The UX of WebRTC

WebRTC is a valuable tool to improve your user experience; it stands above other platforms and software because it does not require your customers to download additional software or plugins to communicate. This vastly streamlines and improves the communication process, enhancing your customer's user experience and ensuring that your system is easy and worry free to interact with.

WebRTC enhances communication without the need for confusing or expensive proprietary options or enhancements. According to communications experts at Wildix, incorporating the efficient communication afforded by Web RTC into your workplace can boost productivity and engagement by up to 25%. This efficient form of communication makes it easy for your teams to interact and collaborate and enhances your environment considerably.

In the rush to create the most technically impressive solutions, we often overlook the fact that user experience is one of WebRTC's great strengths. This session will look at outstanding examples of enterprise UX in WebRTC applications and user experience strategies for WebRTC integrations. It will also talk about why user experience is the great differentiator for next-generation UC & C.

Unpacking WebRTC

How does WebRTC seamlessly enhance communications without placing burdens upon the user? The keys to the WebRTC experience lie in its major components:

- getUserMedia: This component makes it easy for your browser to acquire media via your device's camera and microphone.

- RTCPeerConnection: This creates a P2P style connection between users, making it easy to create a video or voice call, enhancing communication for your team.

- RTCDataChannel: The final component makes it easy to transfer files and collaborate.

From online learning environments, to ecommerce and instant video help lines or assistance, WebRTC can enhance and improve the way your brand communicates with customers and the way your team interacts with one another.

Enhancing the User Experience with WebRTC: Whether you are just beginning to incorporate WebRTC or want to make sure you are getting the most from this dynamic communication solution, these tips for enhancing the UX will help you get where you need to be.

Position WebRTC in the Right Place

Where would a customer be most likely to need to use a voice chat or video call? Is it when they first log in (often the setup in an online learning environment) or when they need help (while shopping or placing an order with your brand)? Offering the option to connect at the right time allows the user to access the help they need when they need it most. Anticipating their needs and the point that they will most likely want to interact can help enhance their overall experience.

Remove any Obstacles

Are there only certain times when a user can connect with or access your video calls? Who can initialize a call, and are there any restrictions (do you require registration first or offer this feature to everyone)? You can set any parameters you would like for your customer experience, but they should be clearly outlined for your clients and visitors to avoid frustration.

How do Users Collaborate

Once you have created a session, video call or chat, how are users or participants added? Are they notified and given the option to participate or do they have to figure it out on their own? Offering a way to notify and invite interested users to a session makes it easy for them to use the system, interact and get the assistance or information they need.

Are users permitted to add others, and if so, is this intuitive and easy for them to do? You won't want to share paid experiences but for other types of interaction, allowing uses to add others can enhance their experience and help spread the news about your brand and offerings. Provide a URL for easy sharing via Facebook, Twitter and Slack and you'll have a bigger audience for your chat or a larger group to communicate and collaborate with.

What Path Do Users Follow?

WebRTC makes the user experience more natural and comfortable than ever, particularly if you know the way your users prefer to navigate and browse your site. Will a new window open for a call or chat, or do they want an overlay of the page they are on? With WebRTC, you have both options and can decide which your users are most likely to prefer. In meeting or conference situation, your user may want that full window to easily see and communicate with others – if they are browsing or shopping your online portal, a small, non-obstructive window may be a better option.

You can also optimize what happens when a call ends; returning the user to the last page viewed may be most helpful for your brand. You can also send your user immediately to a feedback page after the call ends; both strategies have value, you'll need to decide which option works better for your own goals and needs. You can also establish a protocol for what happens when a call terminates unexpectedly; it doesn't happen often, but having a procedure in place allows you to avoid user frustration and enhances the overall experience.

What if Something Goes Wrong?

WebRTC offers an amazing lineup of tools designed to seamlessly enhance the user experience, but having a protocol in place will protect your user experience, even if something goes wrong. What does the user see if their call is unexpectedly interrupted, and is there a clear and easy path back to the video call or chat? What happens if the user accidentally closes the window or browser or their device simply reboots or runs out of power? When they get back online, can they resume their session, or do they have to begin the whole process over again?

Considering all of these factors ahead of time and coming up with consistent strategies for coping with one or more of these events can protect your user experience and help your customers avoid frustration.

Enhancing User Experience, One Customer at a Time

One of the greatest benefits of using WebRTC is the accessibility. This dynamic suite of tools makes it easy for any service provider or brand of any size to access the power of enterprise grade communications and offer customers a big-brand experience on a small-brand budget.

Learn more about making the most of your user experience with WebRTC; at Wildix, our goal is to not only provide you with the best possible tools and information, but to help you get the most from each solution you choose. Contact us to learn more about enhancing your user experience with WebRTC and to make it easy for your team to interact with one another and your customer base.