Redesigning Customer Experiences For A Changing World

CERTUS

Redesigning Customer Experience in a Changing World

We're living in an age where the lines between what is the physical world and what is the digital world are blurring and we're all experiencing this change at a speed, a scale, and a force that's unprecedented.

Today, radical, system-wide innovation is happening in only a few years – even months – and this is a clear indication that we are entering **the** Fourth Industrial Revolution; characterised by:

- **Access to technology will spread like wildfire as costs are driven down**
- **Almost anyone will be able to invent new products and services cheaply and quickly**
- **The business models of each and every industry will be transformed**

These will all combine to create realities that were previously unthinkable.

A New Outlook

Against this shifting backdrop it's now imperative to understand that your company, as with **every company, is now a technology company**. All organisations need to start thinking in terms of "how do we use technology to gain competitive advantage?".

Technology is disrupting everything, but knowing exactly how you are getting disrupted and exactly what you should do to respond are not always so obvious.

As Geoffrey Moore points out, the disruptions we are experiencing from a technology standpoint come in 3 categories.

LEVEL 1
– IT Disruption

Cloud, SaaS, BYOD, Virtualisation, Containerisation, Micro-services

Level 1 disruption applies to "technologies and business models that disrupt your IT infrastructure but not your processes outside of IT."

Bring your own device (BYOD) and the Cloud are having significant impacts in terms of changing the economics of IT and the overall work environment.

Smaller companies can now access sophisticated IT services at much lower cost than ever before – and ramp up and down on an 'as required' basis. With people using personal devices for work, providing a secure, user-friendly environment is becoming more difficult; similarly, the ease by which end-users can build new interfaces is giving them greater freedom and control.

This notion of anytime, anywhere access to systems and data is highlighting the influence of the Internet of Things (IoT). An area where this is intersecting with new customer experiences is in the fitness wearables realm with products like the FitBit, where your fitness data is presented in a user-friendly and gamified manner.

LEVEL 2
– Business Operations

Mobile Banking, Amazon, eBay, Google Nest, Drone Deliveries

Level 2 disruption is about "modernising your operating model. That means not only new technology but also new systems, new processes, new roles, and new key performance indicators."

Amazon Drones is a good example of this. Drones are changing distribution models and changing what's possible; especially in countries where there are large distances between locations and you can't just pop down to the shop.

Drones are a lot less expensive than training pilots, and using helicopters to transport items. As well as revolutionising product shipping we're also seeing drones used to inspect assets across industries like utilities and mining.

The rise of mobile banking has also changed what we do in a short amount of time and redefined what a bank branch now does. Historically, the branch was the only place where you could check your balance, transfer money, set up overdrafts and loans. It's now all done online, at your convenience; the branch has become almost unimportant for many.

LEVEL 3
– Business Model

Uber, YouTube, Spotify, SalesForce.com, Autonomous Cars, 3D Parts Printing, Amazon Prime

Level 3 disruption is built on a "strategic intent to upend an entire industry by introducing a novel business model."

Uber is a good example of business model disruption at work. Fundamentally, it's a car, it's a driver, it's getting from A to B but the business model has changed.

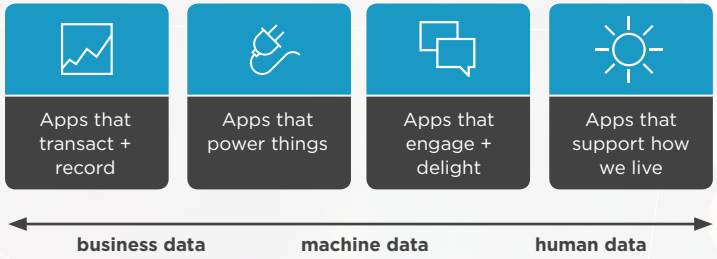
They're providing largely the same service but they have put the user at the centre.

You order your car on your phone, you can see the driver and his/her rating, you can track the car to your location, and, at the end of the journey, the payment is automatically made on your credit card; with no chance of your credit card being skimmed. The taxi companies are catching up on this though; providing similar functions through their apps and customer 'journey'. Uber is already planning further disruption – building their own autonomous vehicles and removing one of those fundamentals...

The Impact of Apps

A major example where these three levels converge, and one that brings the most significant technological change to all our experiences, is the explosion of apps. We believe there are four different types of apps out there that rely on different data sets.

