

# Innovating your way out of a crisis: digital answers for the quarantine economy

**Date + time:** 5/13, 1pm

**Presenters:** Nick Schneider and Michelle Lee

**LP:** <https://go.contentsquare.com/adapting-chapter-2>

**FULL PRESENTATION** is [here](#).

Recording available after registration



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# Agenda

1. **Trends in eCommerce:**  
impact of Covid-19 on digital customer behavior
2. **Human-centered innovation:**  
adapting user experiences for humans
3. **Making digital (more) human:**  
the behavior behind the metrics



# 1. The State of eCommerce:

impact of Covid-19 on customer behavior

## What this section is about:

Our weekly roundup of data on the impact of the Coronavirus on eCommerce behaviors around the world and across industries.

Narrative is: the current situation has led to significant digital traffic growth (and conversions too) and the new reliance on digital is accelerating digital transformation for brands.

# Overall dashboard for week ending 5/10



- All the latest numbers per industry/region [live here](#) if you want to pull some stats.
- [Blog published 5/12](#) has summary of this week's trends, including deep dive on sporting goods.



## 2. Human-centered innovation:

### Adapting user experiences for humans

#### **What this section is about:**

A look at some of the principles of human-centered design, such as the importance of empathy/understanding (of customer needs, context, problems, values, behaviors etc).

In relation to the current crisis: adjusting design/message to new needs, while still abiding by design principles of “form follows function” and discoverability.

In this section, Michelle presented various examples across industries of brands putting customer needs first and innovating truly human-centered innovations.



# 3. Making digital (more) human: the behavior behind the metrics

## What this section is about:

This section looks at the metrics/functionalities that makes all the innovation possible and equips teams to adjust quickly and intelligently to evolving customer needs.

It includes benchmark data on the “CX obstacle course” (ie. all the places where/reasons why visitors drop off) as well as case studies on how to leverage granular insights to solve such issues.

Case studies included are Orvis (replatforming) and Avon (AB testing).