EMBA 2018

Experience Design & Innovation

San Francisco , 2018

sketchin

Pietro Masi

US GM & UX Design Director
@sketchin.com

Lugano

San Francisco

120
people

300+
projects

50+
global brands

30+
startups

50+
events

Switzerland / USA / Italy / UK / Germany / Korea / Japan

Our selected clients

enel

vodafone

Adobe

LUXOTTICA

SAMSUNG

UBS

eni

TICINO SWITZERLAND

sky

CartaSi

Cerved

BPS (SUISSE)

LA POSTA

SAP

swisscom

RCS MEDIAGROUP

sketchin

Evolutive Experience Design:
10+ years of success stories

Since 2007, we are constantly evolving our proprietary method named **EVO**, which merge **Design Thinking** with the **Agile** approach.

evo
evolutive experience design
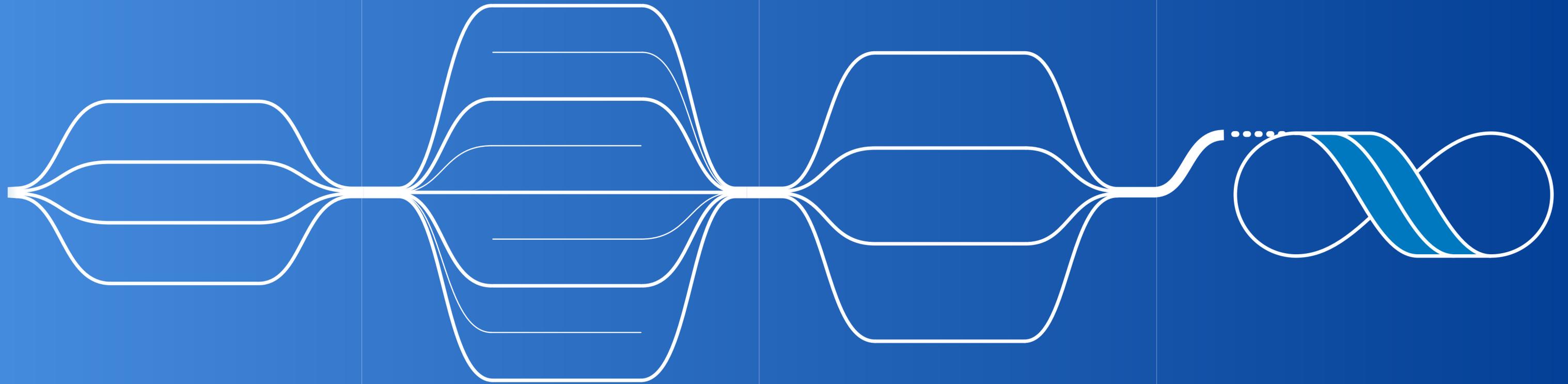
01. Challenge
The project

02. Understand
Today's and tomorrow's experience

03. Design
For the experience

04. Evolve
The experience

Our approach

01.

Working smart

in small, multidisciplinary teams and focused together with the client.

02.

Working lean

iteratively on incomplete, imperfect and temporary artefacts.

03.

Working seamlessly

through physical and digital products, services, systems and processes.

04.

Working together

to achieve the project goal by sharing the design culture into the company.

Index

Market Overview
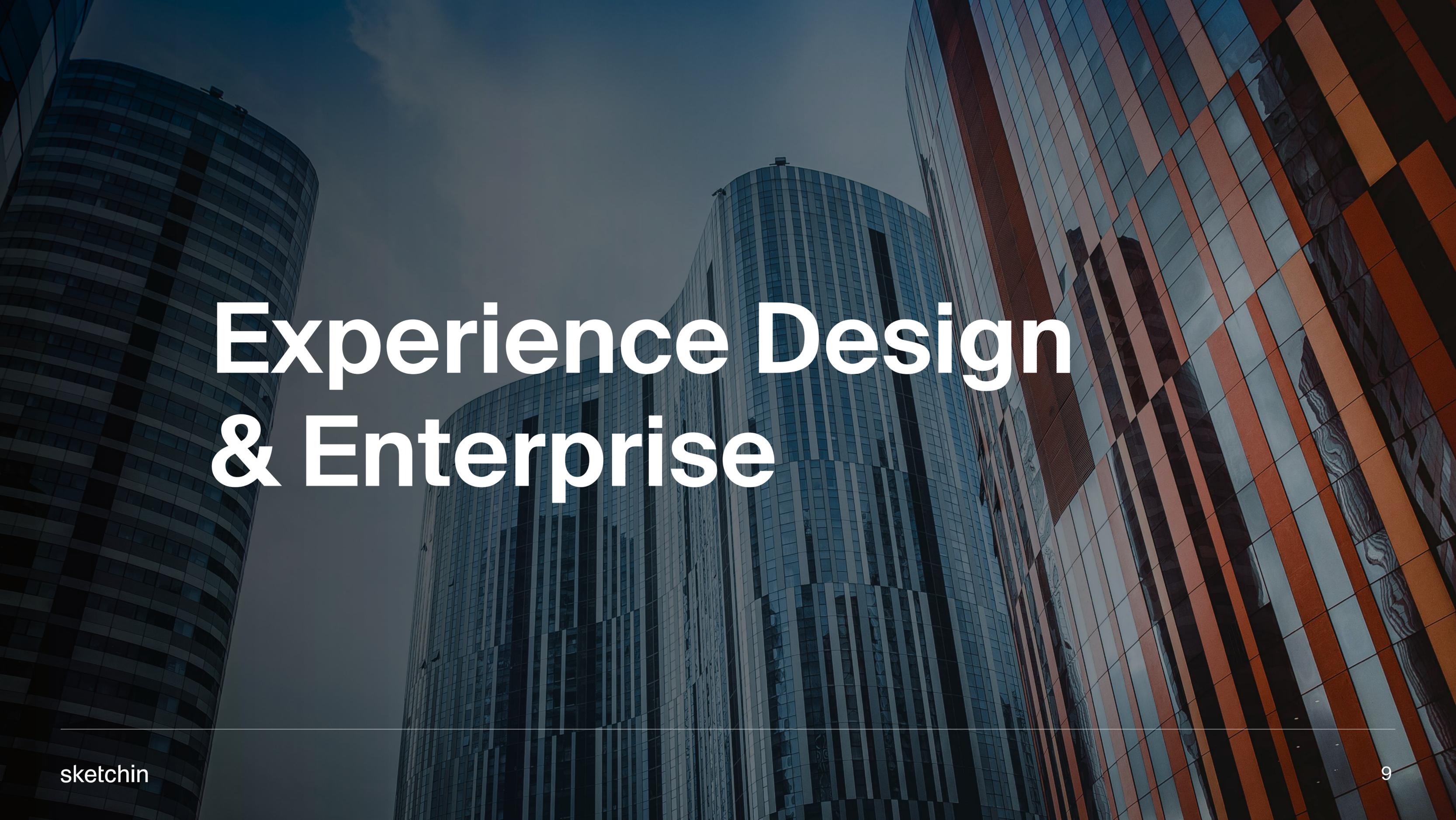
Experience Design & Enterprise

# We are in the Age of the Customer

Competitive strategy in the age of customer

Source of dominance

**Age of manufacturing**
1900 - 1960
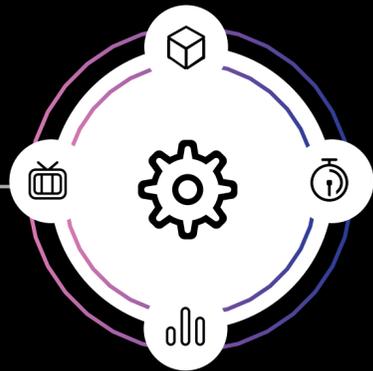
Age of distribution
1960 - 1990

Age of information
1990 - 2010

Age of the customer
2010 - ....

FORD, RCA, GE, BOING,
P&G, SONY

WALMART, TOYOTA,
UPS, CSX

AMAZON, GOOGLE,
INTUIT, MBNA
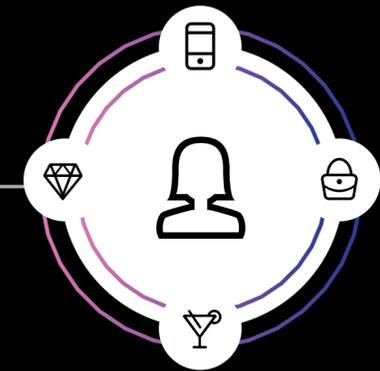
FACEBOOK, IBM,
BEST BUY, APPLE

Successful companies

How experience adds value

0.30 $
**Goods**

0.80 $
Products

1.50 $
Services

4.50 $
Experiences
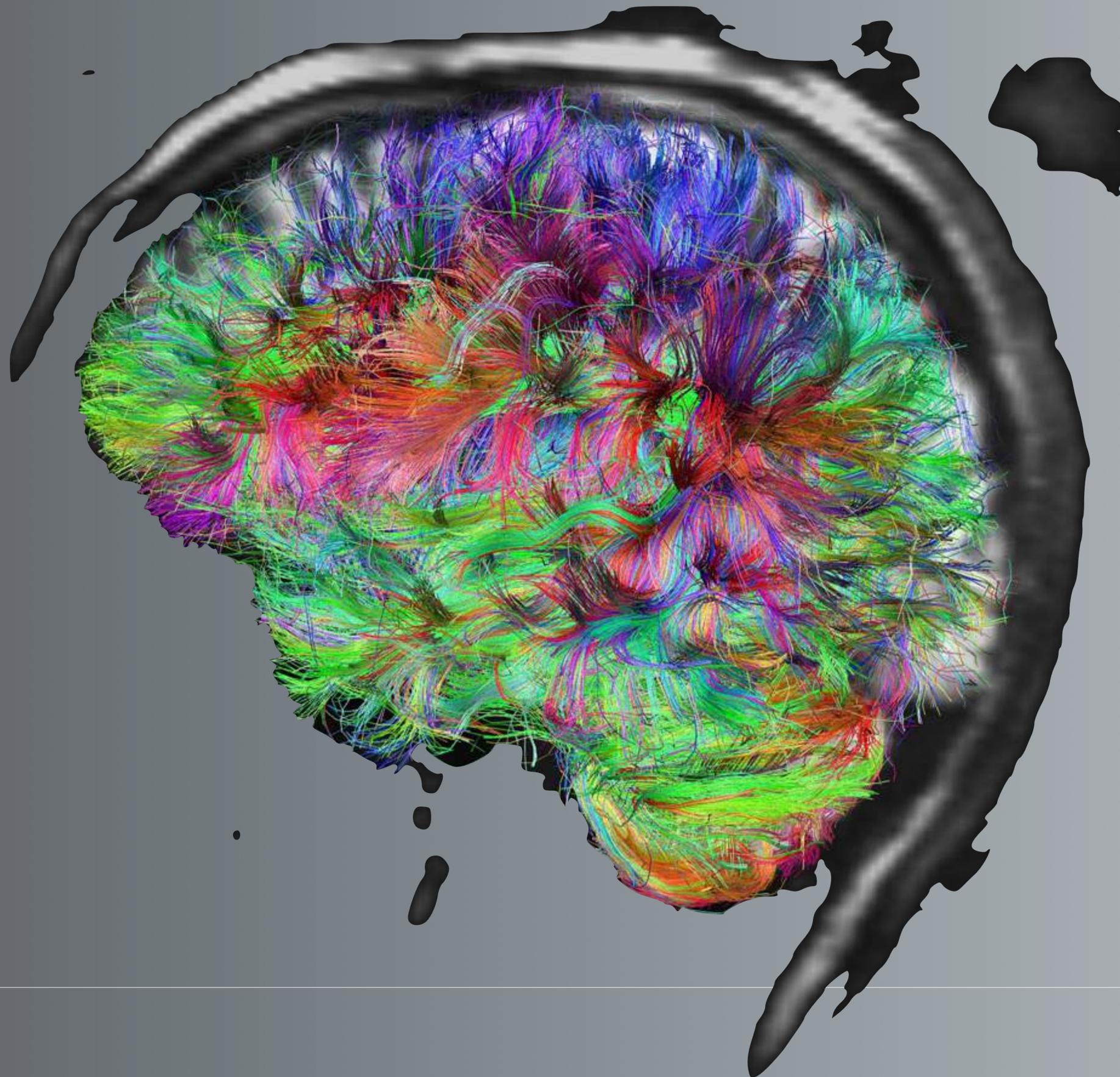
Experience

"a person's perceptions and responses that result from the use or anticipated use of a product, system or service".

