



# **Happy New Year!**

**Welcome to BET 350:**  
**Customer Experience Design**

**Today**

**1 Intro**

**2 Course Overview**

**3 Making Teams**

**4 Mini Design Sprint**



I teach UX at UW's Stratford School  
of Interaction Design & Business



I am also the cofounder of  
Carbonlabs, a design and  
strategy agency.

are your next steps?  
down on a postit note

I search the  
planet for  
the best  
products

I make all  
Customers  
feel special

When I'm  
not doing  
this, I do  
this



- Quick
- Convenient
- Reliable
- Never
- Price
- wealth of
- provide
- pride
- good
- one m



# EMPOWERING BY DESIGN



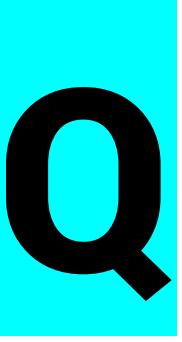
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# Intro to Customer Experience (CX)



**Customer Experience (CX) as a discipline is still in its infancy, those charged with improving experience are having to make it up as they go along'.**

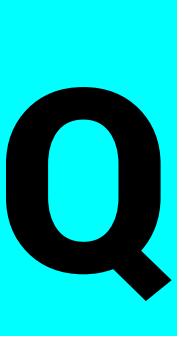
- Alan Pennington



**Q**

Why, for example, when a company has spent billions developing a car would they not invest in an experience that complements that investment?

Yet, the **car sales experience** has barely changed in 50 years.



**Q**

Why would a company outsource its contact with customers to a third-party call centre and not ensure that the experience at an emotional level is being delivered in a way that meets the expectations created by the brand message?

# **User Experience**

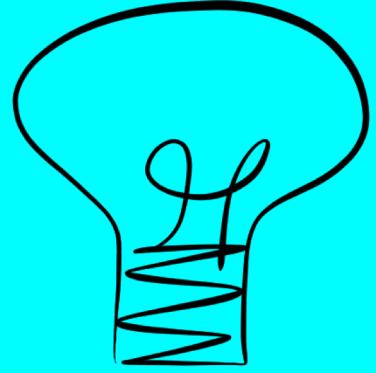
**vs**

# **Customer Experience**

Generally, **user experience** focuses on designing a particular device, screen or product, and the interactions that occur on it.

The **customer experience** stitches those together with many other touchpoints (front-line staff, promotional emails, store environments, call centers) spread out over time.

**Customer experience  
embraces the way that  
a company operates  
across all functions**



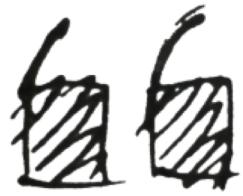


**Hello, firstly can I check are  
you ok, now if you can give  
me your full name I will find  
your policy details**



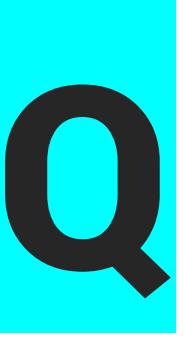
**Hello, what is your policy  
number?**





**The touchpoint  
is the product**

- Victor Ermoli, SCAD



**Q**

Your orthopedist will X-ray your pelvis and send the data to a room down the hall from the operating room, where a 3D printer will make your new, one-of-a-kind artificial hip while you're being prepped for surgery.

