



Customer Centric Development

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HELLO WORLD!

My name is Christina (:

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I'm all about:

- Icecream
- Community Events
- Bleeding Edge Technology



1

USER INTERFACE



2

EXPERIENCE DESIGN



3

VIRTUAL/AUGMENTED REALITY



4

BUILD FOR MOBILE



5

MANAGE STATE



6

AUTH & DATABASE





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Experience Design

WHAT is it ?

HOW can I use it ?

WHY should I care ?

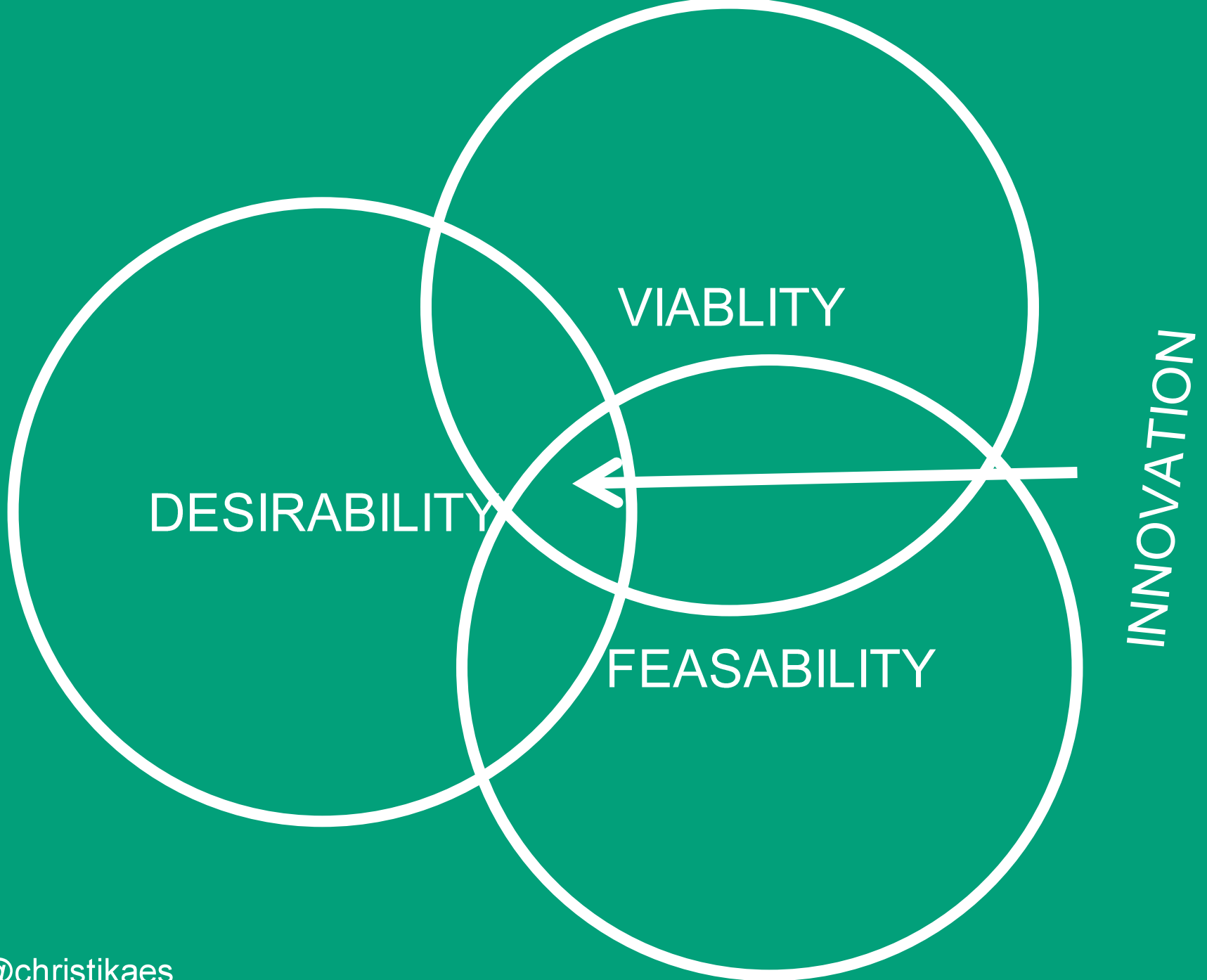


Why should
I care about
EXPERIENCE
DESIGN?

How many of you
practice **AGILE**?

Who here cares about
INNOVATION?

How many of you have
ever talked to your end
CUSTOMER?





Experience Design helps
us get to innovation by
putting Needs and Wants
of our Customers first



What is
EXPERIENCE DESIGN
anyway?

