

# Customer Experience and Emotional Design

A panel discussion  
June 2, 2010



# Agenda

- 5:30 - 6:00 **Registration/Dinner/Networking**
- 6:00 - 6:10 **Introduction:** Sean Van Tyne, FICO
- 6:10 - 6:20 **Companies that are doing it right!**  
Becky Carroll
- 6:20 - 6:40 **Emotional Design**  
Joely Gardner, PhD
- 6:40 - 6:50 **Lessons Learned and Wrap Up**  
Jeof Bean
- 6:50 - 7:30 **Q&A:** Open forum

# **Introduction**

Sean Van Tyne

User Experience Director

FICO

# Our Panel of Experts

## **Becky Carroll**

Founder, Petra Consulting Group  
Community Program Manager, Verizon

## **Joely Gardner, PhD**

Chief Customer Experience Strategist, Human Factors Research

## **Jeofrey Bean**

Principal of Del Mar Research & Consulting, LLC



The Customer Experience  
Becky Carroll  
President, Petra Consulting Group



Customers don't purchase products or services, they *experience* them



# Marketing Experiences

- Customer experience is where businesses can *differentiate themselves from competitors*
- Customer experience is...
  - A customer-centric approach
  - Consistent across channels
- Purpose:
  - Ignite Passion
  - Inspire Loyalty
  - **BUILD RELATIONSHIPS**



# Disney's Toy Story Attraction





# Trash Talk



# Homewood Suites Focuses on Customer Needs

The screenshot displays the Homewood Suites website interface. At the top left is the Homewood Suites logo, a part of the Hilton brand. To its right is a 'Sign in' section with fields for 'Username or HHonors #' and 'Password or PIN', along with a 'Remember Me' checkbox and a 'View Text Only' link. Further right is the 'The Hilton Family' logo with the tagline 'be hospitable\*' and a 'Customer Support 1-800-CALL HOMES' link. Below the header is a navigation menu with links for 'Specials & Packages', 'Reservations', 'Meetings', 'Social Gatherings', 'Hilton HHonors', 'Things to Do', 'eDirectory', and 'My Favorite Hotels'. The main content area is divided into several sections: 'Find a Hotel' with search filters for 'City', 'State/Province', 'Check-In', 'Check-Out', and 'Hotels'; 'Reward Stays' and 'My Reservations' tabs; 'In The Spotlight' featuring a 'Suite Selection!' promotion with a 'Learn More' button; 'News @ Homewood Suites'; 'Offers from Homewood Suites' with links for 'Government Travel', 'Travel Agents', 'AAA Rates', 'Extended Stay - 5+ nights', 'Corporate & Group Rates', and 'Wedding Accommodations'; and 'News & Updates' with a 'Hilton HHonors Visa' promotion. At the bottom, there is a 'Worldwide Sites' section with a 'Select Language' dropdown and a 'Search' button.

Reserving Exact Suite Using eCheck-in

# And allows them to pick their own room at check-in

[Back to Homewood-suites.com](#)

**HOMewood SUITES**  
Hilton

**eCheck-in**

Help

Welcome **Suite Selection** Accept Confirmation

Select your suite with **Suite Selection!** Click a suite on the floorplan to view the type of suite you reserved.

**Floor 2**

**Floor 2**

- Suite 204**  
One Queen Bed Deluxe Suite  
No-Smoking Suite
- Suite 208**  
One Queen Bed Deluxe Suite  
No-Smoking Suite
- Suite 210**  
One Queen Bed Deluxe Suite  
No-Smoking Suite
- Suite 213**  
One Queen Bed Deluxe Suite  
No-Smoking Suite

View our hotel campus on a [map of the surrounding area](#).

**Floor 2**

N

210	209	207	205	203	201	
		208	206	204	202	
213	214	[Redacted]				
215	216	[Redacted]				
217	218	[Redacted]				
219	220	[Redacted]				
221	222	[Redacted]				

Pool

Putting Green

# Think about the customer experience



# Customer experience matters

- Plan the experience from the eyes of your customer
  - Create a strategy to...
    - Make them care
    - Make it easy
    - Meet their needs
- The game will change!
  - Ignite Passion
  - Inspire Loyalty
  - BUILD RELATIONSHIPS

