

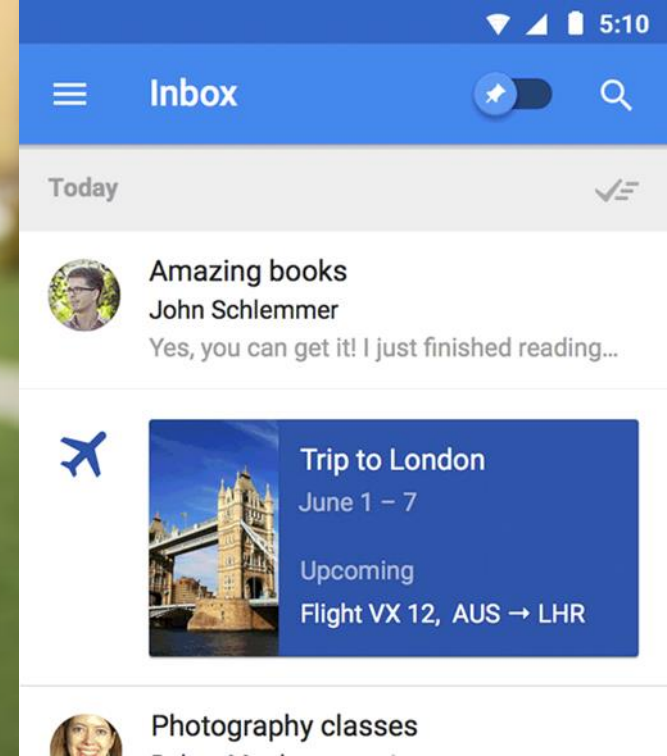


Now you see me!

Building an Experience Framework

SAS Forum 2016 | 27th October

André Dória | Business Experience Strategist



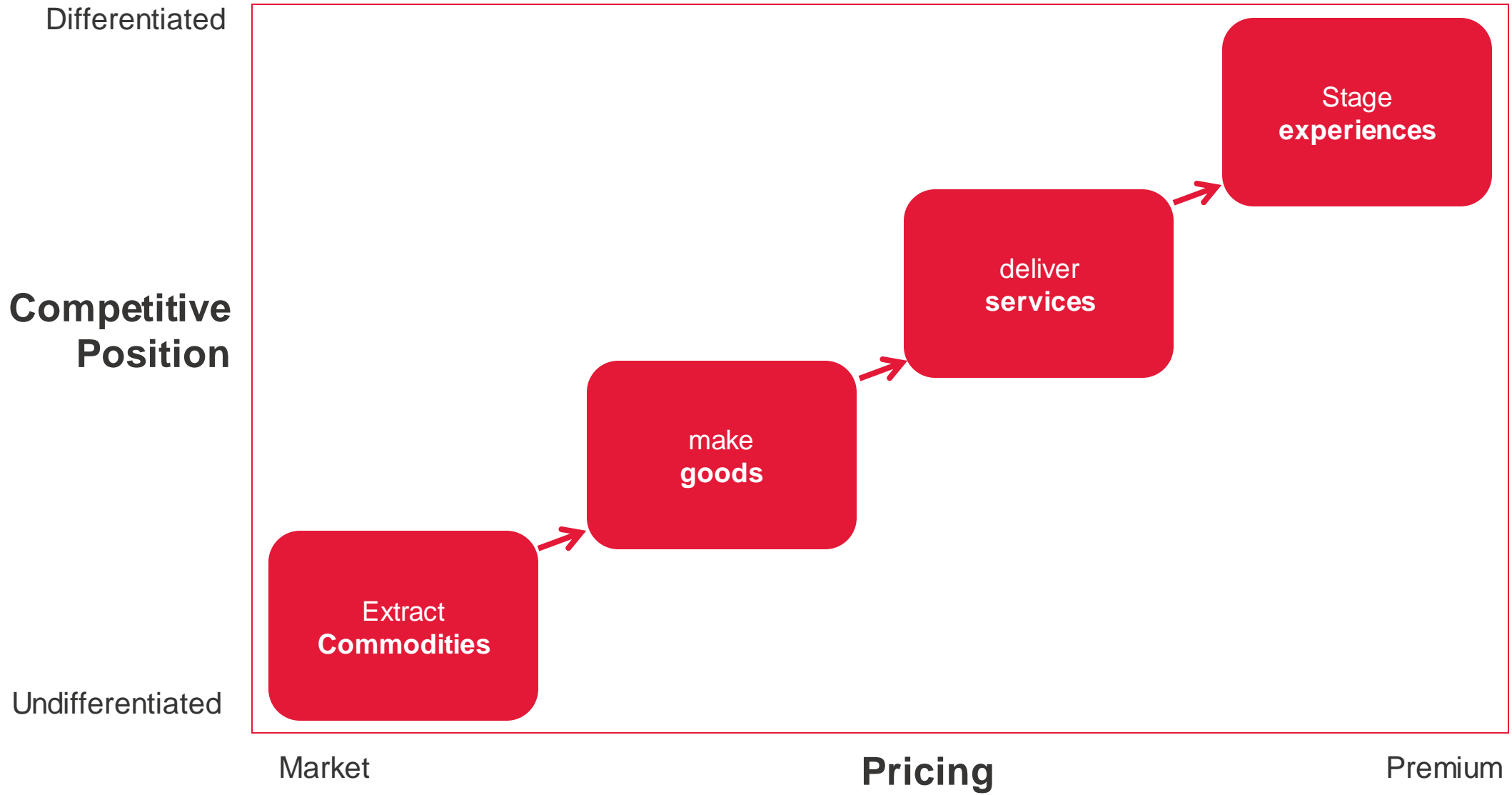


HIGH EXPECTATIONS FOR CUSTOMER EXPERIENCE

The background of the slide features a pair of hands holding a smartphone. The phone's screen displays a grid of white, stylized human icons on a dark background. The overall image is dimly lit, with the hands and the phone's screen being the primary light sources.

