

# Designing the customer experience

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ARPA 2009

Where are we going?



Six Rings of Value  
create the Integrated Customer Experience



Start with the customer,  
then engineer all elements  
to create the experience

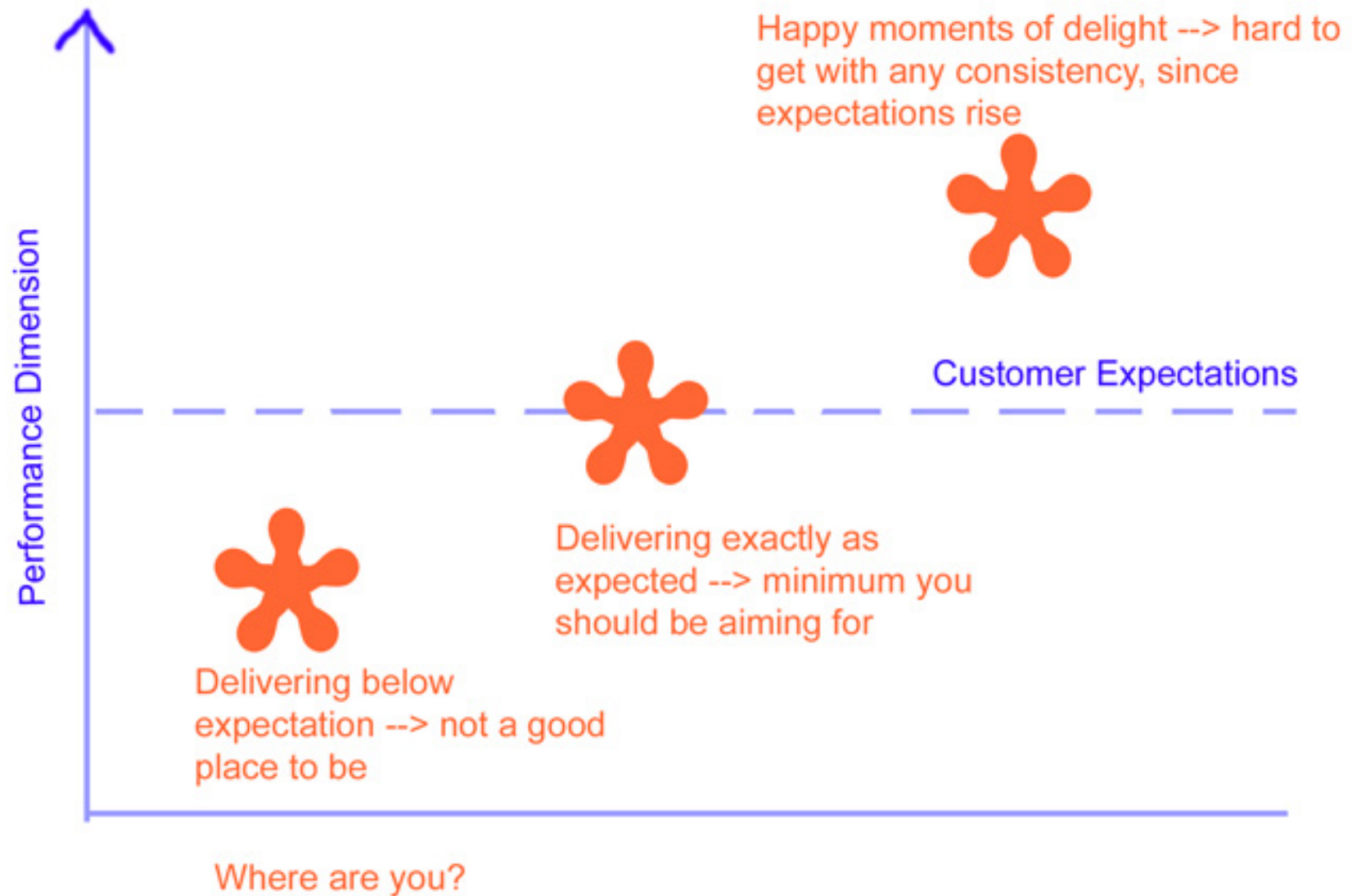
Understanding  
people is like  
understanding the  
rules of making a  
great painting.

