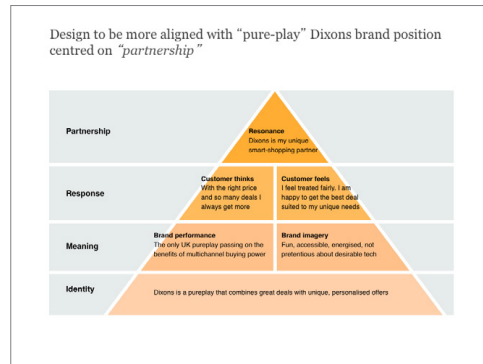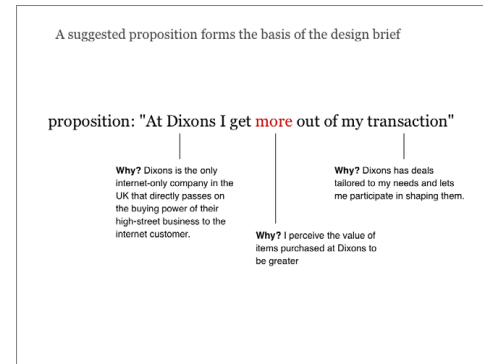# Dixons and Currys: Experience strategy
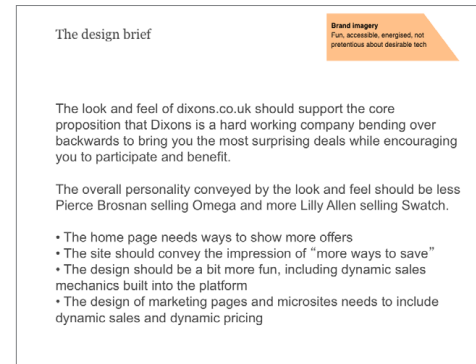
Dixons brand was confused. I launched a review

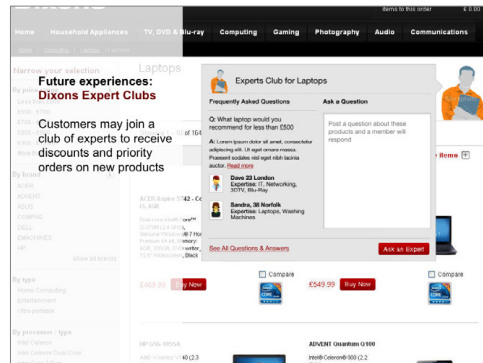Design to be more aligned with "pure-play" Dixons brand position centred on "partnership"

Proposition development

A suggested proposition forms the basis of the design brief

proposition: "At Dixons I get more out of my transaction"

Why? Dixons is the only internet-only company in the UK that directly passes on the buying power of their high-street business to the internet customer.

Why? Dixons has deals tailored to my needs and lets me participate in shaping them.

Why? I perceive the value of items purchased at Dixons to be greater

Design brief for Currys and Dixons refresh (post agency)

The design brief

Brand imagery
Fun, accessible, energised, not pretentious about desirable tech

The look and feel of dixons.co.uk should support the core proposition that Dixons is a hard working company bending over backwards to bring you the most surprising deals while encouraging you to participate and benefit.

The overall personality conveyed by the look and feel should be less Pierce Brosnan selling Omega and more Lilly Allen selling Swatch.

• The home page needs ways to show more offers
• The site should convey the impression of "more ways to save"
• The design should be a bit more fun, including dynamic sales mechanics built into the platform
• The design of marketing pages and microsites needs to include dynamic sales and dynamic pricing
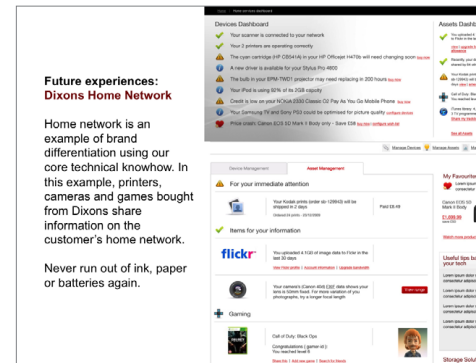
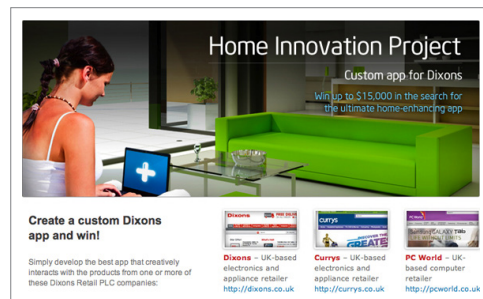## Future experiences lab output: Experts club (ask an owner)

Lab output: Group buy (buying club) integrated on sites
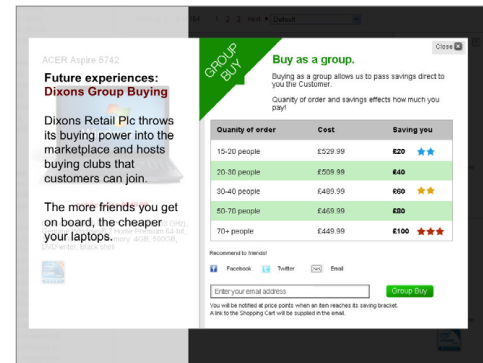
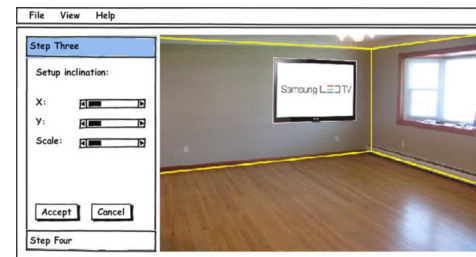## Lab output: Branded home support network (need ink?)

User engagement: Dixons API for cool stuff (Intel Apps)

Dev using Dixons API to create home improvement app

Dev using Dixons API to create home improvement app

The experience manifesto

Our online channels will give our customers access to a flexible and resilient network of businesses that will engage in uniquely meaningful dialogue with them to plan for and deliver precisely what they need.

At every point in the customer's journey we will offer them opportunities to invest their time, their attention, their affection for our mutual benefit.

In this way, we will ensure that every service we deliver and every product we sell is more valuable to our customer than the same product or service bought elsewhere regardless of price.

Our experiences must:

1) Try to enable dialogue with our customers, give access to the information they need, share risk where possible and appropriate

2) Be flexible enough to support unique experiences, the "segment of one"

3) Support the customer's investment in us in every transaction