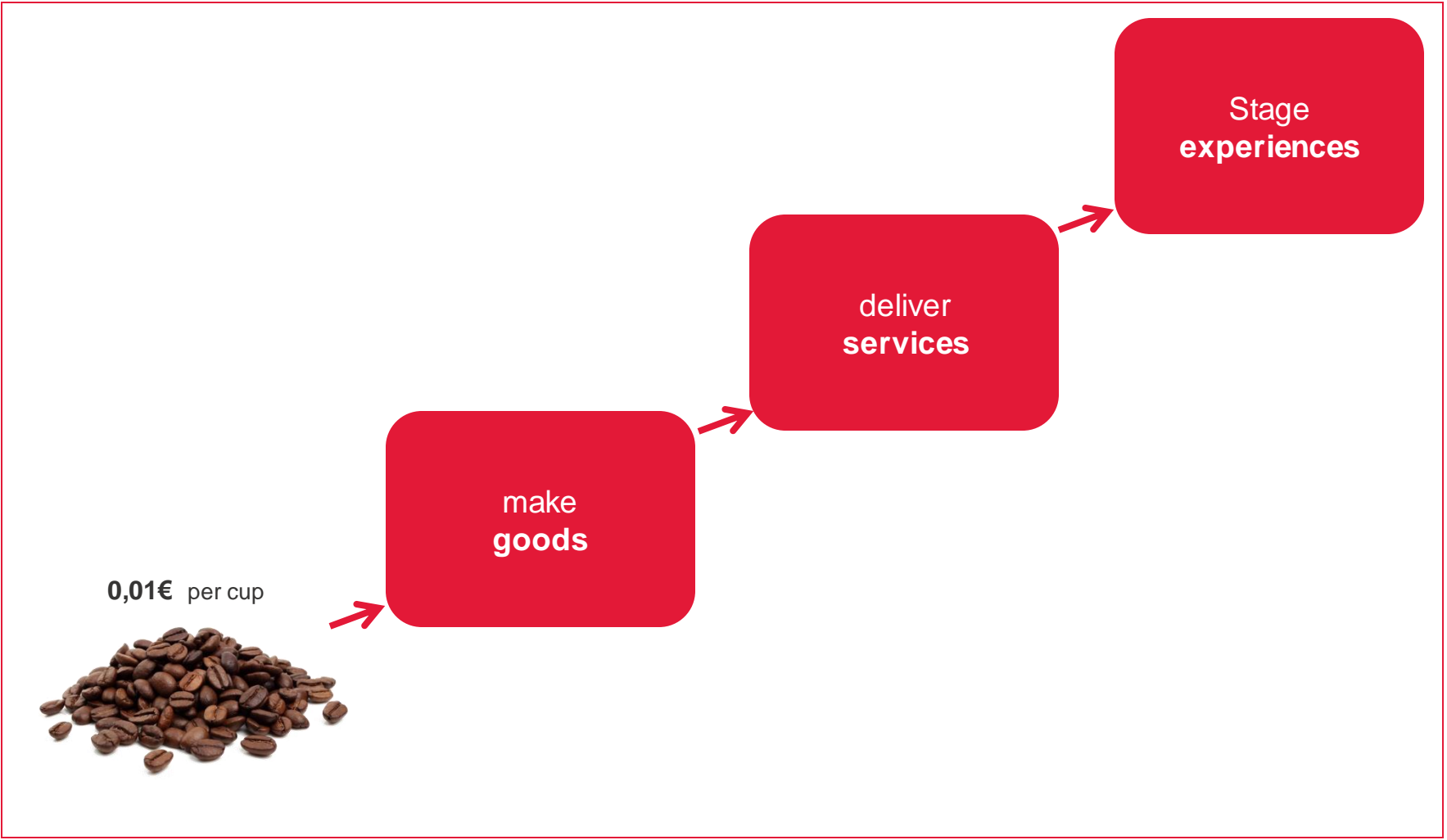
“By 2020, user experience will overtake price and product as key brand differentiator.”

