

Strategizing Products and Customer Experiences (SPACE)

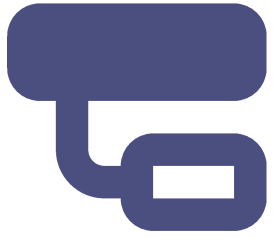
Debbie Levitt

cxcc.to/space

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Connect and join!



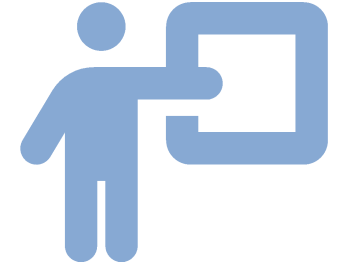
- CX & UX projects
- Research, design
- Product strategy & product-market fit



- Coaching
- Fractional CXO, CX/UX Leadership



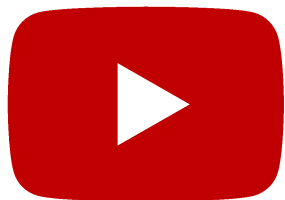
- Consulting, change management
- Improving culture, processes, customer-centricity



- Corporate training & workshops for all roles



Debbie Levitt



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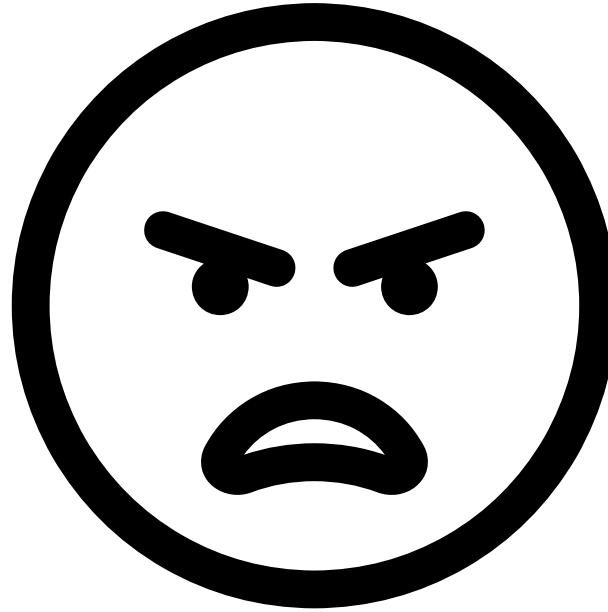


We all want the same three things



Customer attraction
and adoption.

If we can't win new customers, we might not have PSE (products, services, experiences)-market fit.



Customer
satisfaction.

If they're unhappy or complaining, we're doing lots of things wrong.

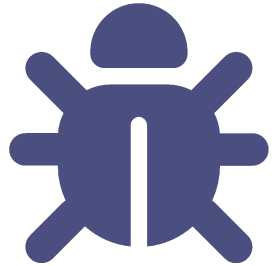


Customer loyalty
and retention.

If we can win them but they don't stay, we're in trouble.



We block attraction, satisfaction, loyalty



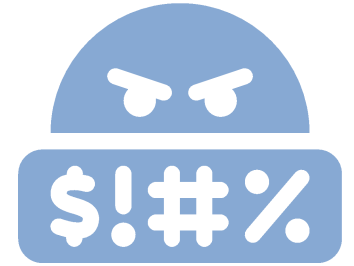
Unresolved bugs,
complaints,
problems,
frustrations



Value
proposition



Poor PSE



Negative
human
experiences



Appetite for change

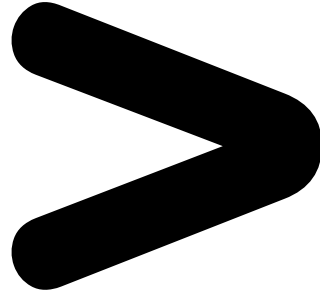
- Scrum masters are asking why we have so many failed MVPs and experiments.
- Project managers are looking at the cost of features we guessed at.
- Agile coaches are realizing that no real innovation came out of workshops.
- Strategists or Marketing are wondering why it's so hard to meet our goals.
- Support and CX are reporting higher complaints, angry tweets, low ratings, etc.
- Sales is struggling to win or retain customers.
- We know we're losing to competitors.
- “We're hearing more about the importance of CX.”
- “Amazon is customer-obsessed, so we should do that too.”



