Creating High Quality Customer Experiences Through Design Thinking

Amy Baker, President @ SO group
Everyone Has a Story
Design-led companies have outperformed the S&P by 211%
Design thinking puts people first.

It is solution focused.

At its best when multiple perspectives are represented.
Multiple phases.

Multiple techniques.

Anyone can participate.
Design thinking is not linear.

It is iterative.
EMPATHIZE
Seeing the World From Someone Else's Perspective

1. Ask them
   • Interview
   • Survey
   • Storytelling

2. Watch them
   • Contextual fieldwork
   • Usability studies

3. Experience with them
   • Bodystorming
You have 30 spoons.

10 = Shower
3 = Dress
3 = Eat
5 = Drive
5 = Walk from A to B
5 = One-hour meeting
IDEATE
Diverge to Uncover Possible Solutions

1. Mind maps
2. Storyboarding
3. Sketching
4. Co-creation workshops
5. Customer journey maps
DESIGN THINKING: MAP CUSTOMER JOURNEYS

High Impact. High Value.
TEST
Real Life Feedback

1. Plan test – role play, paper model, interactive, experiential
2. Structure feedback
3. Adapt
The Work:
- Interviews
- Competitive Analysis
- Co-creation Workshops

The Outcomes:
- Mission / Vision
- Core Values
- Brand Personality
- Marketing Strategy

CASE STUDY: BANK
The Work: Co-creation Workshops

The Outcomes: Customer Journey Map

CASE STUDY: NON PROFIT

The Findings: Work siloed across 3 business areas
Over 4 hours of video content
Duplicate email communication
Hand-offs not optimized
creating experiences that bring people to their feet
Customer Journey Consulting

Companies have long sought 'moments of truth' but we believe it's an understanding of a customer's journey that drives a long term relationship.

Experience Design

Experience Design connects a business and its customers by defining their relationship and architecting the journey they take together.

Context Marketing

Context Marketing is rooted in a solid understanding of people. And in it's simplest form, it is delivering content and experiences naturally tailored to that understanding.