Walker Customers 2020 Report



Differentiated

**Competitive
Position**



Undifferentiated

Market

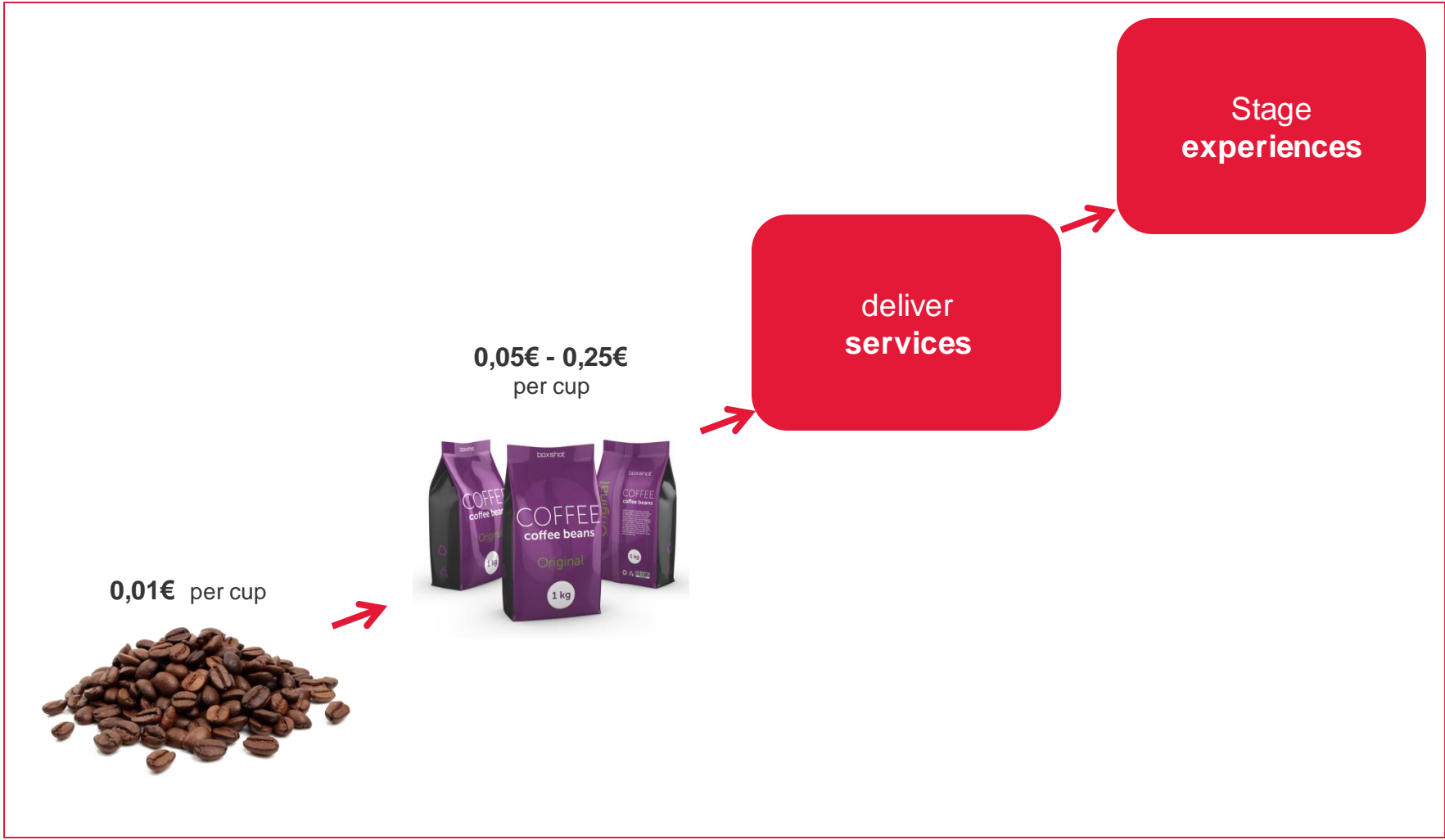
Pricing

Premium

Differentiated

Competitive Position

Undifferentiated



Market

Pricing

Premium

Differentiated

Competitive Position

Undifferentiated



Market

Pricing

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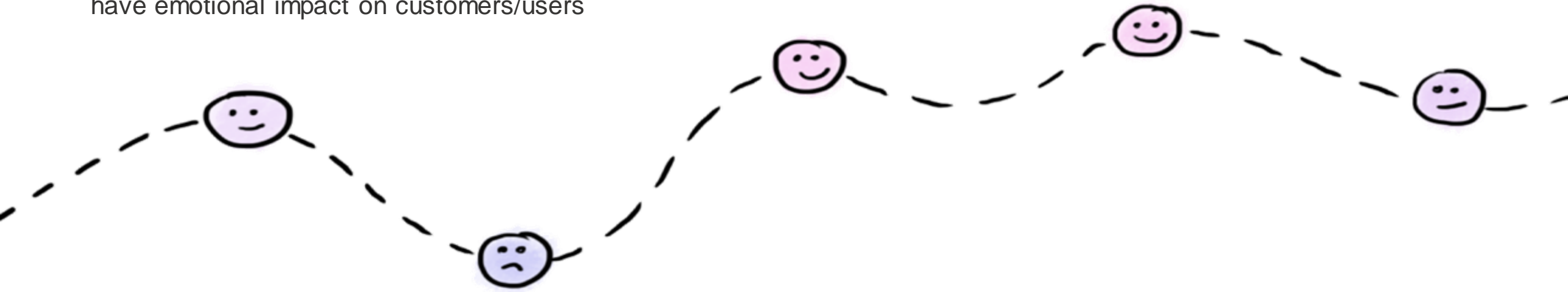


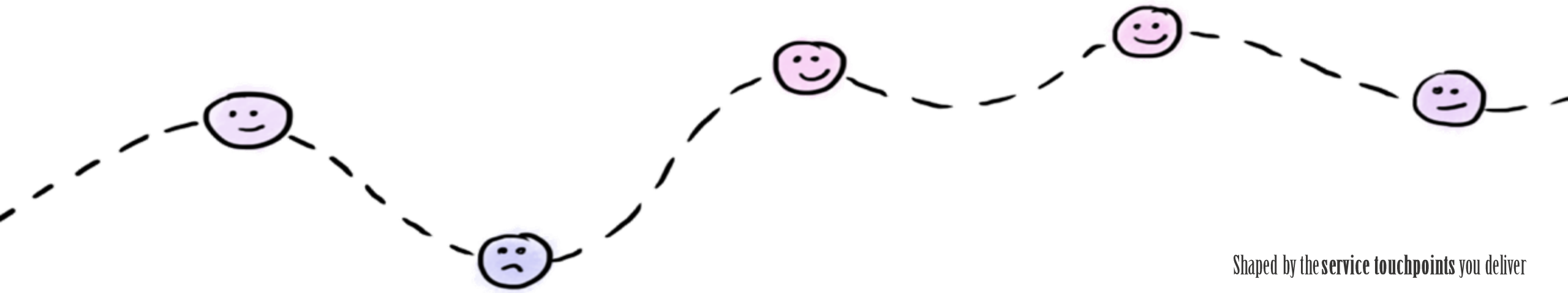
Market

Pricing

Premium

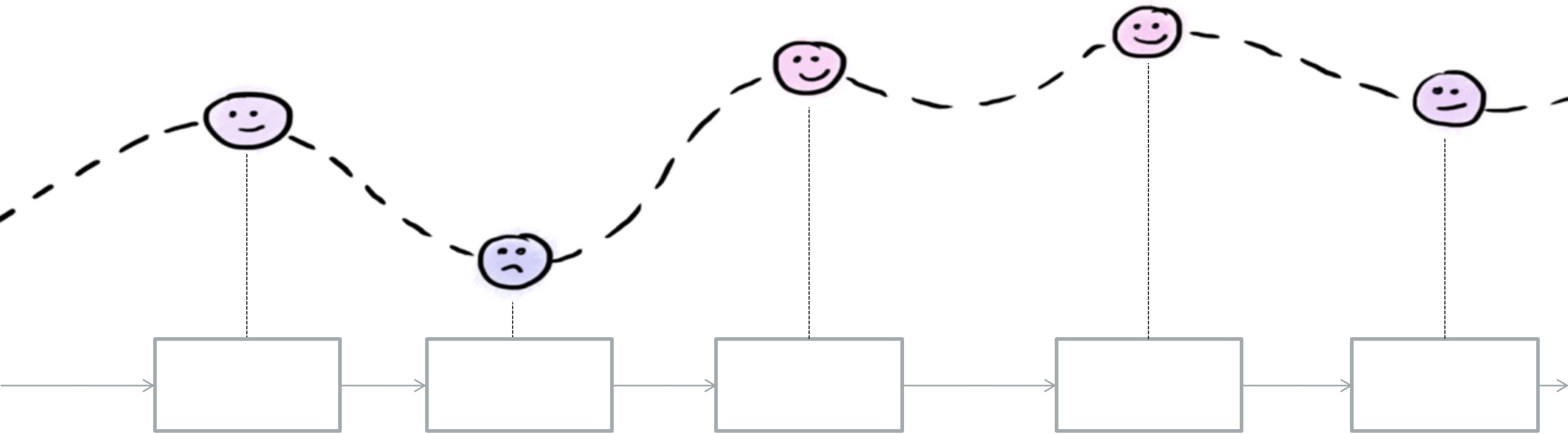
An **experience** is a particular set of unique moments that have emotional impact on customers/users





