

Best Practices to Blend Business Objectives and UX/UI in a Meta Study

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Abstract:

One critical component of developing successful products and services is combining business goals with user. This study focuses on behavioral research to gain a better understanding of user behavior, this would shed light on how design decisions influence user activities. This study will enable a deeper understanding of user perspective and highlight ways of using User experience and user interface in alignment with user psychographics. Its aim is to explain how user engagement and demographics affect the target audience on Meta platforms. The methodology for this study will require implementation of user research methods of focus groups and survey. This study will investigate the best practices of UX/UI that can help attain the proper balance between aesthetics and usefulness, while fulfilling business goals.

Keywords: Business Goals, Marketing, Meta, Social Media, User Experience, User Interface, User Research.

Background:

A good user experience is defined as dealing with the needs of each user while they use an application. It is usually evaluated using several usability testing methodologies, such as guerrilla testing, lab usability tests, and session recording, to mention a few. All of this allows participants to express their thoughts on how they perceive a particular product and the UX associated with it. (V. Johnston, M. Black, J. Wallace, R. Bond, and M. Mulvenna, 2022). A survey is another approach for gathering input, and they come in many kinds of styles.

Many key concepts are shared by marketing and UX design, but with different methodologies. Both disciplines are fundamentally user-centric, yet they approach their goals in very different ways. Marketing largely focuses on increasing a product or service's perceived value through brand image, promotional activities, and distinctive value propositions. UX design, on the other hand, focuses on lowering interaction costs, which include the combined mental and physical energy required by users to execute tasks or achieve goals within a digital interface. (Tankala S., 2023). These similar approaches work together to increase the overall expected utility of the product or service, making it more appealing and user-friendly.

The business benefit of design, organizations that prioritize usability and design performed better. When individuals enjoy using a product, they will use it more frequently and are more likely to

suggest it to their friends (Benedict Sheppard, Hugo Sarrazin, Garen Kouyoumjian, and Fabricio Dore, 2018). Furthermore, when individuals have a positive experience with a product, they are more likely to have a positive opinion of the firm that manufactured it.

Companies impact the usability and accessibility of products, including applications, websites, paid advertisements, social media posts, business communications, and hence the user experience. As brands frequently work across teams and products, they are well-positioned to affect their usability (Faria R.2021). The quality of social media websites tells us about the usability score that how much users are engaged in a particular platform.

Facebook has the lowest usability score, ranking in the 47th percentile. The SUPR-Q's usability factor forecasts a SUS score; for Twitter, it's a SUS equivalent score of 79, while for Facebook, it's a SUS equivalent score of 71. The social networking networks scores range from slightly below average to slightly above average. The SUPR-Q social media desktop average is in the 54th percentile which means it outperforms 54% of the websites in the database. Facebook has the group's lowest SUPR-Q score, ranking in the 32nd percentile. LinkedIn and Instagram lead the pack with 68th percentile scores. Sauro J. (2018).

Before bringing any product to the market, companies can use user testing to study how people engage with products and campaigns and gain a feel of what works and what doesn't. It may identify issues that are difficult to detect when testing with tools or team members who are already familiar with the product. These tests range from how easy it is for someone to find a product on the site to access hurdles for persons with various needs (Faria R.2021). Conducting user tests prior to this time can boost e-commerce sites and save companies time and money.

Introduction

Within the pages of this research paper, an illuminating journey to dissect the complexities of this symbiotic relationship, providing in-depth insights, real-world case studies, and a range of best practices that highlight the profound impact of integrating UX/UI design with strategic business objectives.

In the ever-evolving landscape of digital technology and consumer expectations, the fusion of user experience and user interface design with overarching business objectives stands as a critical frontier in achieving sustained success and competitive advantage. In today's digital marketplace, businesses no longer function within silos, where user experience and business goals exist as separate entities (Martin C., 2020). This meta study embarks on a comprehensive exploration of the intricate interplay between UX/UI design and business strategies, unraveling the best practices and strategies that empower organizations to seamlessly merge these two ostensibly distinct domains.

User experience and marketing are two sides of the same coin. Marketing experts are frequently motivated by commercial objectives centered on client acquisition. User experience and pleasure are important to UX researchers, and they think about it a lot (Tankala S., 2023). To focus on their own major drivers, each team may make sacrifices in other areas of attention. That is usually

acceptable depending on the maturity of the team and how the two teams collaborate. It is what distinguishes and balances these two groups.