Experience is an emotional flow
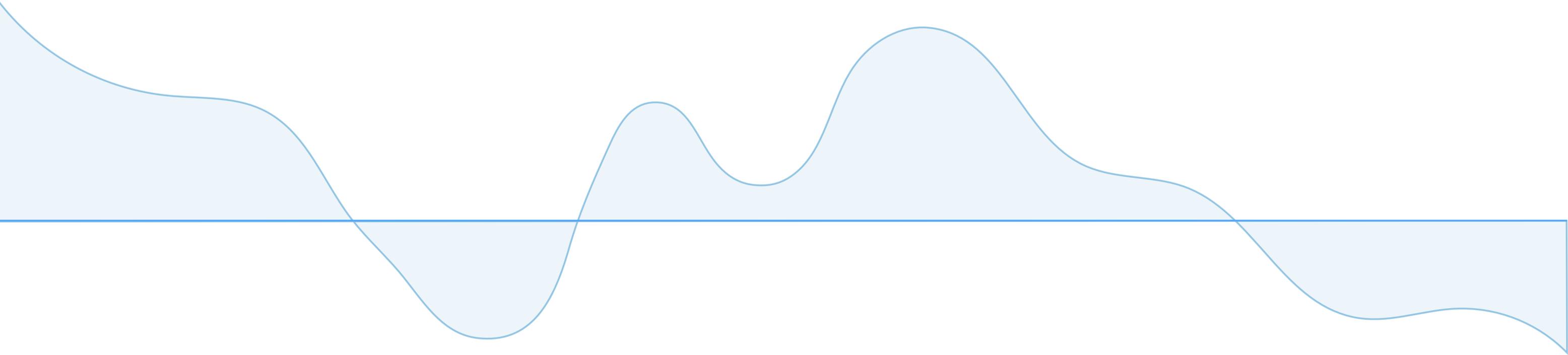
expected   lived   remembered

The value of an experience

adoption
buy

engagement
usage

loyalty
value services
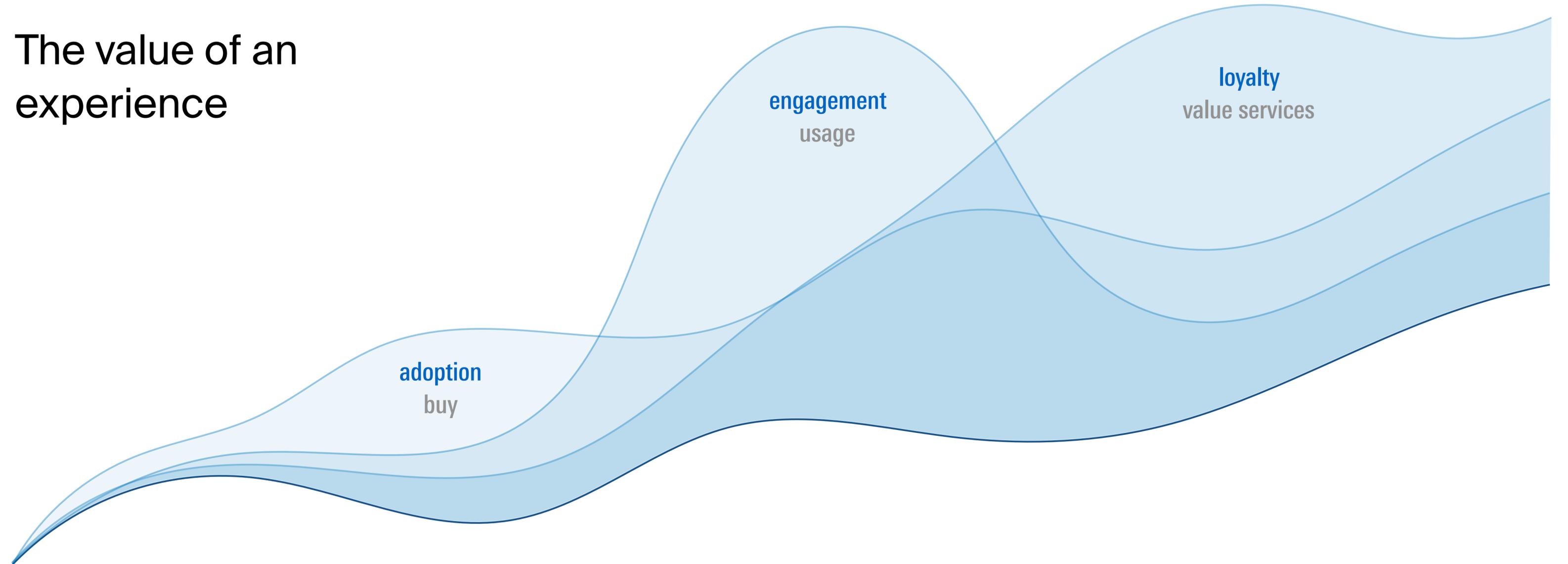
Anatomy of an experience

setting

wow moments

avg. percep.