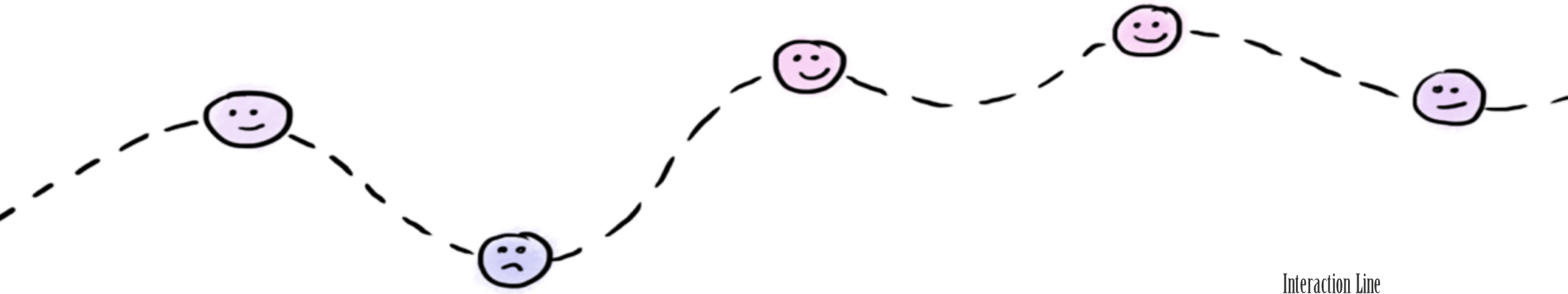
Shaped by the service touchpoints you deliver



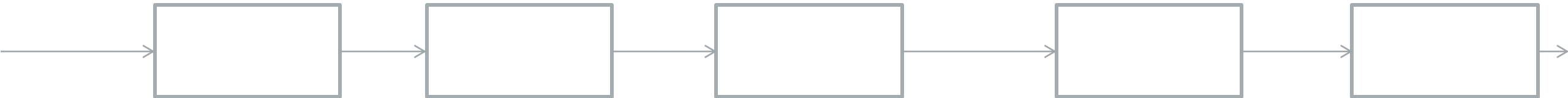


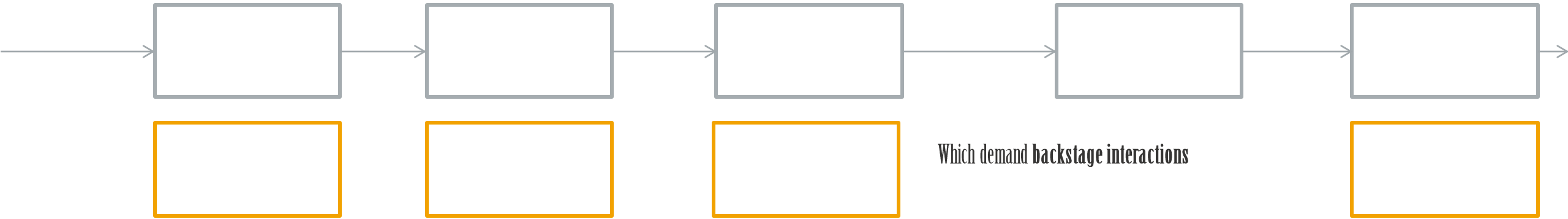
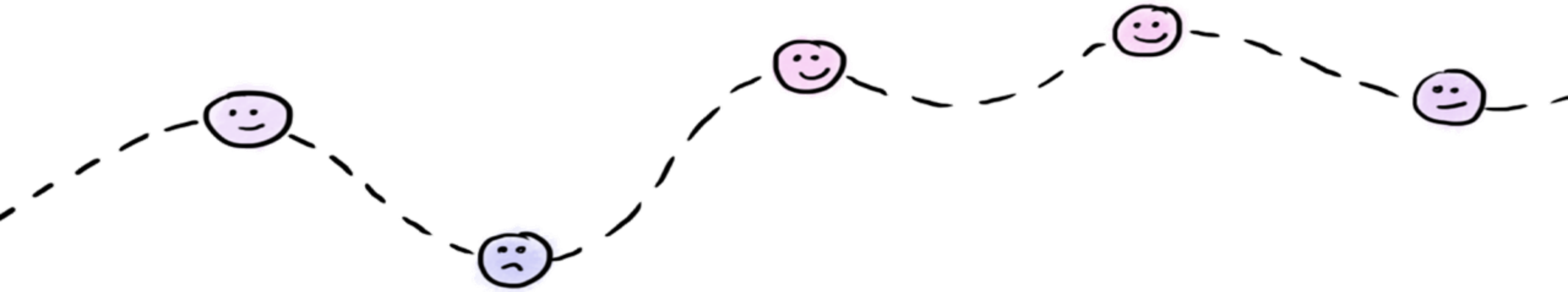
Interactions over one, multiple or across channels to achieve a **customer/user goal**

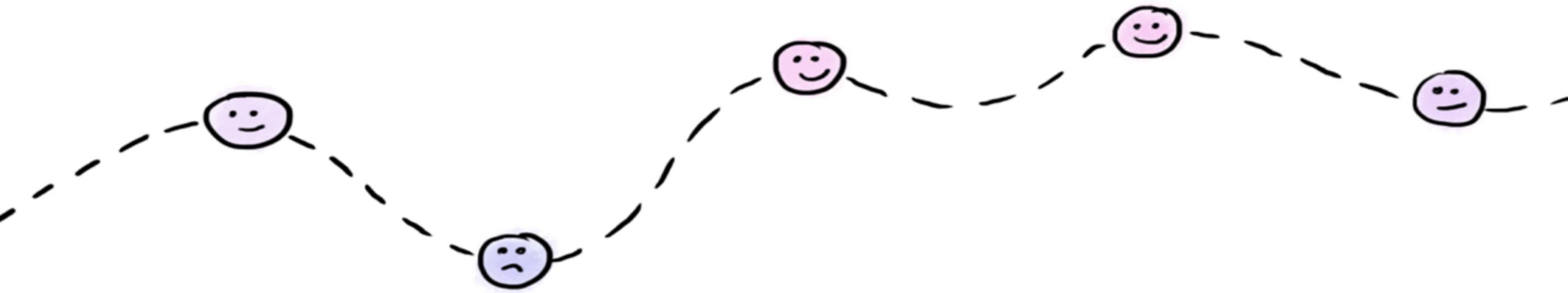




Interaction Line

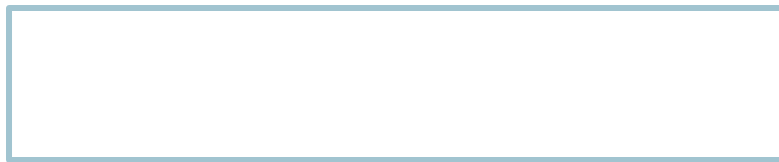
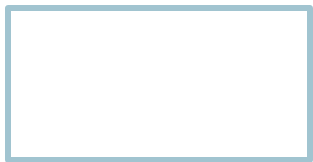
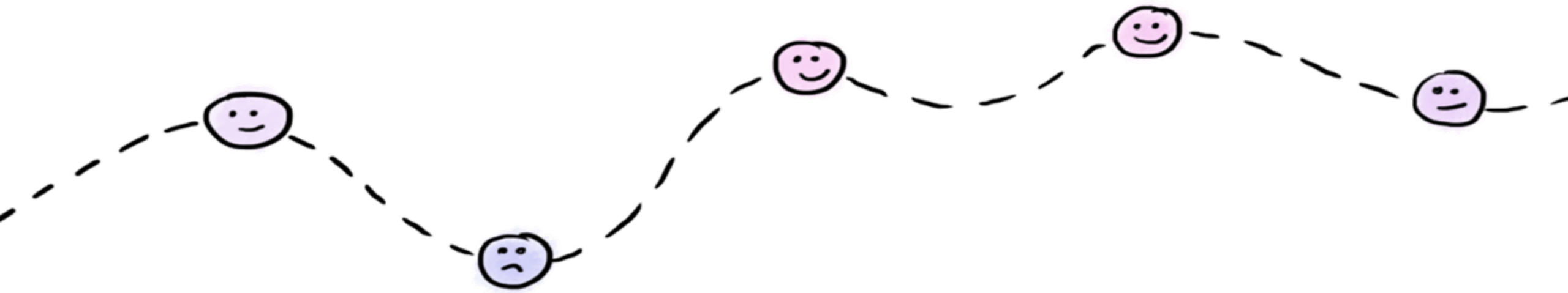