Evidence-based



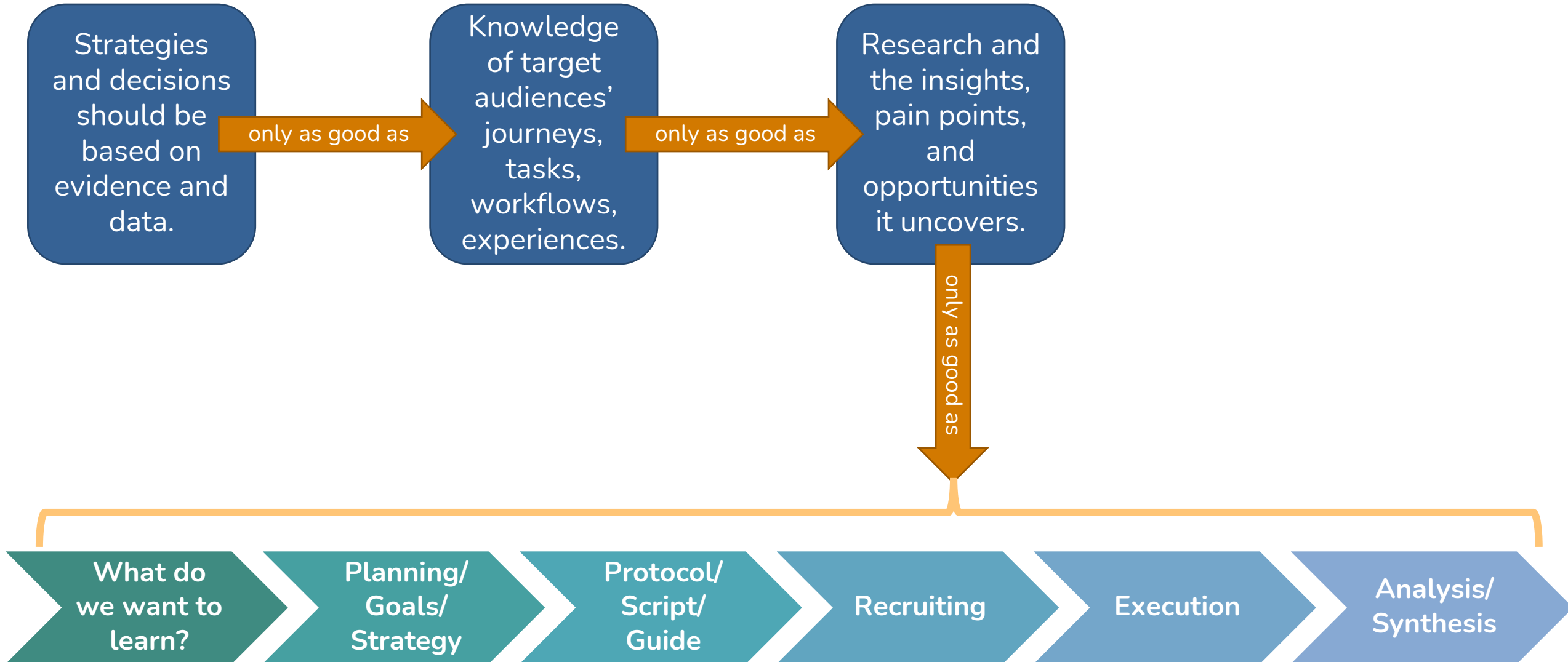
Evidence, data,
knowledge



Guessing, assuming,
hoping, believing



Evidence-based + high standards for “evidence”

