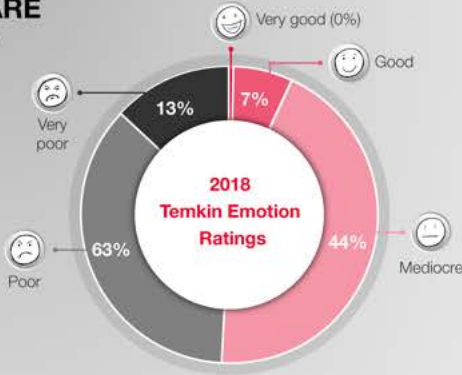


# PROPELLING EXPERIENCE DESIGN



## CUSTOMERS ARE EMOTIONALLY DISENGAGED

Based on feedback from 10,000 U.S. consumers on 318 companies.

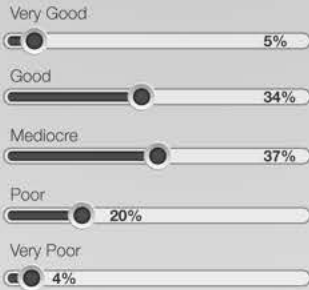


## COMPANIES NEED STRONGER EXPERIENCE DESIGN

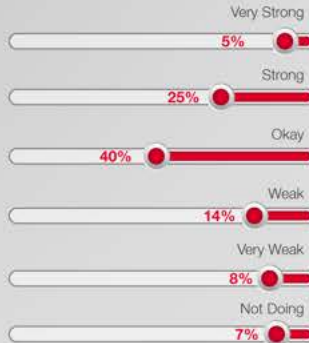
Based on a survey of 170 large organizations.



How effective is your organization at designing customer experiences that create a positive emotional response in customers?



How would you rate the effectiveness of your cx team's experience design capabilities?



## FEDERATED EXPERIENCE DESIGN MODEL

Companies can derive significant value by distributing Experience Design across their organization in what Temkin Group calls the Federated Experience Design Model.

Federating distributes expertise across three levels of employees:

|                         | Experts                                                                                                                                            | Boosters                                                                                                                                                                                  | Dabblers                                                                                                                                                                                               |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>DESCRIPTION</b>      | Often housed in a centralized team, Experts are highly trained professionals who use experience design as an integral part of their everyday work. | Boosters are employees who reside in different parts of the organization and have been moderately trained, but experience design is not the core responsibility of their day-to-day work. | Dabblers are employees who have received basic training on experience design, but use it only sporadically. Instead of following strict processes, they adopt the methodology to suit their own needs. |
| <b>CAPABILITIES</b>     | Strong                                                                                                                                             | Moderate                                                                                                                                                                                  | Novice                                                                                                                                                                                                 |
| <b>FREQUENCY OF USE</b> | Constant                                                                                                                                           | Frequent                                                                                                                                                                                  | Ad-Hoc                                                                                                                                                                                                 |
| <b>SCOPE OF USE</b>     | Cross-company projects                                                                                                                             | Small group projects                                                                                                                                                                      | Daily activities                                                                                                                                                                                       |
| <b>TOOLS</b>            | Wide array, complex                                                                                                                                | Moderate assortment, easy to use                                                                                                                                                          | Few, simple to use                                                                                                                                                                                     |

For more information, visit the [Customer Experience Matters](http://CustomerExperienceMatters.com)® blog at [ExperienceMatters.wordpress.com](http://ExperienceMatters.wordpress.com)

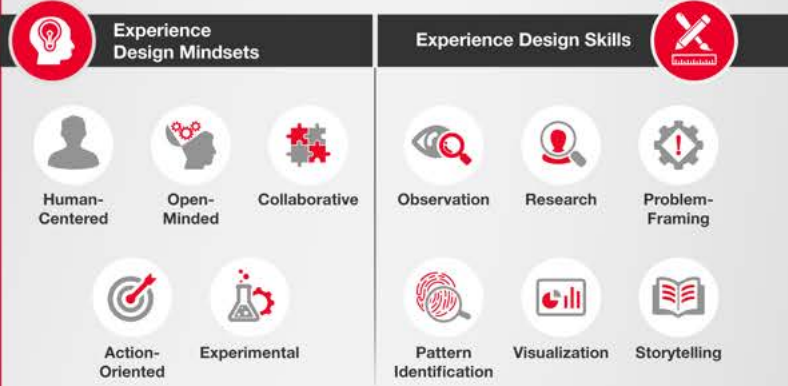
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## WHAT IS EXPERIENCE DESIGN?

Temkin Group defines Experience Design as:

A repeatable, human-centric approach for creating emotionally resonant interactions



## EXPERIENCE DESIGN PROCESS

While the precise Experience Design process will vary between companies, Temkin Group has identified six typical stages that companies follow as they flow through three generic phases.



| Phase                  | Step   | Stage         | Description                                                                                                                                                                     |
|------------------------|--------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Phase 1: Clarification | Step 1 | Empathize     | Practitioners devote themselves to learning about customer needs, desires, expectations, values, attitudes, behaviors, and goals.                                               |
|                        | Step 2 | Synthesize    | Practitioners identify and define the problem they are looking to address.                                                                                                      |
| Phase 2: Generation    | Step 3 | Conceptualize | Practitioners transition from identifying problems to brainstorming potential solutions.                                                                                        |
|                        | Step 4 | Materialize   | Practitioners choose a few of the promising ideas produced in the conceptualize stage and build them out into inexpensive, low-fidelity prototypes.                             |
| Phase 3: Realization   | Step 5 | Scrutinize    | Practitioners bring the working models they created in the materialize stage to real customers to collect their feedback and observe how they interact with the prototypes.     |
|                        | Step 6 | Actualize     | Ultimately, companies need to deploy the solutions they've developed and ensure that target customers are achieving the benefits that practitioners defined for the experience. |