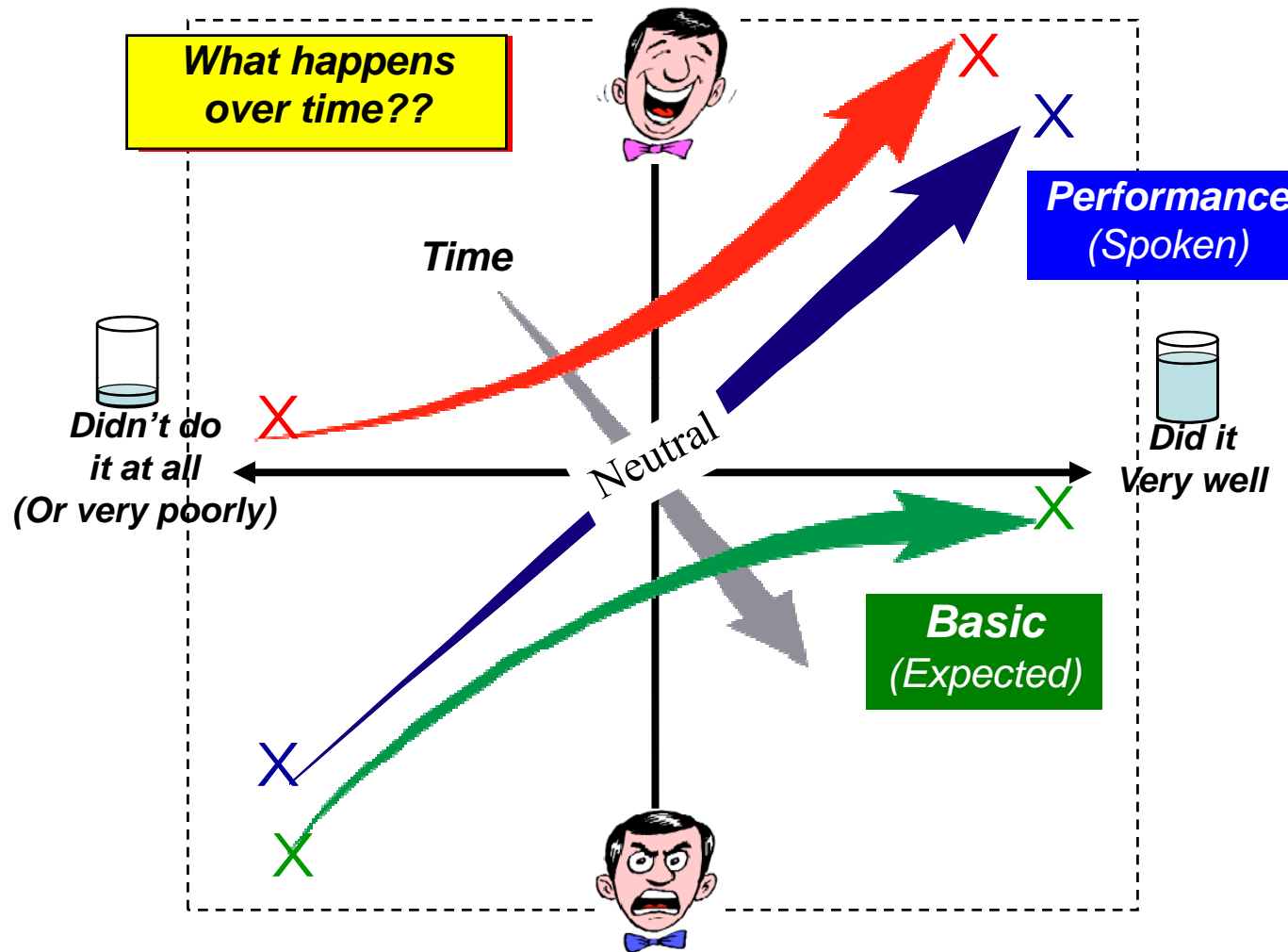


# Emotional Design



Joely Gardner, PhD

# You don't get points for must have's



**Vertical Axis:** The degree of satisfaction.

**Horizontal Axis:** The degree to which the requirement has been fulfilled or achieved.

This "Expanded" Kano Model is adapted from Professor Noriaki Kano's original work.

