has attracted a large number of scholars to the field of user experience research. Although scholars at that time did not have a precise understanding of connotation of user experience, the majority of them believed that this concept could perfectly replace the traditional usability concept, and thus user experience theory has developed rapidly in a short period of time.

Hassenzahl and Tractinsky (2006) have a certain practical significance in defining user experience. They believe that user experience is the result of the interaction between the user's internal state (such as tendencies, expectations, needs, motivations, moods, etc.) and a system with certain characteristics (such as complexity, purpose, usability, functionality, etc.) in a specific interaction scenario (such as organizational/social background, the meaning of the activity, the voluntariness of use); Hassenzahl also pointed out that positive emotional factors should be regarded as a new content in user experience research. This definition subdivides user experience to a degree that can be measured specifically, greatly enhancing the operability of user experience practitioners; At the same time, it has important guiding significance for the evaluation and measurement of user experience.

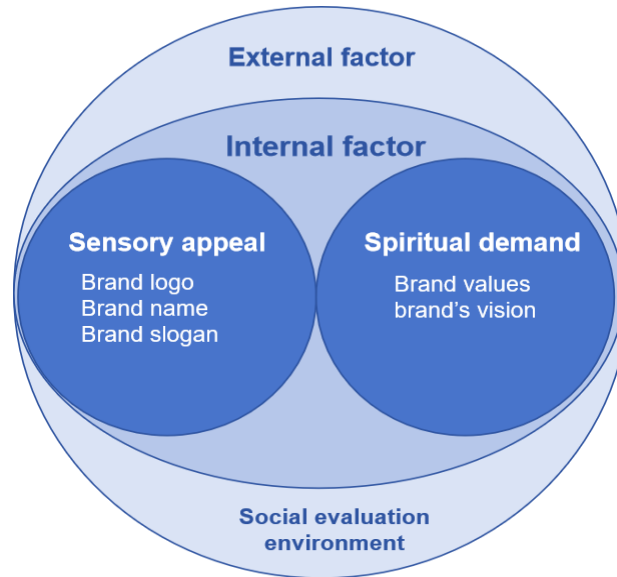
### 3. The Internet Brand Positioning

Based on the user experience-based Internet brand building model summarized in the previous text, the user experience elements that affect brand positioning mainly include the user demand elements in the user expectation category and the virtual scene elements in the environmental category. The user demand elements are the most important user experience elements that influence brand positioning. According to the importance of the user's needs, the user's needs can be divided into the main needs and the secondary needs. The main needs of the user come from the problems or pain points encountered by the user during the process of completing a specific task or goal. By solving the problems or pain points encountered by the user, the main needs of the user can be met, bringing core value to the user. Therefore, achieving brand positioning can be achieved by meeting the main needs of the user or solving their pain points. According to the number of user needs, the needs can be divided into single-level needs and multi-level needs. The satisfaction of multi-level needs means that it can bring multi-dimensional value to the user. The comprehensive value of multi-dimensional value can break the user's existing cognition and make the Internet brand form a unique existence in the user's mind. Therefore, integrating the multi-level needs of users is also a strategy for brand positioning. The hedonistic psychological demands of users are the users' desires for happiness and pleasant experiences. Their most direct manifestation is the users' pursuit of a good life, which can improve the user's quality of life and bring a good life experience to the user. An Internet brand that can meet the users' hedonistic psychological demands can satisfy their needs and bring value to the users. Therefore, meeting the hedonistic psychological demands of users can also achieve brand positioning. However, the resolution of pain points and the integration of multi-level needs can also satisfy the users' hedonistic psychological demands to a certain extent. Therefore, these strategies are not independent of each other and have certain overlaps.

### 4. The Personality of Internet Brands

The key user experience elements that influence the shaping of an internet brand's personality mainly include users' emotions, users' memories, the content and appearance of the product, the social evaluation environment, and the virtual scene elements that run through the entire process of building the internet brand. Essentially, brand personality is the product of users' emotional demands, and users' emotional demands can be divided into sensory demands and spiritual demands. Users' sensory demands are their pursuit of the external image of things, while the external image of the brand is mainly conveyed to users through brand symbols. Distinctive and stimulating brand symbols can enhance users' memory, leaving a lasting and profound impression in consumers' minds, thus enabling the external charm of the internet brand personality to be enhanced and the relationship between users and the brand to be narrowed. Users' spiritual demands are their pursuit of the internal image of things. The internal image of the brand mainly includes the brand's vision and values, and these intangible internal images can be conveyed to users vividly and efficiently through stories, improving and deepening the image of the brand personality in users' minds. Moreover, stories that leave a deep impression on users can enhance their memory and

accelerate the process of shaping the brand personality. Therefore, the shaping of brand personality can be carried out by designing distinctive and friendly brand symbols and brand stories that leave a deep impression on users.