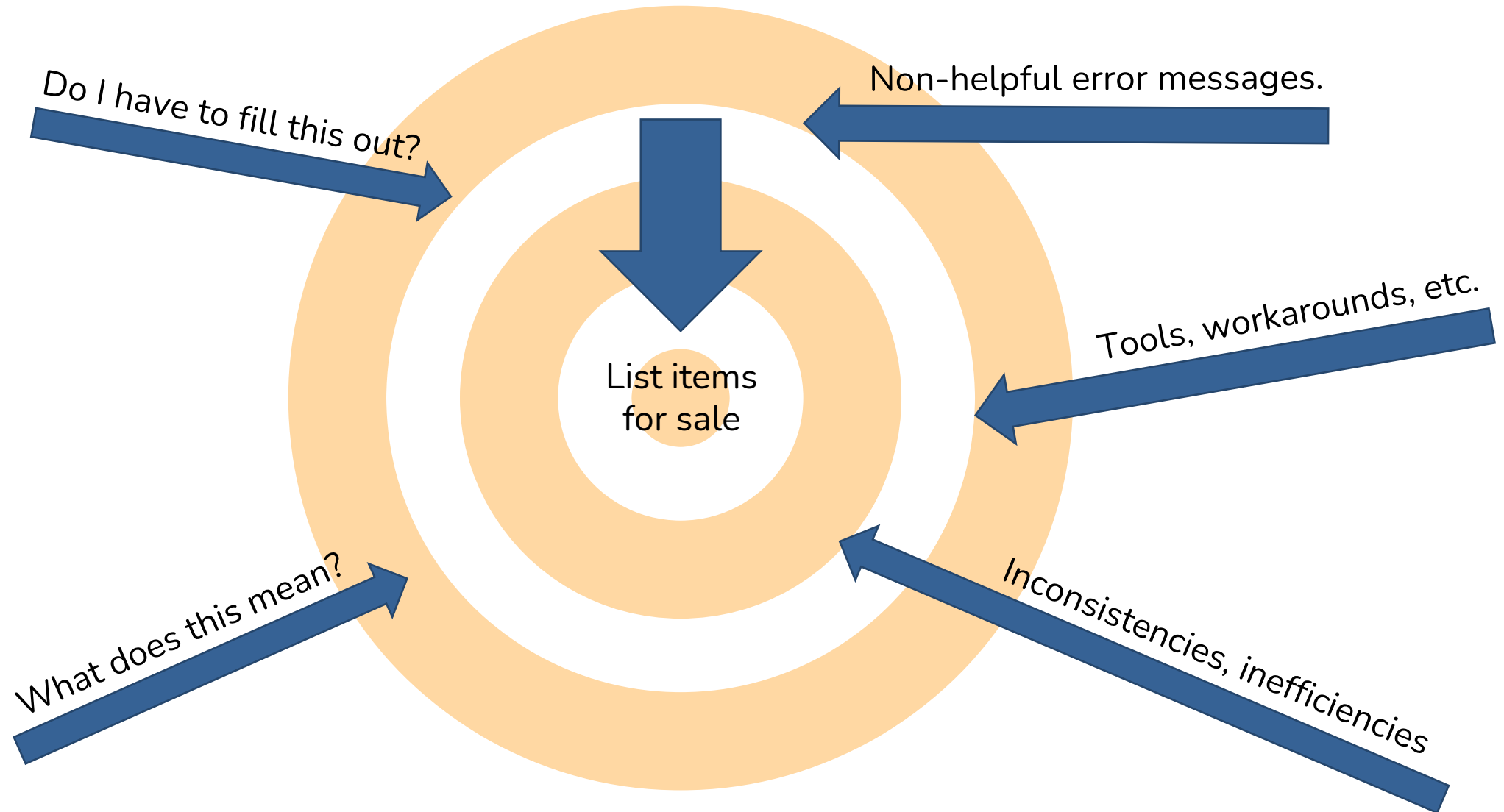


Your company believes in research

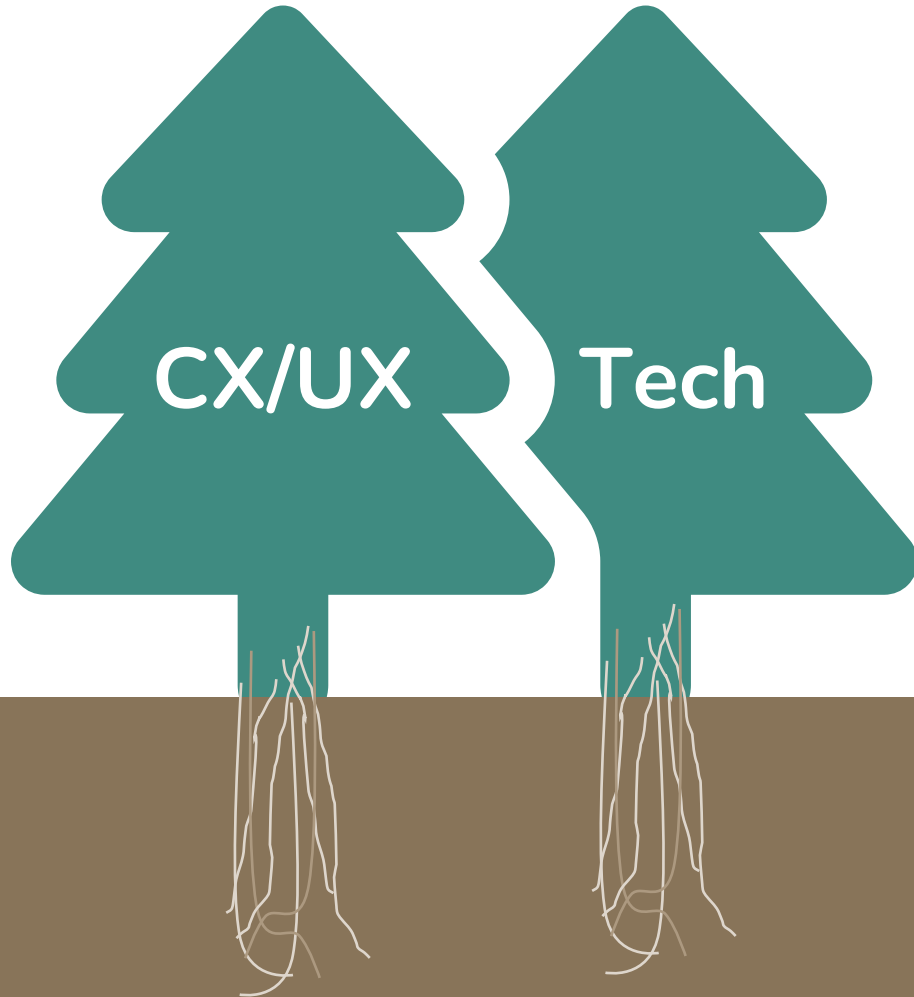
- Surveys
- Talk to customers
- Analytics data
- Focus groups
- VOC (Voice of the Customer)
- Customer Support and call centers are data rich.
- Market research and predictions based on it



Research uncovers insights and opportunities



Bad evidence is a root cause



Symptoms During Project

- No or unclear strategy.
- No or *only* business-centric success criteria or KPIs.
- No/incorrect/customer-peripheric problem statements.
- Hard to make decisions.

Symptoms After Release

- Support utilization.
- Negative VOC.
- Lost revenue and customers.
- Failed A/B test.
- KPIs/OKRs not met.
- Blame the Designer for “bad design.”

Root Cause

- We didn't have enough or the right evidence to make better decisions, design what users need, or solve user problems.



Strategies and planning

Actionable new strategic process (high level)

1. Break it down/focus area.
2. Evidence, data, knowledge.
3. Problem statements.
4. Delta CX Impact Map.
5. Delta CX Change Dependency Map.
6. Prioritization.
7. Accountability.
8. Governance.



Research collaboration exercise



Collaboration During Research Planning

Teammates, stakeholders, leaders, and others can fill this in live during a meeting or asynchronously (give them a couple of days to do it).

Unanswered Questions

Guesses & Assumptions

**Potentially Outdated or
Incorrect Information**

What I Wish I Knew

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We have no strategy!