Some things don't change  
very quickly

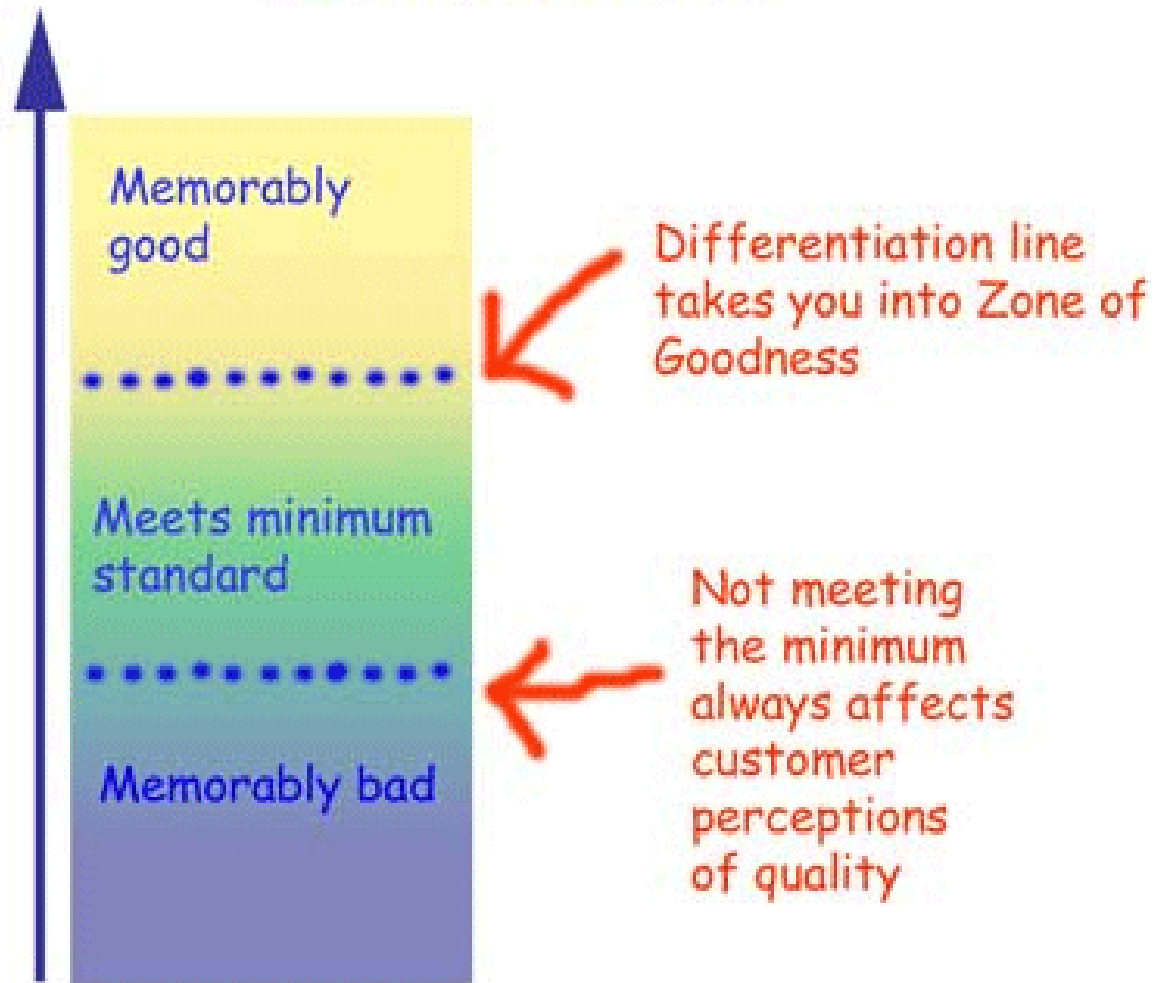


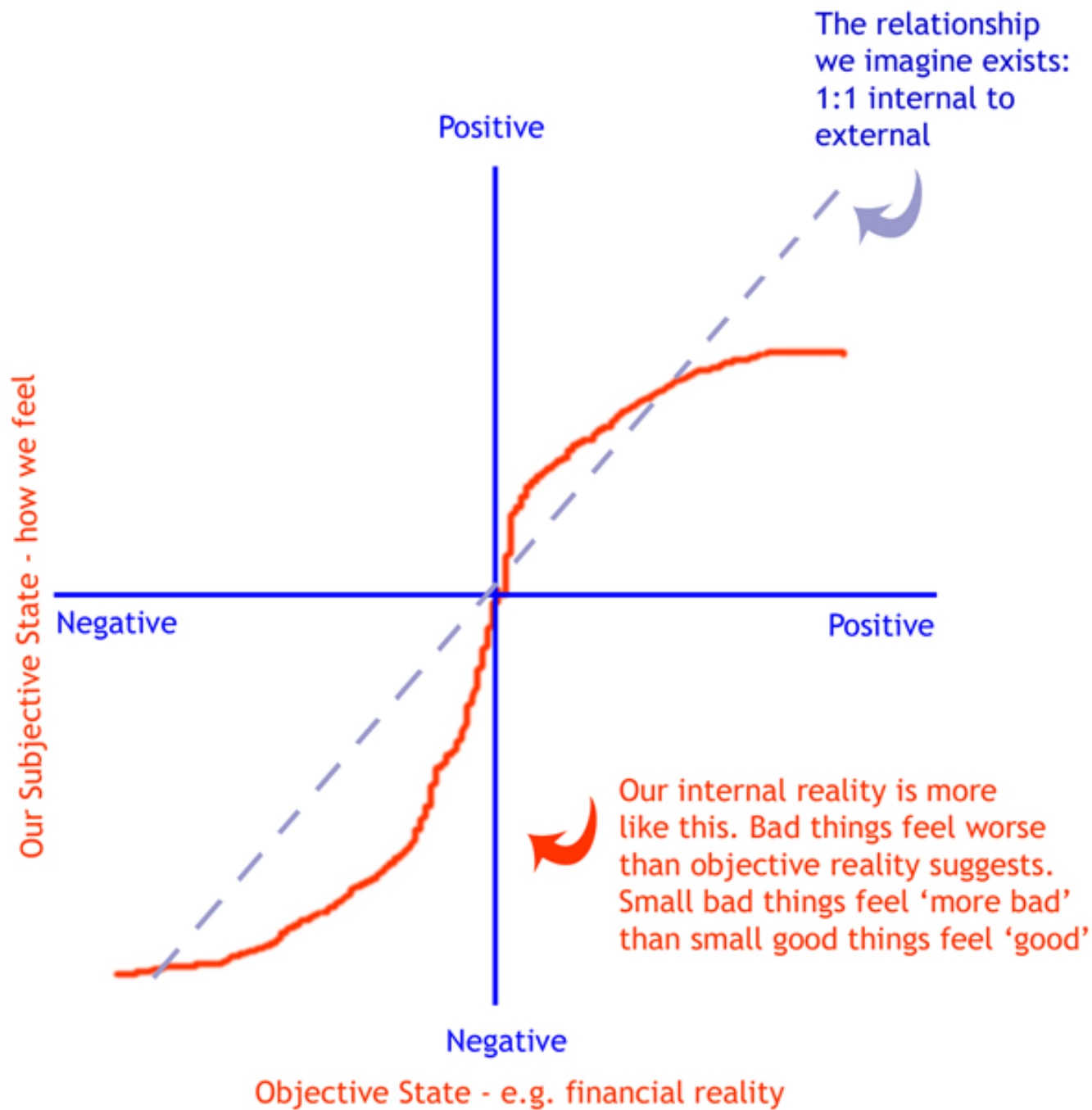
Some of the **wiring** that affects how your users **experience** you and your property and your programs.

# Role of expectations



## Crossing the Differentiation Line into the Zone of Goodness





This path leads to sunshine,  
lollipops, rainbows  
and everything



Showing a little empathy  
for another human  
being can restore  
equilibrium in the universe



Things are  
going along,  
dum de dum de dum...