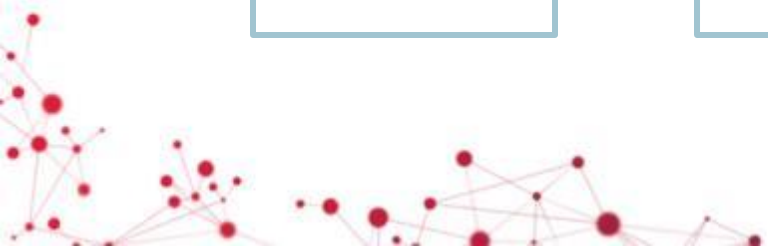


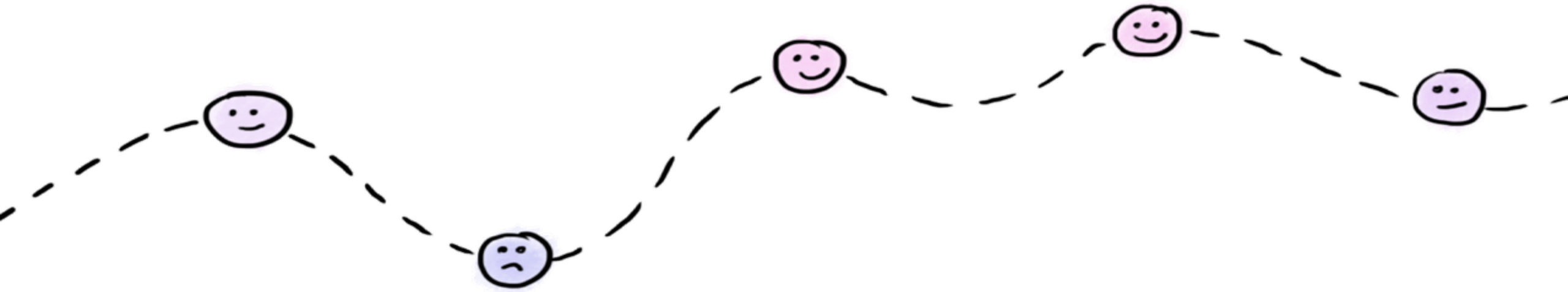
Visibility Line



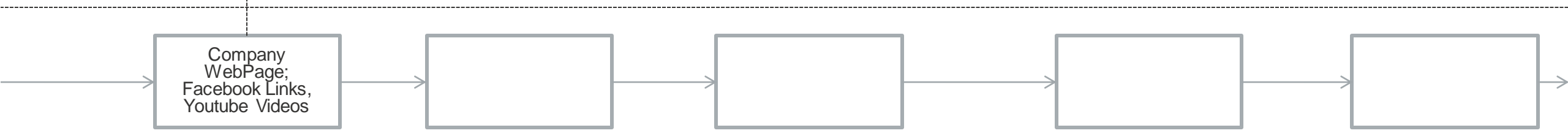
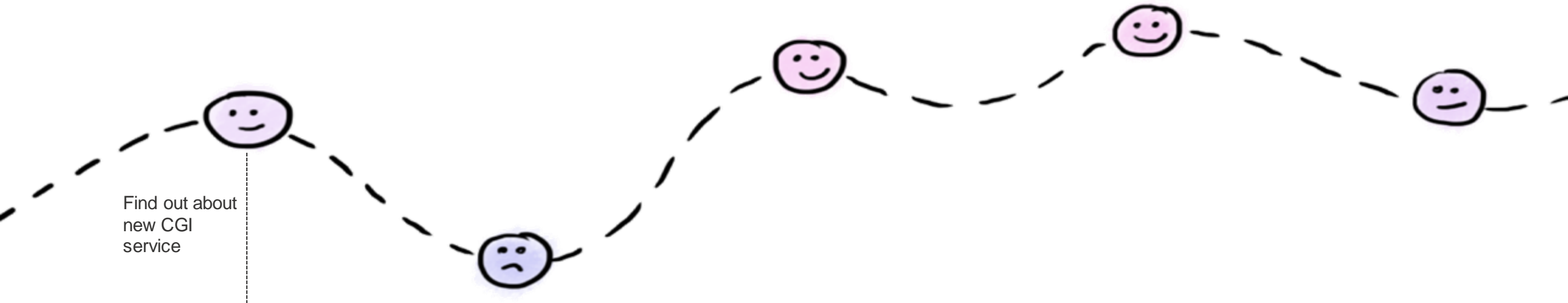


