

# Ask, Watch, and Listen

## *The Customer Experience Revolution*

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# THE CUSTOMER EXPERIENCE REVOLUTION

*How Companies Like Apple, Amazon, and Starbucks Changed Business Forever*



**Available January 2012**

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# The Betty Crocker Cake Mix Story



# Ask, Watch, and Listen



- It is not just *risky* these days to make **assumptions** about your customers but it can cost you revenue and, in some cases, entire markets.
- In the new economy of experience, the **customer controls the conversation** and you need to be a good listener before you speak.

# Do it Early, Do it Often



- **Do it Early** - or you will spend more time and money in the later stages when it is harder and more time consuming to make course corrections, make the best trade-offs, or do rework.
- **Do it Often** - *and minimize guesswork by involving your customers all along the way.*

# Delighting Your Customers is not a Destination

- Market needs change, customers' goals change and technology changes.
- ***...and when you get there, what it takes to delight them just got harder or changed***
- Constantly monitor and improve

# Follow Your Customers The Quicken Story



**Quicken**  
ONLINE

Mobile & Email My Profile Support Community Sign Out Blog Feedback

Home My Transactions Track Spending My Budget

Welcome to your financial life.

My Finances Show Last 30 days

**My Accounts**

Bank Accounts

- Chase Bank
  - Chase Che...
  - Chase Savi...

Total

Credit Cards & Loans

- Capital One Credit Ca Statements
- Platinum Ma...
- Chase Bank
  - Chase Credit
  - Discover Card
  - Discover

Total

Total Balance

Am I living within my means?

Wondering why these totals don't match your balances?

+ Money In Sep 15 - Oct 14  
 - Money Out Sep 15 - Oct 14  
 = So, I Overspent... Sep 15 - Oct 14


Manage bill reminders (for all accounts and dates)

Next Due Date	Frequency	Payee	Next Payment
08-22-2008	Monthly	Signature	64.95
09-07-2008	Monthly	Farmers	179.29
09-08-2008	Monthly	M P COMCAST CAB...	130.50
09-08-2008	Monthly	Xcel Energy	249.32
09-20-2008	Monthly	M P USPS CHANGE ...	1.00
09-28-2008	Monthly	Marathon Oil	30.06
10-02-2008	Monthly	A T & T	213.69
10-04-2008	Monthly	World Com	218.48
10-05-2008	Monthly	Discover	60.00
10-16-2008	Monthly	Comcast	300.00

What am I spending money on?

Sep 15 - Oct 14

Have a question about the pie chart?



Rent	\$1245.00
Household	\$1056.59
Utilities	\$718.18

## Find the Opportunities To Do Things Better

- Look at what you can ‘take up a notch’ - **don’ t just look at what you can fix** - look for where you can **make your experiences exceptional**.
- If someone has a “work-around” and it gets them to where they are going faster - if it works for them - get that into your solution because it is probably going to work for everybody.



# The Skinit Story



In 2006, Skinit had five employees making personalized adhesive logos and other artwork for consumers to stick onto cell phones, laptops, digital cameras and other electronic gadgets. Today, it has over one hundred workers and recently raised \$60 million in venture capital.

# Case Study: Skinit Customizer

- In 2007, the company was preparing to enhance it's previously successful Photo Uploader, a web-based application that allows consumers to upload their own photos and manipulate designs for their personal electronic devices.
- The objective was to enhance the features of the new solution and provide an intuitive and flexible interface with a rich customer experience that increased conversion.

# Profile Your Customers



- Using **profiles**, Skinit identified customers who would buy more than one thing at a time and make connections between the various themes that they purchase and recommend things that are meaningful to them.
- Developed **profiles** at the very beginning of the project based on the demographics and psychographic – lifestyle – information

**Note:** If you do not have the time or budget to purchase data to develop your profiles, you can bring customers in for focus groups and *talk directly to them* to create profiles.

# Iterative Design Reviews

(Do it early and often)

- First, we asked employees at Skinit that hadn't used the photo up-loader.
- Then we brought in friends and family who had never used it before that matched the profile
- We moved from lower fidelity – paper prototypes - to higher fidelity – HTML prototypes.

**Note:** Soliciting employees was easier, faster, and cheaper than finding and bringing in people from outside.

# What We Learned

- We figured out how the content should be laid out very rapidly because paper prototypes are easy to make changes
- Rather than *\*guessing\** what was in the mind of the customer, we reviewed the designs with them to be sure the content was clear - making sure that the information was presented in the *context* of what the customer is trying to do.