Increased customer retention is important to both marketing and UX. However, the method to developing brand loyalty differs across the two teams. Marketing teams, for example, will seek to retain customers through incentive systems, discounts, or exclusive access (Tankala S., 2023). UX teams may prioritize ease of use and seamless, painless interactions across all channels, as these characteristics frequently create brand trust and loyalty.

Marketing frequently seeks information from consumers to ultimately adapt marketing strategies to each distinct user. It occasionally incorporates design strategies that go against a pleasant user experience (Costa C., 2021). Like, marketing may decide to include a popup on the landing page. The popup may request contact information or client feedback, or it may offer deals in exchange for mailing-list subscriptions. These are necessary for lead generation, which is the process of establishing a potential client base.

Focus:

The primary goal in this study is on identifying potential weaknesses in existing web applications and sites like Instagram and Facebook which is under Meta organization. to look into how business goals can be integrated with user experience and user interface design methods on Meta platforms. The paper aims to investigate how these elements interact to influence user behavior, engagement, and satisfaction. Therefore, this study would verify the following five hypothesis:

Hypothesis 1: Users using Instagram can benefit from getting timeline in the Save section.

Hypothesis 2: Instagram can add cost effective plans for promotion similar to Facebook.

Hypothesis 3: User will benefit from creating a Facebook-style marketplace on Instagram which would offer users more diverse e-commerce options.

Hypothesis 4: Users can benefit from finding the same ecosystem of the feed layout to maintain a uniform design across both platforms can enhance the user experience.

Hypothesis 5: Users can benefit from Instagram and Facebook being more accessible to those with impairments by including screen readers, voice commands, and alt language for photographs.

Research Methodology:

The research begins with analysis to establish the theoretical practice, reviewing current research on UX/UI design, user behavior, marketing techniques, and corporate objectives. Following that, data is gathered through focus groups and surveys to get insights into Meta platforms like Instagram and Facebook user behavior, preferences, and psychographics. Focus groups allow for in-depth talks among users, whilst surveys provide a wider qualitative perspective. This information is painstakingly evaluated using appropriate statistical and qualitative methodologies to find patterns, trends, and links between corporate goals, UX/UI practices, and user engagement.

Scale:

- 0 - Not Relevant: The social media platform does not meet the requirements.
- 1 - Poor: The social media platform lacks essential features for users.
- 2 - Fair: The social media platform has some good features, but they are limited and need improvement.
- 3 - Good: The social media platform has a good set of features that are useful.
- 4 - Very Good: The social media platform has a comprehensive set of that are really useful and interesting.
- 5 - Excellent: The social media platform exceeds expectations with an extensive set of features.

For hypothesis 1:**Hypothesis 1: Users using Instagram can benefit from getting timeline in the Save section.**

1. The Save feature on Instagram is well organized.
2. The Save feature on Facebook is well organized.
3. Instagram needs to organize the Save feature.
4. Facebook needs to organize the Save feature.
5. Adding Timeline will be beneficial on Instagram.

For hypothesis 2:**Hypothesis 2: Instagram can add cost effective plans for promotion similar to Facebook.**

1. Instagram provides good promotional plans for your business or personal purposes.
2. Facebook provides good promotional plans for your business or personal purposes.
3. Would you prefer Instagram's promotional plans or Facebook's?

For hypothesis 3:**Hypothesis 3: User will benefit from creating a Facebook-style marketplace on Instagram which would offer users more diverse e-commerce options.**

1. Adding a marketplace like Facebook on Instagram will be beneficial.
2. Like to engage in e-commerce and shopping on Instagram.
3. Like to engage in e-commerce and shopping on Facebook.
4. Which platform have you made more purchases?

5. If Not Used, can you provide reason if any for not purchasing.

For hypothesis 4:

Hypothesis 4: Users can benefit from finding the same ecosystem of the feed layout to maintain a uniform design across both platforms can enhance the user experience.

1. It is important for Instagram and Facebook to have a similar or uniform feed layout.
2. Instagram's feed layout is visually appealing.
3. Facebook's feed layout is visually appealing.