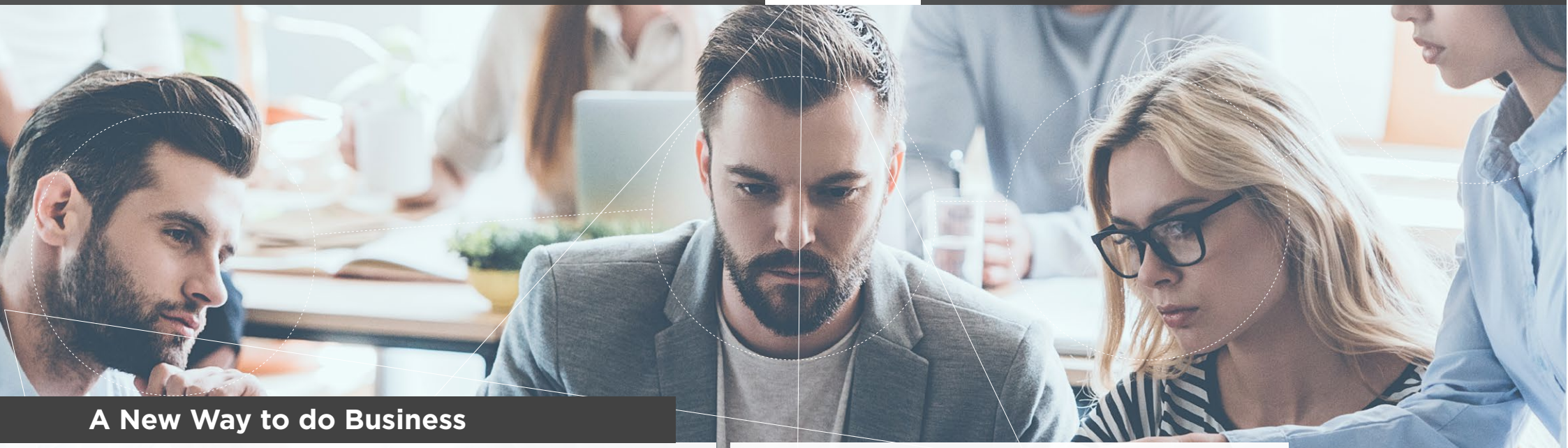
Apps and data are the fuel in the idea economy



The underpinning to getting these apps to work well is understanding business data, machine data but most importantly, behavioural (human data).

Understanding behaviours are extremely critical for us to start building user interfaces that are going to be meaningful and engage and delight.

By 2020, more than a trillion applications will be exchanging 58 zettabytes of digital data over 75 billion devices.



A New Way to do Business

This technological disruption and broadening of use and function of apps is paving the way for a new way of doing business and the rise of a focus on user-experience design.

- Effeciently host workloads and services
- Eliminate risk through control
- Rear-vision batch reporting
- Software automates business systems
- Continuously evolve apps and services
- Accelerate value creation through managed risk
- Predictive realtime analytics
- Software that differentiates products and services

A lot of the 'systems of record' are about managing costs. What we're moving to is an environment where we want to create outcomes. Now this isn't news to those of you who are in IT – it's always been about outcomes – but there's a significant shift away from the system's view of things towards human-centred design.

How do we make sure that the experience is relevant to that person in that moment?

We're seeing 2 speeds of IT, Bimodal IT, starting to impact the way that we deliver IT services across those 3 levels of disruption.

Changing our thinking is a critical part of how we adopt a user-experience mindset into what we do, how we solve business problems and how we create new business opportunities.

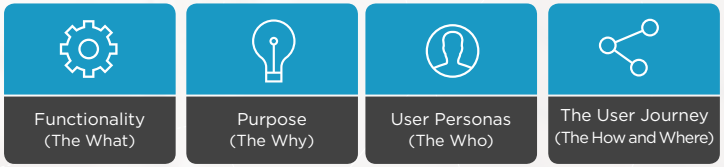
User Experience Design Defined

A philosophy and method where the system adapts to the user vs. system-centred or engineering-centred design.

UX design is an

- **Approach**
- **Mindset**
- **Outcome**

THE COMPONENTS



These second two pieces are central to achieving a fit-for-purpose outcome in the application of user-centred design.

Understanding what's is going on in someone's life is going to give you context where you can understand what sort of **digital, social and physical touch points** are important.

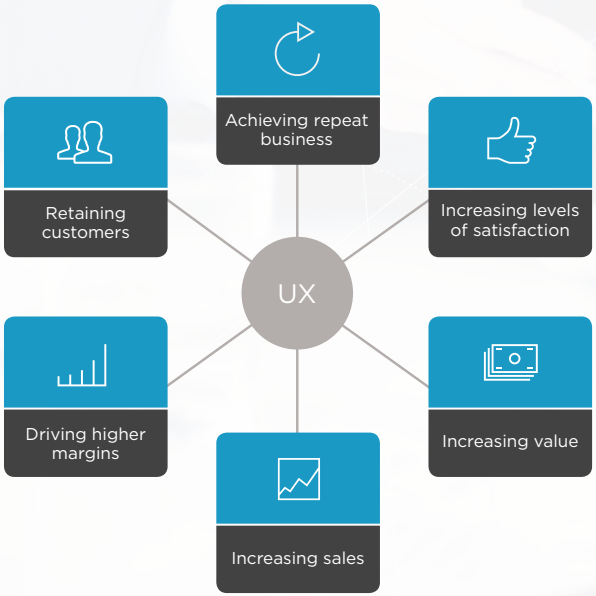
One of the things that's often overlooked is the social aspect of all of the applications we're using now, but social is a key part of what we do.