# A new look at needs and innovation



**NEEDS =**



**Verbs**



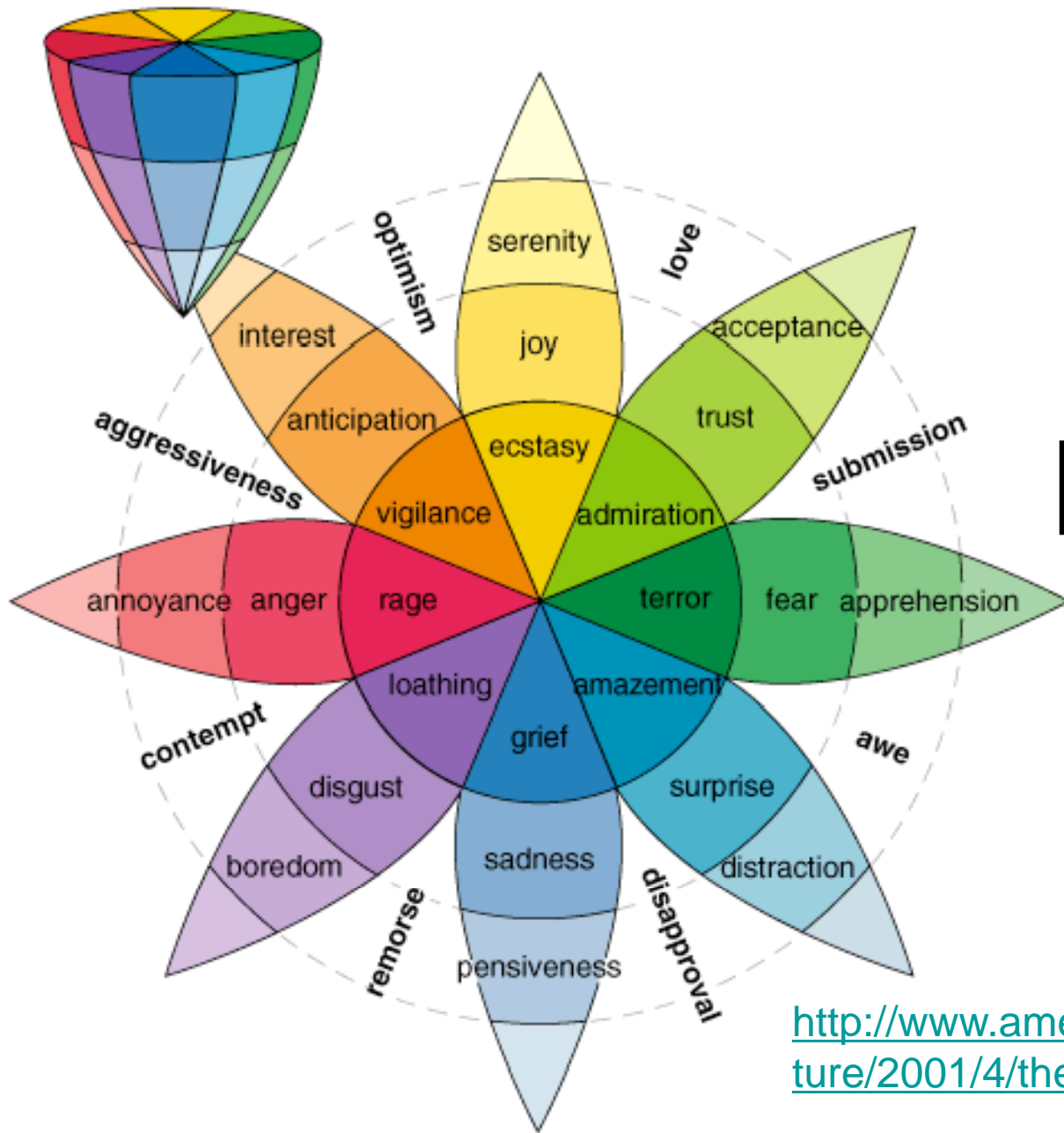
**Nouns**



# Donald Norman...

To the practitioner of human centered design, serving customers means

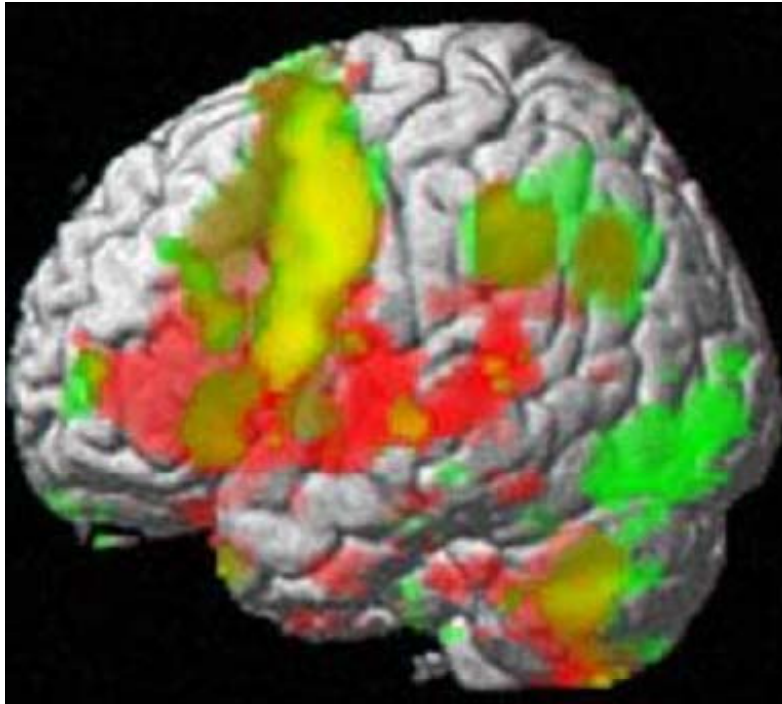
- relieving them of frustration
- of confusion
- of a sense of helplessness
- make them feel in control
- and empowered