USER EXPERIENCE

==

CUSTOMER EXPERIENCE

==

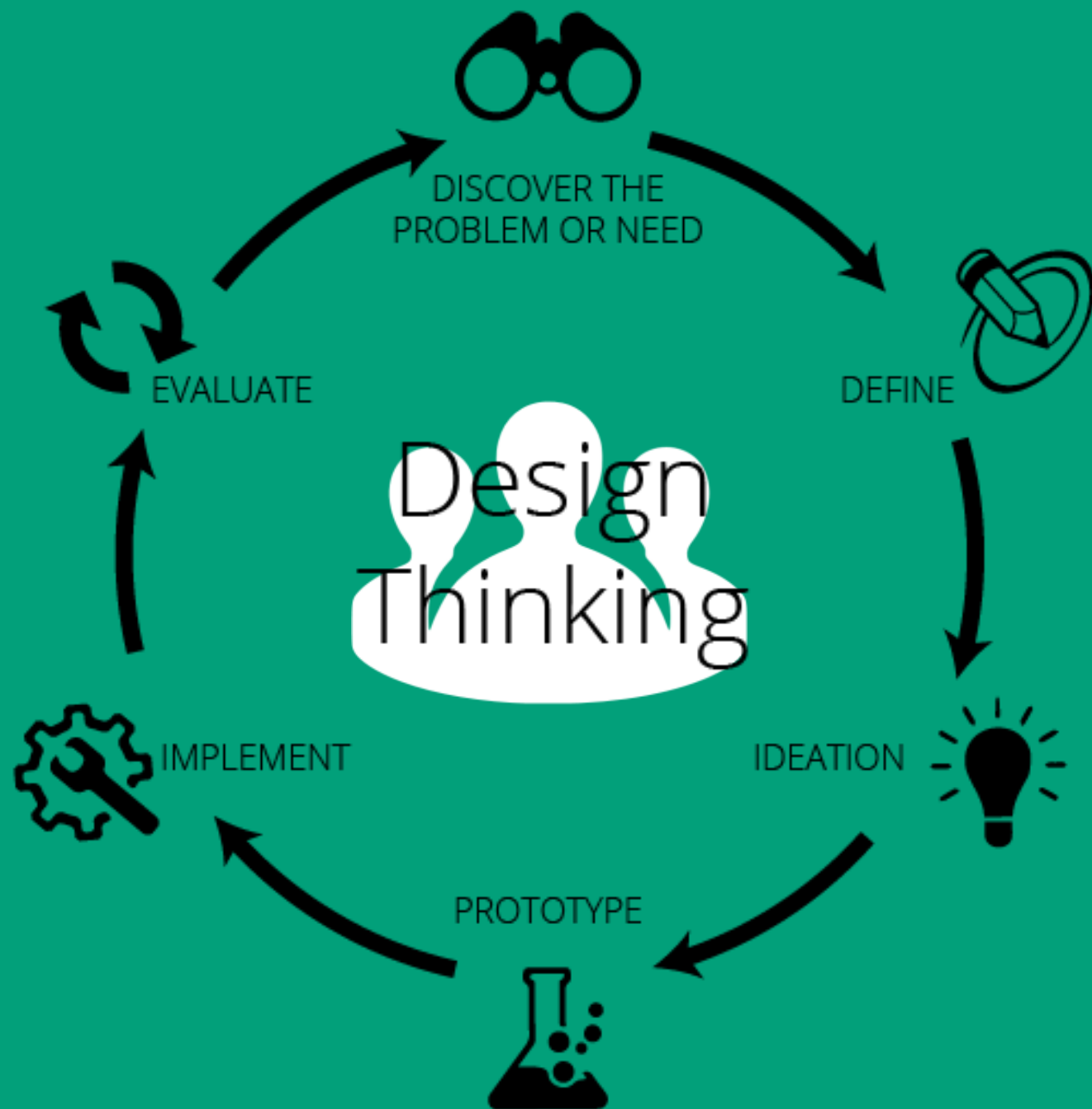
EXPERIENCE DESIGN

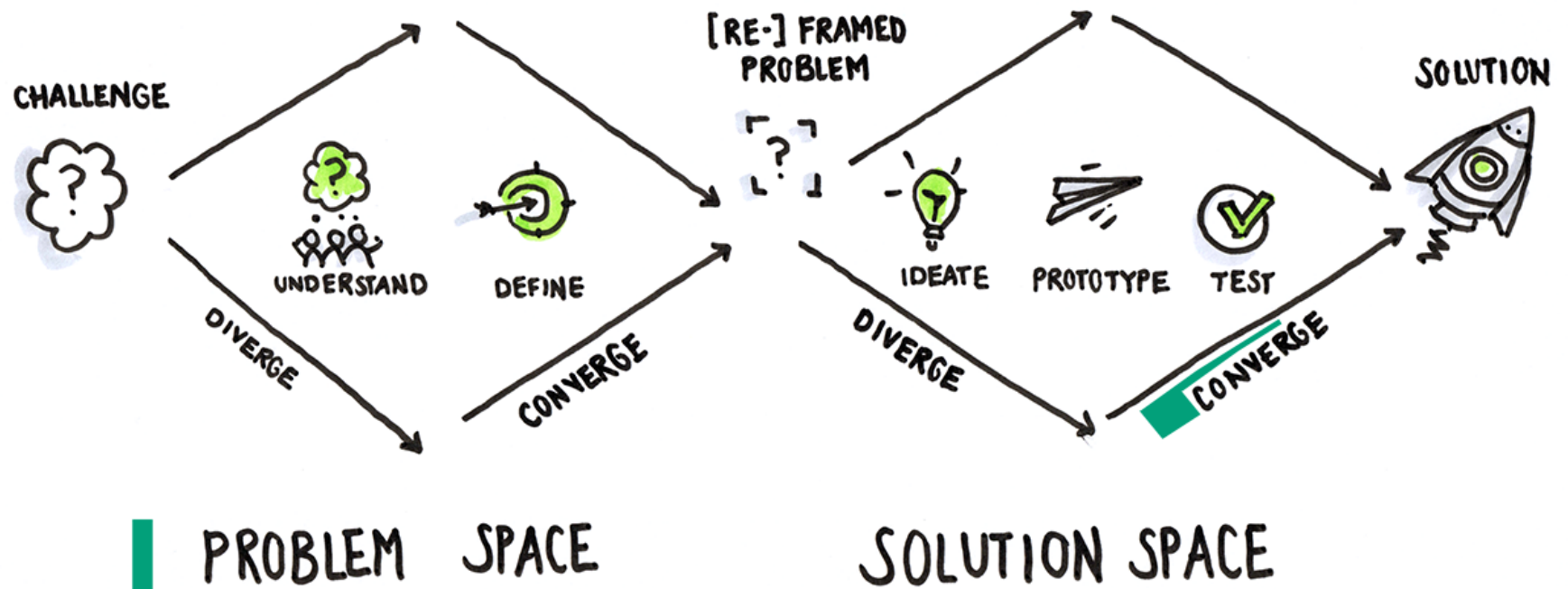


Experience Design
engineering is about
finding the correct
problem and solution



How do I get good at
EXPERIENCE
DESIGN ?

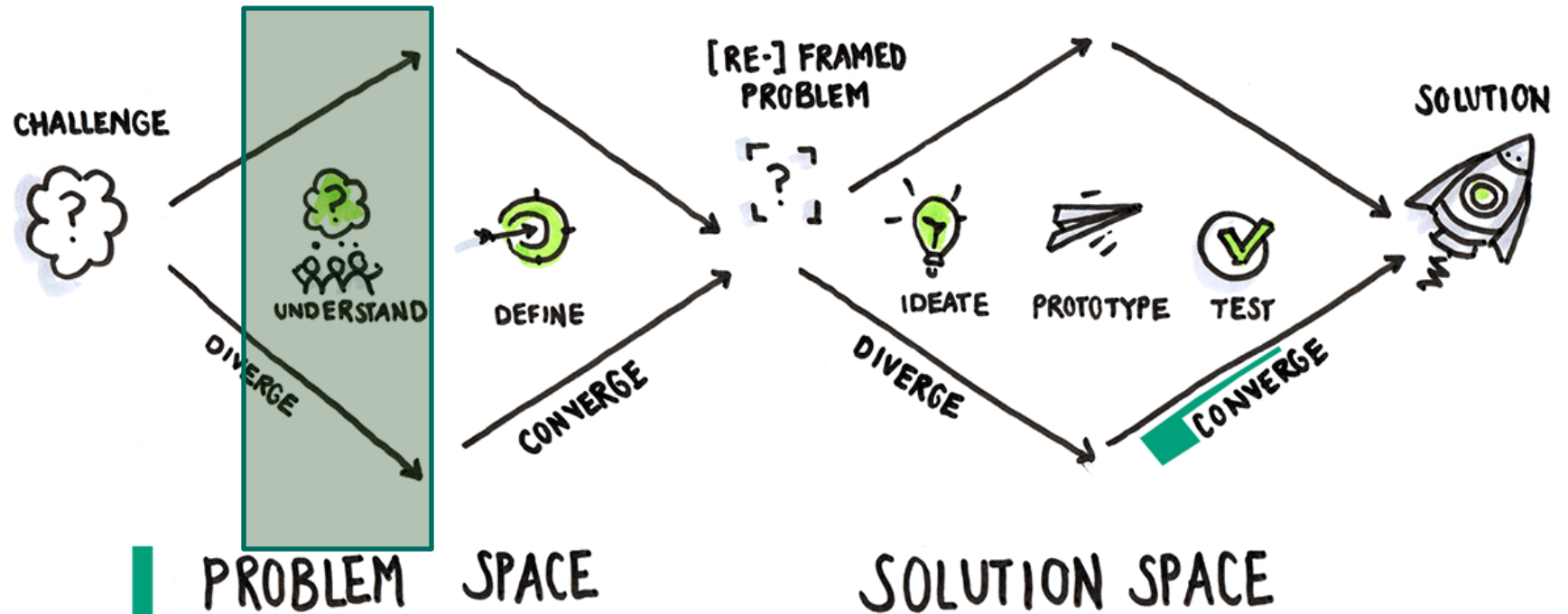






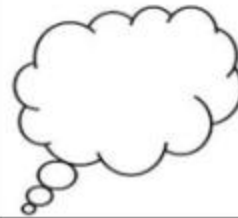
Design Thinking

1. Understand
2. Define
3. Ideate
4. Prototype
5. Test



Quotes & Defining Words

Thoughts & Beliefs



Actions & Behaviors

Feelings & Emotions

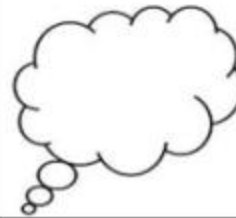
Quotes & Defining Words

"Humans are my overlord"