The event

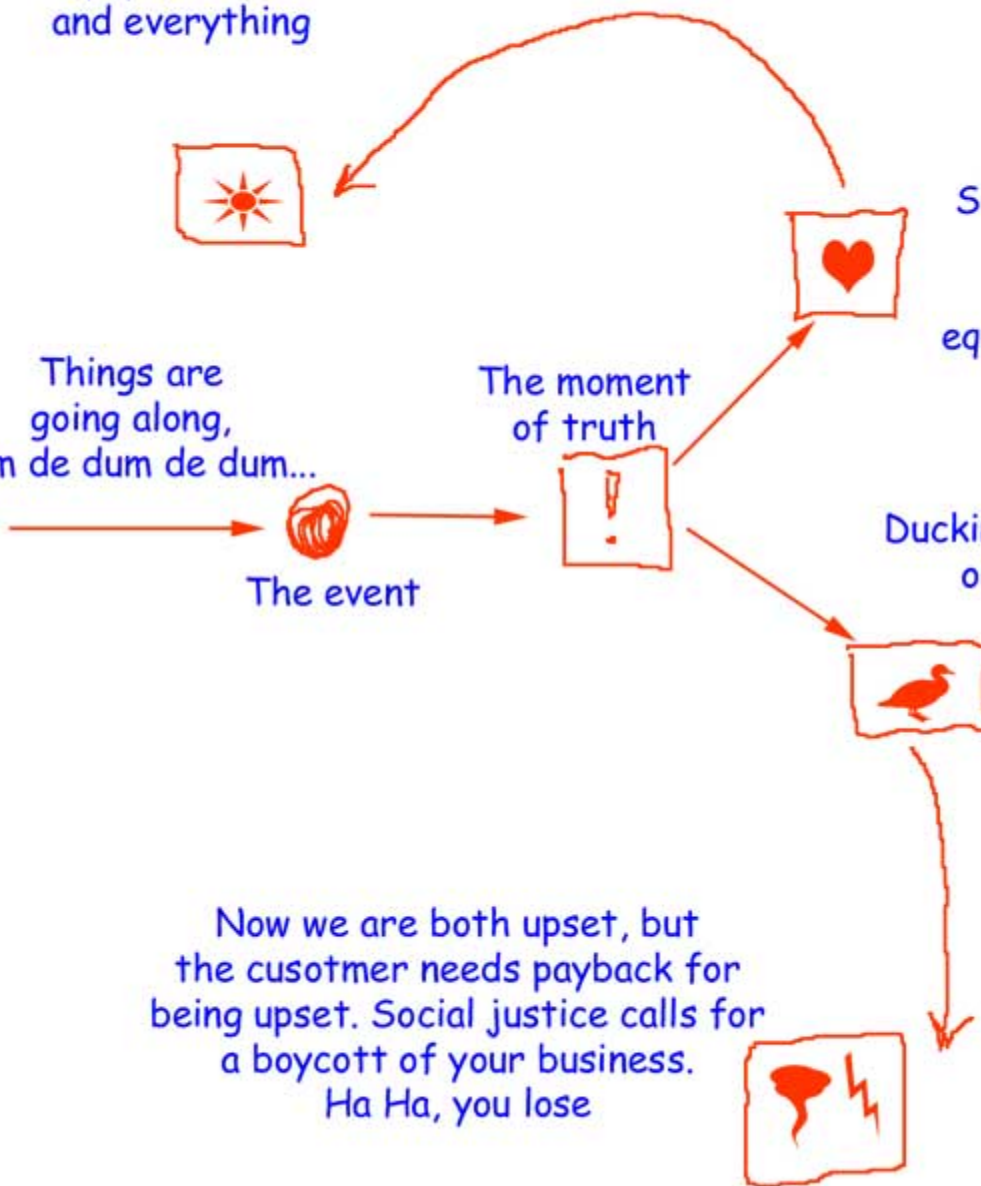
The moment  
of truth



Ducking the interaction, defending  
only adds fuel to the fire.  
Even if you are right



Now we are both upset, but  
the customer needs payback for  
being upset. Social justice calls for  
a boycott of your business.  
Ha Ha, you lose



