




Buyer Experience Workshop



October 30, 2019

TODAY'S OBJECTIVES

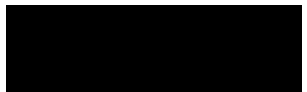
Solve for  Conversion and Adoption (and that's it!)

Recap of Research

Discuss framework (and set boundaries) for Conversion and adoption)

Divide and conquer to ideate solutions for conversion and adoption

Dive deeper into “concierge experience”



Courage

Discipline

Humility



TODAY'S TOPICS

TOPIC 1 Let's Get Acquainted

TOPIC 2 The Chief Barrier to Success

TOPIC 3 Behavioral Change Framework

TOPIC 4 Experience Matters

TOPIC 5 The Significance of Moments

TOPIC 6  Conversion – Activities and Tools

TOPIC 7  Adoption – Activities and Tools

TOPIC 8 Apply our Thinking to Service Recovery (“Concierge Experience”)



TOPIC 1

Let's Get Acquainted

Tell Us About the Person on the Card In Front of You

1. Name
2. Where is (s)he from?
3. Who is (s)he today: family, passions, values?
4. What does (s)he do?
5. The attribute about him or her that you're the most grateful for?
6. What's one thing you do that probably gets on his or her nerves?



TOPIC 2

The Chief Barrier to Success

Insights Summary

- **“My Way AND the Highway”** – Owners start their [REDACTED] companies in order to do things “their way” – the right way! It’s a desire for freedom and control.
- **Social and Family Influence** – Starting a [REDACTED] company is a social decision as much as a professional decision.
- **Immense Stress** – Providing for family and daily demands of the job compounds the stress owners feel – which only emboldens that yearning for freedom and control.
- **A Focus on RIGHT NOW** – Owning a small [REDACTED] entails making snap decisions on the fly and acting with urgency. Not much time for careful planning.



TOPIC 2

The Chief Barrier to Success

Insights Summary

- **Driver Autonomy** – You've created something [REDACTED] – something that grants [REDACTED] and allows [REDACTED].
- **The Tradeoffs of Active Search** – [REDACTED] is time-consuming, but it gives [REDACTED] the sense that they're DOING something.
- **A Remarkable Concept** – The adjacencies are dangerous ([REDACTED]), but the concept is compelling enough to prompt engagement.

TOPIC 2

The Chief Barrier to Success

Insights Summary

- **The Most [REDACTED] Thing Ever** – Providing transparency and consistency would defy the laws of gravity in [REDACTED]
- **How You Know it Works** – Small [REDACTED] will look to simple and straightforward performance and financial cues (as well as [REDACTED]) for reassurance that the offering works.
- **The Tallest Hurdle** – [REDACTED]sion is by far the most obstinate barrier to success.

TOPIC 2

The Chief Barrier to Success

Insights Summary

- **██████████ Won't Make You Wait** – The promise of ██████████ might be more of a burden than a benefit.
- **A Concept that Prompts Trust** – ██████████ is a barrier... until you present the concept!
- **Assuaged Fears** – Concerns about data evaporate upon exposure to the concept.
- **A Word About Rejectors** – Rejectors can be won over time.

TOPIC 2

The Chief Barrier to Success

Buyer Experience Design

1. Let's be absolutely clear about **conversion** ("I want you to [REDACTED] and **adoption** ("I want you to use this [REDACTED] regularly.")
2. Let's be absolutely transparent in a way few major players in [REDACTED] are comfortable committing to. **Answer late stage questions with clarity. Prompt the right habits after the sale.**
3. **Your job isn't done after this thing** [REDACTED] You have to help them (a) use it and (b) see the benefits over time.
4. Marketing and sales automation are absolutely necessities in building something scale-able. But, let's also **keep the human element intact.**

TOPIC 2

The Chief Barrier to Success

Buyer Experience Design

5. Sales people are **often untrustworthy**. Shy away from traditional sales roles, titles, etc. **Helping is vital**. Create something compatible with [REDACTED]
6. The offering will have to stick the landing on the [REDACTED] component in order to mitigate risk of conversion for the [REDACTED]. Use the experience to **prove that y'all have built** [REDACTED]
7. We're conflicted about "inducing trial," even if that's operationally feasible for [REDACTED] and [REDACTED]. Success strikes us as an all-or-nothing proposition. **Having said that, what would a phased conversion process look like?**
8. Membership programs and group purchasing arrangements are likely more valuable as a decoy offering (**there's no harm in running an experiment, though**).