**Figure 1. The Brand Personality Construction Strategy**

Users' emotional demands are the internal factors influencing the construction of an internet brand's personality, while the social evaluation environment factor is the external factor influencing the shaping of brand personality. Under the influence of the herd mentality, social evaluation information can easily guide users' evaluation direction. Excessive negative social evaluation can lead to the collapse of the brand personality, causing a devastating blow to the shaping of the internet brand personality. Therefore, guiding the direction of social evaluation opinions can create a positive environment for the shaping of the brand personality. The main medium for the formation and development of social opinion evaluation is the network platform. Therefore, through the intervention of online public opinion, some negative social evaluations can be transformed into positive ones, reducing external obstacles on the path of brand personality shaping and improving the effectiveness of brand personality shaping, which creates a positive external evaluation environment for the shaping of brand personality. The brand personality shaping strategy is shown in Figure 1.

### **5. The Enhancing of the User Stickiness of Internet Brands**

The key user experience elements that affect the stickiness of an internet brand mainly include users' expectations, emotions, demands, product functions and values. Before users come into contact with a brand, they will predict the content of the brand and the way it conveys information, and will have certain expectations for the brand. A brand that fails to meet users' expectations will bring them negative emotions, while a brand that exceeds users' expectations will bring them surprises, generate positive

experiences, enhance users' liking for the brand, and make them more willing to spend more time on the brand. Therefore, providing users with an experience that exceeds expectations can enhance the brand's user stickiness. Humans are essentially emotional beings, and their constant pursuit is to continuously obtain spiritual pleasure and emotional satisfaction. Moreover, human emotions have certain stability characteristics, so establishing an emotional connection between the brand and users can make users have a certain emotional dependence on the brand, thereby enhancing the brand's user stickiness. Enhancing users' emotional experience and stimulating their emotional resonance can quickly help the brand establish an emotional connection with users. This is also a strategy for improving brand user stickiness. In addition, internet brands that can meet users' psychological demands for enjoyment, identity symbols, stimulation, and self-esteem are more likely to make users have a psychological dependence on the brand, thereby enhancing the brand's user stickiness.

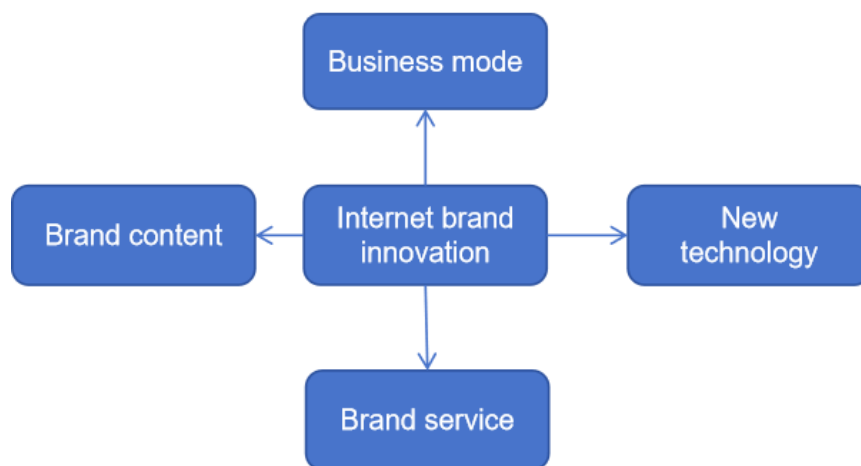


**Figure 2. The Strategies for Enhancing Brand Loyalty**

Product functions and values are also important factors for enhancing brand user stickiness. Products with strong usability, ease of use, and understandability can provide users with a smooth usage experience during use, thereby generating a certain stickiness for the brand of the product. However, the improvement of product functional experience brings far less enhancement in brand user stickiness than the enrichment of product value dimensions. Since products are the core content of a brand, the enrichment of product value dimensions also means the enrichment of brand value dimensions. Internet brands with social and cultural value can gain the continuous attention of users because the safety and stability of the social and cultural environment are the foundation for all activities of users. Therefore, activities with significance to society and culture can mobilize the enthusiasm of users to participate, and through participation, users can meet their self-actualization needs and bring psychological satisfaction, thereby gradually making users have a psychological dependence on the brand. Specific strategies for enhancing internet brand user stickiness are shown in Figure 2.