**Is that a service or a product?**



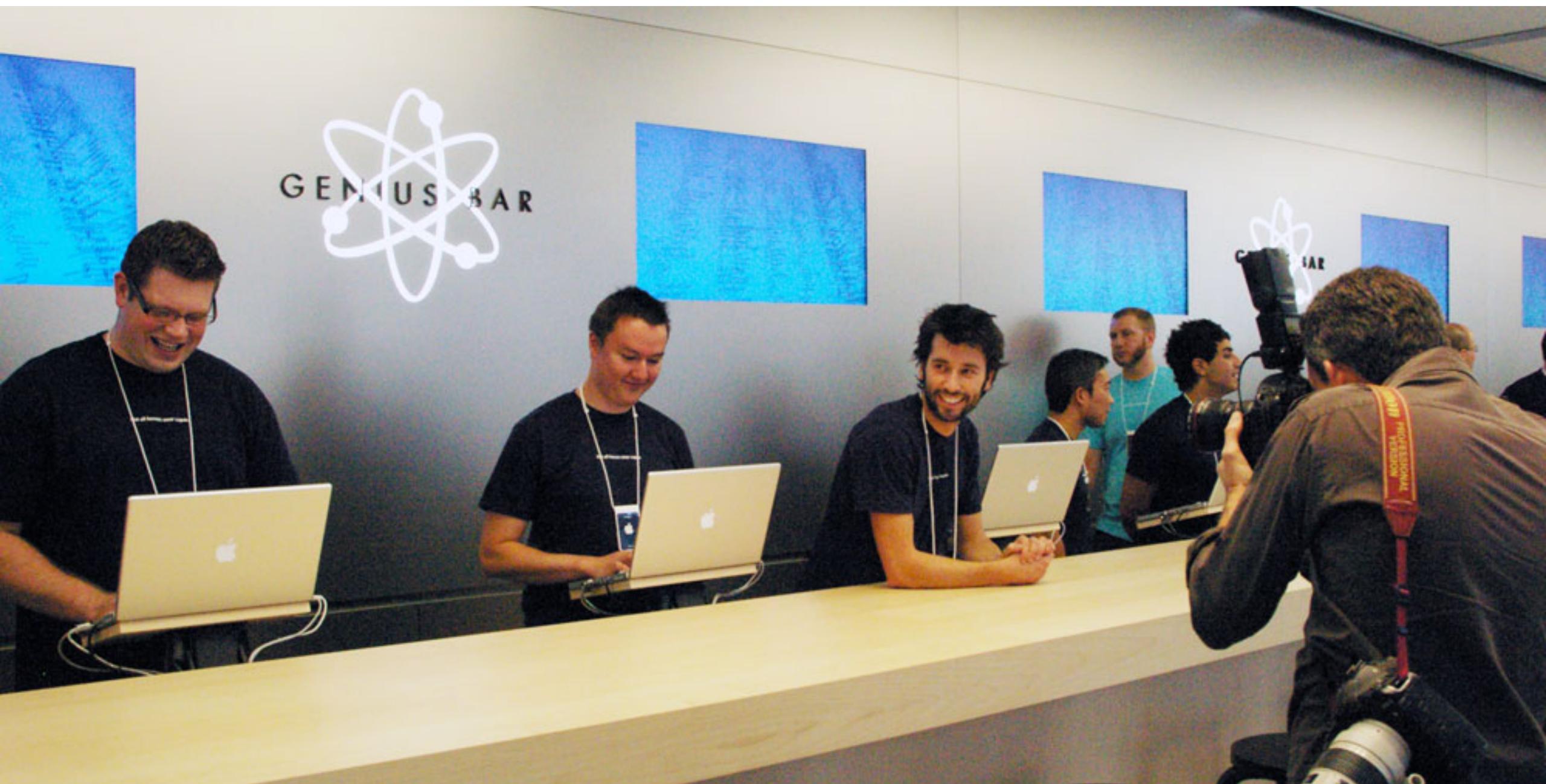
**Companies need to analyze, design, and deliver at every stage of the journey, and at every point of contact – **every touchpoint** – because every moment is an opportunity to engage or alienate your customer.**