peak end rule

pain points
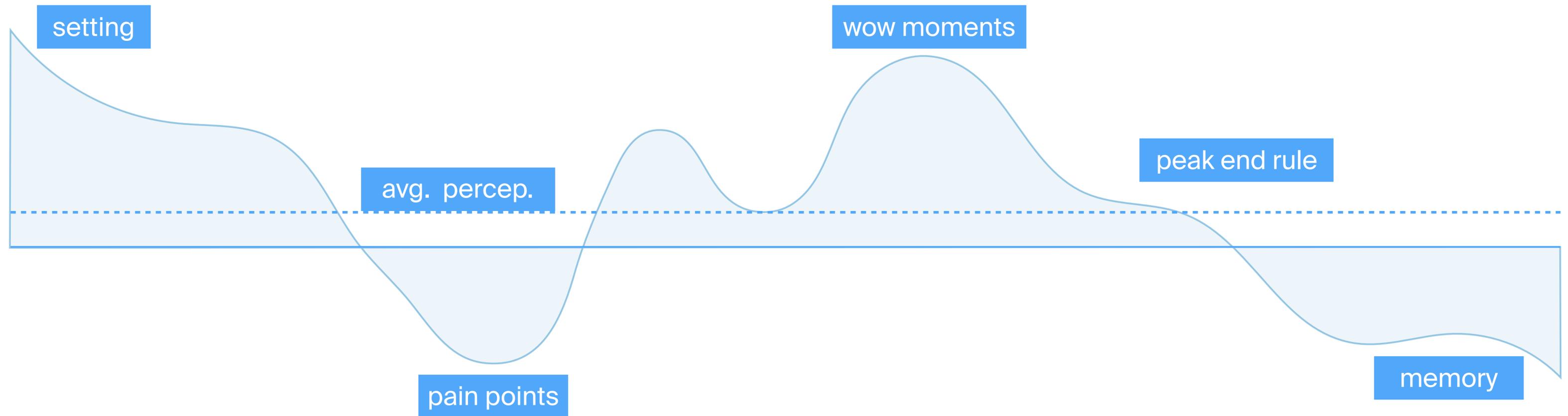
memory

How to visualize an experience

Win point

Win point

Win point

Win point

Pain point
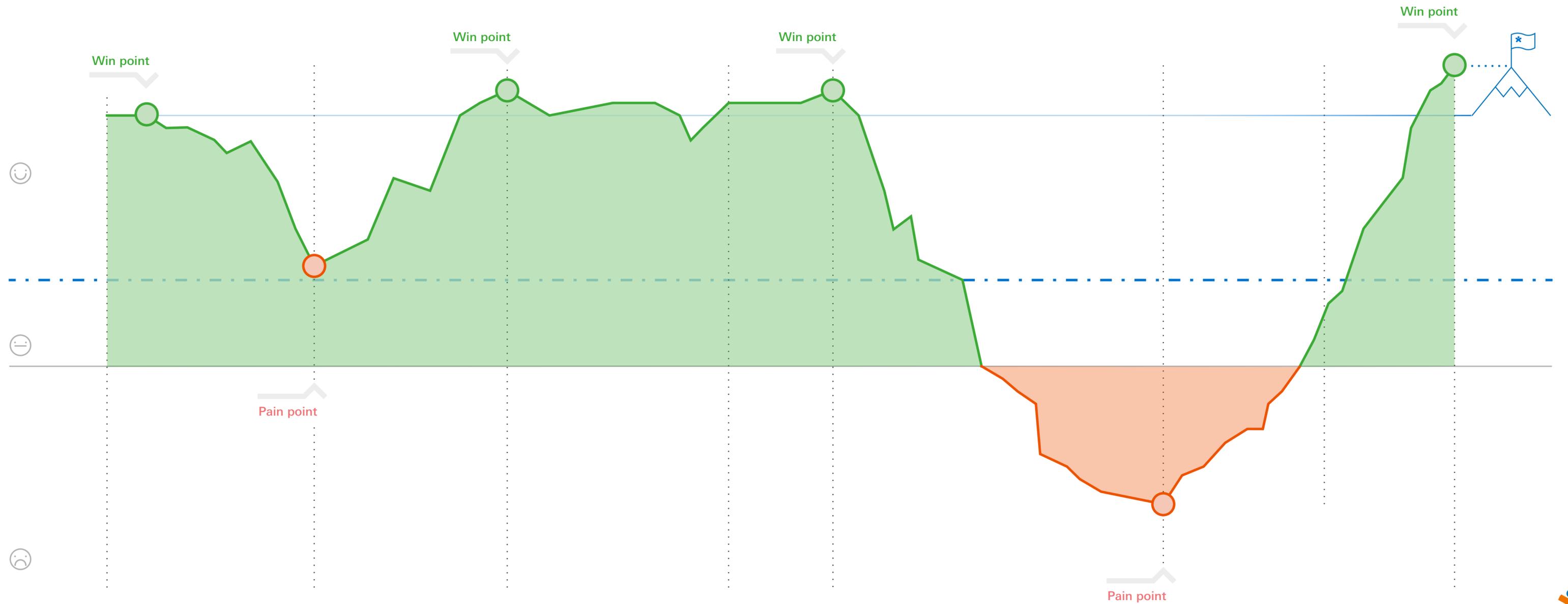
Pain point

Expectation set the initial value of an experience

Win point

Win point

Win point
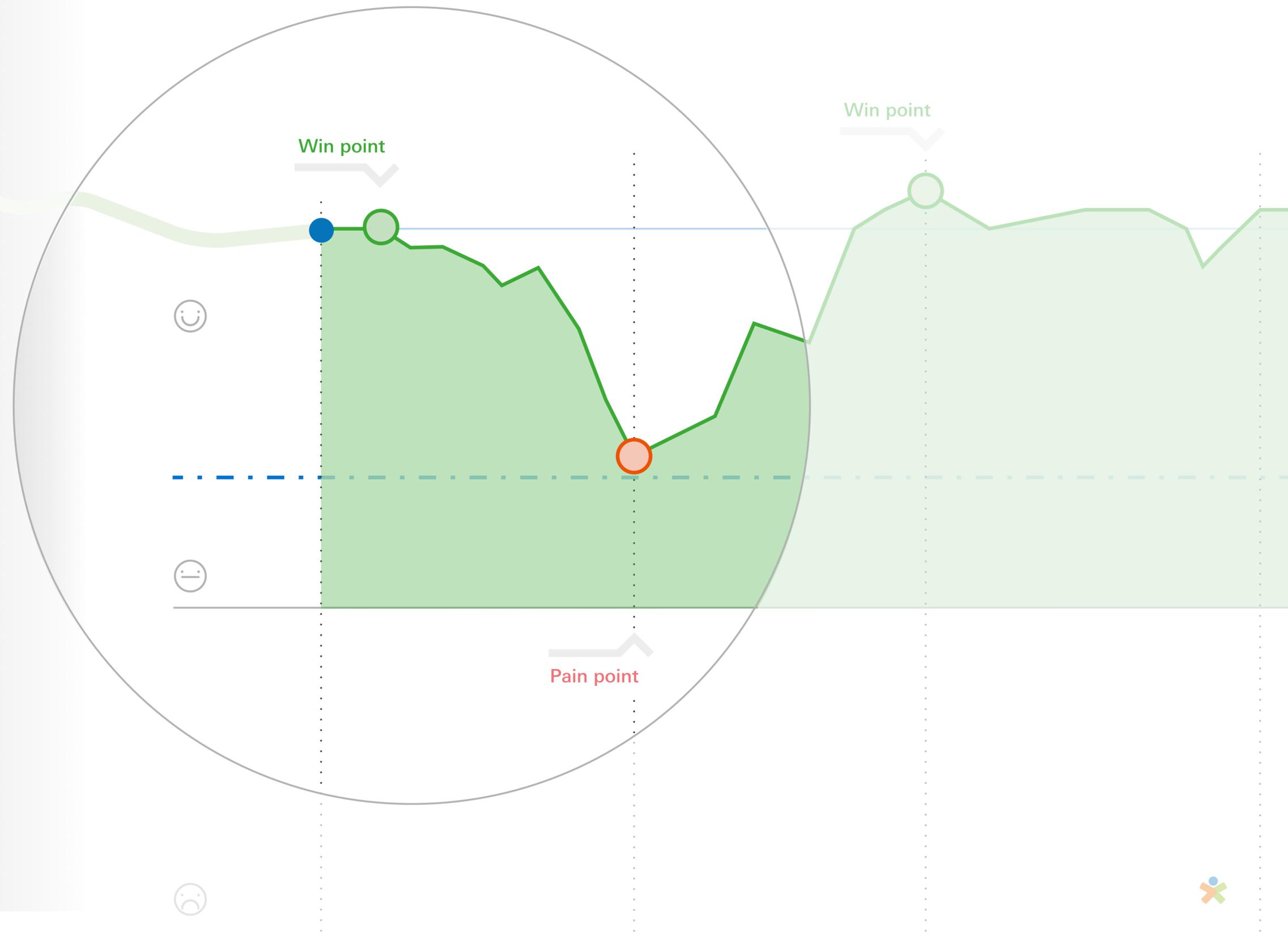
Pain point

A positive final value will guarantee a good memory of the experience (peak-end rule).
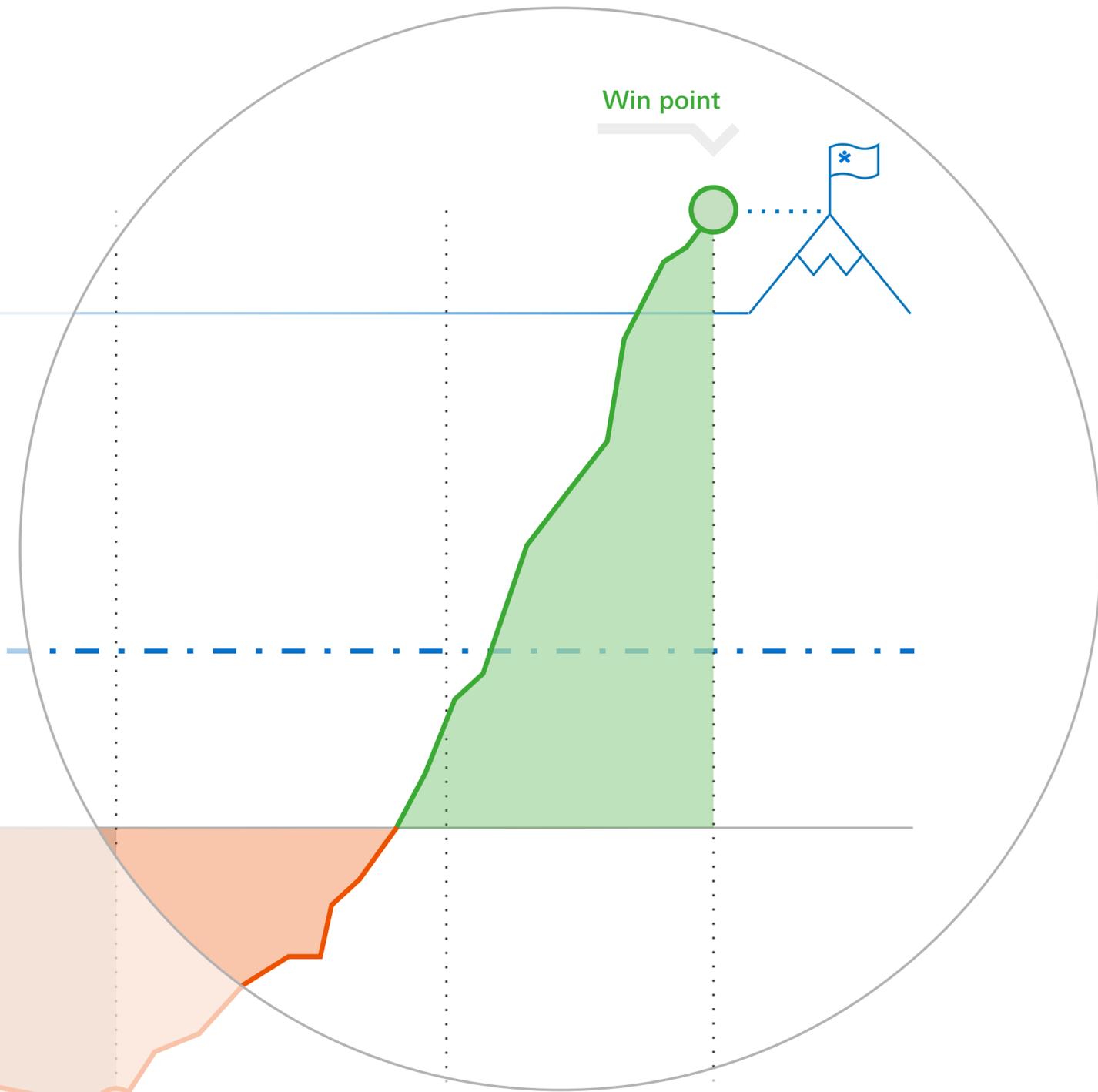
Experience design is able to isolate easy to spot pain points to act fast.

Win point

Win point

Pain point

Pain point
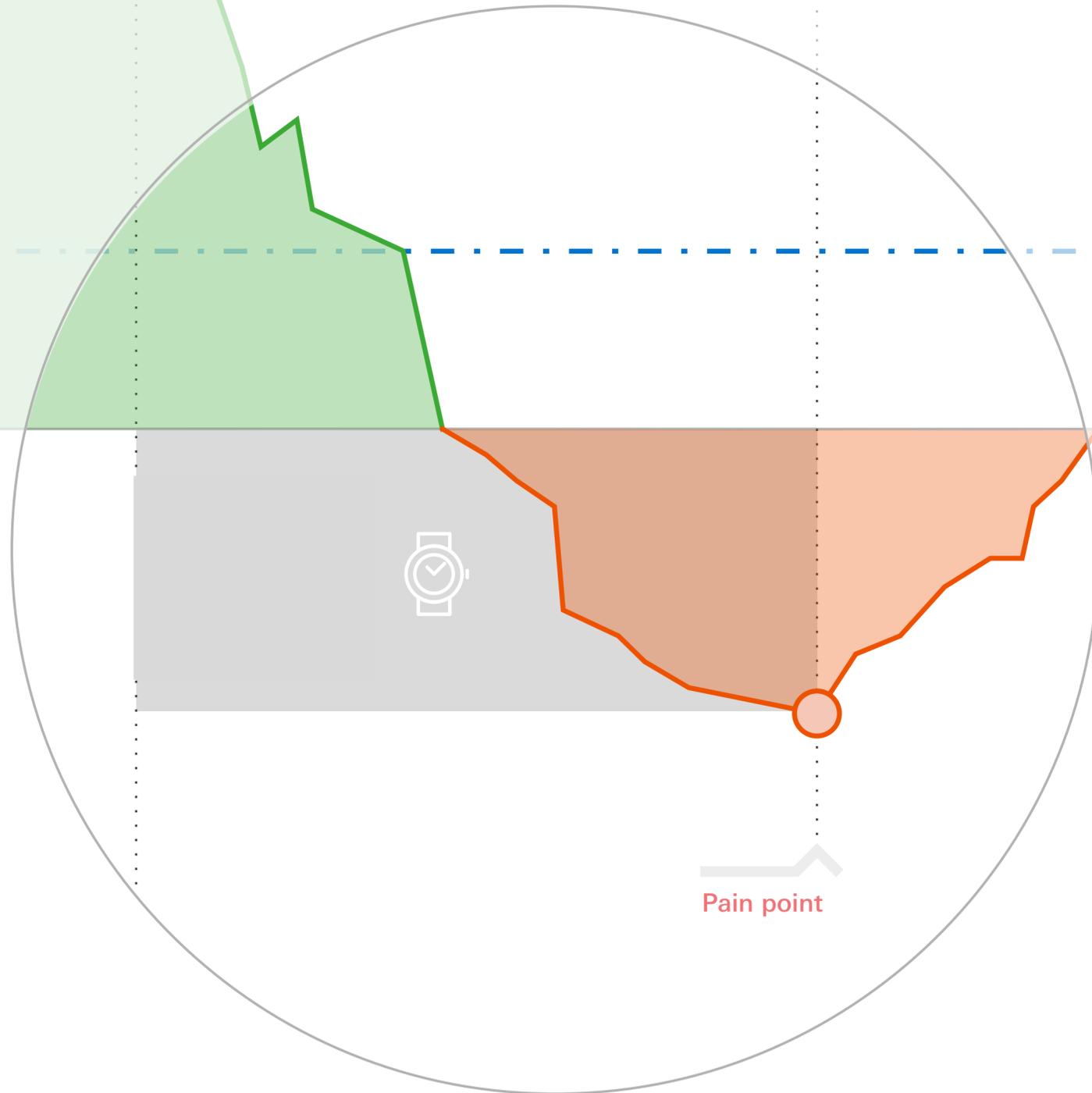
UX is not UI

HOW UX WANT TO BE SEEN

Field Research
Face to face interviewing
Creation of user tests
Gathering and organizing
statistics
Creating personas
Product Design
Feature writing
Requirement writing
Graphic Arts
Interaction Design
Information Architecture
Usability
Prototyping

Interface layout
Interface design
Visual design
Taxonomy creation
Terminology creation
Copywriting
Presenting and speaking
Working tightly with
programmers
Brainstorm coordination
Design culture evangelism

HOW UX IS TYPICALLY SEEN

Field Research
Face to face interviewing
Creation of user tests
Gathering and organizing
statistics
Creating personas
Product Design
Feature writing
Requirement writing
Graphic Arts
Interaction Design
Information Architecture
Usability
Prototyping

Interface layout
Interface design
Visual design
Taxonomy creation
Terminology creation
Copywriting
Presenting and speaking
Working tightly with
programmers
Brainstorm coordination
Design culture evangelism

UX is not only Digital

Customer Experience transcend technologies.

Technology is just an enabler for rapid innovation to help Company change faster.

Smart approach

Participatory Design

Agile Methodology

Lean Process
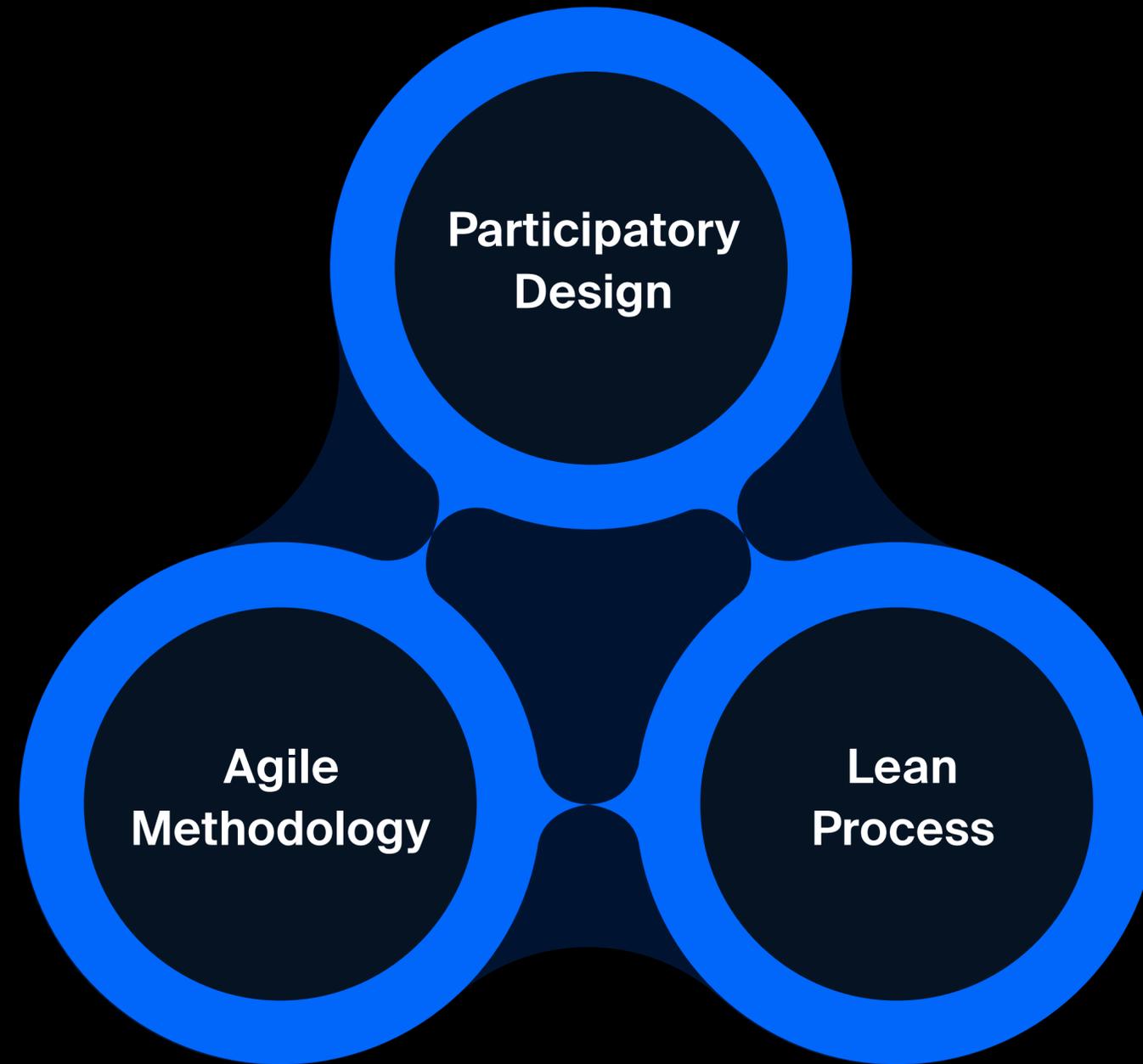
A well executed experience for traditional companies, is not as easy as for Silicon Valley startups.