### 5.1 The Surpass Expectations to Create Surprises for Users

Brand innovation can break users' original perceptions, provide them with a brand experience that is completely new, and exceed their expectations, bringing them surprises. However, due to the rapid development of internet technology and the continuous changes in user demands, the speed of internet brand updates and iterations has become extremely fast. The duration of many innovative experiences has become extremely short. Therefore, only by constantly innovating can internet brands continuously provide users with experiences that exceed their expectations, thereby enhancing the brand's user stickiness. In addition, the low acquisition cost of internet brands provides convenient conditions for brand innovation. Users only need to update software in the software store to experience the latest brand experience provided by the brand. Internet brands can innovate in various aspects such as business model, content, application of new technologies, and services. Although business model innovation is more challenging compared to content, new technology application, and service innovation, it can greatly exceed users' expectations and bring them huge surprises. Different ways of satisfying the same user demands can lead to completely different business models. Therefore, business model innovation can start by changing the way to meet users' needs. There is not a single way to satisfy users' needs. Internet brands should break the conventional perception, combine their own characteristics, and be brave to explore new ways to meet users' needs. Brand content innovation can start from the current new lifestyle and new aesthetic trends, design unique brand content to convey the core value of the brand and highlight the brand's personality. The rapid development of artificial intelligence, big data technology, and Internet of Things technology has made their application scope increasingly wide. Internet brands should be good at using new technologies to improve the brand's functions, enhance the brand's intelligence level, and save costs for brand operation. The combination of online and offline is the future development trend of internet brands. Service innovation requires overall planning of the user behavior paths in the online and offline scenarios of users, continuously improving the user experience of service touchpoints, and providing users with the best service.



**Figure 3. The Elements of Internet Brand Innovation**

In addition to brand innovation bringing users experiences that exceed expectations, attention to detailed design can also achieve the effect of providing users with experiences that exceed expectations, enhancing brand user stickiness. The quality of detailed design reflects the brand's level of attention to users. Fully emphasizing users in internet brands can enhance users' sense of presence, thereby bringing users surprises. For example, the daytime/nighttime switch control design of Tencent Animation, clicking the daytime/nighttime switch control will correspondingly display the red icons of the sun/moon. This tiny interactive feedback detail catches users' eyes and brings them a brand-new user experience, exceeding users' expectations.

### *5.2 The Enhancing of the User's Emotional Experience and Stimulating Emotional Resonance among Users*

The satisfaction of functional experience has gradually become the most fundamental requirement for Internet brands. Satisfying functional experience cannot permanently retain users. Therefore, Internet brands need to explore new ways to retain users for a long time. Enhancing users' emotional experience and stimulating their emotional resonance can establish a deep connection between the brand and the users, enhancing the brand's stickiness.

Stimulating users' emotional resonance begins with in-depth analysis of the target users. Through various methods, the users' true emotional demands are explored. Based on the different emotional demands, the target users are further divided, and the specific emotional types used to stimulate the emotional resonance of the segmented user groups are clarified. Due to the stability characteristics of emotions, specific times, places, and things can evoke users' deep emotional memories and stimulate emotional resonance. Therefore, after clarifying the specific emotional demands of users, elements that can carry users' emotional memories should be extracted from the users' life experiences, such as traditional festivals and hometowns. Then, the extracted elements carrying users' emotional memories should be reorganized with the functions and contents of the Internet brand to generate unique brand content. Finally, the time for enhancing these unique brand content's interaction with users should be increased. During the interaction process, users' emotional resonance should be stimulated and a new emotional connection between users and the brand should be established.

In addition, converting users' negative emotions into positive emotions can also enhance their emotional experience. When users interact with Internet brands, encountering some cumbersome tasks and abnormal situations is inevitable. It is the time when users are most likely to have negative emotions. Therefore, Internet brands can guide users through emotional and interesting expressions, which can transform users' negative emotions into positive emotions. For example, in Internet brands, logging in and registration is a very cumbersome task that is likely to trigger users' irritability. Through the use of interesting illustration and animation design to guide users' login, it can divert users' attention and reduce the possibility of users having irritability, enhancing the interesting emotional experience of users. The more emotional experience scenarios that users can feel from the Internet brand, the easier it is for them

to establish a certain emotional connection with the brand. Therefore, the brand should try to conduct emotional design for all cumbersome tasks and abnormal situations.

Each interaction between users and Internet brands is an opportunity for the brand to establish an emotional connection with the users. Internet brands should fully utilize each interaction with users, by integrating users' emotional demands into the brand content, allowing users to fully experience the brand's emotional expression, stimulating users' emotional resonance, enhancing users' emotional dependence on the brand, and thereby enhancing the stickiness of Internet brand users.