For hypothesis 5:

Hypothesis 5: Users can benefit from Instagram and Facebook being more accessible to those with impairments by including screen readers, voice commands, and alt language for photographs.

1. Accessibility features should be available on Instagram.
2. Accessibility features should be available on Facebook.
3. What other features do you think should be added on Instagram or Facebook?

Analysis of responses provided by the survey and interviewees.

The researcher provided the research's analysis in this section, which attempted to investigate the benefits and user perceptions that on some features of social media platforms regarding the features that are provided on both and which is more user engaging and user friendly. The questionnaire included nineteen questions about the benefits, such as save feature, user satisfaction, promotional plans, accessibility, and visual appearance.

Table 1: Summary Analytics of survey where n = 30 people

Hypotheses	Means	Standard Deviations	Number of participants
H1. Users using Instagram can benefit from getting timeline in the Save section	3.48	1.22	30

H2. Instagram can add cost effective plans for promotion like Facebook.	3.51	0.98	30
H3. User will benefit from creating a Facebook-style marketplace on Instagram which would offer users more diverse e-commerce options.	3.54	0.96	30
H4. Users can benefit from finding same ecosystem of the feed layout to maintain a uniform design across both platforms can enhance the user experience.	3.75	0.82	30
H5. Users can benefit from Instagram and Facebook being more accessible to those with impairments by including screen readers, voice commands, and alt language for photographs.	3.96	0.70	30

Table 2: Summary Analytics of interviews where n = 3 people

Hypotheses	Means	Standard Deviations	Number of participants
H1. Users using Instagram can benefit from getting timeline in the Save section	4.11	0.65	3
H2. Instagram can add cost effective plans for promotion like Facebook.	4.00	0.5	3

H3. User will benefit from creating a Facebook-style marketplace on Instagram which would offer users more diverse e-commerce options.	4.07	0.72	3
H4. Users can benefit from finding same ecosystem of the feed layout to maintain a uniform design across both platforms can enhance the user experience.	3.77	0.58	3
H5. Users can benefit from Instagram and Facebook being more accessible to those with impairments by including screen readers, voice commands, and alt language for photographs.	4.11	0.58	3

For hypothesis 1:

Hypothesis 1: Users using Instagram can benefit from getting timeline in the Save section.

Question 1. The findings demonstrated a firm convention of both the survey (3.77) and interview participants (3.66), indicating that the save feature on Instagram is well organized according to users.

Question 2. The data demonstrated a firm convention of both the survey (3.3) and interview participants (4.66), indicating that the save feature on Instagram is well organized according to users.

Question 3. The results demonstrated a firm convention of both the survey (3.6) and interview participants (4.33), indicating that the save feature on Instagram need some changes and then will become well organized.

Question 4. The results demonstrated a firm convention of both the survey (2.96) and interview participants (3.3), indicating that the save feature on Facebook need no more changes and is well organized.

Question 5. The results demonstrated a firm convention of both the survey (3.77) and interview participants (4.56), highly indicating that timeline section should be added to the save feature on Instagram.

For hypothesis 2:

Hypothesis 2: Instagram can add cost effective plans for promotion similar to Facebook.

Question 1. The results depicted that the survey (3.67) and interviewees (4.00) agreed that Instagram provides good promotional plans for marketing and influencers.

Question 2. The findings indicated same data as for Instagram that the survey (3.67) and interviewees (4.00) agreed that Facebook provides good promotional plans for marketing and influencers.

For hypothesis 3:

Hypothesis 3: User will benefit from creating a Facebook-style marketplace on Instagram which would offer users more diverse e-commerce options.

Question 1. The results of the survey (3.83) and the interviewees (4.56) showed agreement with the idea of adding a marketplace like Facebook on Instagram will be beneficial and would like it to be implemented.

Question 2. The findings indicated same data as for Instagram that the survey (3.56) and interviewees (3.66) show a neutral answer on neither agreeing or disagreeing on engaging for e-commerce activities on Instagram as they like to shop more through the website and the advertise are not always reliable.

Question 3. The findings indicated same data as for Instagram that the survey (3.23) and interviewees (4.00) show a neutral answer on neither agreeing or disagreeing on engaging for e-commerce activities on Facebook as they like to shop more through the website and the advertise are not always reliable like Instagram or any social media platform.