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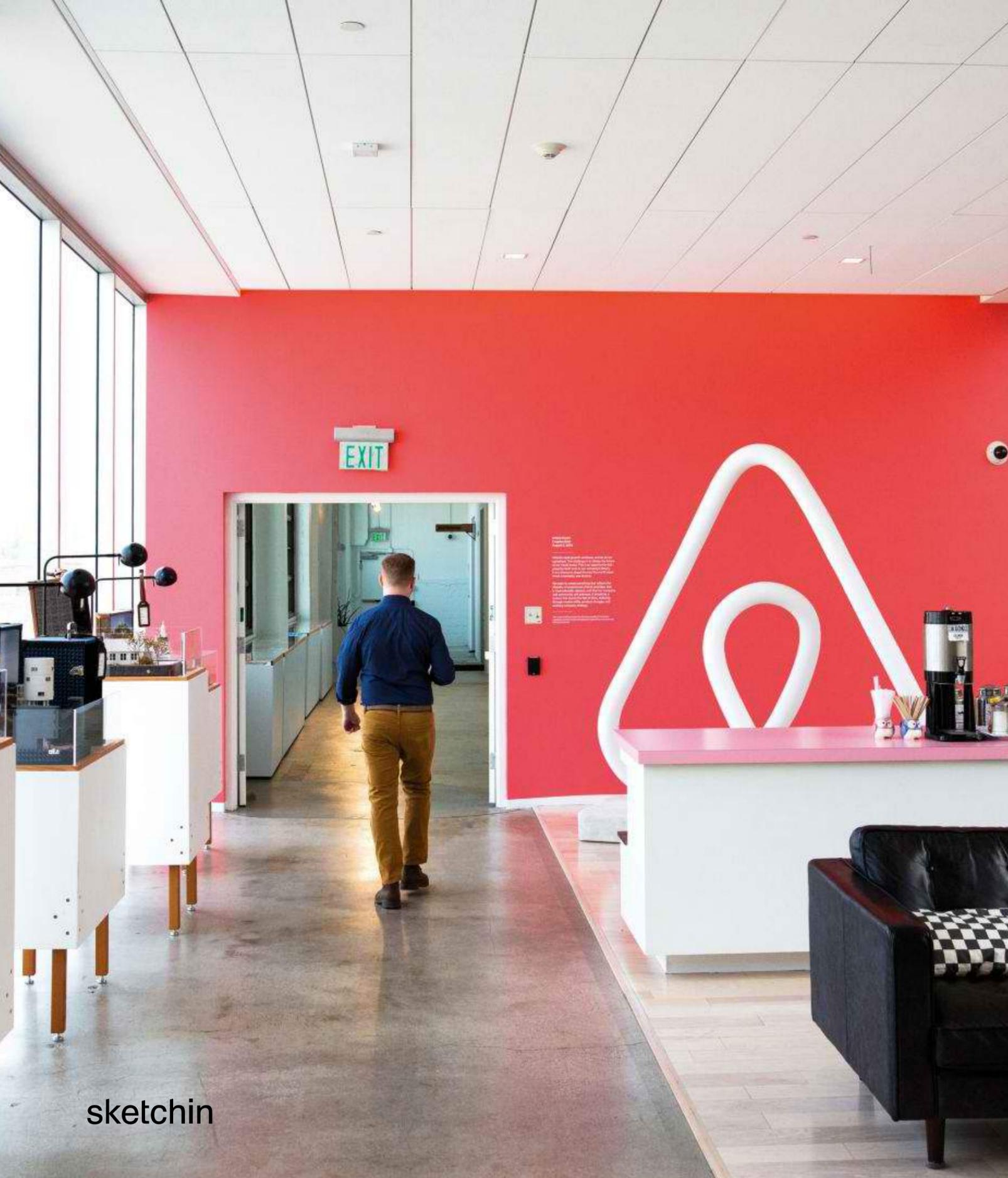
Because startup structure is built to deliver experience and technology

Enterprises are built around Production and Operations.

They talk to the consumer with "marketing".

"Break the Silos"

The large consulting firms are the major M&A driver

2 1 new acquisitions of creative agencies or designer-founded startups noted in 2017.

2017   2018

JAN - FEB	MAR	MAY	JUN	JUL	AUG	SEP	OCT	DIC

Idean

JWalk

The Monkeys and Maud

Maya

Wire Stone

Matter

Cooper

Rothco

Sequence

Market Gravity

Acne

VLT Labs

Telephaty

Dribble

Intrepid

Tandem Seven

Brand.ai

DevianArt

ClearHead

YARD

Unity&Variety

■ Acquired by Accenture   ■ Acquired by Salesforce   □ Acquired by other
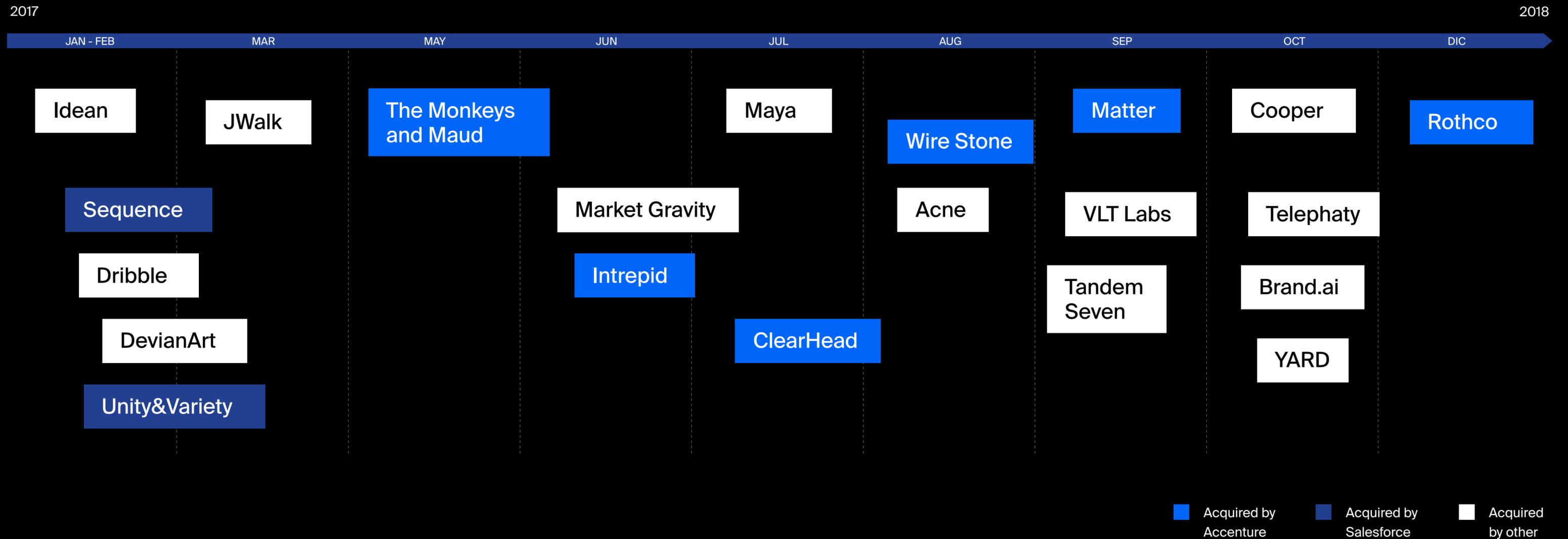
"We're excited to join Verizon in their quest to put customers in control of their connectivity and create breakthrough live and digital experience"

— **Moment** acquired by Verizon on March 2018

Design for all

Equal opportunities for personal development

Design System

Process of defining the architecture, modules, interfaces, and data.

Ethical Design

Ethic system for future challenges

Participatory Design

Design approach that involves all stakeholders

Atomic Design

Methodology to scale complexity

Emotional Design

Focus the emotional side of the users experience

UX Inclusivity / Inequality

Design for accessibility

End to End Design

ENEL - Largest utility company in the world

Business Goal

Evolve the service model redesigning a new, fluid, multi-channel and human-centered end-to-end customer experience.

Understand
the experience

Step into your clients' shoes to stay always focused.

We identified the users' behavioural patterns in order to create detailed and memorable archetypal profiles aimed to guide all the design activities and to stay always focused on real users' needs.

Tommaso, il sognatore

«Vorrei un gestore che pensasse a me cioè quando sono distratto o non ho tempo il gestore porta avanti il lavoro per me e che mi tiene sempre aggiornato»

Tommaso è un padre di famiglia. Capisce che l'energia è un acquisto importante e che incide fortemente sul budget domestico, ma non ha tanto tempo per occuparsene. Vorrebbe spuntare un buon prezzo iniziale, scegliere un piano personalizzato adatto al suo stile di consumo e poi non pensarci più, delegando al fornitore la gestione dell'utenza. Ha bisogno di avere un dialogo trasparente, di essere seguito, stimolato a informarsi e premiato perché è un cliente fedele.

Relazione con il fornitore di servizio

Cerca un rapporto stabile e duraturo con il fornitore perché è prudente e non vuole cambiare correndo dei rischi. Se si conquista la sua fiducia tende ad affidarsi e farsi consigliare e in particolare è affascinato dalle proposte più nuove che parlano di versatilità e personalizzazione.

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Understand
the experience

Map the "as is" experience to identify the pain points.

We helped the client mapping its users' current product-service customer experience to identify pain points and improveable areas from the business and the users' points of view.

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Understand
the experience

Listen to your clients' voice to design the experience that fits their needs.

We asked users to map their experience through collaborative activities, in order to compare the client perceptions and insights with the real users' product-service experience.

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Design the
customer
journey

Think out of the box to generate new solutions.

We helped the stakeholders to generate disruptive and innovative solutions by forcing them acting as designers, through activities aimed at thinking out of the schemes.

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Customer journey to-be

Having a lot of solutions is not enough, it's time to make choices.

We worked with the client to analyse and cluster the generated insights, helping them to make choices and prioritize the solutions by imagining a feasible future customer experience.