- Thomas A. Stewart / Patricia O'Connell

# Case Study: Apple Store



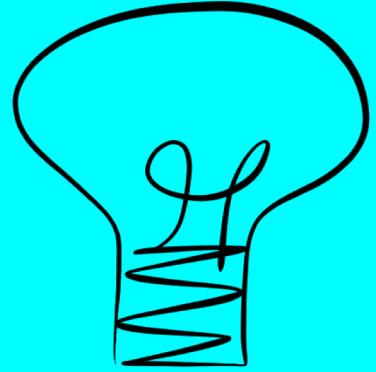
# Case Study: Apple Store



# Case Study: Apple Store



**80% of our  
economy is  
service**







2

# Course Overview

## Today

Jan 16

Jan 23

Jan 30

Feb 6

Feb 13

Feb 27

Mar 6

Mar 13

Mar 20

Mar 27

Apr 3

Intro, team building, Mini Design Sprint  
Research Methods  
Customer Profiles, Emotions & Behavior  
Business Strategy & The Role of Design  
Customer Journey Maps – part 1  
Customer Journey Maps – part 2  
Visual Design  
Sprint 1: Understand  
Sprint 2+3: Sketch & Decide  
Sprint 4: Prototype  
Sprint 5: Validate  
Presentations

**Today**

Jan 16

Jan 23

Jan 30

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Intro, team building, Mini Design Sprint

Research Methods

Customer Profiles, Emotions & Behavior

Business Strategy & The Role of Design

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Customer Journey Maps – part 2

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Sprint 2+3: Sketch & Decide

Sprint 4: Prototype

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Presentations

# Class Communication



**Slack** will be our main tool to communicate with each other ([BET3502019.Slack.com](https://BET3502019.Slack.com)).

**LEARN** will be used to share documents, readings, grades and slides (me) and assignments (you).

Use **#BET350** on social media if you like to share something interesting.