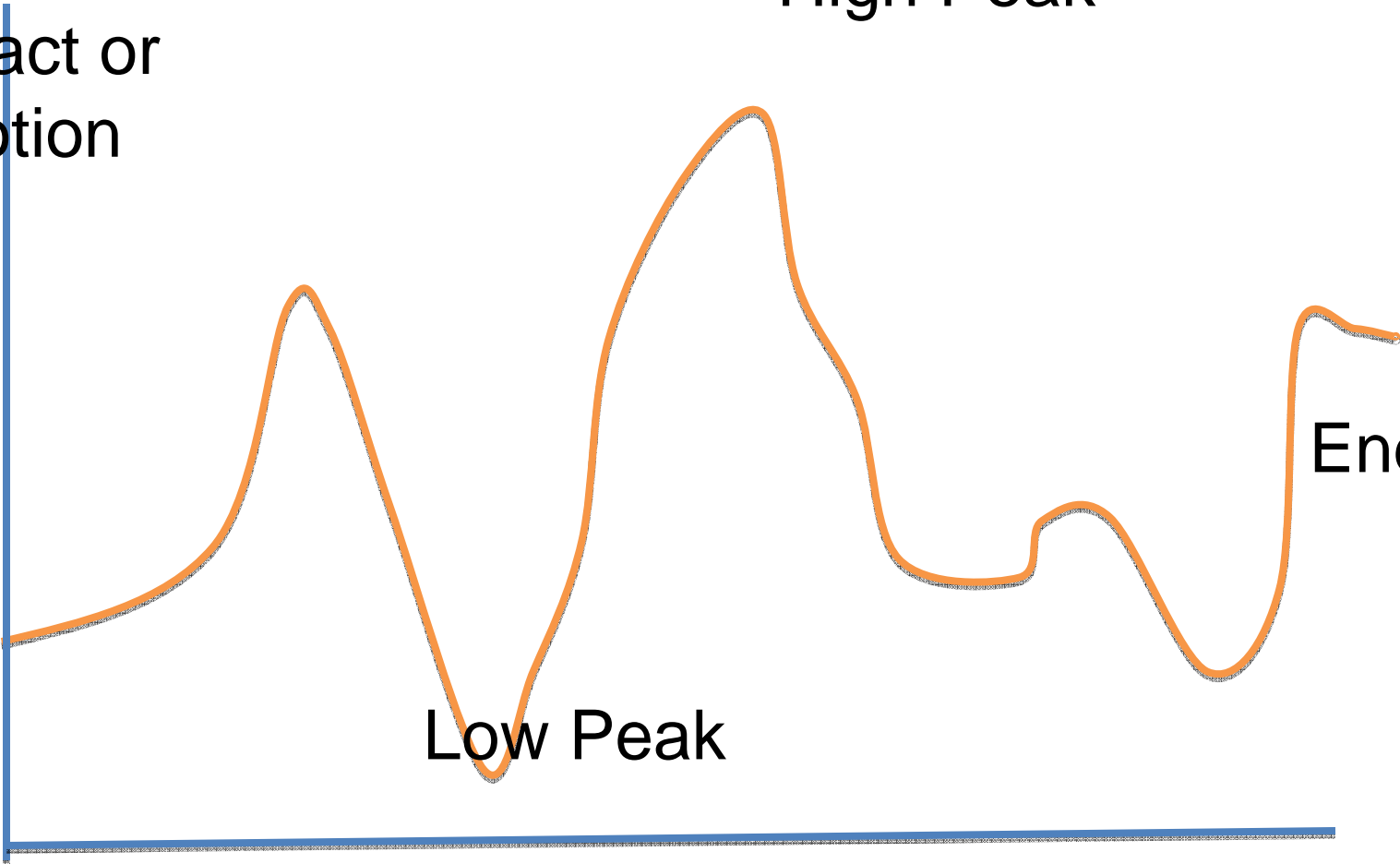
Level of  
impact or  
emotion

High Peak

Low Peak

End

Time





**Two tools** to use to  
help you understand  
customer experience

1. Experience mapping
2. Pumped up personas



# Customer Journey Map, aka Customer Experience Map

↓  
Dimensions of experience

What's happening →	Information gathering	Registration	First day arriving
People			
Place/Space/Environment			
Product			
Process			
Price			
Communication			
Rational benefits			
Emotional / Psychological benefits			
Sensory benefits			

Write down **three ways** you  
could use this kind of tool.  
Share with a neighbor.