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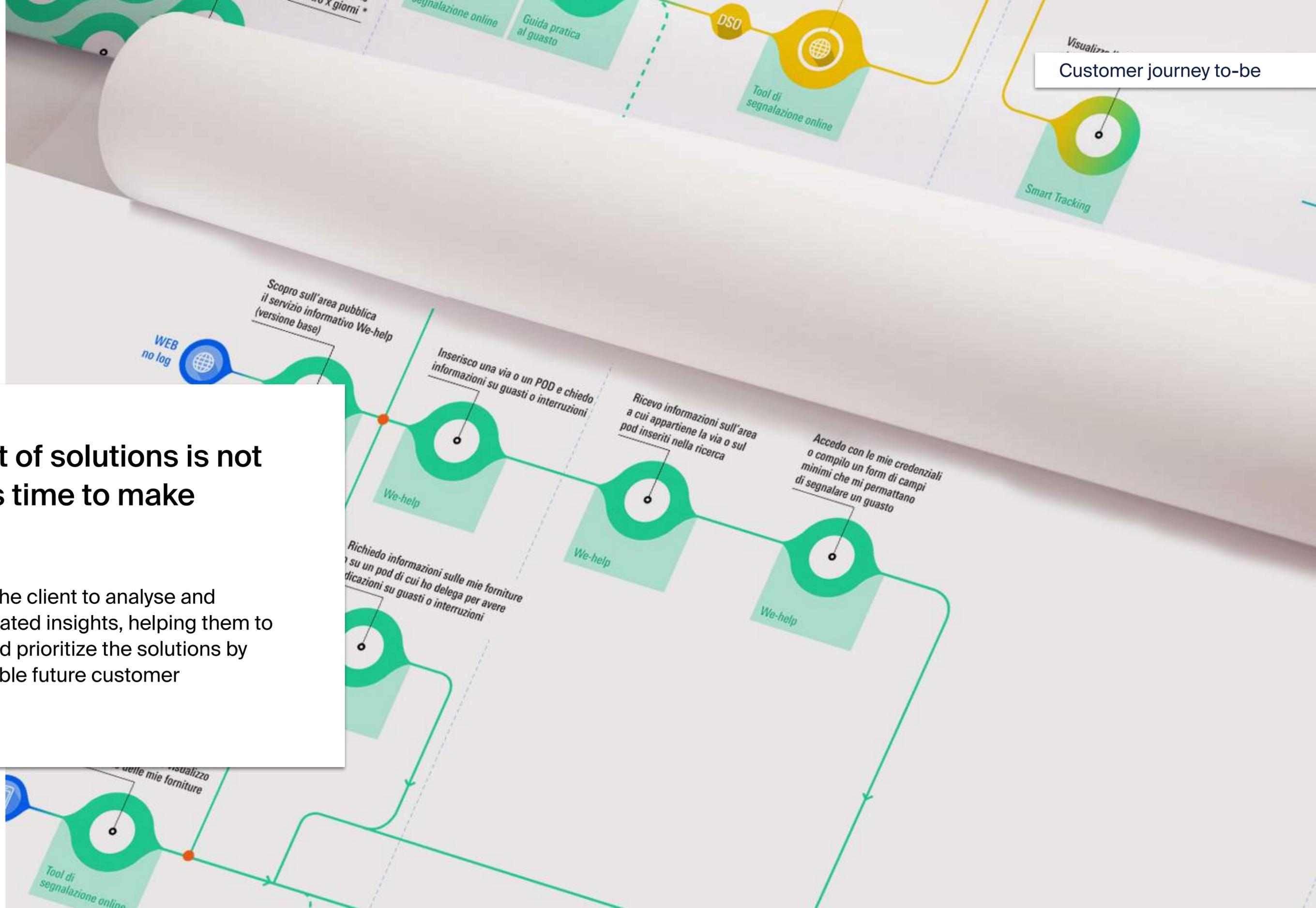
Prototyping
the solutions

Design considering the processes to make it viable.

We designed the solutions considering economic and technical impacts and deeply studying the processes in order to deliver concretely developable prototypes.

Prototype

Screenflow

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3 Esito accettazione preventivo

4 Esito pagamento preventivo

5 Esito ricezione e conformità documentazione

6 Esito attivazione servizi obbligatori / accessori

7 Esito lavori preliminari

8 Esito intervento tecnico

Pagamento preventivo

Ricezione e conformità documentazione

Servizi obbligatori / accessori

Lavori preliminari

Appuntamento

Segui lo stato della tua pratica
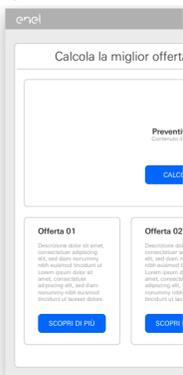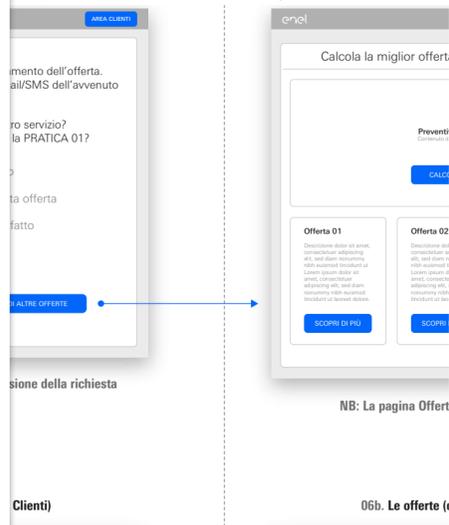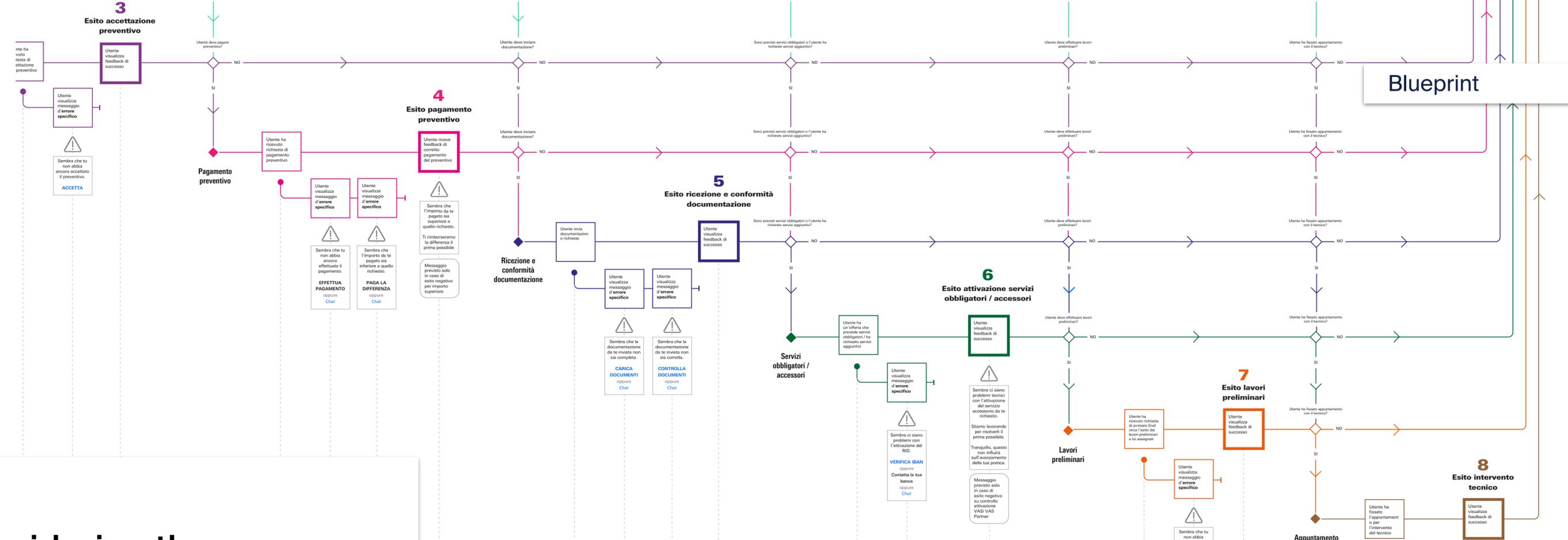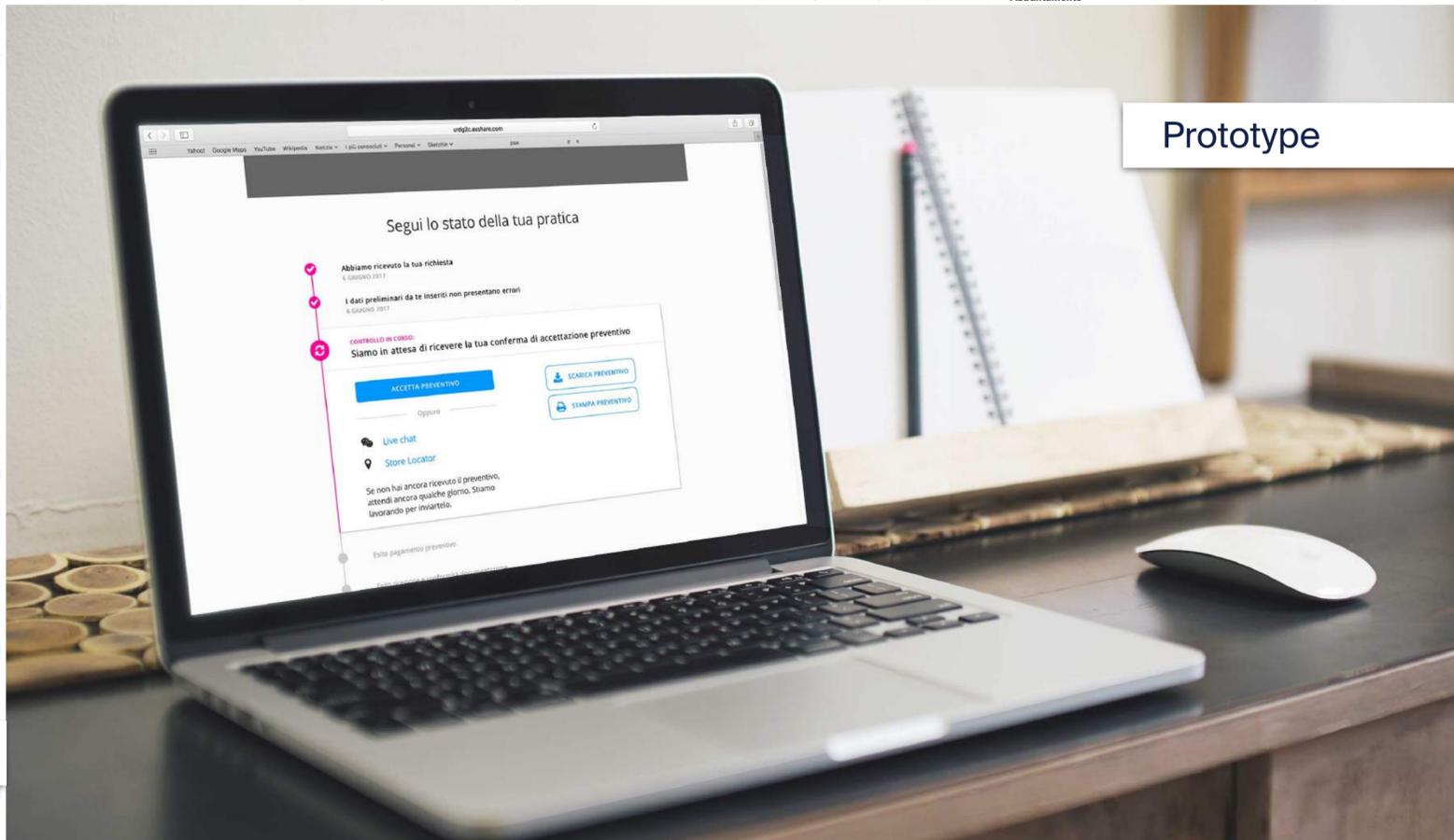
Guarantee
system consistency

Design Principles workshop

Evolve with consistency to be always recognizable.

