



WHITE PAPER TITLE: **Experience Design as Competitive Advantage**

WRITTEN BY: Jax Wechsler (jax@jaxinteractive.com)

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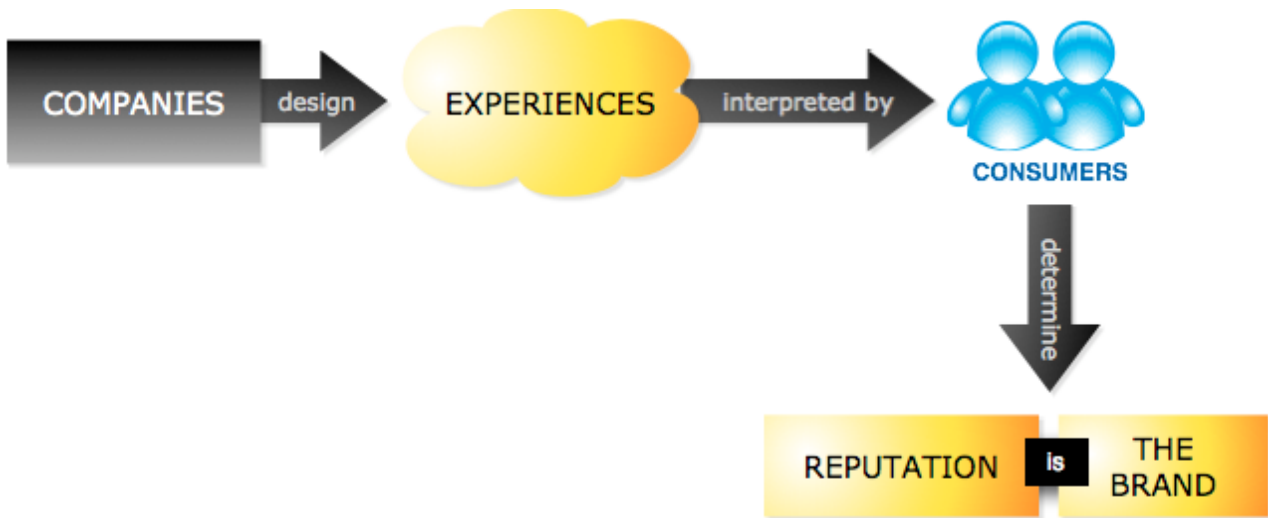
In 1999, Pine and Gilmore published a book called *Welcome to the experience economy* where they explain that companies need to shift focus from the provision of merely goods and services to the provision of superior experiences to consumers. They describe experiences as distinct, personal and memorable offerings. They allude to experience as a commodity and a unique economic offering, essential to attaining a competitive advantage in today's market. Since 1998, there has been much written about the economic importance of creating products and services that provide consumers with a positive user experience. Today, in 2010 the need for providing consumers with a positive experience has become essential!

Today, the experiences your customers have with your business are holistic spanning both multiple touch points and multiple media. Think about how many different individuals and teams are involved on the delivery of experiences to your customers. These could include the folks on the phone, marketing people, any advertising agencies you may engage, graphic designers, distribution staff, product managers, that is all your staff and all of the organisations you engage. In order to give your customers positive experiences all of these individuals need to deliver a consistent and positive experience to your consumers to ensure their loyalty and indeed their advocacy.

Since the days of the village markets, word of mouth has played an important role within business. Today consumers have a multiplicity of different ways to share their experiences about your business with each other. There are online forums, review sites, Twitter, FaceBook, as well as face to face interactions. Lets face it, remarkable experiences leave a mark, whether the experience is remarkably good or remarkably bad!



Below is a schema adapted from one created by Peter Merlholz (from Adaptive Path) illustrating how important customer experience is to your brand.



Can you see how important experience design is for a sustainable competitive advantage? Strategically designing experiences for your consumers with intent will pay off. Shouldn't the creation of your experiences warrant careful consideration and time?

Jax Interactive can help you design experiences for your customers by helping you:

- a. Better understand your customers and their needs
- b. Help you define a user experience strategy which can help align your business and marketing efforts
- c. Help you design experiences in alignment with both your broader strategic vision and your brand promise.

Get in touch with Jax to better understand how Experience Design can help your business. Experience Design will yield return on investment (ROI) for all businesses large and small.