TOPIC 3

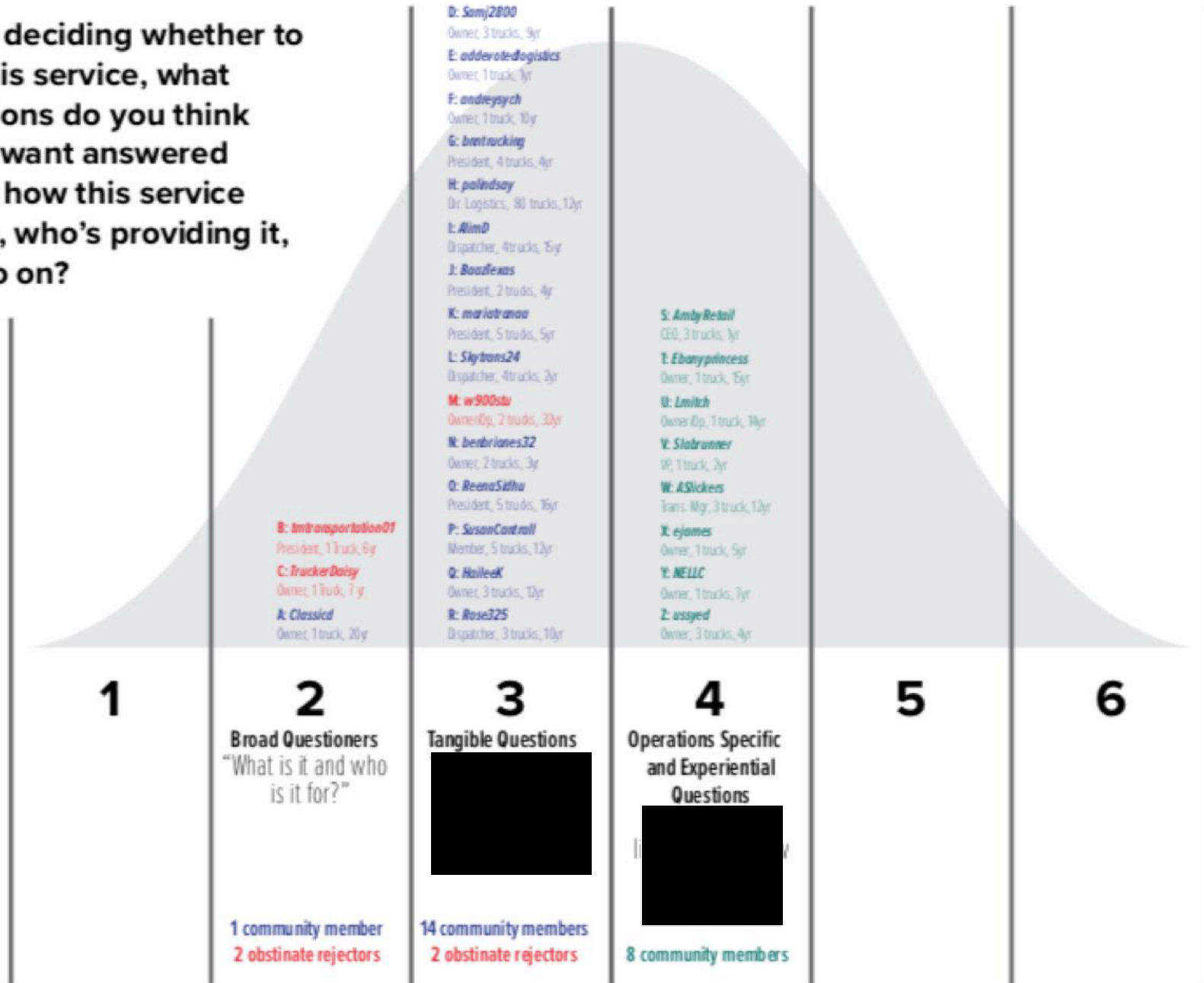
Behavioral Change Framework

“Changing for Good”



- Research into research...
- Analyzed thousands of behavioral change studies (e.g. smoking cessation) to identify patterns in successful treatment therapies – isolated the drivers of behavioral change.
- Revealed that every behavioral change can be distilled down into six steps.
- Powerful and flexible concept – can be applied to marketing and sales, customer experience and even innovation activities.