We worked with the client to define its own design code of internal communication aimed to help them to make choices, scale and evolve over time ensuring coherence, consistency and continuity in designing products, services and experiences.
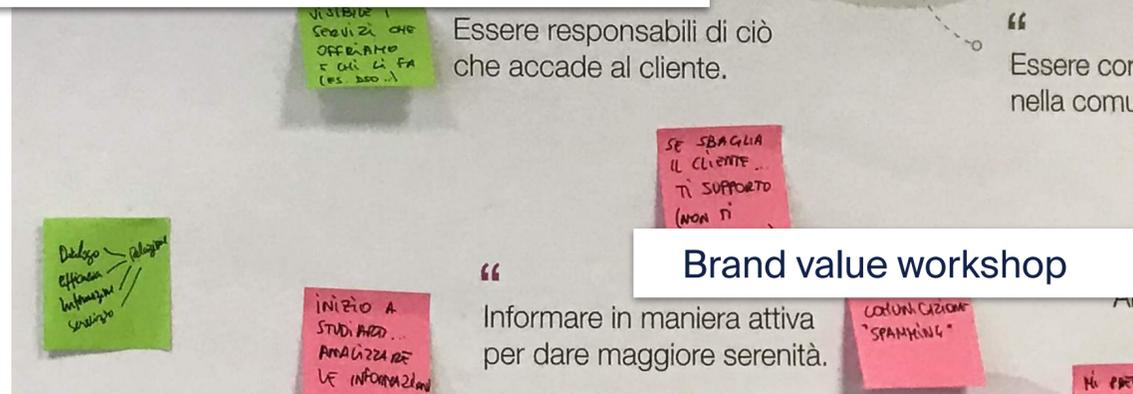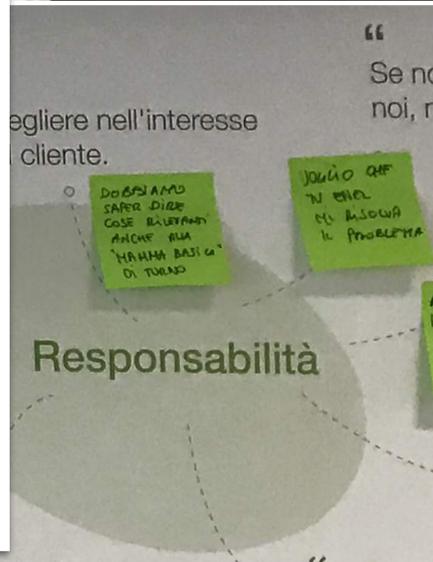
Design Principle guideline

Responsabilità

Se non
noi, no

Essere responsabili di ciò
che accade al cliente.

Essere corre
nella comun

Design
Principles

Brand value workshop

Informare in maniera attiva
per dare maggiore serenità.

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Innovation process end to end
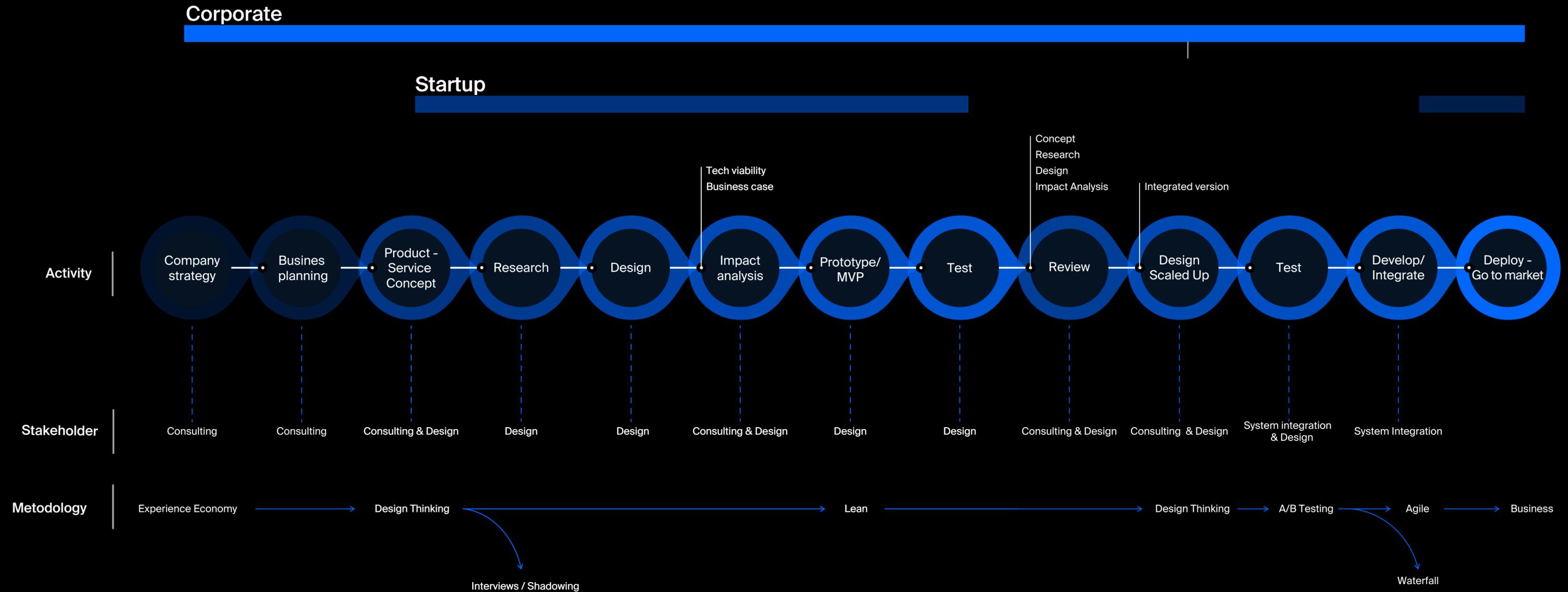
Digital Transformation

Private Banking and Life insurance
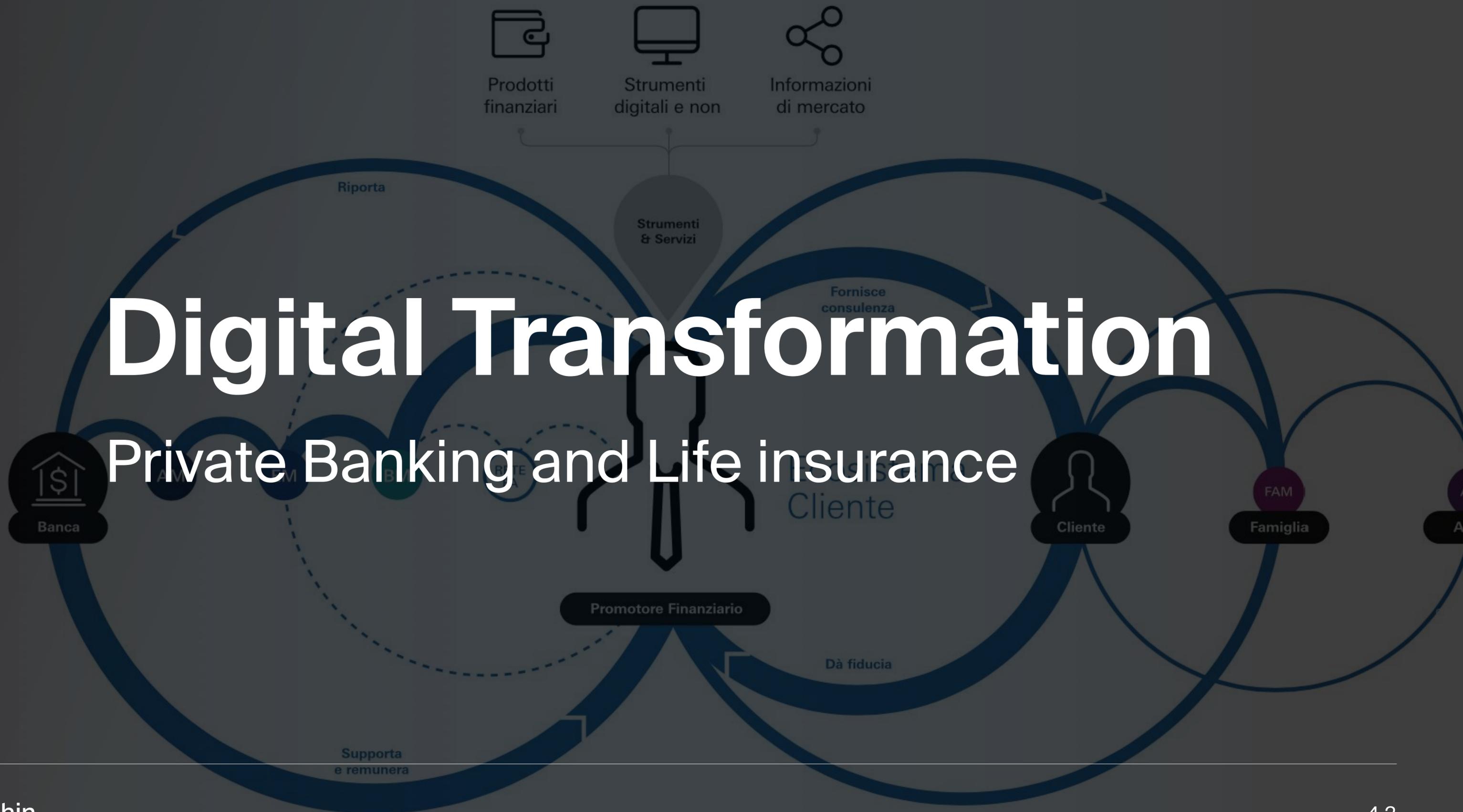
Business Goal

Empower a private bank designing a new exponential and more human-centered service model

Our project originated from the need of redefining the role of the financial advisor and the bank's organizational and information model.