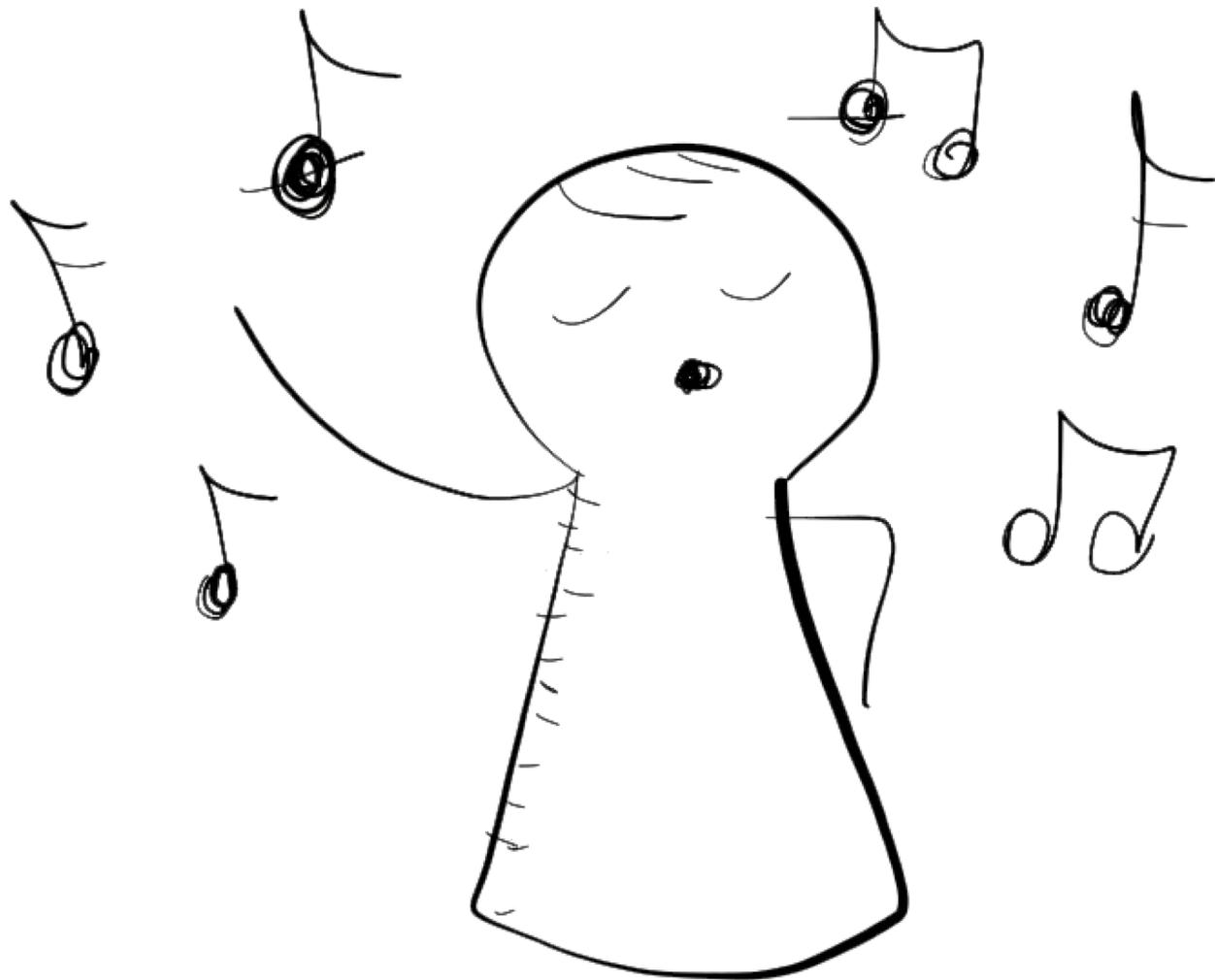
# Marking

	%
<b>Industry Team Project</b>	<b>40</b>
Customer Journey Map	(40)
Prototype (product of service)	(40)
Presentation	(20)
<b>Peer Assessment</b>	<b>20</b>
<b>Reflection Paper</b>	<b>30</b>
<b>Professionalism &amp; Participation</b>	<b>10</b>

(this reflects 60% of group work and 40% individual work)

Your participation is crucial for the  
success of this class

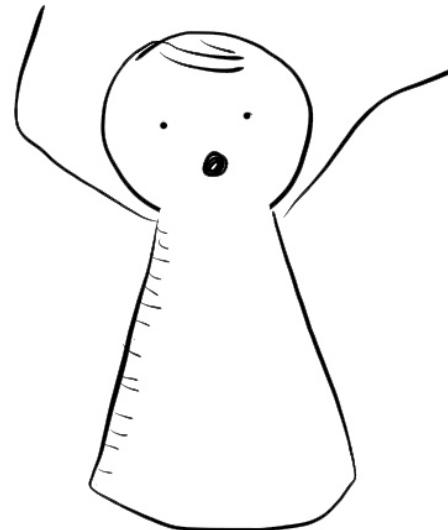
Your participation  
is crucial for the  
success in this class