**Note:** For bigger companies it can be a much more rigorous process but for smaller companies or smaller projects, with a modest budget, it can be a more of a “guerilla” approach

# What Else We Learn

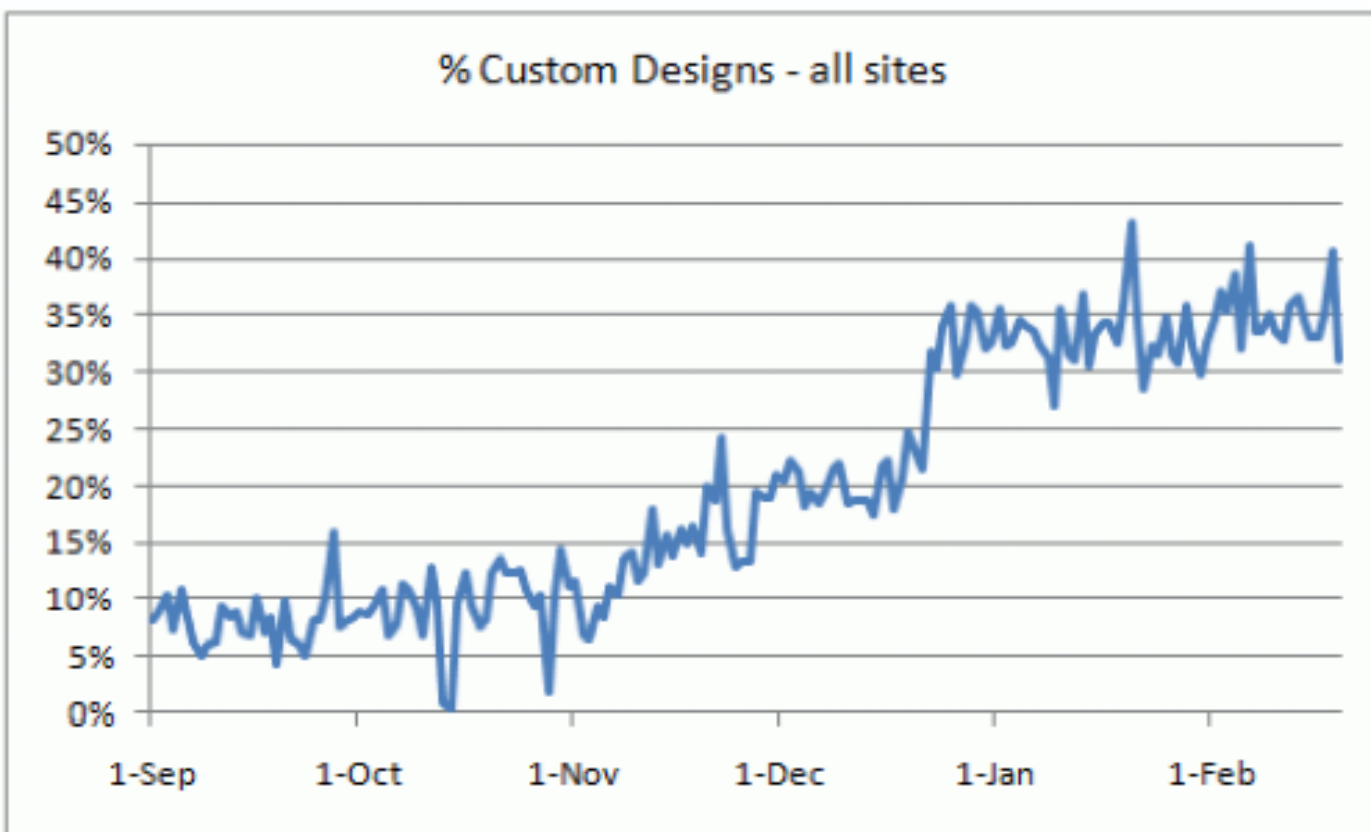
- Realizing the content was a progression from nailing down the information architecture to the visual design then the interaction.
- Everybody had to be willing to give up the ego - follow the data and be willing to live with the results.

**Note:** The alternative is to continue to interject your own ideas – guesses - and continue to design experiences that your customers don't understand or like or want.

# Results

By integrating knowledge of the customers goals and design best practice with business objectives, we deliver a solution that exceeded projected revenue estimates.

**Increased conversion by 350%.**



# Testimonial



“Increasing the conversion of our Customizer application not only increased revenue it also enabled us to provide a more compelling **customer experience** which has driven significant interest in new and existing partner programs.”

– Paul Buss, CEO of Skinit.



# Analytics tell you the What UX tells you the Why

- Metrics do a great job of telling us **what** the problem is, but only listening to and observing our customers can tell us **why** they're having trouble in the first place.
- **Analytical data** will track people from the offering through various “touch points” and that will tell you **what** they are doing **when** they are doing it.
- **Observational data** lets you know what they are doing when they are not being tracked.

# You are Not Your Customer

*“The trouble with the world is that the stupid are cocksure and the intelligent are full of doubt.”*

- Bertrand Russell

- What separates good designs from the rest is the number of mistakes (umm... prototypes) that they've made. For Dyson, they did 5127 prototypes over five years!
- There will always be things that we think should be easy that our customer will not and things that we think should be difficult that were actually easy... there are *always* surprises!

# Parting Thoughts...



- ***Observe your customer*** interacting with your experience and see what they are not telling you.
- ***Include them in the earliest notion of your ideas*** and have them take this journey with you as you both discover what is meaningful for them.

## **Website/Blog:**

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