≥ 60 MILIONI

Luigi Alberto
Il Consulente

≥ 30 MILIONI

Gianni
Promotore della Relazione

< 30 MILIONI

Antonello
Il Business

Alberto
Il Super Tecnico

Emilio
L'Autonomo

Silvana

Paolo
Il Casalingo

Thomas
Il Proattivo al cambiamento

Sandro
L'inerte al cambiamento

Daniele
Il Neofita

RELAZIONE

TECNICA

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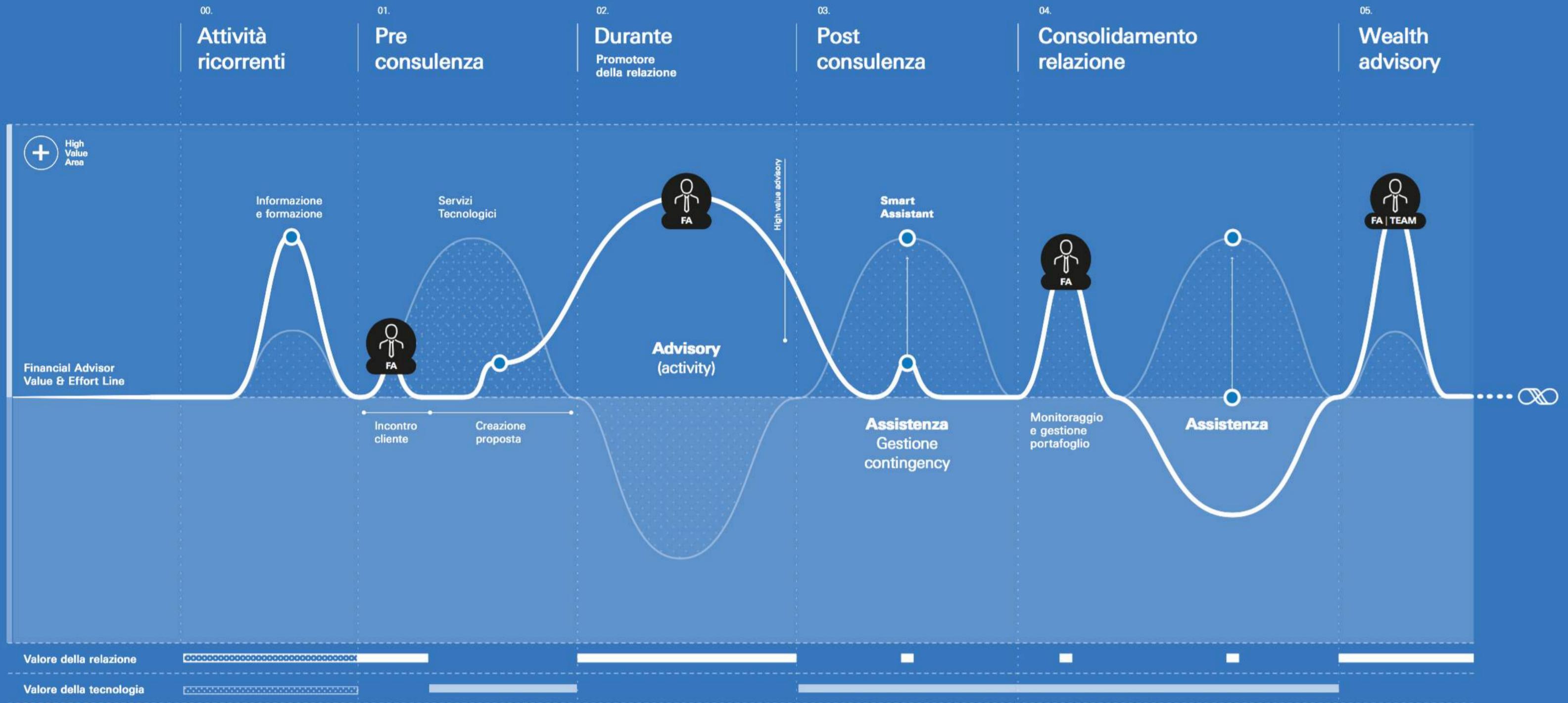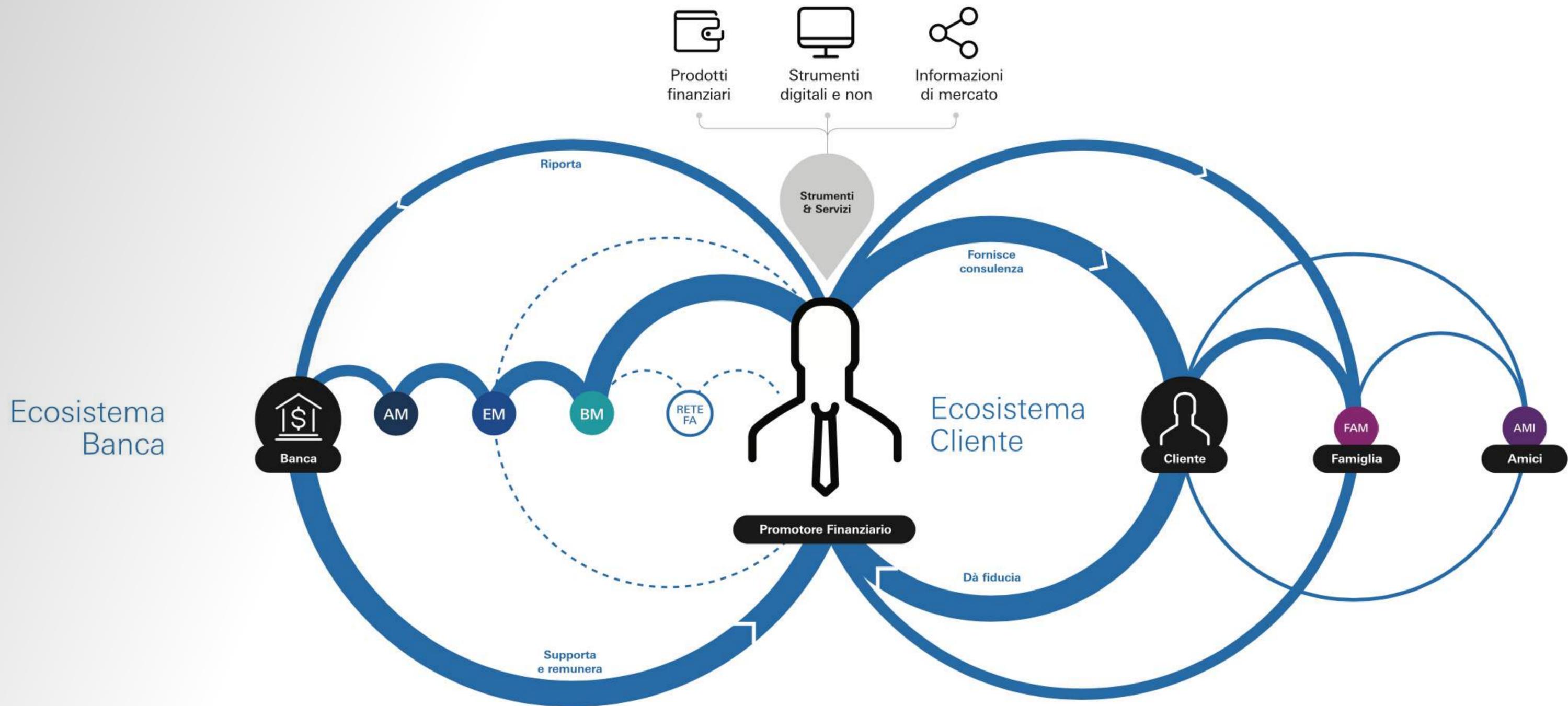
MODELLO DI SERVIZIO CONSULENTE - CENTRICO

Banca

Consulente

Cliente

"LINK" - TEAM DI CONSULENTI

LEADER

LEADER

LEADER

ASSOCIATI

ASSOCIATI

SPECIALIST SENIOR

JUNIOR

CONTENT FACTORY

Marketing

CF

Prodotto

Comunicazione

Data analysis

Selezione / Produzione

Contenuti

Semilavorati e spunti

Eventi, Vertical academy, Tavoli di lavoro
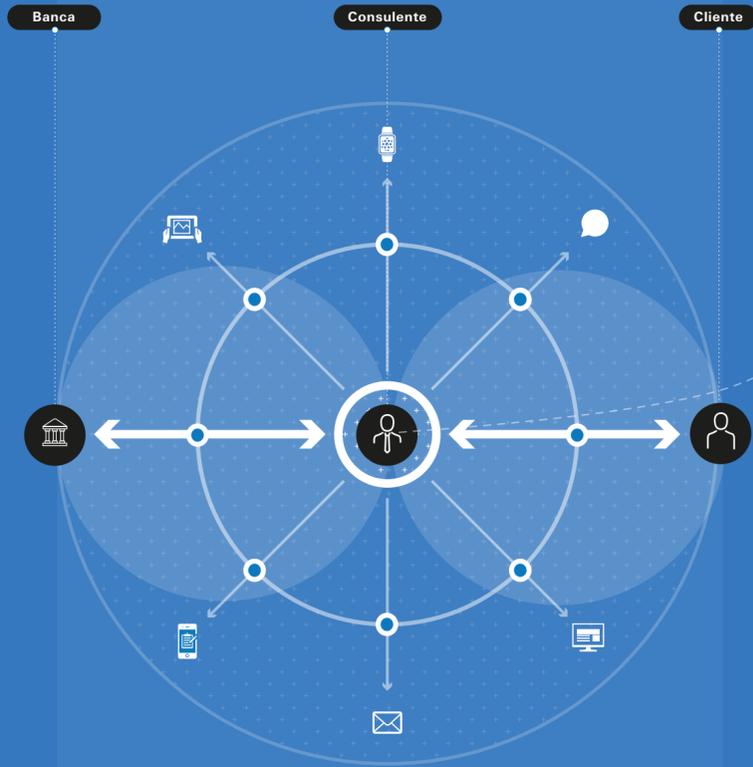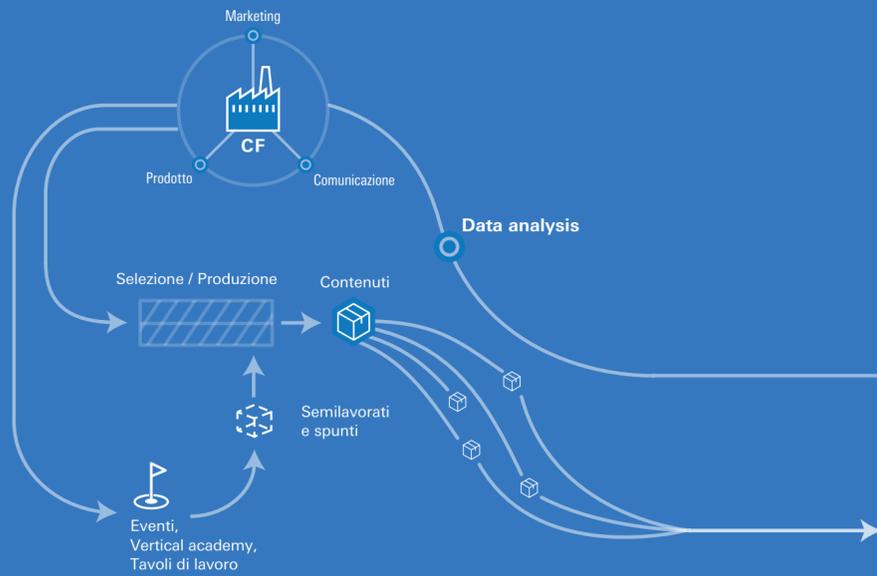
Ecosistema di touchpoint integrato e distribuito

APPS & DIGITAL WORKPLACE

CRM

DB

Dati strutturati | Dati destrutturati | Open Data

BAAP

DIGITAL ADVISORY ARCHITECTURE

Cliente

Front-end

Digital Workspace | Companion App

Consulente

Customer Relationship

Prospect Management | Portfolio Simulator | CRM | Digital Interaction

Contenuti e formazione

Content streaming
Content Curation & Mkt
Content Management

Advisory

Wealth management | Smart Portfolio
Position keeping | Order management

Operatività attività

Companion App
FA Agenda
Smart Assistant

Banca

Collaboration

Digital Room | Vertical Academy

Common digital Foundation

Common enablers

Filtering & Serach | Alerts & Notification | Profiling Engine | Speech to text | Digital signature
Authentication | Entitlements | Analytics & Reporting

Dati strutturati | Dati destrutturati | Open Data

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48

Experience delivery

Business · CIO · System · Channel · Touchpoint

C-Level → Business / Innovation → Waterfall / Agile → Back-End / CMS → Retail / Call Center / Digital → Experiences

KPI

Digital Touchpoint

Inter Milan - Major European Soccer Team
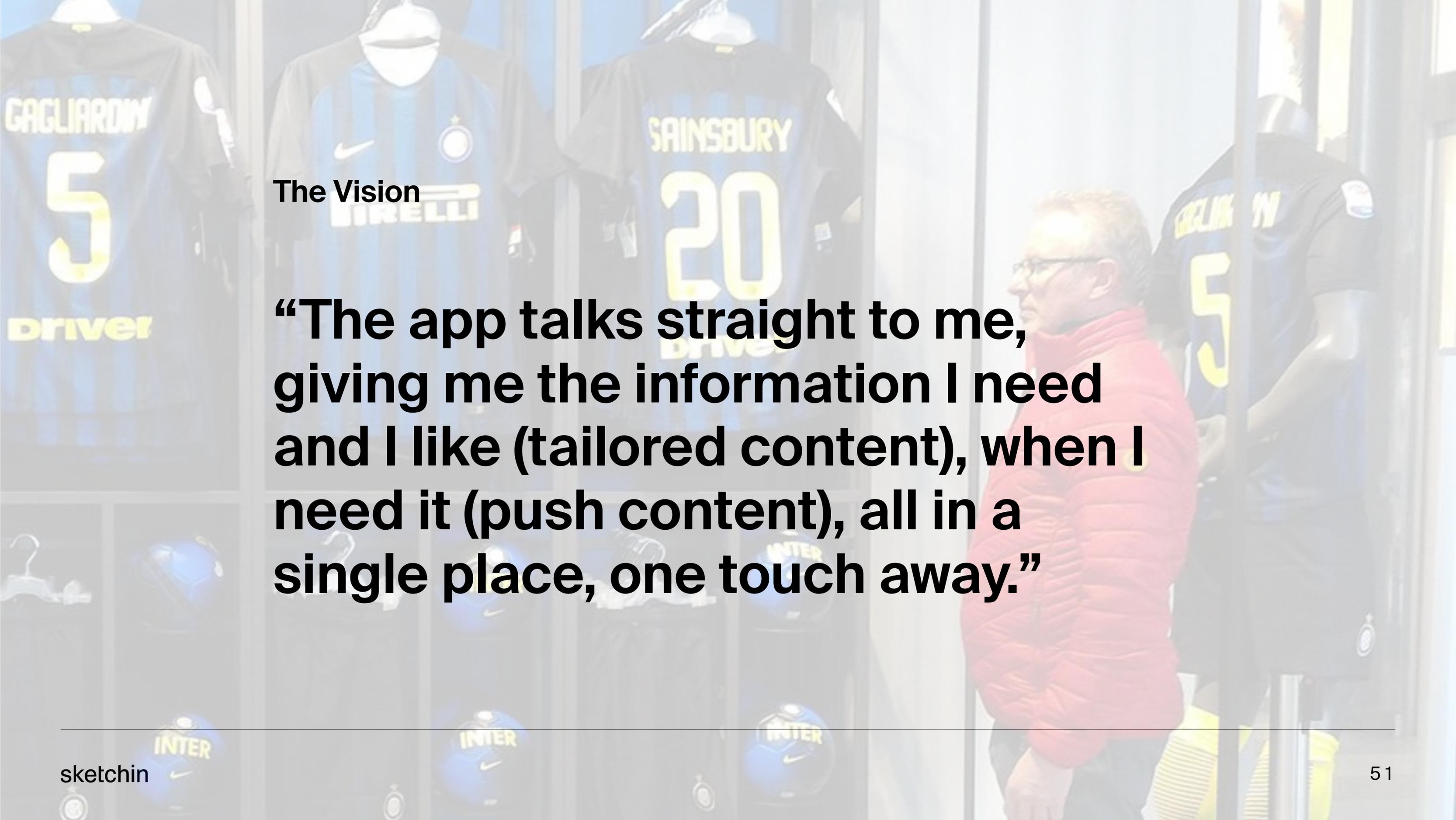
The Vision

"The app talks straight to me, giving me the information I need and I like (tailored content), when I need it (push content), all in a single place, one touch away."

