



designing for optimal customer experiences

Think Like Your Customers: *3 Steps to Greater Market Share*

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Think Like Your Customers

- What is the Customer Experience?
- Why you and your CEO should care about Customer Experience?
- Steps to designing for an optimal Customer Experience.



Why Me?

- Insurance Industry - Trainer/Analyst/Project Manager
- Past President Monadnock Chapter PMI
- Studied & Teach Human Computer Interaction
- Brain Logic, LLC- Founder
 - Services Include:
 - Project Manager
 - Identify and integrate customer expectations into product/software/design
 - Train teams how to execute customer-centered design
 - Provide Usability testing and evaluations of software/web sites/products
 - Lead innovation sessions /initiatives



Think Like Your Customers

What is the Customer Experience?





Customer Experience is...

- ...the Art and the Science of product design
 - Do your customers tell you your systems or products are *Easy to Use*?
 - Do they align with customer expectations?
 - Do they enable you to meet your organizational goals?



Customer Experience

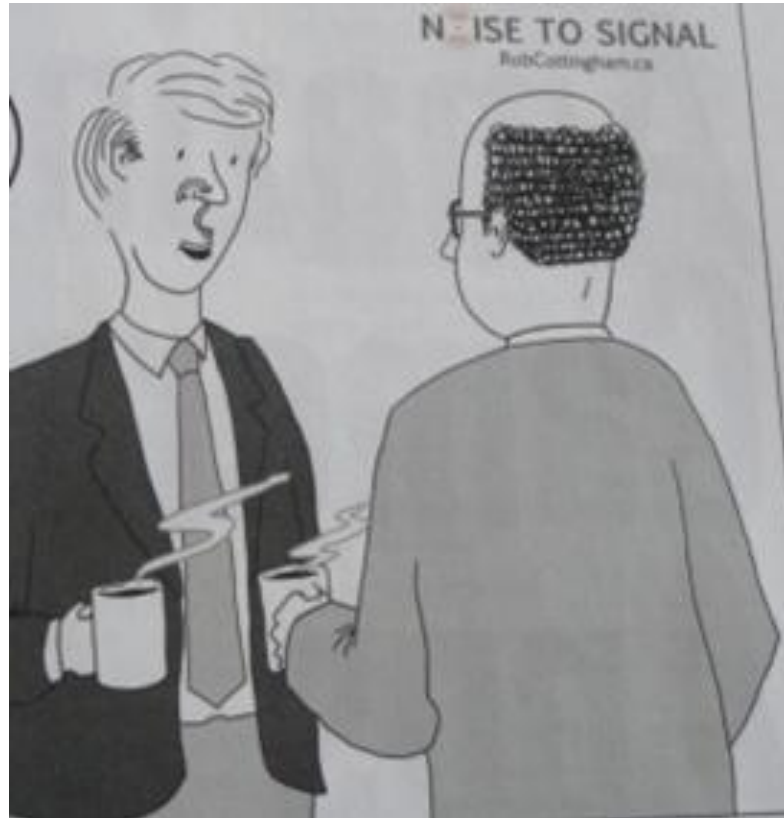
‘Your brand is the sum of the feelings your customers experience while and after they interact with your product, system or service.’

Robert Brunner

Former Designer Apple Computer



Does your product or software fascinate your customers?



Yes, it's a fishhook lodged painfully in my nose. But it's an **Apple** fishhook, so the user experience is surprisingly pleasant.

iPhone Life Magazine, Mar-Apr 2011

Which do you think represents how your customers feel?





Think Like Your Customers

Why you and your CEO
should care about
Customer Experience?



Why you, your colleagues and your CEO should care about the Customer Experience?



Project Managers are at the hub of communications.



Why Projects (& Products) Fail...



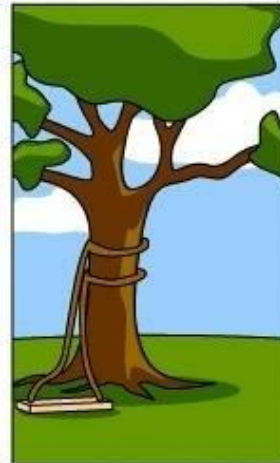
How the customer explained it



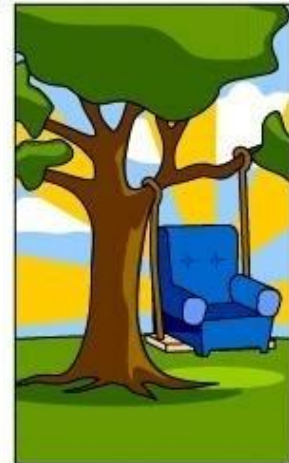
How the Project Leader understood it



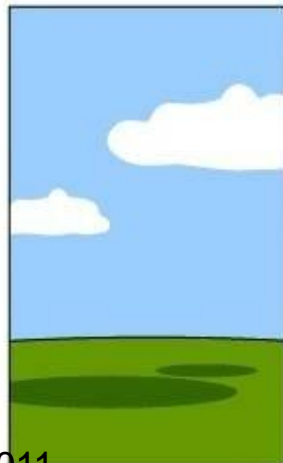
How the Analyst designed it



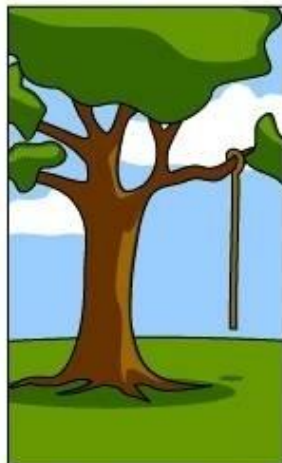
How the Programmer wrote it



How the Business Consultant described it



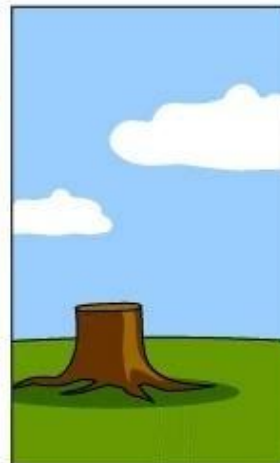
How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed

Who's got the Secret Sauce?