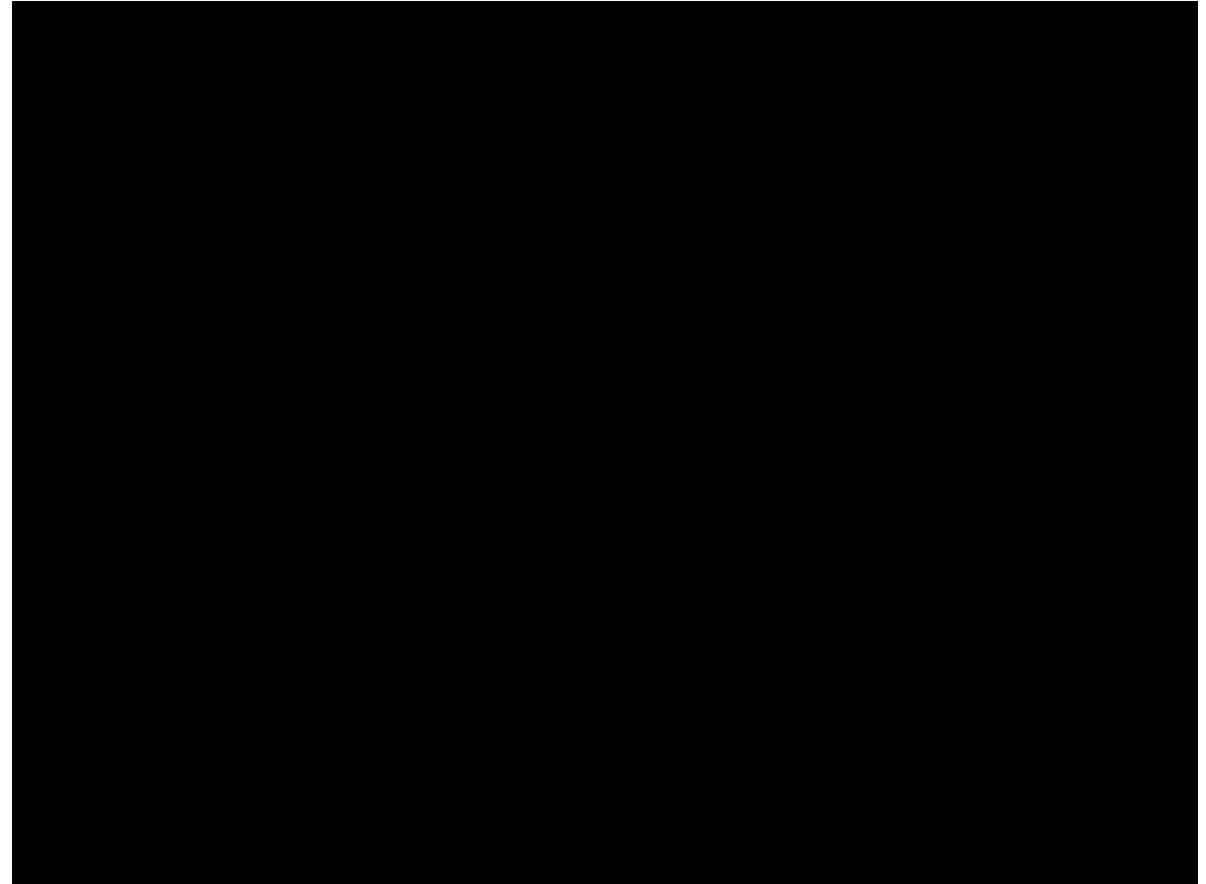
When deciding whether to use this service, what questions do you think you'd want answered about how this service works, who's providing it, and so on?



TOPIC 4

Experience Matters

WHAT'S A
SERVICE?



TOPIC 4

Experience Matters

WHAT'S A
BRAND?



TOPIC 4

Experience Matters

The Components of an Experience



- People (i.e. behaviors)
- Tools
- Timing
- Venue (e.g. online or tangible... your place or theirs???)
- Moments (i.e. sensory appeals)



TOPIC 5

The Significance of Moments

“The Power of Moments” – Chip Heath (Stanford) & Dan Heath (Duke)