For hypothesis 4:

Hypothesis 4: Users can benefit from finding the same ecosystem of the feed layout to maintain a uniform design across both platforms can enhance the user experience.

Question 1. The findings for the survey (3.13) and from interviewees (3.67) demonstrate that the UI should not be the same for both the applications, it should rather have a difference for people to engage on both.

Question 2. The findings for the survey (4.36) and from interviewees (4.00) strongly reflects that the Instagrams user experience and user interface is really appealing and keep them engaged.

Question 3. The findings for the survey (3.76) and from interviewees (3.66) s reflects that the Facebook user experience and user interface is somewhat appealing, but yet can add more to it t

make it engage, the user demographic results also suggest that the age group of 24-33 engages more on Facebook.

For hypothesis 5:

Hypothesis 5: Users can benefit from Instagram and Facebook being more accessible to those with impairments by including screen readers, voice commands, and alt language for photographs.

Question 1. The results depicted that the survey (4.00) and participants of interview (3.67) that accessibility features should be improved to easily use on Instagram, a lot of users were not aware where it belongs on the application. It can be added such that someone can easily help someone with impairments to add this to their application.

Question 2. The results depicted were like that of the Instagram platform that the survey (3.93) and participants of interview (4.56) that accessibility features should be improved to easily use on Instagram, a lot of users were not aware where it belongs on the application. It can be added such that someone can easily help someone with impairments to add this to their application.

Implications

This research has implications for strategic business symmetry, underlining the need for Meta aligning their goals with user demands. These social media platforms can strategically position themselves to boost customer satisfaction, create more engagement, and potentially improve overall outcomes by applying the supplied presumptions. This consistency is a vital aspect of achievement in the modern competitive digital landscape.

According to the analysis results, which may include features such as a timeline section on Save in the Instagram, cost-effective promotion programs, and an Instagram marketplace like Facebook can greatly contribute to improved user engagement (Tankala S., 2023). Organizations may utilize this information to optimize their platforms, ensuring that users remain engaged and invested in the content and services provided.

The development of a Facebook-style marketplace on Instagram, as stated in Hypothesis 3, has implications for e-commerce growth. This not only caters to customers looking for a variety of products and services, but it also allows businesses to broaden their reach and cater to varied consumer preferences.

The fourth hypothesis emphasizes the visual appearance and the significance of keeping a consistent design across Instagram and Facebook. Implementing this idea can result in a more coherent user experience, in which users can move between platforms without facing substantial design differences (Faria R.2021). Though the results by the users were reflecting more about keeping them different and users like the visual of Instagram rather than Facebook. So the Facebooks design can be improved by doing broader UX research.

Recognizing the importance of accessibility, the study calls on Instagram and Facebook to be more inclusive of individuals with disabilities. The last hypothesis suggests integrating tools like screen readers, voice commands, and alt language for photos in a more user-friendly method (Faria R.2021). This inclusivity not only aligns with ethical concerns, but also broadens the user base, ensuring that these platforms are available to a wide audience.

Ultimately, this study paper not only provides a thorough examination of the delicate interaction between UX/UI design and business strategy on Meta platforms, but it also delivers actionable recommendations for firms seeking to flourish in the dynamic digital market. Beyond theoretical concerns, the implications provide a roadmap for firms to improve user experiences, achieve tactics symmetry, and, eventually, accomplish profitable growth.

Limitations and Opportunities

The case study's outcomes are constrained by the small number of participants in the surveys and interviews. To begin, the assumptions given are based on existing user habits and expectations, which are susceptible to alterations. Since virtual landscapes are evolving, recommendations may need to be reassessed on a regular basis to keep up with current trends. Furthermore, the study is based on user research methods such as interviews and questionnaires, which have inherent limitations in capturing the full range of user experiences. Furthermore, the findings' relevance may vary depending on demographics, geographical and cultural differences, necessitating organizations to modify their strategy accordingly.

These limitations, nevertheless, reveal significant opportunities for future research and practical application. Continuous user research and iterative design processes can help firms manage the dynamic nature of user expectations, allowing them to adjust tactics in real time. Opportunities also exist in integrating future technologies like artificial intelligence and machine learning to improve personalization and predictive design, further matching UX/UI with specific user needs. Collaboration between UX/UI researchers, business strategists, and technical specialists may unlock novel methods to overcome constraints, enabling a more nuanced and adaptive approach to building user-centric experiences on Meta platforms. The changing landscape is an intriguing area to explore, with the potential to determine the future of digital interactions and corporate success.

