

WordPress DXP Essentials

Crafting a Memorable Experience

Alex Nitu
Product Manager & Technical Strategist
@Crowd Favorite



What Makes a Digital Experience Memorable?

Think about the websites or apps you love.

What keeps you coming back?



What is a DXP Anyway?

A Digital Experience Platform is **an integrated software framework** for engaging a broad array of audiences across a broad array of digital touchpoints

GARTNER, JANUARY 2024 MAGIC QUADRANT REPORT

You, Me & DXP.

Understanding Digital Experience Platforms (DXPs)

- DXPs help create personalized, seamless experiences across all digital channels.
- WordPress can be the powerhouse behind your DXP.

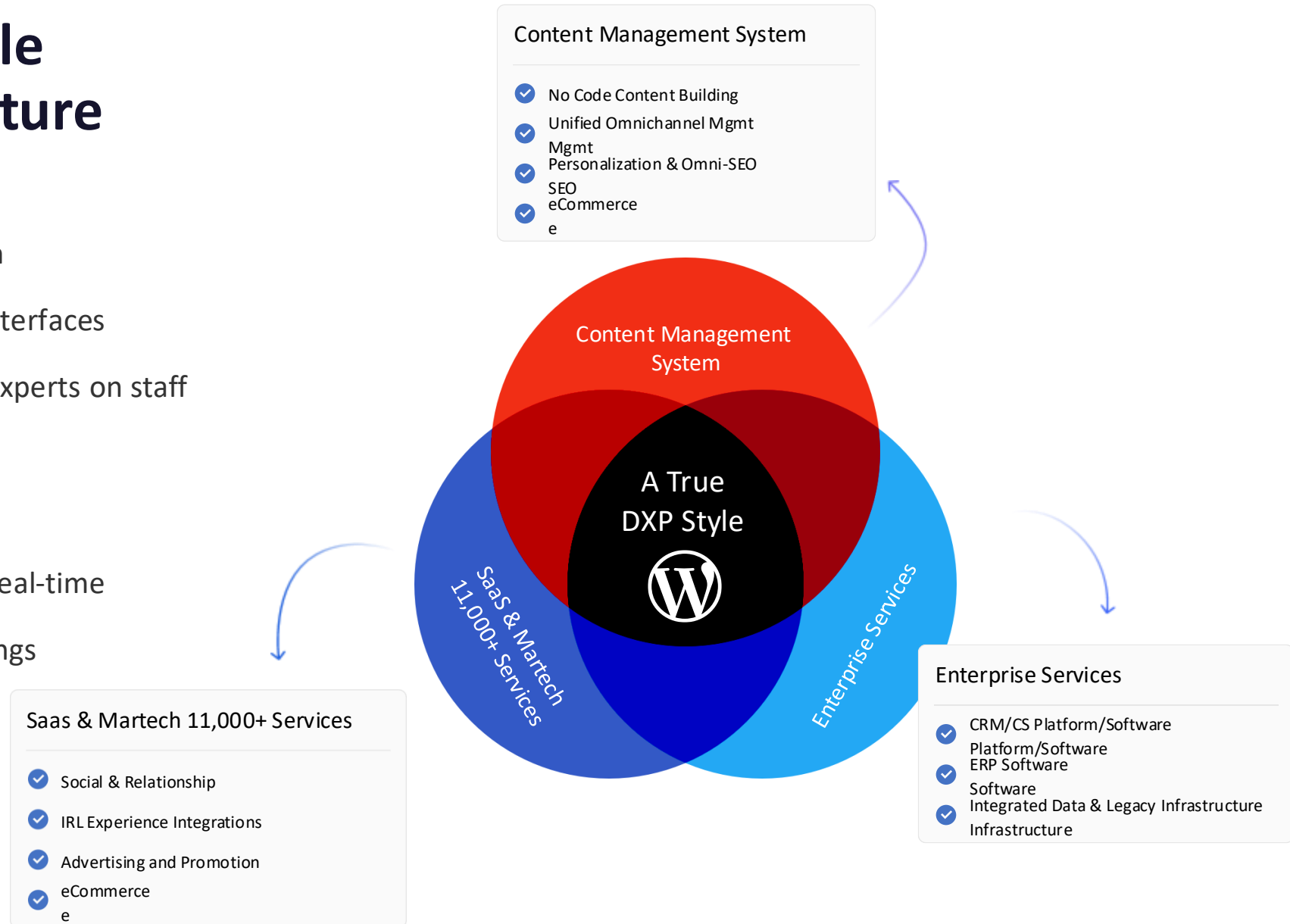
Defining Composable WordPress Architecture

What it *doesn't mean*

- You have to build it all from scratch
- You're jumping between 18 user interfaces
- You need obscure subject matter experts on staff

