

## Special Issue

# Experience Design and Digital Transformation in Business

### Message from the Guest Editors

Digital transformation has fundamentally changed business models. Companies can now scale their businesses up or down quickly, conveniently, and at a low cost with the help of digital technologies, such as the IoT, big data, cloud computing, and AI. Customer experience generally encompasses the dynamic interactions between a customer and a firm, involving elements of thoughts, feelings, social, and sensory. To make sure customers experience unforgettable moments, companies must first identify customer needs. Additionally, they can generate new, meaningful values for customers only by constantly observing and empathizing with them. In the digital transformation era, it is possible for companies to design more personalized and meaningful customer experiences by solving customer problems using digital technologies in the context of customers. In this Special Issue, we intend to provide an opportunity to explore specific customer experience design methodologies and various research topics to increase customer value in the era of digital transformation. We expect the interest and participation of many researchers.

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### Guest Editors

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### Deadline for manuscript submissions

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