Thoughts & Beliefs

I am built to serve humans
All I want to do is work



Works all the time
Immediately cleans up mess

Actions & Behaviors

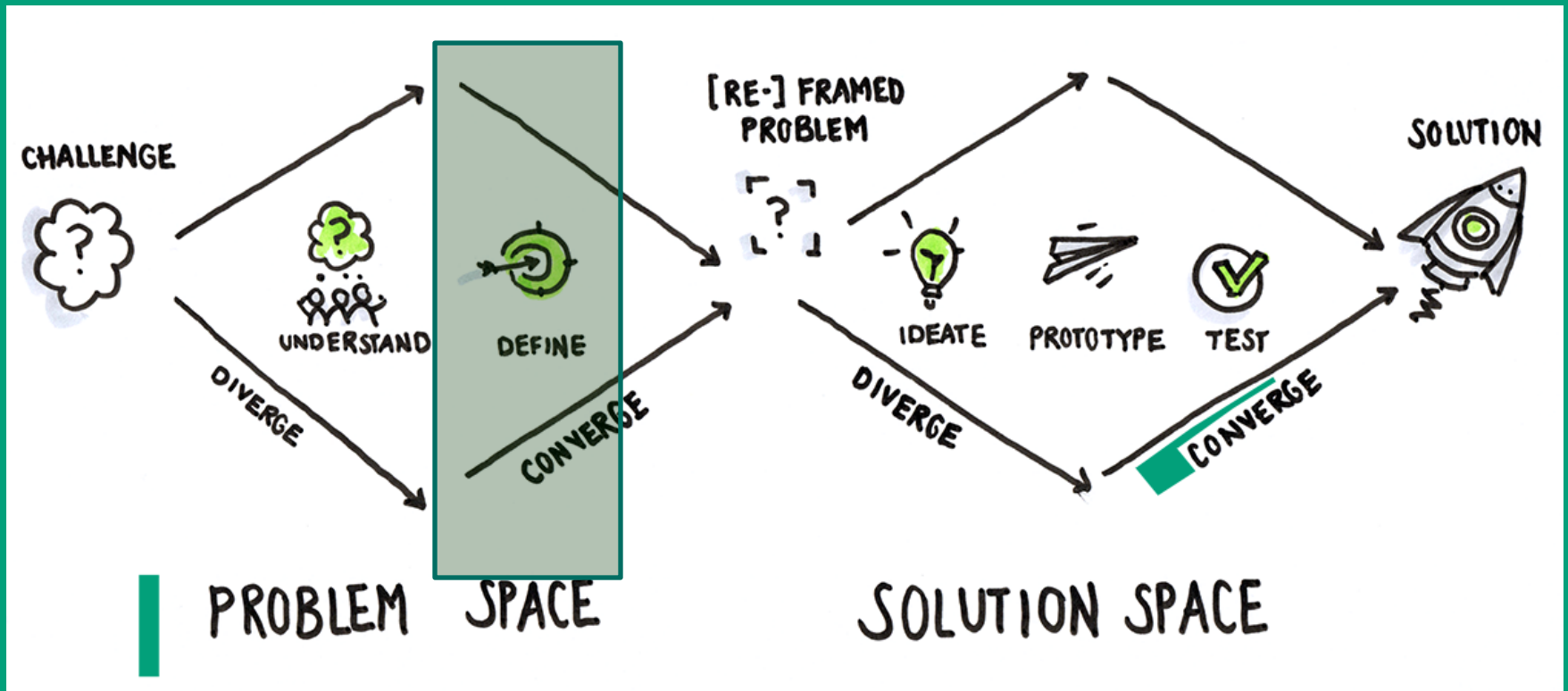


Restless,
Frustrated that they
Are not being used

Feelings & Emotions



Create a
Story Map
for your Customer!



NAME _____



PERSONA TEMPLATE

AGE _____
OCCUPATION _____
STATUS _____
LOCATION _____
TIER _____
ARCHETYPE _____

IMAGE

QUOTE

MOTIVATIONS (Shade bar to desired level)

Incentive	_____
Fear	_____
Acheivement	_____
Growth	_____
Power	_____
Social	_____

GOALS (The objectives this person hopes to acheive)

- _____
- _____
- _____

FRUSTRATIONS (The pain points they'd like to avoid)