Gathering at a restaurant to eat a meal is a social construct in our society. It has been disrupted by the smartphone; where we're checking in, tweeting, and Instagramming photos of the meal.

What if you could make your digital app relevant in this context through knowing the food preferences of the guests or having pre-prepared 'food porn' shots for them to post?

Incorporating the digital with the social enables us to create experiences around what we touch, what we see and what we feel and this comes back to that idea of an app that engages and delights.

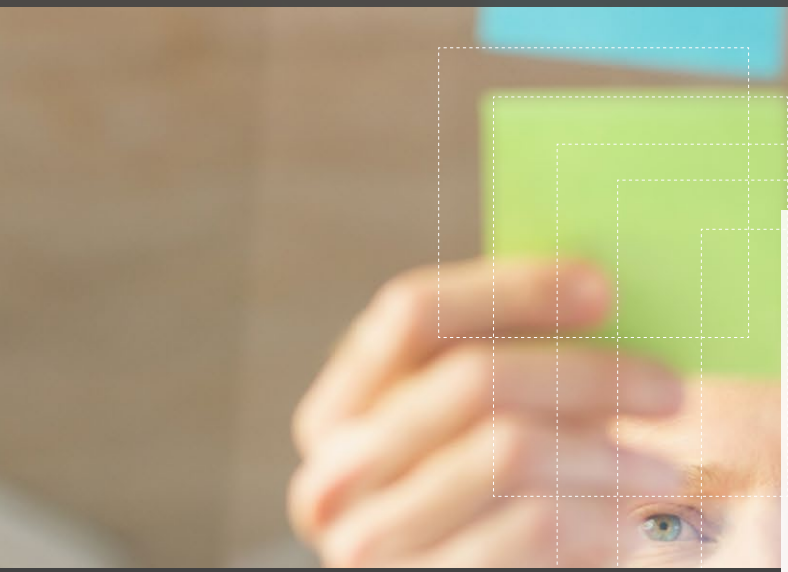
The Outcomes of Great User Experiences



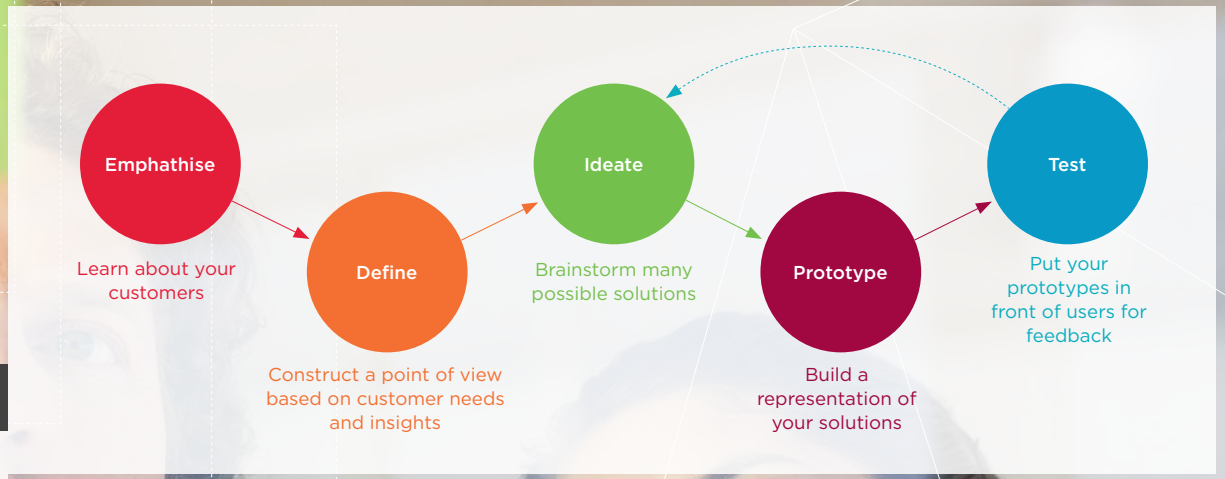
Use UX When it Comes to...

- **Capturing your market** – You've got to make sure the messages and experiences you put out to market are going to resonate.
- **Delivering Products + Services to customers** – The Air NZ safety videos are an example of something that has totally changed your experience of safety demonstrations and is now part of the service that you get.
- **Empowering your people (B2Enterprise apps)** – You might not think that UX design has a place in what you're delivering from your IT department into your user base internally but how people feel about their jobs and the culture you're creating is reflected in the applications that you're building to help them do their jobs well.

What we're trying to do with user-experience design is start to understand what's going on inside peoples' heads. This is a fundamental part of how we need to build applications, how we need to build systems and customer experiences going forward.



The Process



Early focus on users, tasks and environment.

Structured and systematic information gathering (interviews, observations, etc). Users are involved throughout design and development.

Empirical measurement and testing.

Testing with real users. Focus on ease of learning and ease of use.

Iterative design.

Design, test with users, refine, test with users again, refine... until it's right.

Contact us to find out how we can help you implement a user-centric approach.

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