3

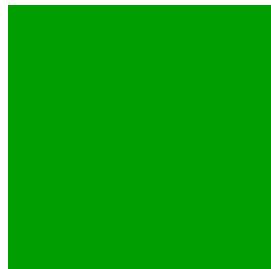
# Making Teams



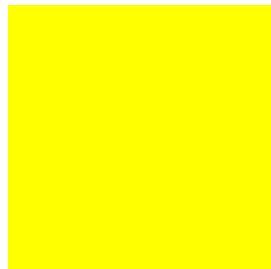


**1**

**Decide on a role that best matches your skills, pick a stickie**



**Tech**



**Design**



**Research**



**Business**



**Project  
Management**

**2**

**Add your favorite food to your stickie**

**3**

**Get up and introduce yourself to your classmates. Get to know each other.**

**4**

**Create the most diverse teams. 4-5 students per team.**

**There might or might not be a prize for the  
most diverse team**



4

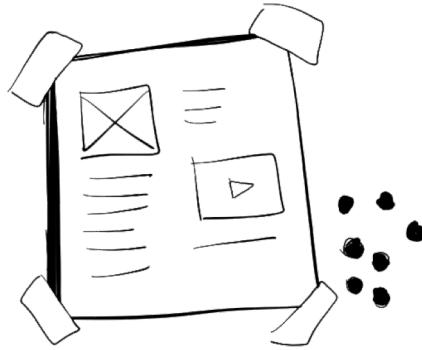
# Mini Design Sprint



**Understand**



**Sketch**



**Decide**



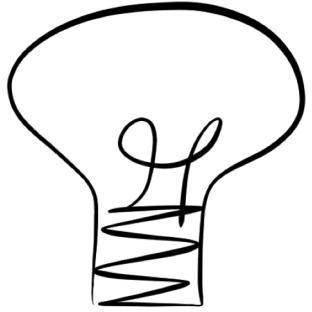
**Prototype**



**Validate**

## **Mini Design Sprint**

In your new team, build a tool that uses **Blockchain Technology** for something other than financial transactions.



## UNDERSTAND

### **Research the Challenge Topic**

Understand what it is

What's out there already?

### **Turn the problem into questions**

"To reach customers, what has to be true?"

"How might we (HMW) approach this?

"Who are we designing for?"

### **Check your assumptions**

"Seniors would not be interested in this technology."

"Everybody knows what Blockchain is. Duh."



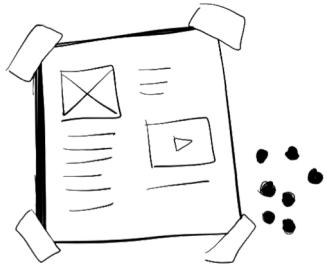
**SKETCH**

## **Sketch at least 3 solutions**

Do this individually  
Don't overthink it  
Keep it low-fidelity  
Doesn't have to be pretty, just get your idea across

**Understand**

**Sketch**



**DECIDE**

**Each person has 1 minute to quickly explain their ideas**

**Vote on the most promising idea**

1 person, 1 vote, and yes, you can vote for your own idea

Understand

Sketch

Decide



## PROTOTYPE

**The idea with the most votes is the one you will prototype as a team**

**Sketch it out in more detail, act it out, or use whatever material you have at hand**

Understand

Sketch

Decide

Prototype



**VALIDATE**

**Test your idea with at least 2 classmates.**

**Incorporate their feedback into your designs.**

**Present to the class (time permitting)**

**Understand**

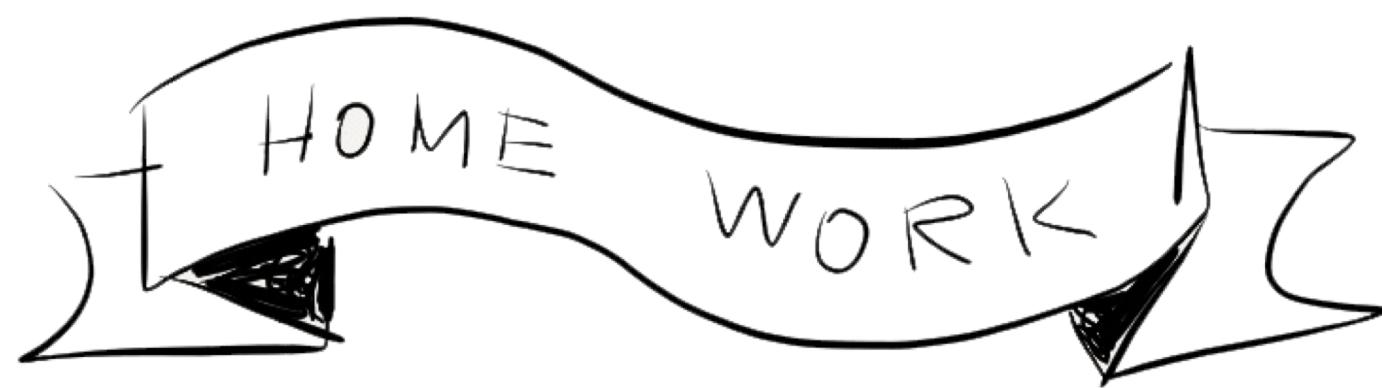
**Sketch**

**Decide**

**Prototype**

**Validate**

**This was a mini (and rather  
hectic) Design Sprint**



Nothing. I guess