Conclusion

In conclusion, my study of UX/UI design and business strategies on Meta platforms, we discovered a symbiotic relationship with enormous opportunities. Real-world examples and best practices have mapped out a clear path to success, emphasizing the importance of integrating user experiences with broader corporate goals. While we recognize some limits, such as the dynamic nature of user behaviors and regional differences, these challenges open the door to exciting alternatives. Businesses may grow and prosper in the technological landscape by continually emphasizing user research, embracing iterative design approaches, and integrating cutting-edge

technologies. This study is a practical call to action, encouraging designers, researchers, and businesses to work together to create the future of UX/UI integration. As we discuss the ever-changing virtual landscape, the seamless integration of user-centric design is vital.

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Appendix:

Table 1: Detailed Analysis of survey

Questions of Hypotheses	Mean	Standard Deviations	Number of Participants
H1. Users using Instagram can benefit from getting timeline in the Save section			
The Save feature on Instagram is well organized	3.77	0.97	30
The Save feature on Facebook is well organized	3.30	1.12	30
Instagram needs to organize the Save feature	3.6	1.22	30
Facebook needs to organize the Save feature	2.97	1.5	30
Adding Timeline will be beneficial on Instagram	3.77	1.30	30
H2. Instagram can add cost effective plans for promotion like Facebook.			
Instagram provides good promotional plans for your business or personal purposes	3.67	0.80	30
Facebook provides good promotional plans for your business or personal purposes	3.37	1.16	30
H3. User will benefit from creating a Facebook-style marketplace on Instagram			

which would offer users more diverse e-commerce options.			
Adding a marketplace like Facebook on Instagram will be beneficial	3.83	1.09	30
Like to engage for e-commerce and shopping on Instagram	3.57	0.86	30
Like to engage for e-commerce and shopping on Facebook	3.83	0.94	30
H4. Users can benefit from finding same ecosystem of the feed layout to maintain a uniform design across both platforms can enhance the user experience.			
It important for Instagram and Facebook to have a similar or uniform feed layout	3.13	0.82	30
Instagram's feed layout is visually appealing	4.37	0.67	30
Facebook's feed layout is visually appealing	3.77	0.97	30
H5. Users can benefit from Instagram and Facebook being more accessible to those with impairments by including screen readers, voice commands, and alt language for photographs.			
Accessibility features should be available on Instagram	4.00	0.59	30
Accessibility features should be available on Facebook	3.93	0.83	30

Table 1: Detailed Analysis of interviews

Questions of Hypotheses	Mean	Standard Deviations	Number of Participants
H1. Users using Instagram can benefit from getting timeline in the Save section			
The Save feature on Instagram is well organized	3.66	0.58	3
The Save feature on Facebook is well organized	4.66	0.38	3
Instagram needs to organize the Save feature	4.33	0.58	3
Facebook needs to organize the Save feature	3.33	1.15	3
Adding Timeline will be beneficial on Instagram	4.56	0.58	3
H2. Instagram can add cost effective plans for promotion like Facebook.			
Instagram provides good promotional plans for your business or personal purposes	4.00	0	3
Facebook provides good promotional plans for your business or personal purposes	4.00	1	3
H3. User will benefit from creating a Facebook-style marketplace on Instagram which would offer users more diverse e-commerce options.			
Adding a marketplace like Facebook on Instagram will be beneficial	4.56	0.58	3
Like to engage for e-commerce and shopping on Instagram	3.66	0.58	3
Like to engage for e-commerce and shopping on Facebook	4.00	1	3

H4. Users can benefit from finding same ecosystem of the feed layout to maintain a uniform design across both platforms can enhance the user experience.			
It important for Instagram and Facebook to have a similar or uniform feed layout	3.66	0.58	3
Instagram's feed layout is visually appealing	4.00	0.58	3
Facebook's feed layout is visually appealing	3.67	0.58	3
H5. Users can benefit from Instagram and Facebook being more accessible to those with impairments by including screen readers, voice commands, and alt language for photographs.			
Accessibility features should be available on Instagram	3.67	0.58	3
Accessibility features should be available on Facebook	4.56	0.58	3