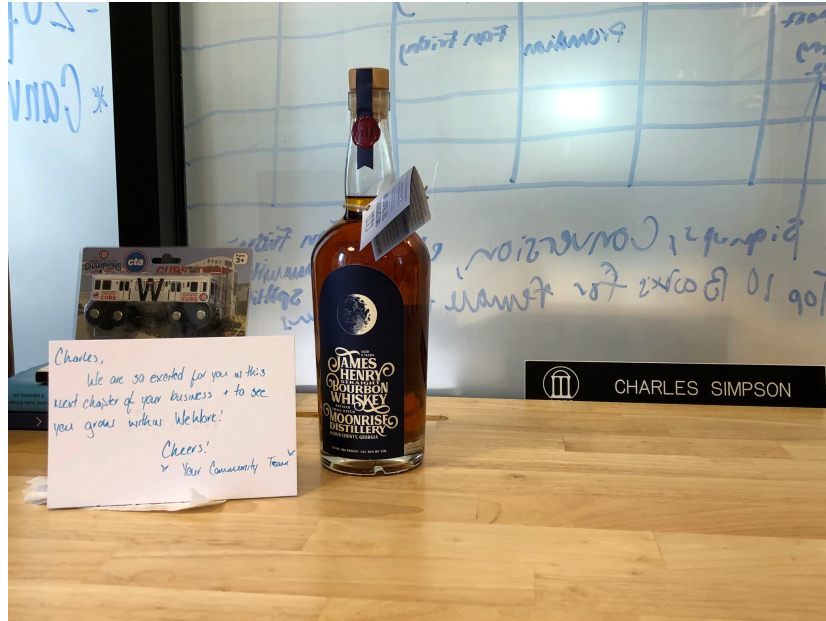
1. **Elevation** – moments of elevation arise about the every day; they make us feel engaged and motivated.
2. **Pride** – moments of pride commemorate our achievements (we dramatically underinvest in recognition).
3. **Insight** – moments of insight deliver realizations and transformations.
4. **Connection** – moments of connection bond us with others; we feel warmth, unity, empathy and validation.



TOPIC 5

The Significance of Moments

To design the buyer experience that will drive [REDACTED] and [REDACTED] you'll have three inputs



- Moments Cards
- Online Community Verbatims Pertaining to [REDACTED] Conversion and Adoption
- Symptoms and Questions for Stages 4, 5 and 6

TOPIC 6



Conversion – Activities and Tools

Using IDEO’s “Paper Prototyping Technique” to Design the Conversion Experience

HOW: Rapidly sketch, layout and evaluate interaction design concepts for user impact.

WHY: This is a good way to quickly organize, articulate and visualize interaction design concepts.

- Build a Conversion Experience - 30 minutes
 - Use your inputs!
 - Talk it out as you draw it out!
 - At 20 minutes, [REDACTED] will give each of y’all a scenario that will test your experience design.
 - Bonus Points: Embed the four elements of “moments thinking” into your experience.
- Share Outcomes – 20 minutes

TOPIC 6

– Activities and Tools

Outcomes and Answers

- Tell us about the constituents involved
- Tell us about your scenario
- Tell us about any places where things went off the rails
- Tell us about any areas where you wish you had more information or insight
- Tell us how churn looks at this step in the process

TOPIC 7

– Activities and Tools

Using IDEO's "Paper Prototyping Technique" to Design the Adoption Experience

HOW: Rapidly sketch, layout and evaluate interaction design concepts for user impact.

WHY: This is a good way to quickly organize, articulate and visualize interaction design concepts.

■ Build an Adoption Experience - 30 minutes

- Use your inputs!
- Talk it out as you draw it out!
- At 20 minutes, [REDACTED] will give each of y'all a scenario that will test your experience design.
- Bonus Points: Embed the four elements of "moments thinking" into your experience.

■ Share Outcomes – 20 minutes

TOPIC 7

– Activities and Tools

Outcomes and Answers

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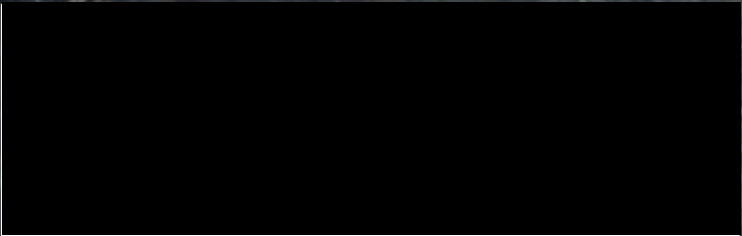
TOPIC 8

Deep Dive into the Concierge Experience

Let's Apply Our Experience Design Thinking to Service Recovery Episodes

- What Issues Do We Anticipate? (Hard to say before launch...)
- How Will Service Recovery Pave the Potholes?
- How Can We Use Moments Thinking to Reward High LTV?





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