Which follow/are guided by internal processes





Which are executed by an IT infrastructure



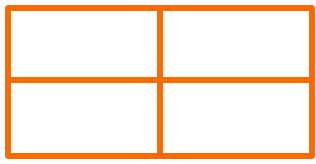
Updates/manages social media and portal

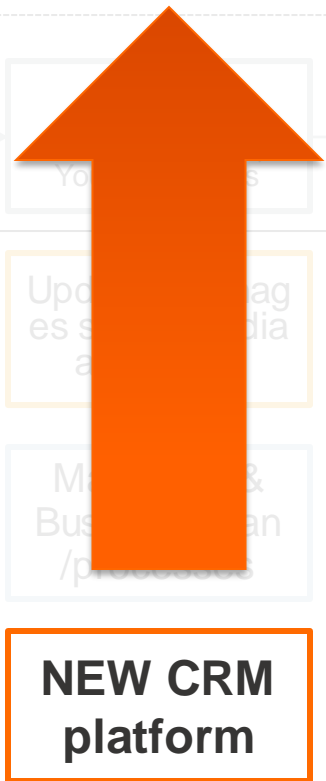
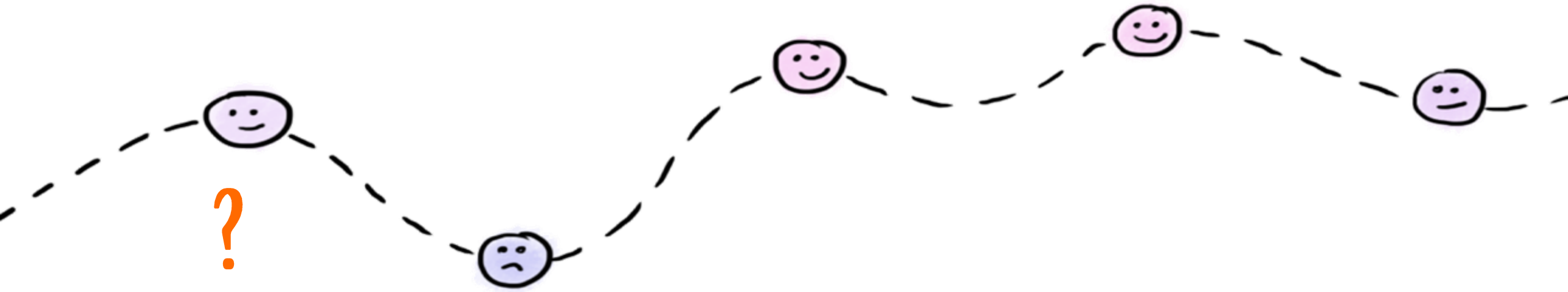


Marketing & Business plan /processes



CRM platform & Social Media Management

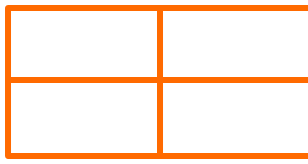
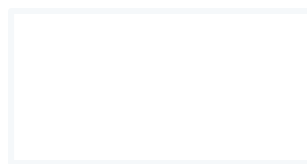
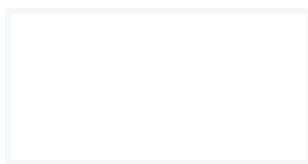
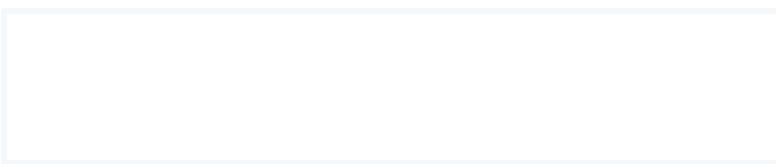
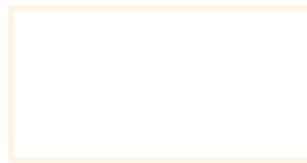
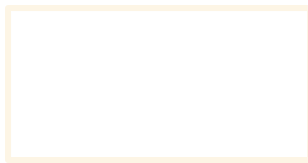
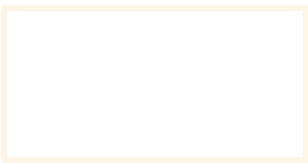
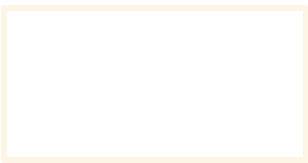
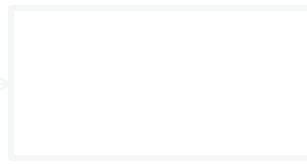
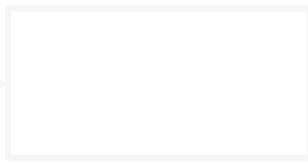
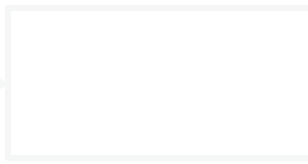
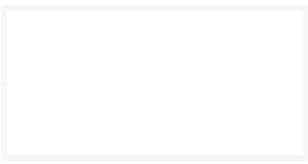