## Pumped up Personas

A way of looking at  
individuals, instead of  
averages

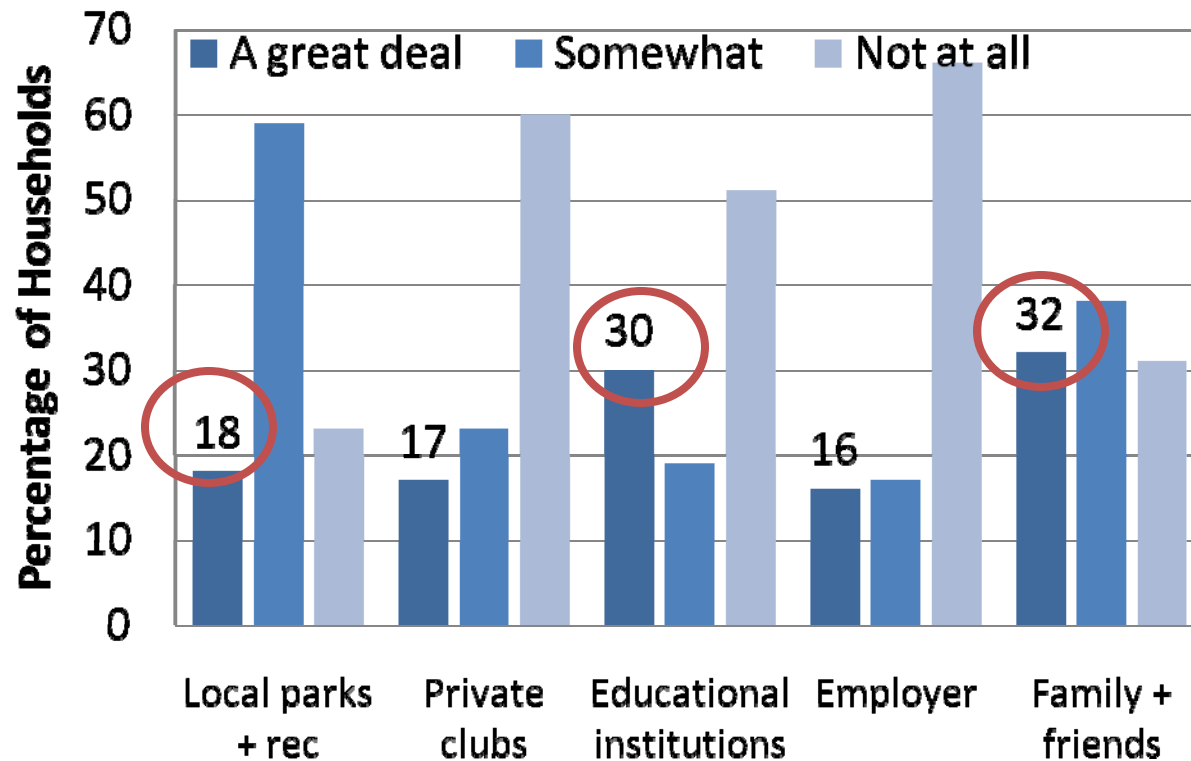
A way of getting past  
stereotyped thinking

A way of engaging with



Let's look at real people  
and real issues that  
relate to your world

## Alberta Households in Poverty



Households in poverty\* share positive attitudes, but less likely to take full advantage of parks

Households with a disabled person

16% yes

Disability affects accessibility of public parks?

34% yes

Disability affects participation in local government recreation activities?

72% yes

Family never uses local park

33% yes

Albertans with disability have more free time, consider leisure important, but experience barriers

## Why I don't participate in local recreation

Top Reasons			Other Factors	
Not enough time	33%		Age	3%
Lack of awareness / Information	19%		Distance	3%
Not interested at all	15%		No way to get there	2%
Participate in other activities	11%		My health doesn't allow it	2%
Schedules not convenient	5%		It's too expensive	1%
Lack of options / variety	5%		No childcare / babysitting	<1%
Limited by a disability	5%			

Why people don't participate

# Your turn!

- Groups of 5 – 7 (ish)
- Take one piece of brown paper
- One volunteer lays down on the paper
- Draw an outline
- Add images to the outline. Start with an idea, and just keep building – don't try for consensus first.
- Give you person a name, age + location etc.

## Debrief

- How could this be useful?

How  
small things  
can make a  
big impact







*Thank you!*



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