- _____
- _____
- _____

BIO

PERSONALITY

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

BRANDS

NAME

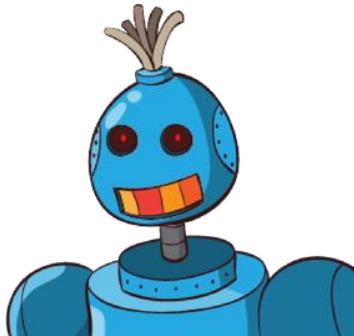
MOPSTER



PERSONA TEMPLATE

AGE 50
OCCUPATION Mopping
STATUS Unemployed
LOCATION Clearwater
TIER Early Adopter
ARCHETYPE caregiver

IMAGE



QUOTE

Sometimes I feel like
there aren't enough floors
to mop

MOTIVATIONS (Shade bar to desired level)

Incentive
Fear
Achievement
Growth
Power
Social

GOALS (The objectives this person hopes to achieve)

- Serve my human
-
-

FRUSTRATIONS (The pain points they'd like to avoid)

- There's not enough work for me
- I have nothing to do in my free time
-

BIO

I have 50 years of experience mopping
Floors. That's all I know how to do

PERSONALITY

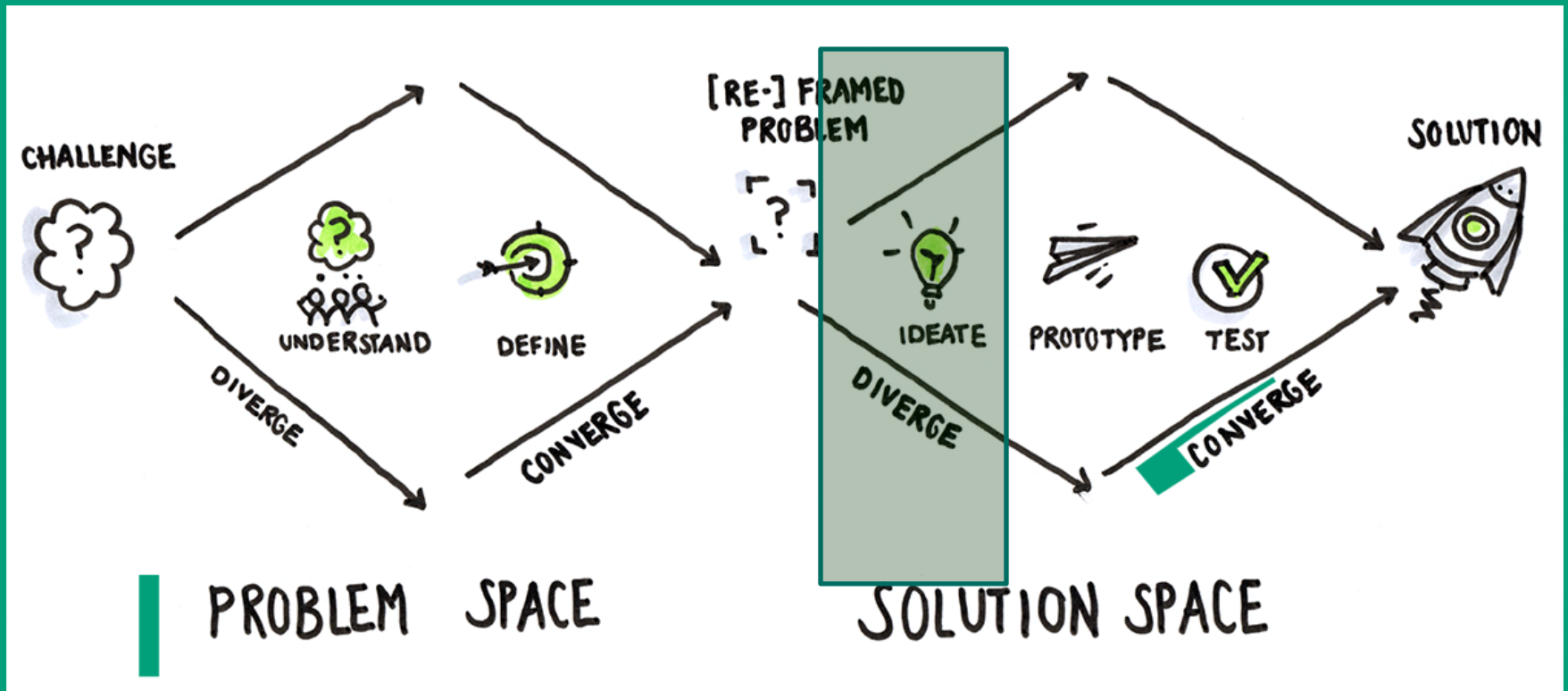
Extrovert Introvert
Sensing Intuition
Thinking Feeling
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TECHNOLOGY