Airbus R & D – move many passengers hub to hub cheaply in giant airplanes

Boeing R & D – move fewer people point to point in highly efficient airplanes

“The secret sauce in the aerospace business is *not* building a pressurized tube with swept wings and podded engines,” says industry analyst Richard Aboulafia of the Teal Group. **“It’s carefully surveying market needs and building a product the market wants. That’s the secret sauce.”** So far Boeing has better sauce.

[Via Hot Wired](#)

25 Biggest Product Flops...





Outcome of Positive Customer Experiences

Decrease Development
Time/Cost/Rework

Save Money \$\$\$\$

Increase Traffic/Utilization/Market
Share

Attract more Customers

Increases User Success
Rate/Productivity/Ease of Learning

Encourages Customer Retention

Decreases in Support Costs/Error
Rates/Litigation

Improves Brand / Overall Rating



Think Like Your Customers

How do you figure
out how your
Customers Think?



What are they thinking?

Usability Testing

- What is the user thinking as they interact with your product, service or web site?
- Does the system respond the way that customers think it should so they feel in control?
- Can customers efficiently find or do what they need.
- Learning occurs easily because the site reflects common acceptable practices that user's are familiar.
- Users react positively to *want* to return to the web resource.



What are they feeling?

Usability Outcomes

- What are your customers affective responses to your product or web site?
- Are your customers delighted with their interaction?
- Will they visit your web site or use your product again?
- Are they fascinated enough to prompt others to passionately care about your product?
- Will they recommend it to others?



How your systems measure up?

Usability Framework

Can your customers find what they're looking for or complete the tasks they want in a manner that meets their expectations?



Critical Test of Usability

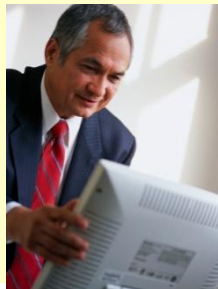


"Nurse, get on the internet, go to SURGERY.COM, scroll down and click on the 'Are you totally lost?' icon."



Think Like Your Customers

Steps to designing for an optimal Customer Experience





Blue Skies

‘We engage customers *early* in the development lifecycle during the design or ‘dreaming’ process to achieve the best outcomes.’

Ursala Burns
CEO Xerox Corporation



Improving the Customer Experience: Building the Schedule

This is where Brain Logic fits in....

We drive the steps needed to design for a **customer-centered** product, system or service that delivers the optimal customer experience.

Everyone wins!



Customer Centric Design: Key Deliverables

- Feedback from customers on problem areas or desired enhancements
- Prioritize list of wishes or issues
- Customer Stories – Personas
- Competitive Analysis of what others are doing in the space.



Customer Centric Design: Key Deliverables

- Initial Design Rationale
- Paper mock ups reflecting what customers told you they wanted.
- Scenarios to present with mockups to gain customer feedback.



Paper Prototype Example

OneState Insurance Company

It's easy to get an auto quote from the OneState Insurance Company.

"I can answer your questions."

Talk to us at 1-800-OneHELP

0% complete

Customer Vehicles Drivers Discounts Coverage Quote

Customer Information | Company Info

Customer Information

First Name*

Last Name*

Address*

Address*

City* State*

Company Information

CompanyName*

Company Type* ?

Continue

Frequently Asked Questions

Go Back Summary Save Home

Click here to talk to an OSI expert instantly

This screen would be presented to the user along with a question like the one below:

Scenario: The system wants some information about your client. How would you proceed?

Observation reveals whether the user is able to identify required fields and if not, ask questions to understand why not. Redesign based on feedback.



Customer Centric Design: Key Deliverables

- Customer Feedback on proposed designs.
- Method to track and integrate customer feedback into designs.
- Updated paper mock ups reflecting customer feedback ready for review by customers.
- Method to review and get sign off prior to beginning development.



Thinking
like
your
Customers
can be as
Easy as 1-2-3!

Step 1.

Understand what an optimal experience looks like for your customers and its impact on success of your product, technology or service in your marketplace.

Design to delight.



Design so customers want to talk about your product, software or web site!

Step 2.

Make sure your CEO and other leaders in your organization understand that a small investment in customer centered design leads to a favorable return on investment and happy customers!



Step 3.

Using the steps and deliverables presented you can be the change agent for creating favorable customer experiences on the first try. Everyone wins!





Follow-up Items

Kano Model: [Voice of Customer & Quality](#)

Invention to Venture: [More About I2V](#)

Would you Recommend Us?: [Pro's and Cons](#)

Former Proctor & Gamble CEO A.G. Lafley: [On Innovation and the customer](#)