# Plutchik's Wheel of Emotion

<http://www.americanscientist.org/issues/feature/2001/4/the-nature-of-emotions>

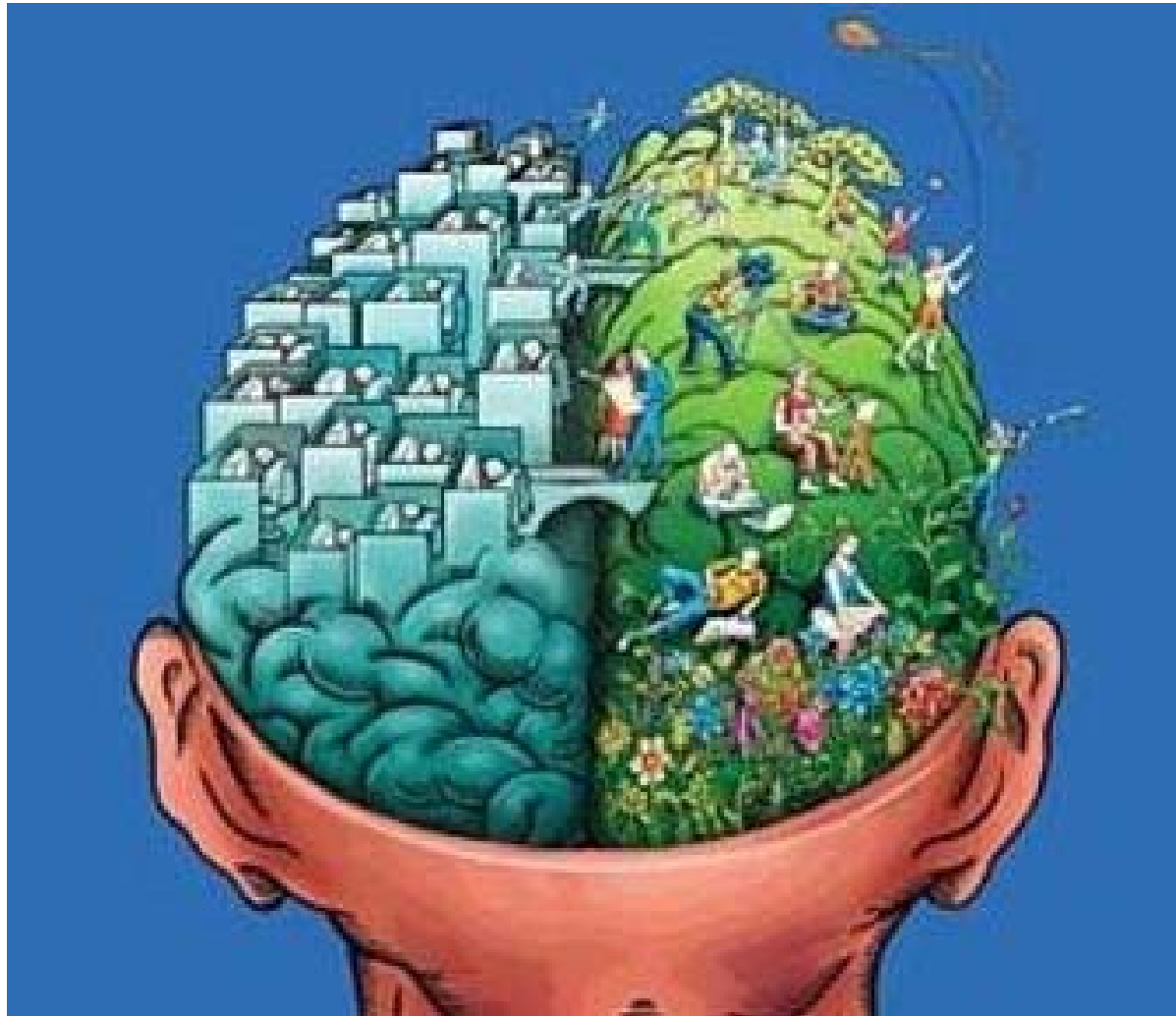
# Where do emotions live?