Process

Challenge

Understand

Design **Evolve**

Remote interviews

One-to-one interviews carried on remotely
with some selected profiles

Content strategy

Multi-platform content design
Content orchestration

Project setting

Assessment workshop
Value proposition workshop

Story Mapping workshop

A collaborative activity with
representatives from Italian Inter Clubs

**Exploration
workshop**

Functional and
tecnological analysis

Interaction design

Kick-off meeting

App
development

Starting

Field Research in Italy

Quali-quantitative analysis

Multi-country online survey
Analytics analysis (Google and Piwick)

Development and
Orchestration

Visual design

Milestone 1
Design Strategy

Output finalization

Start
MVP test activity

Milestone 2
UI design

Output finalization

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Inter Content Factory

Algorithm Dispatcher
Language
Geolocalization
Time

Personalised Content

Carlo
31y
Italy

Amanda
28y
Italy

Lee
35y
China

John
53y
England

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SQUADRA
Inter - Crotone, all you need to know
2 ore fa

COPPA ITALIA - FINALS
Mon 3 April - h 20:45
INTER - NAPOLI
Meazza Stadium
DETAILS | BUY TICKET

FIXTURE & RESULTS SERIE A - DAY 28

Roma	1	FINISHED	
Juventus	1	09/04	
Inter	-		
Atalanta	-		
Lazio	-	20:45	
Napoli	-	10/04	

ALL FIXTURE & RESULTS

Inter	2	FINISHED	
Juventus	0	10/04	
Roma	1	FINISHED	
Atalanta	3	10/04	
Napoli	-	LIVE	
Juventus	-		

15
GOALKEEPER
Samir Handanovic
OVERVIEW | STATS
SERIE A 2016/17

SERIE A - 28° GIORNATA
Stadio Meazza, Milano
INTER   LIVE   ATALANTA
0   1'   0
FOLLOW LIVE MATCH

INTER
SEASON TICKET 2016-2017
Meazza Stadium, Milan
BLOCK Primo arancio - 165
ROW 20   SEAT 16

HOME 2016/2017
€86
Inter maglia gara
COMPRA LA T-SHIRT

SQUADRA
Lothar Matthaus premiato da Inter Forever
2 ore fa

TABLE SERIE A

Pos	Team		MP	Pts
1	Juventus	▶	29	74
2	Roma	▶	29	68
3	Napoli	▶	29	64
4	Lazio	▼	29	60
5	Inter	▲	29	55

ALL TEAMS

Mini-season tickets now available!
Mon 3 April - h 20:45
INTER - NAPOLI
Mon 3 April - h 20:45
INTER - ROMA
Mon 3 April - h 20:45
INTER - JUVENTUS
DETAILS | BUY

GIOVANILI

Giovanissimi regionali, Sudtirola - Inter 1-1
2 ore fa

Under 17 Serie A Spal- Inter 1-2
2 ore fa
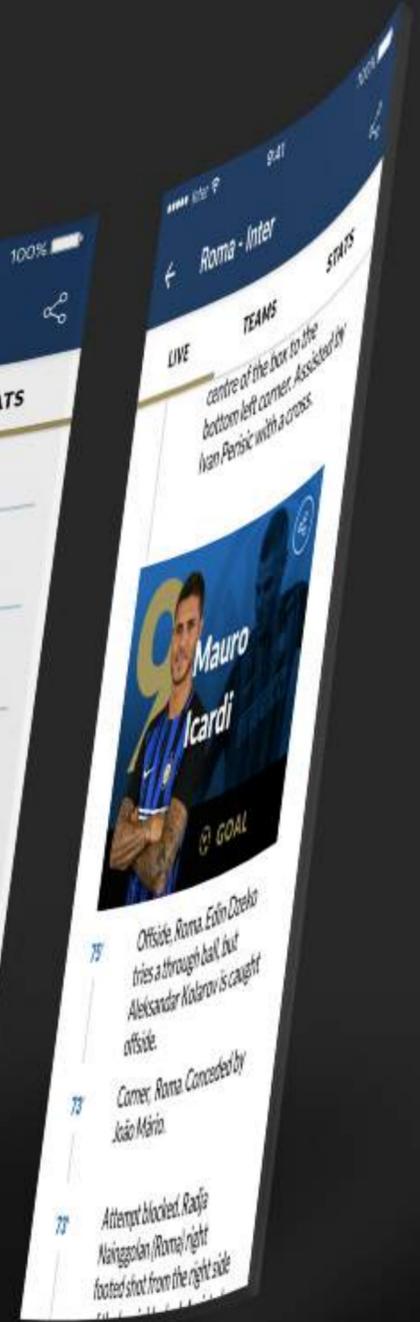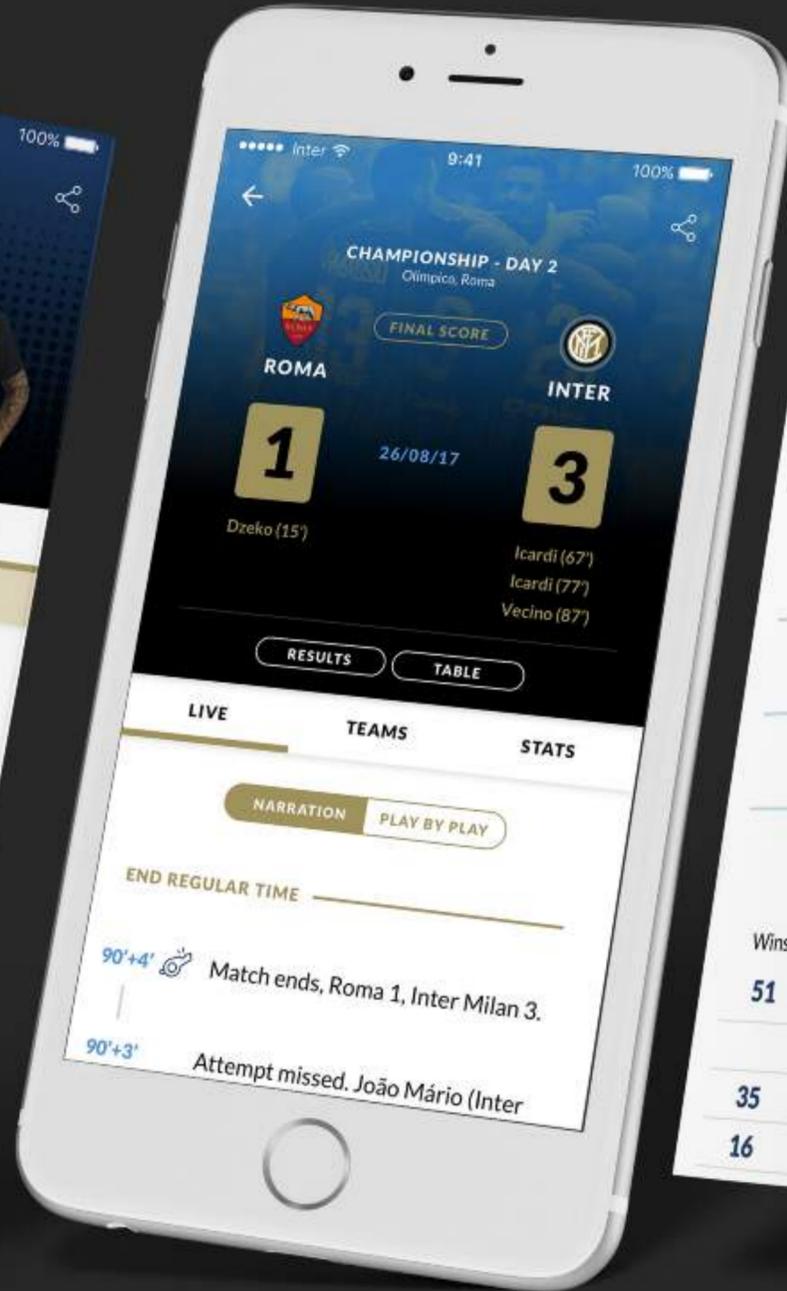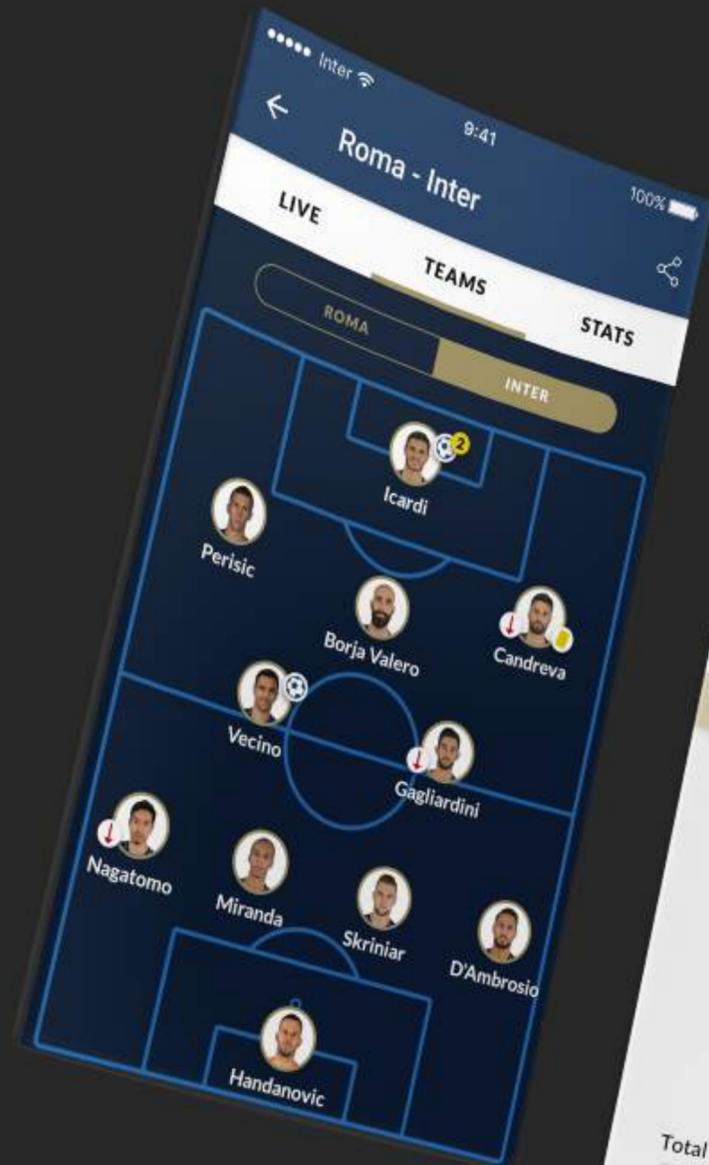
66000

Downloads in the first 12 hours

20000

fans involved

11

countries

Our method

Working smart

In small, multidisciplinary & focused team (with main stakeholders)

Architect   Strategist   Researcher

Architect   Interaction designers   Visual designer

Architect   Interaction designers   Visual designer
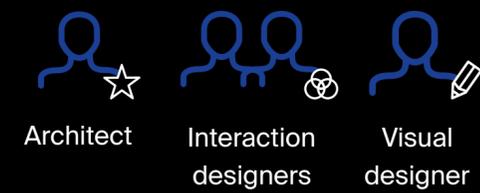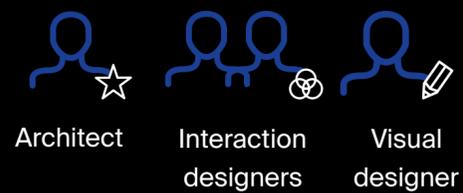
Working seamlessly

Across physical & digital products, services, systems and processes
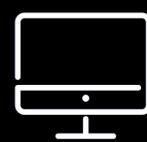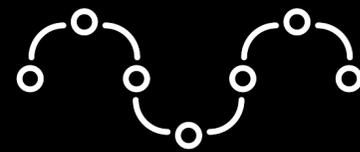
Working lean

Iteratively on incomplete, imperfect & impermanent artifacts

1st Iteration

2nd Iteration

3rd Iteration

Working together

To reach the project goals while spreading the design culture within your organization.

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Thank you

Pietro Masi

pietro@sketchin.ch