### *5.3 The Enhancing of the Value Hierarchy of the Brand and Achieving the Diversification of Brand Value*

Enhancing the value dimension of a brand is also a strategy to increase user stickiness. A brand that can provide users with multiple levels of value can enhance users' dependence on it, thereby retaining users for a long time. Since social value and cultural value are common value demands for all users, enhancing the social value and cultural value of internet brands can maximize the influence on the user group. Moreover, internet brands with social value and cultural value can not only win users' good reputation but also contribute to the development and progress of society.

For the enhancement of the social value of internet brands, internet brands should first establish the awareness of enhancing social value, closely link brand development with social development, actively undertake certain social responsibilities, and participate in beneficial social development projects through the advantages of the brand itself, such as public welfare undertakings, educational undertakings, etc. Secondly, by leveraging the interactive characteristics of internet brands, it can provide convenient channels for users to participate in beneficial social development projects, allow users to feel the social value of the brand and enhance their trust in the brand. Although users' participation in beneficial social development projects can meet their self-actualization needs and enhance their enthusiasm, it can further enhance the motivation of users to participate through continuous motivation, ultimately achieving the enhancement of the social value of internet brands. Moreover, internet brands that position themselves to solve social pain points inherently have certain social value. Therefore, this type of internet brand can maximize the brand's social value by continuously optimizing the solution methods for social pain points. For the enhancement of the cultural value of internet brands, starting from improving the brand's mission, values, vision and other brand concepts, a complete and profound brand concept can enrich the brand's connotation and enhance the brand's cultural deposits. In addition to the brand's concepts, the brand's behavior also has an important influence on the brand's culture. Since internet brands are a new type of brand and have a short existence time, while cultural value requires the accumulation of time, internet brands can cooperate with some famous cultural IPs to carry out some culturally distinctive projects, design culturally distinctive content, and indirectly enhance the cultural value of the internet brand through the famous cultural IPs.



## 6. The Internet Brand Evaluation

The evaluation of internet brands runs through the entire process of brand building. Whether it is brand positioning, shaping of brand personality, brand dissemination, or enhancement of brand user stickiness, all require evaluation to measure the effectiveness of the construction. Therefore, the evaluation of internet brands plays the role of detecting the construction results throughout the construction process and is the last line of defense in the brand building system. Thus, scientific and effective brand evaluation strategies can promptly identify problems that arise during the brand construction process and help the brand adjust its strategic direction.

The user experience factors that affect the evaluation of internet brands mainly include user behavior, user feedback, time scenarios, and task scenarios. According to whether the behavior relies on the internet, it can be divided into online behavior and offline behavior. The online user behavior operations mainly include single-click, double-click, sliding, long press, zooming, adjustment, etc. Through data embedding, the user's these behavior data can be accurately recorded. Although these quantitative operational behavior data can help the brand clearly identify existing problems, they cannot explain all the reasons behind the problems. Combining these quantitative operational behavior data with qualitative user feedback data can achieve this goal. Therefore, internet brands should establish multiple channels for data collection. Through rich qualitative and quantitative data, the understanding of users' attitudes towards the brand and the problems that arise during the brand construction process and achieve brand evaluation. According to the time dimension, user feedback can be divided into immediate user feedback and long-term user feedback. Immediate user feedback can reflect the emotional changes of users when using the brand at that time, helping the brand improve the user experience during use. Long-term user feedback is the comprehensive expression of all immediate feedback. Therefore, improving the overall brand experience is key to enhancing all users' immediate experiences. Thus, internet brands need to manage brand touchpoints and continuously improve the brand experience at these touchpoints. In addition, the evaluation of internet brands cannot ignore the task scenario factor. For user feedback, it must be located in specific tasks to realize the value of feedback.

## 7. Conclusion

Due to the different user experience elements influencing the various stages of internet brand construction, this article conducts in-depth analysis of internet positioning and internet personality, and then proposes strategies to increase the user stickiness of internet brands, including creating unexpected surprises for users; enhancing the emotional experience of users, stimulating emotional resonance among users, and enriching the value hierarchy of the brand to achieve diversified brand value. The analysis in this article helps to deeply understand the key elements of internet brand construction and provides practical brand operation strategies for enterprises, enabling them to establish differentiated advantages in the fierce market competition and ultimately achieve long-term improvement in user loyalty.

In addition, this research also provides a theoretical basis and practical reference for subsequent scholars' exploration in the field of internet brand management, filling the gap in existing research regarding the integration of user emotional experience and diversified brand value, and having positive significance for promoting the improvement of industry standards.

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