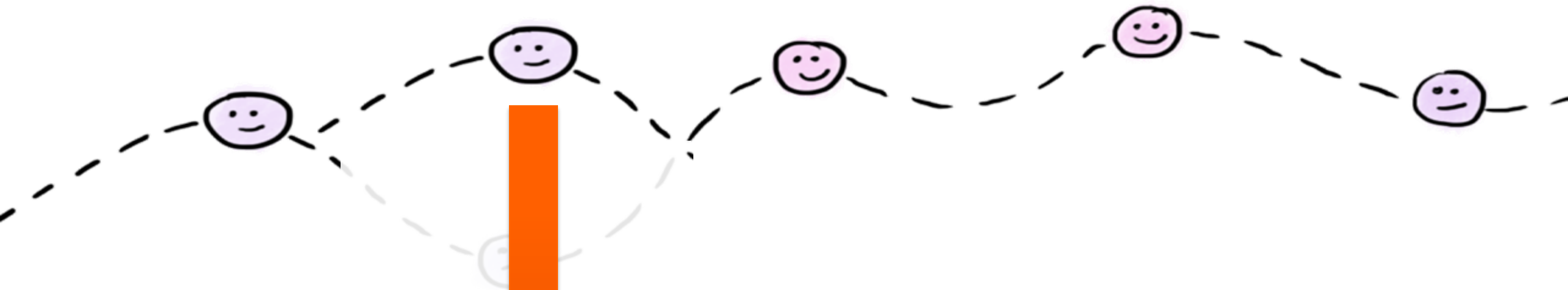


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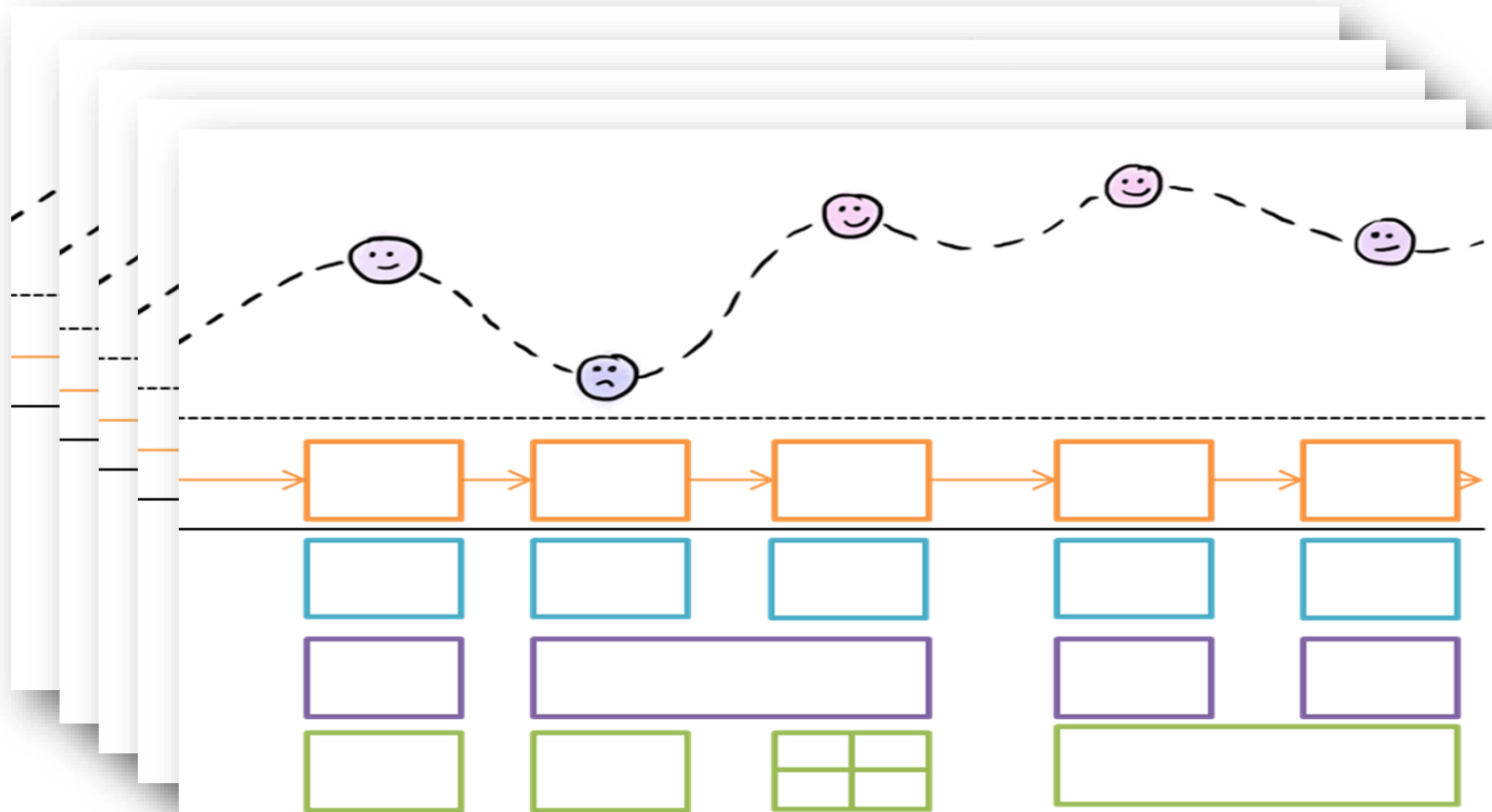
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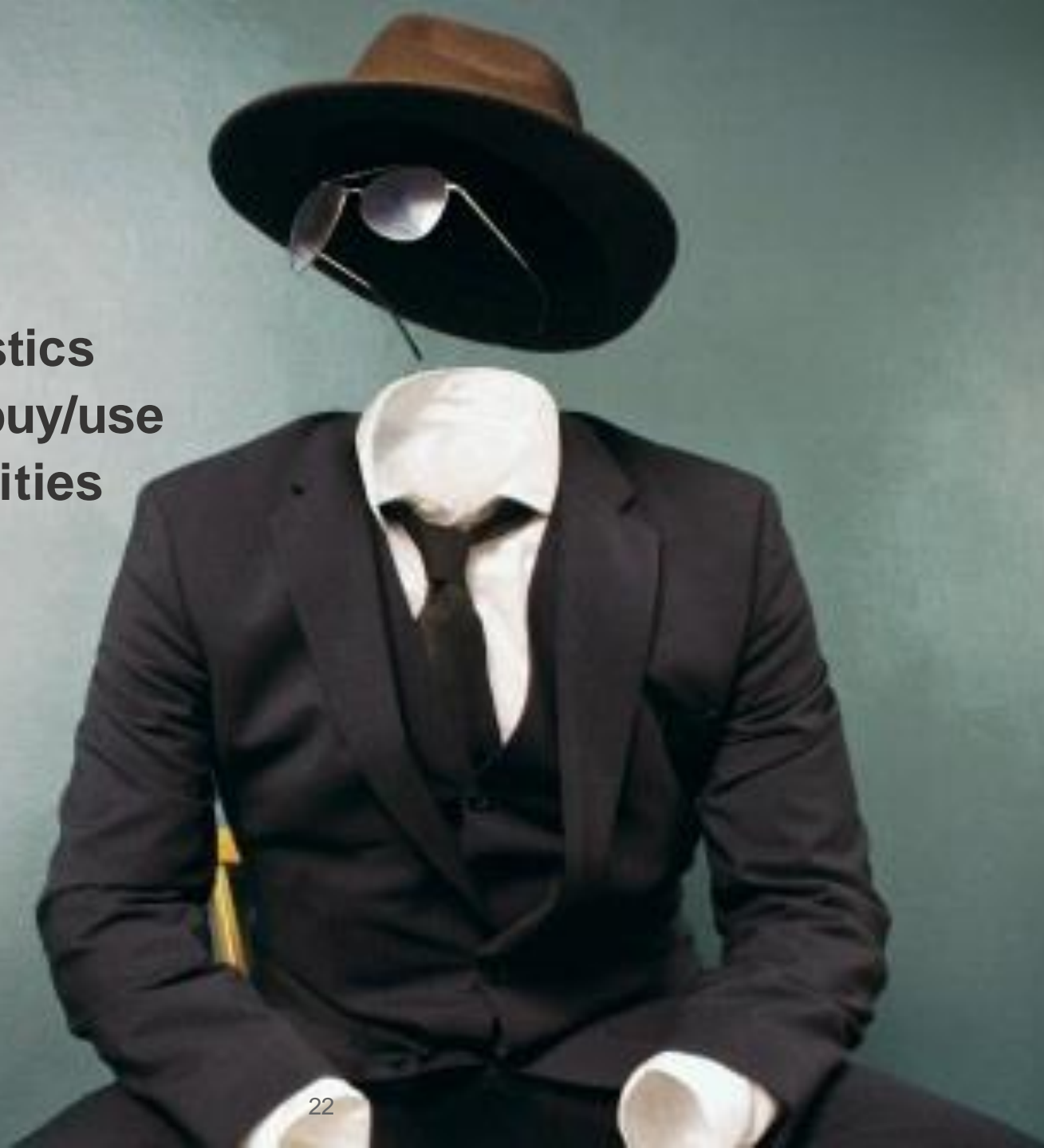


Your company's **Current** Customer Journeys & Service Blueprints



- 1. Research your users/customers**
- 2. Build your Journeys**
- 3. Redesign the experience**
- 4. Test it!**
- 5. Leverage all your customer data**
- 6. Monitor/Action**

The demographics
General characteristics
What they usually buy/use
The core functionalities
they need



**Short and Long term Goals?
All the interactions they had?
Can you map Mary experience?
Did you designed it?**




You don't see your customer/user
Or at least you don't know
What his experience is



...THE NEW... FASHION GATE





waited 30 mins
Got NO service

Meet Ana

Ana is a prototypical user of FlyTalk. We'll let her introduce you to how it can be used in real life.