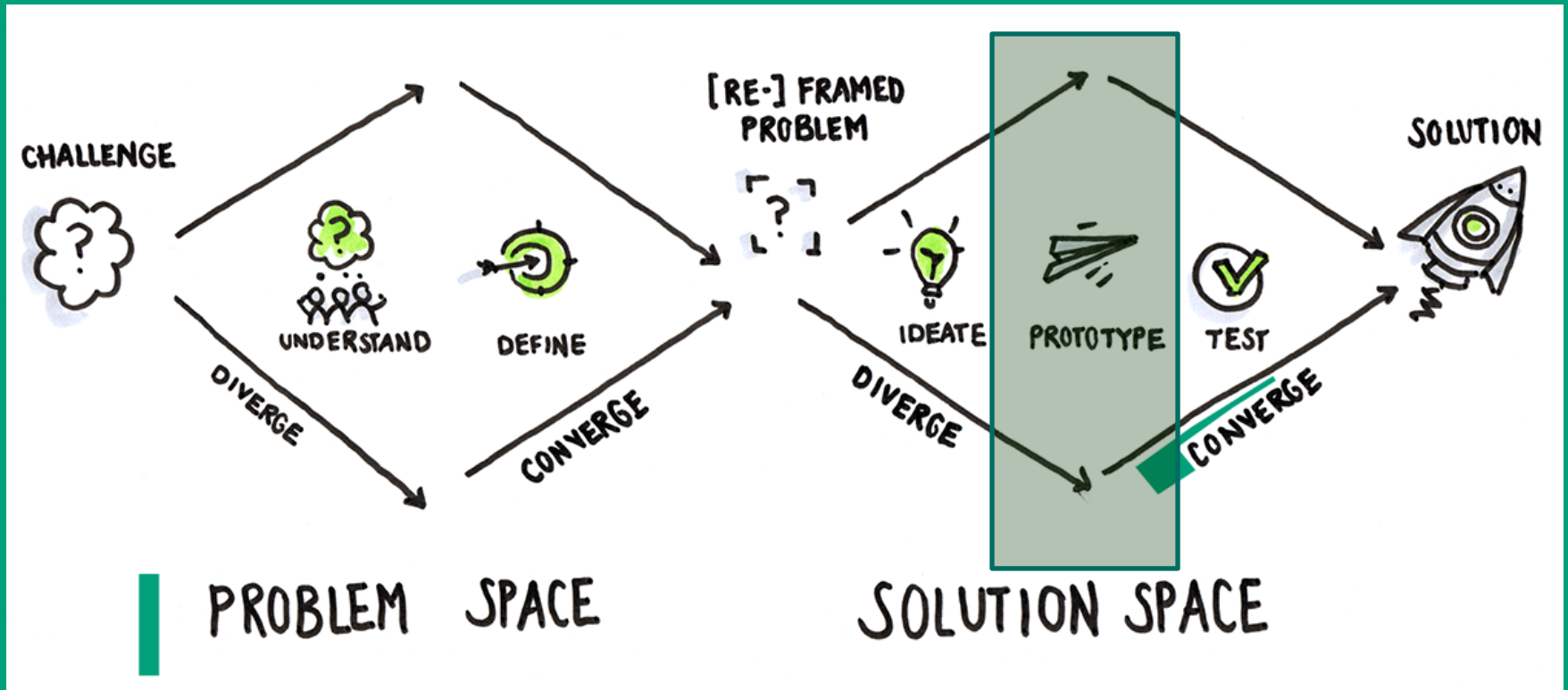
IT and Internet
Software
Mobile Apps
Social Networks

BRANDS

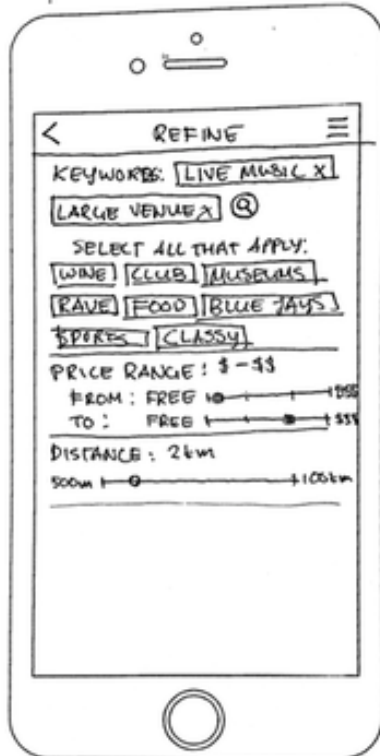
Build a
Persona
for your Customer!



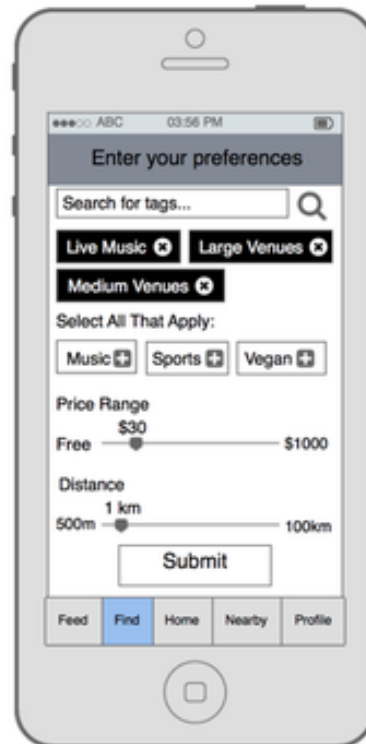
Let's run a
YES-AND
ideation excersize!



