Human Centred Design

- Customer journey map
- Customer experience map
- Service blueprint diagram

Overview of human centred design

- problem-solving method the consumer's needs being the highest priority when tackling an issue
- enables products to be created that resonate and are tailored to your audience's needs
- The three phases of the human-centered design process are inspiration, ideation, and implementation
- Principled as being people-centred, strategic in problem solving, conforming to the product's system of performance as well as bring change through small, simple yet integral steps

Phase 1: Inspiration

- Business invests in identifying customer needs
- Any product development is geared towards meeting the criterion set by the demographic the product serves
- Key concept within this phase is to conduct product development based on the users' motivation to buy the product rather than standard customer attributes

Phase 2: Ideation

- Inspiration achieved is used to brainstorm ideas in the ideation stage
- Usually a free reign in proposing ideas although the only way this stage can fail is if users' needs are offsetted or compromised in any way
- Upon filtering down to most viable and feasible ideas, prototype construction follows, in a form which can be provided to users as a means to achieve feedback
- Objective of this area of ideation is to test ideas, gather input, iterate on said ideas and continually conduct testing until final product has been ironed out as being relatively debt free

Phase 3: Implementation

- Final stage of implementation involves bringing ideal solution to market
- Key considerations which must be undertaken include further insight into user behaviours, specifically where they're situated and how they'd like to be marketed to
- Additionally, it is imperative that as the product is introduced to a wider audience, feedback is still sourced and analysed
- Process of iteration must essentially be never-ending since customer needs and wants continue to evolve and it's a business' aim to meet them

Customer Journey Map

- Occurs over five steps
  - Awareness
  - Consideration
  - Decision
  - Retention
  - Advocacy
- Identification of where a customer stands in their journey imperative for marketing to gear the most appropriate content, conversation or tone for customer engagement
- Customer response to various stages in the map provides sales and marketing with analytics to further improve customer experience

Customer Journey Map: Awareness

- Customer identifies a problem and then searches for possible solutions
- Becomes aware of organisation and its products
- Seek primarily educational content about the product instead of promotional, product-oriented insights
- Thus, integral for marketing team to display the product's usefulness in catering to solving the customer's problems

Customer Journey Map: Consideration

- Customers compare and scrutinise a business's offering with those of its competitors
- Imperative for customer experience to be made as positive and superior in this stage as possible; business must do so by means such as webinars and blogs such that it can reinforce their products' benefits
- Therefore, prospective customers can directly interact with the business in this stage
- Marketing teams must be effective in addressing the problems faced by the customers in order to move them on to the next stage
- This can be done by shifting from a high level educational approach to their product's usefulness to one that's for detailed

Customer Journey Map: Decision

- Customers who reach this stage are classed as market-qualified leads able to interact with sales and support engineers
- Usually customers at this stage acquire products from a narrow range of businesses, thus having a successful sales pitch and case studies would give an organisation a significant edge over its competition
- Introduction to existing customers can stimulate relevant discussion between peers outside the sales process
- This can possibly cement the business's reputation as having good relationships and rapport

Customer Journey Map: Retention

- First post-sale phase
- Instead of waiting till an existing customer needs the product again, successful businesses continually market products which are dynamic in covering any other problems a customer may face or improve an existing solution
- This can improve the likelihood of a higher customer life cycle value from a repeat business
- Tools such as loyalty programs, knowledge based FAQs and additional promotions about product advancements and innovation have considerable influence in expanding customer engagement, furthering education and value for customers

Customer Journey Map: Advocacy

- Second post-sale phase
- Involves converting customers with positive experiencing with the business into vocal supporters of the brand, amplifying as a marketing tool
- Important for businesses to understand customers' expectations in the product as they're onboarded
- This is so as the more the customers can track and recognise a product's effectiveness, the more likely they are to advocate for it
- Customer advocacy forms such as word of mouth marketing and customer surveys are significant in attracting new customers

Example: Spotify

- Aimed to improve customer experience; gained comprehensive insights into customer experience with the aid of a marketing firm
- Research was geared towards identifying relevance and effectiveness of Spotify's music sharing features into the customer experience
- Customer journey map covered possible customer decisions throughout the multiple stages in the use of the app
- Throughout each stage, the brand lists what a customer is engaging with, doing, thinking, and feeling; data research and customer surveys used to gain these analytics
- Allowed Spotify to identify pain points for users and address those pain points so that the music sharing experience is smooth, prompting customers to use Spotify more often and attract new customers

