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

Reserving Exact Suite Using eCheck-in
And allows them to pick their own room at check-in
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
You don’t get points for must have’s

**What happens over time??**

**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.

**Performance (Spoken)**
- Very well
- Did it at all
  - (Or very poorly)

**Basic (Expected)**
- Neutral

**Time**
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

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  Green

Yellow
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:
Joely Gardner, PhD
Human Factors Research

760.510.1166
www.HumanFactorsResearch.com
joely.gardner@humanfr.com
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
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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
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