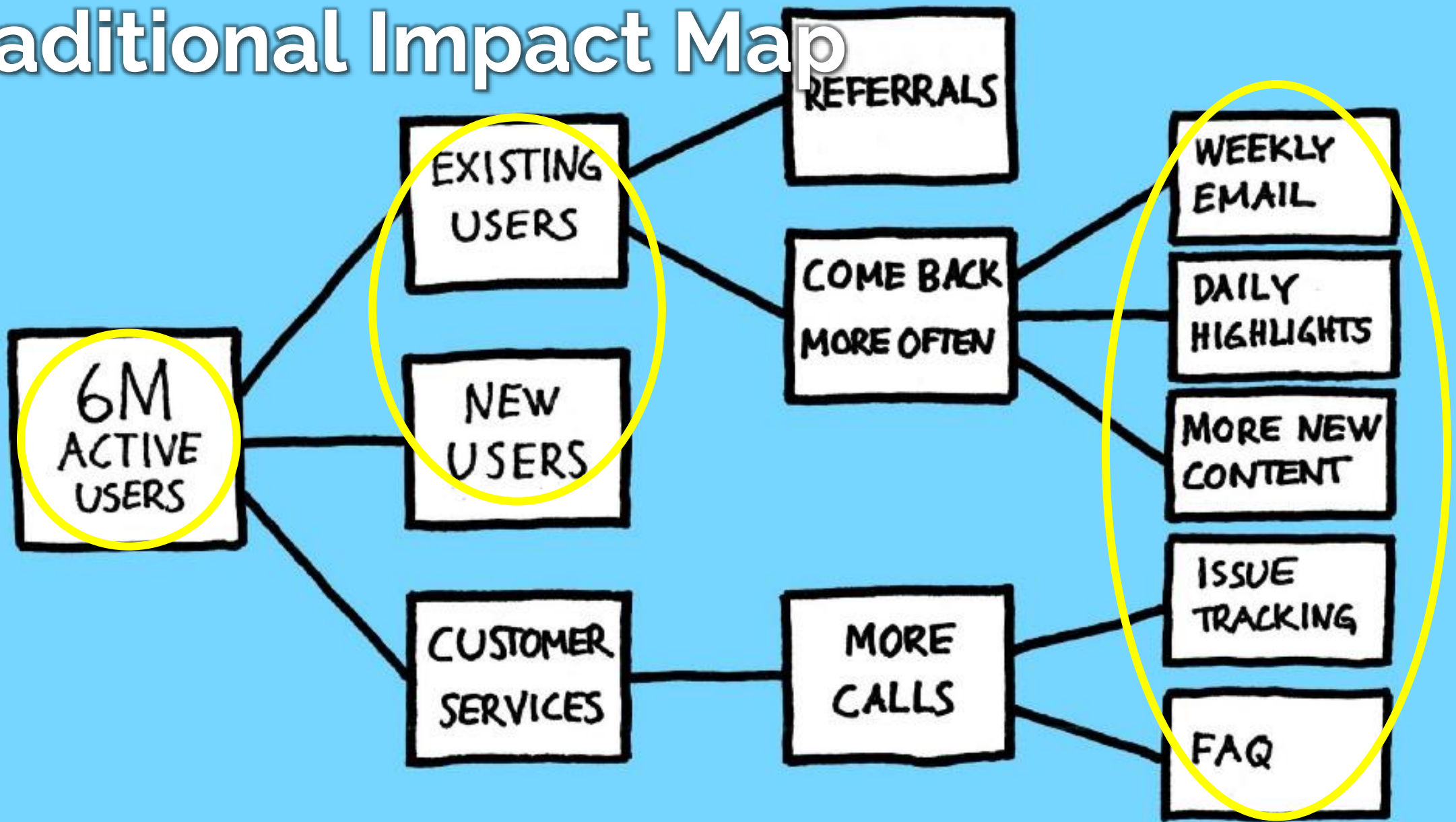
Do what I say!

Wait!
I changed
my mind!

I have a new
top priority!



Traditional Impact Map



GOAL

ACTORS

IMPACTS

DELIVERABLES

Delta CX Impact Map

Customer Problem
or Need

Frustrating and
difficult to find the
right products on
our site.

Root Causes

Poor metadata

Customer
knowledge gaps

Non-standardized
data

Results layouts
don't match users'
mental models or
needs

Biz Impacts from customers
with this problem

0.5% Conversion
Rate (vs 1.7%)

\$120 AOV (vs
\$155)

10% Return Rate
(vs 20%)

5% Q2 VOC
Complaints on this
topic

KPIs & OKRs

Increase
conversion rate
1%

Increase AOV 5%

Customers
purchase 1 time
more per year than
current avg.

Reduced search &
discovery Support
util by 40%

20% fewer angry
tweets about our
search sucking.



Customer-centric brainstorming

Not in
the book.



Brainstorming Ideas and Possibilities

Helps the Business

Helps Customers

Helps Both

- Trying to solve problems without understanding problems or target audiences.
- Asking attendees to draw screens or specific idea executions.
- Voting on favorite ideas.
 - ▶ Instead, vote on which ideas are higher priority.