Ana Maria Dias is a 28 year old junior systems analyst at an international IT consulting firm and lives in Funchal, Madeira. She graduated from university two years ago and currently works and lives in Funchal, Madeira. Her job requires her to travel 2-3 times a year to her firm's offices all over Europe. Her job is currently sending her on a trip to Moscow. Ana is very excited about this opportunity because she has never flown outside the EU! To help her along her way, she has downloaded an mobile app she has heard about called FlyTalk.



1

As soon as Ana arrives at the departures terminal at Funchal Airport, she receives a welcome message from FlyTalk, which prompts her to login. She briefly fills in her flight numbers for both trips along with a few more details, tucks the phone away, and walks in the direction of security.



2

Meanwhile, at the TAP office, the airline staff report that Ana's flight has been delayed by 30 minutes. The TAP staff sends the announcement through FlyTalk.



3

Ana's phone vibrates. She checks it and sees the notification from TAP. "Just my luck! A flight delay!" She checks the time bar to see her new boarding time. "Hm. Well, now gives me enough time to grab a quiche."



10

From her choices she decides on La Italiana and Pasta Perfecto since they both have deals. However, she is still unable to decide between the two. She



11

12

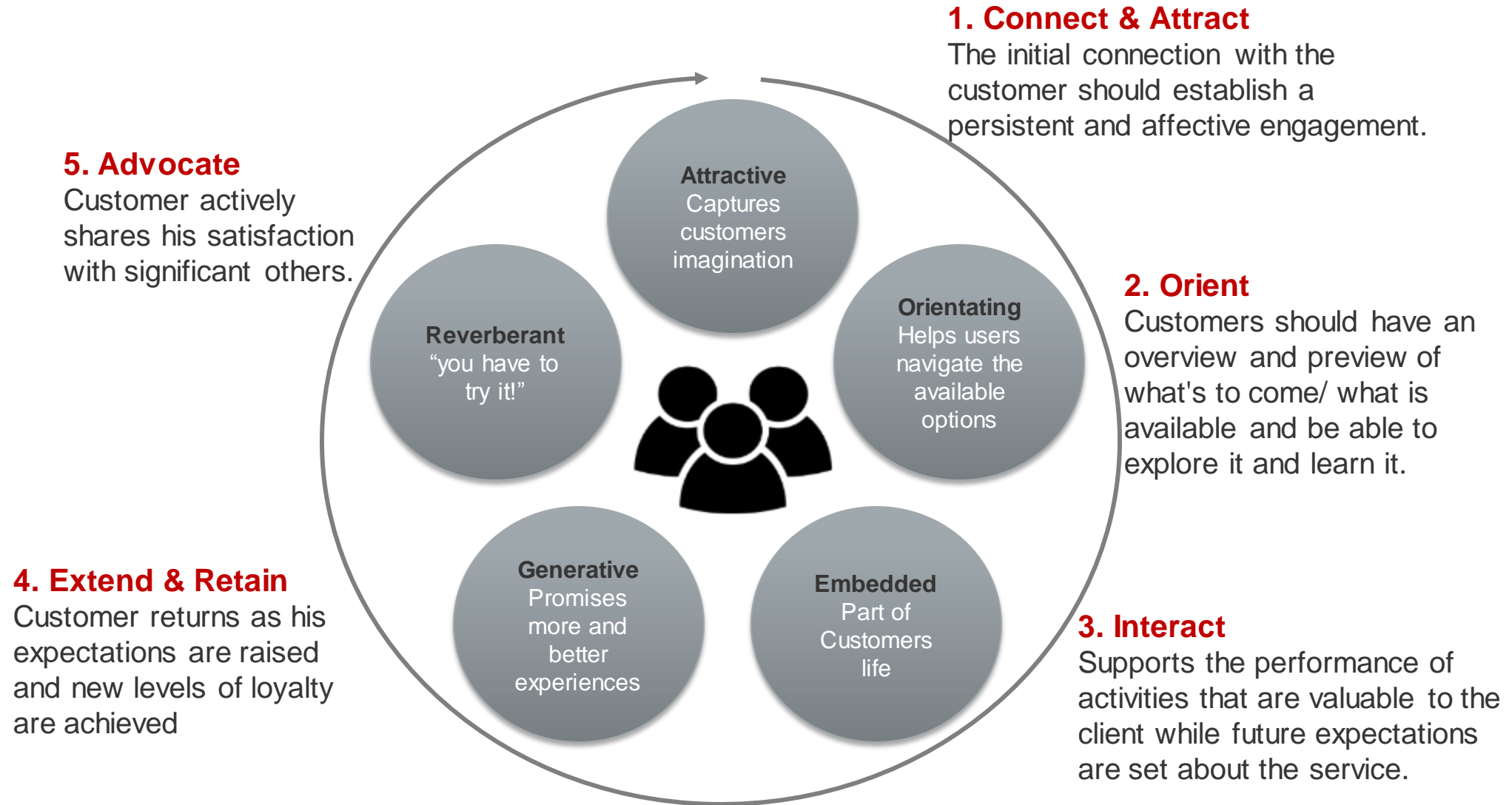
While at La Italiana, she decides to check what people from her flight are talking about. She notices that one of the users, Joao Dias mentions that he is happy to return to Moscow. "This



13

"Hey Joao, just noticed that you have been to Moscow before, what is the best way to get around the city during a short

Designing a great experience!



Prototype, Test, Test, Test

Iteration 2 was the first iteration performed on

Iteration 3 was performed at the Funchal airport with high-fidelity digital prototypes on an iPhone or iPod Touch. Each participant was given a 5-euro voucher for an airport cafe for their participation. We were happy to find that, for the most part, participants responded positively to both the design and the usability. Many commented that they found it easy to use.

Test Plan

Type of test: Think-aloud
Prototype: high-fidelity digital
Participants: 7

Goals

- To test usability of primary tasks (finding procedural information, finding wait times, viewing other traveler's profiles, posting a question, following a post, finding services and changing your notification settings)
- To gauge reactions to the design



Testing the applicaiton at the Funchal airport provided more authentic



Leverage all the data

Basic Demographics

Age,
Home Town,
Language,
Destination,
Time

Context Aware Information

GPS – Location Aware,
Directions and Routing,
Itinerary,
Time Duration

Personalized Information

Opinions,
Communications,
Reviews,
Thumbs Up / Thumbs Down





TAKE INFORMED ACTION ON YOUR USER'S EXPERIENCE



Need some help with that?

Come talk to us!



CGI

Experience the commitment®