Example: Spotify

Customer Journey Map - Music Sharing Experience
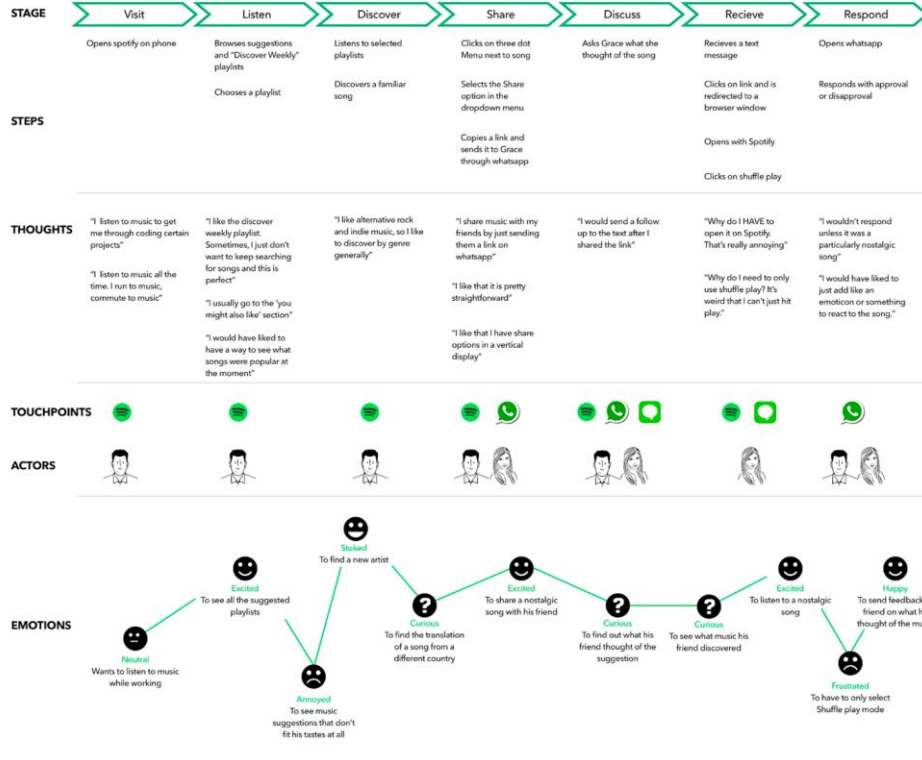
Customer experience map

- visual representation of the customer journey
- Outlines customers' experiences with the brand across all touchpoints
- mapping the customer journey out visually helps ensure no customer slips through cracks
- process aids B2B business leaders gain insights into common customer pain points which in turn will allow them to better optimise and personalise the customer experience

Importance of customer experience map

- a strategic approach to better understanding customer expectations and is crucial for optimising the customer experience
- Customer experience is an integral consideration for businesses since customers demand an omnichannel approach to customer service, marketing and sales
- Customer experience mapping as numerous benefits including but not limited to
  - Allowing businesses to optimise the customer onboarding process
  - Benchmarking the customer experience desired by customers against what they actually receive
  - Understanding the differences in buyer personas as they move from prospect to conversion through the buying funnel.
 - Creating a logical order to buyer's' journey

Example: Amazon

- Implementation of a customer conversion funnel and relation to the customer journey being enabled by its own products that push users through the sales funnel to maximize customer engagement
- Multiple success metrics used for each step of the customer experience
    - Impressions
    - Reach
    - CTR
    - Adds to list
    - Add to cart
    - Purchase assists
    - Conversion rate
    - ROAS
    - Reviews
    - Subscriptions
    - Repeat purchase rate

Example: Amazon
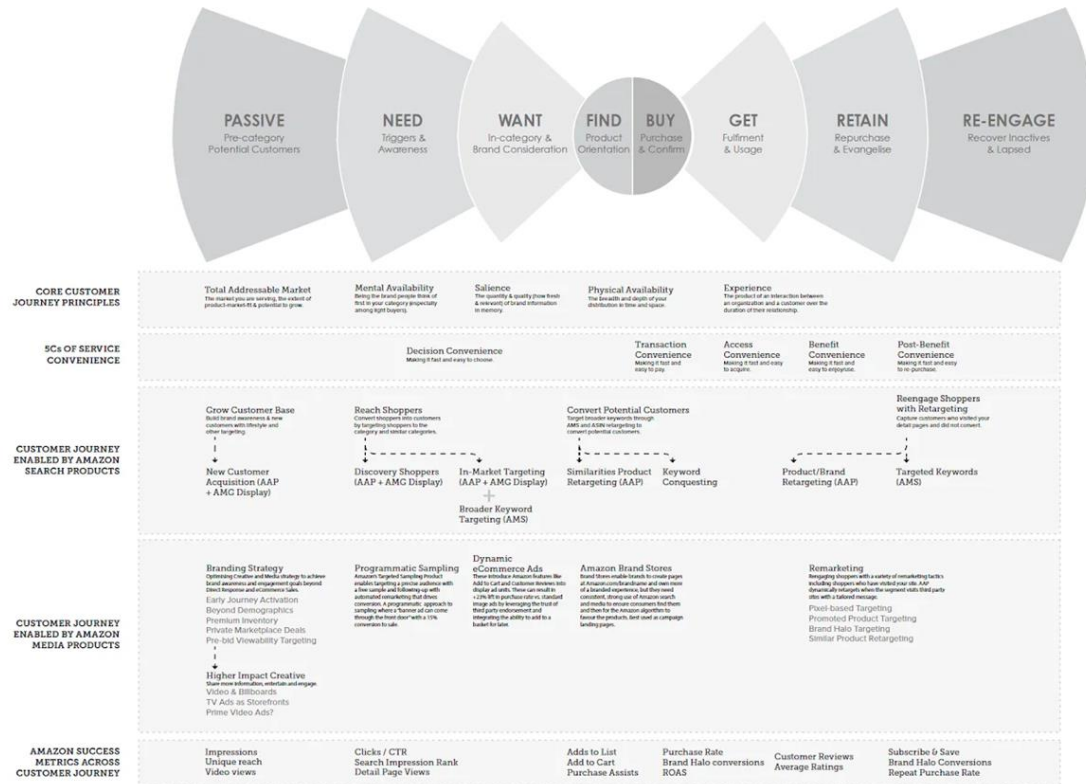
Service blueprint diagram

- Essentially an extension to the customer journey map
- Identifies all physical and digital interactions complimenting a customer's interactions with the business, sourcing further information and analytics
- Key aspects of service blueprint diagram involve the physical evidence , the customer's actions, the front office, the back office and supporting action
- Benefits include:
    - Improved service
    - New service design
    - Better understanding of a service
    - Better understanding of internal and external influences of a service
    - Ability to transition a high touch service to a low touch service or vice versa

Example