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Tri-Track Agile

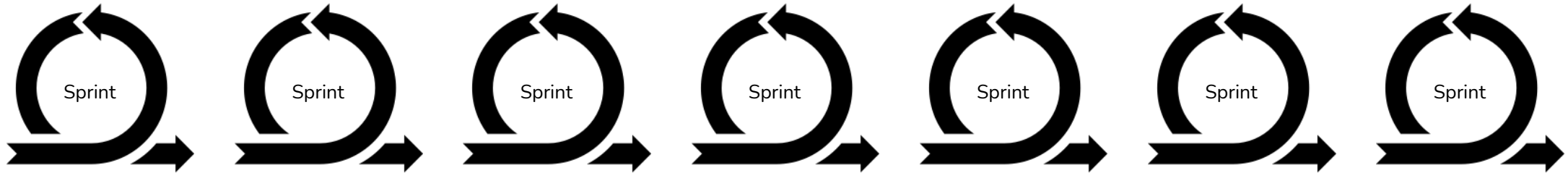
Track 1: Understanding (CX Research and Strategy)



Track 2: Discovery (Product Decisions, CX Architecture)



Track 3: Delivery (Engineering)



Customer-centric and value-led

~~Product-led~~

~~Engineering-led~~

~~Sales-led~~

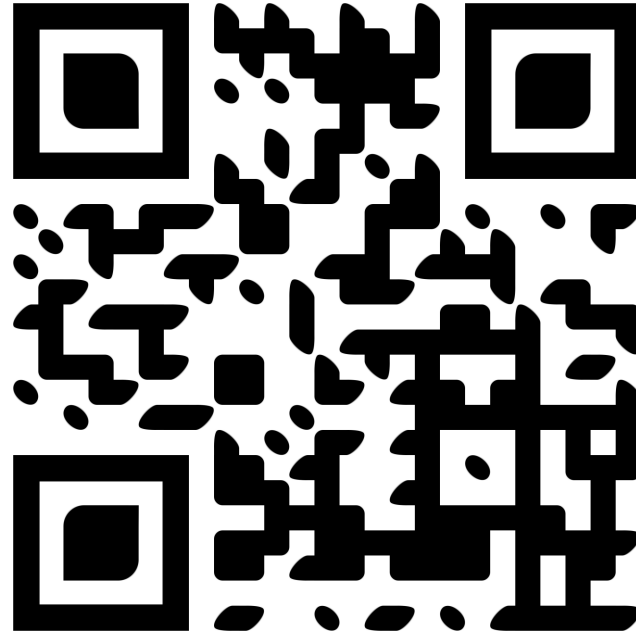
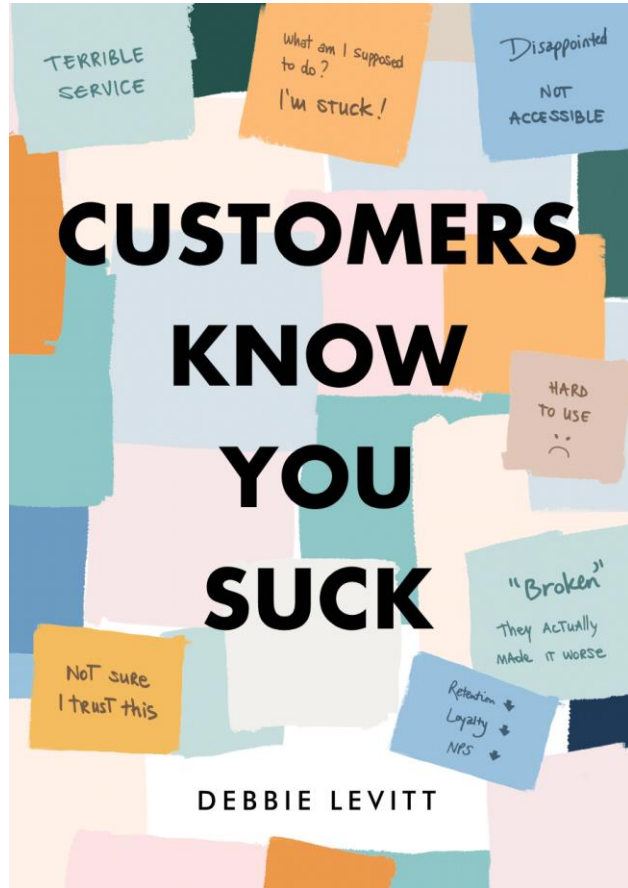
~~Company values-led~~

Value-led

How much value we can frequently create for potential and current customers.



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- Questions?
deb@deltacx.com

My new book ***Customers Know You Suck.***
Kindle, paperback, hardcover,
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