**fMRI validates  
that emotion  
and cognition  
contribute to the  
control of  
thought and behavior  
*conjointly and equally.***

**Khalid and Helander  
“Customer Emotional Needs in  
Product Design”  
Concurrent Engineering,  
2006; 14;197**

# A rare glimpse inside the brain



How do we know this?

# Left-Right Conflict

Say the COLOR not the word:

Black Blue

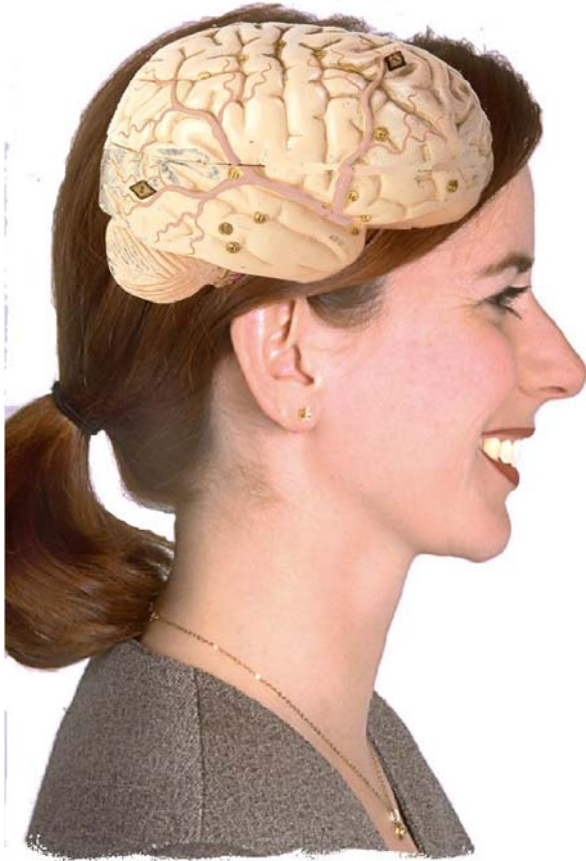
Yellow Green

# Engage the Left Brain

- Why?
- What are the benefits?
- Compare A to B
- What happens when...



# Engage the Right Brain



- How did you feel about that?
- What was the experience like?
- Tell me more about that.
- Frustrations?
- Best of all possible worlds vs. worst nightmare?

The secret is to  
“operationalize”  
the desired feeling



**What does trust look like?**



**For a complimentary discussion, contact:**

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**Jeof Bean**



**Same product – different and better customer experience**

They understood the wants and needs of customers through the whole experience process in the context of the market and competition.

**They altered the game board, redefined value and forced competitors to change or spiral down / go away.** It's easy to drop the price, it's easy to throw in more features. It is not easy to create, execute or compete with a well honed customer and user experience.

A special agreement with the post office gives quick delivery.  
Their web site is part of the pre and post purchase process,  
market monitoring too!

**Web-streaming service under development:** complexity,  
limited titles, timing of fresh content challenges

# Customer Experience and Emotional Design – “The Results”

1. Market capitalization (CapEX)
2. Market share (of revues OR of units)
3. Profitability
4. Follow-me NOT
5. Lower sales / distribution costs: customer advocacy

# Customer Experience and Emotional Design – “The Five”

1. See your business through your customer’s eyes
2. Create a seamless experience across all touchpoints
3. Emotional benefits should be hard baked into a product or service during development
4. A wow experience is a market differentiator
5. There is a science and an art to emotional design



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Del Mar Research & Consulting specializes in increasing client growth, while decreasing the uncertainty and costs of product development and marketing. Jeof's 20+ years of experience spans from small innovative technology companies to large successful organizations like ComplianceMAX, ProMedia Wireless, I Drive Safely, LLC, LPL Financial, AT&T Data Services and Quest Diagnostics.

Jeof has an M.S. in Business Management, a B.S. in Psychology / Marketing and has served as Adjunct Professor of Business Management and Marketing, Centenary College. He is on the Board of Directors of the San Diego Software Industry Council's (SDSIC) User Experience Group and User Experience expert review panel; author of several marketing, business and product development articles; and a frequent guest speaker.



# Questions?

For:

- Becky
- Joely
- Jeof
- All