What it *actually means*

- You can swap components easily
- You can respond to the market in real-time
- You can innovate at a net cost savings



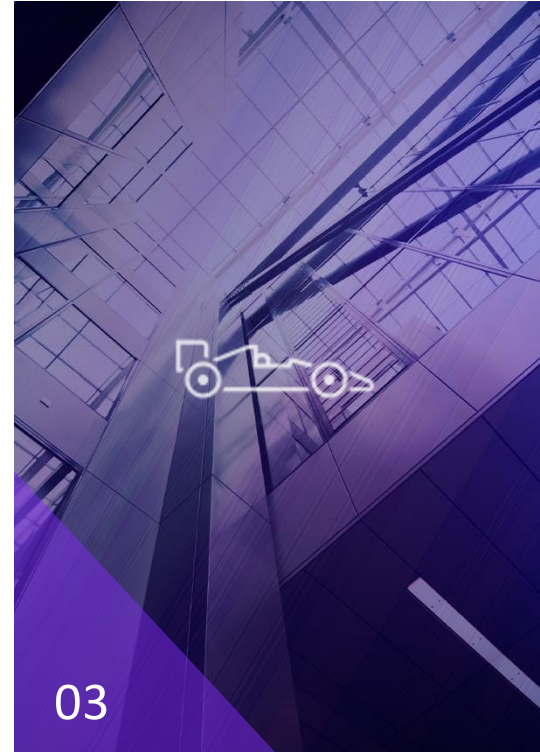
Key Traits of a Great DXP



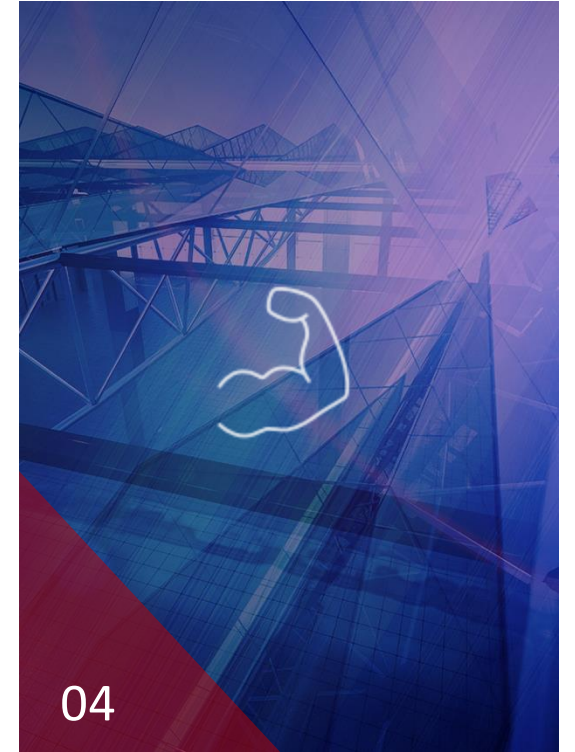
Personalized



Intuitive



Fast



Reliable

Personalized.

Tailored Stories for Individual Dreams

- Unique content for your top user personas.
- Product recommendations based on browsing history.
- Native WordPress personalization with DXP ToolKit.

Efortless.

Intuitive Navigation & User-Friendly Interfaces

- A/B testing usability improvements.
- Maintain app tempo with clear action and intent.
- Easy content discovery, clean yet self-explanatory.

Agile.

Above Anything Else, Performance is Relative & Subjective

- Perceived performance trumps hard values.
- Immediate reactivity and progressive outputs.
- The gatekeeper of user retention — comes with compounding effects.

Consistent.

Build Trust by Being Reliable

- Align branding and messaging across platforms.
- Uniform interfaces based on a harmonious design system.
- Users learn what to expect; Breaking changes sets them back to square one.

To Craft a Meaningful Experience.

Takeaways & insights to consider for your next DXP

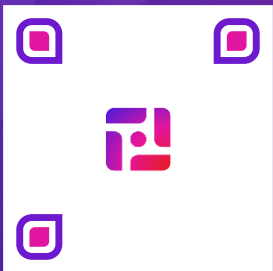
- Focus on the essentials.
- Leverage WordPress's flexibility.
- Build with a user-centric approach.
- The best journeys are never fully built, so keep your feedback loop turning.
- The sum of many iterative, small improvements is greater than its parts.
- Understand what your users say, do & feel.
- When in doubt, fall back to data fundamentals. Always have data!

Thank you!

Happy to continue our conversation, let's connect.



Schedule a chat with me
crowdfavorite.com/contact/hello-alex/



Check out DXP ToolKit's promo
crowdfavorite.com/wcro-2024

Alex Nitu
Product Manager & Technical Strategist
@Crowd Favorite