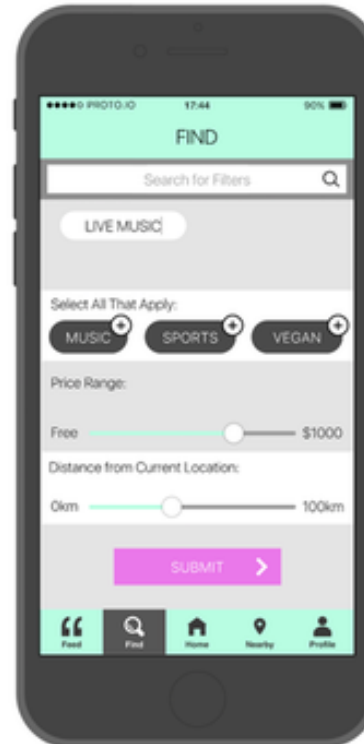
Sketch



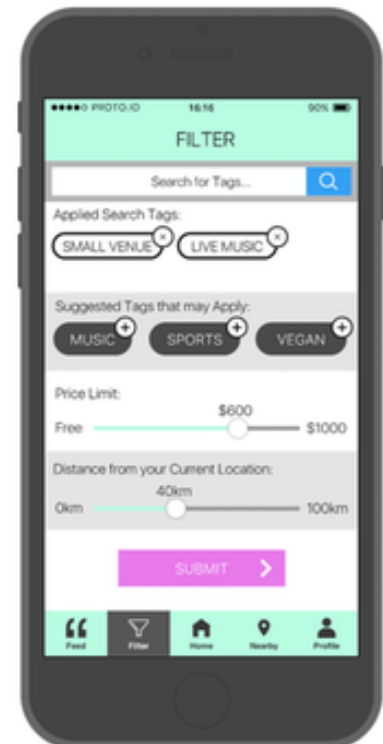
Low-Fi Prototype

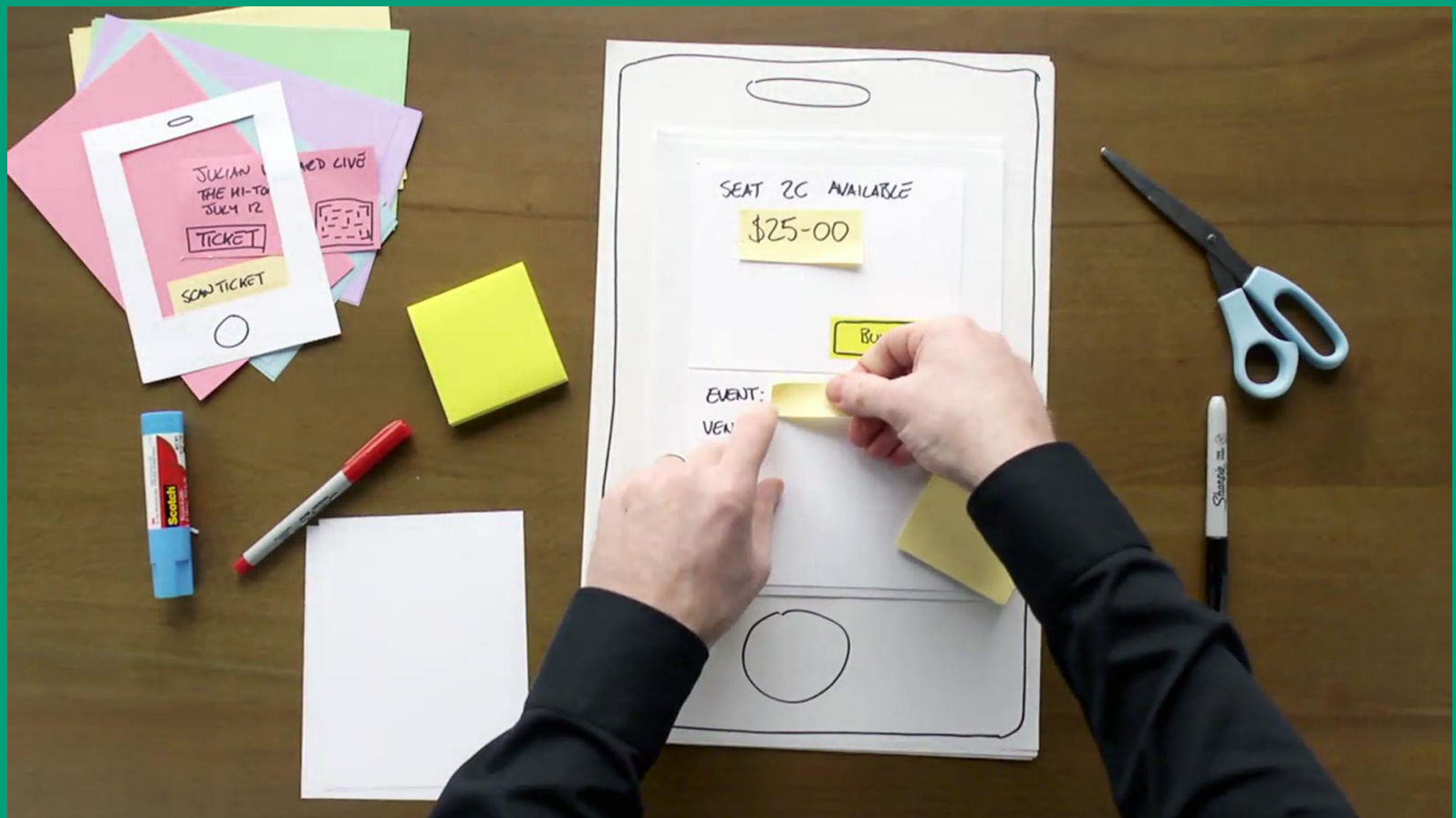


High-Fi Prototype

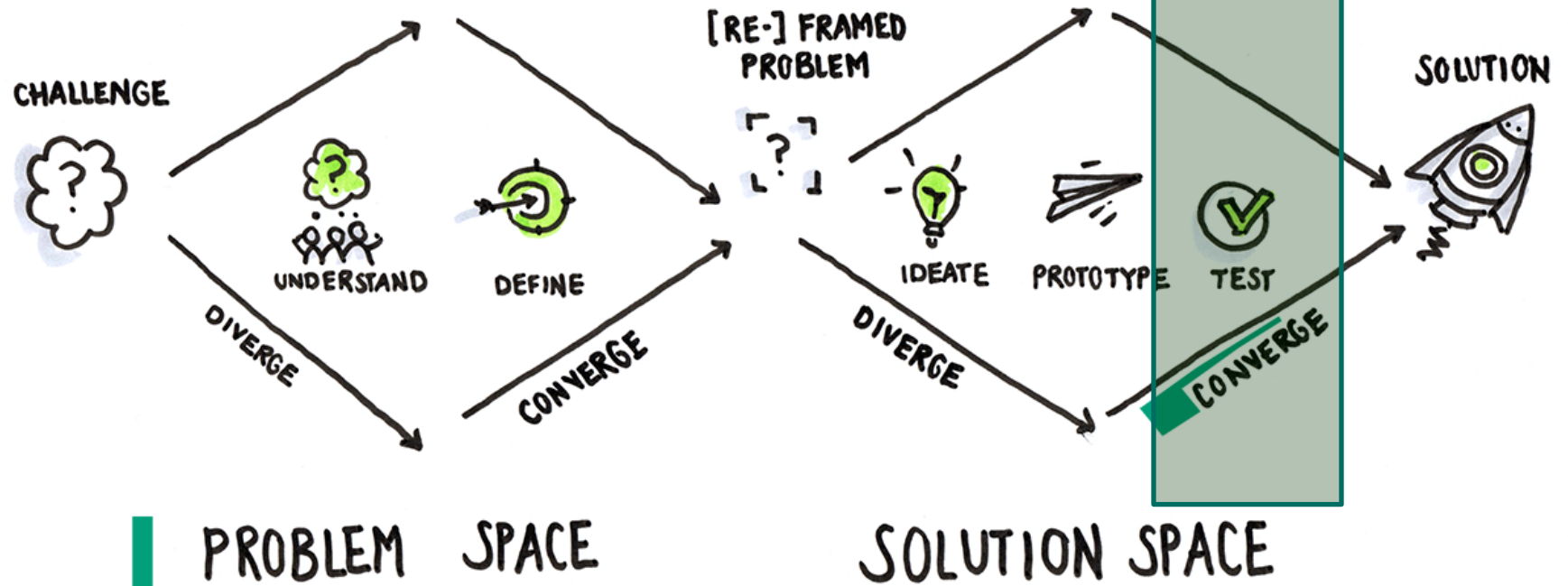


Future Revisions





Build a
Paper Prototype
for your application!



Run a
Usability Test
on the prototype!



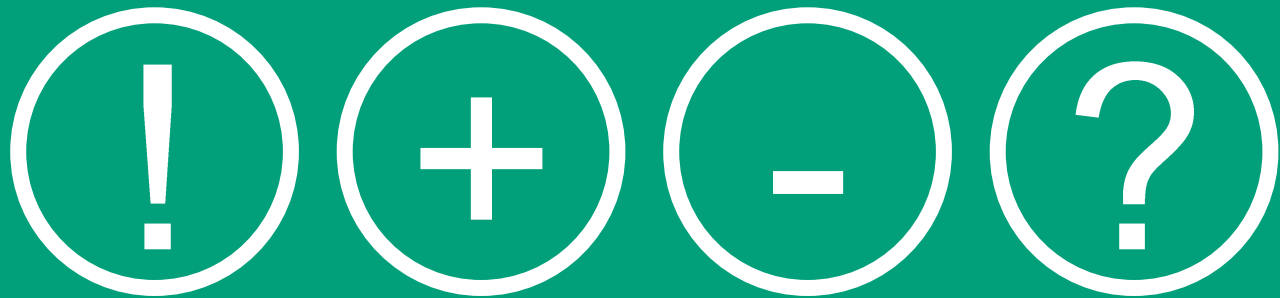
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THANK YOU!





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