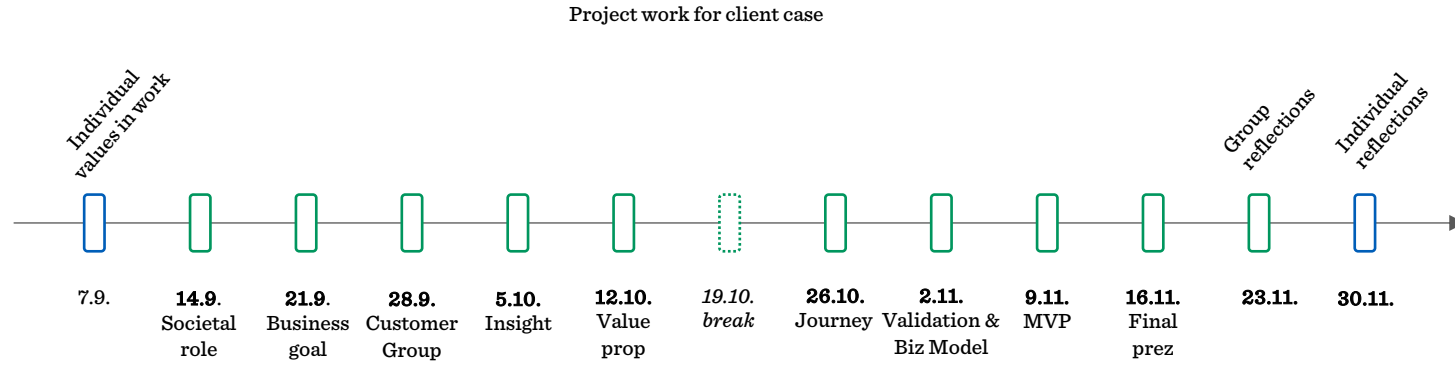


A collection of vintage tools and objects arranged on a dark wooden surface. The items include a large pair of pliers, a hand saw, a hammer, a pickaxe, a smaller axe, a utility knife, a pair of work gloves, a flashlight, a metal cup, a metal bell, a circular metal object with a logo, and a curved metal tool. The scene is lit from the left, creating strong shadows.

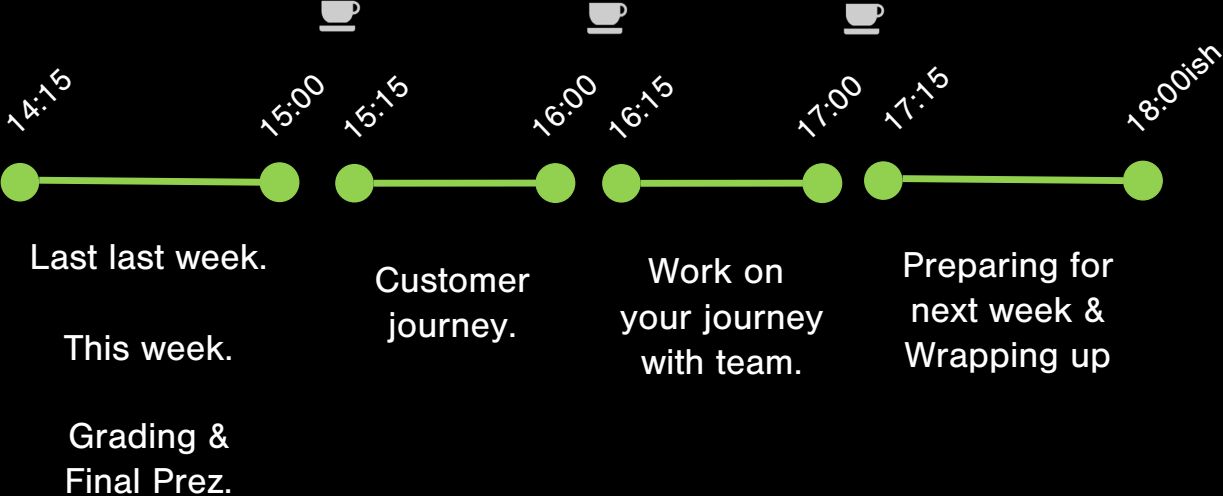
CS-E280  
SOCIETAL  
DESIGN  
PROJECT

Risto Sarvas  
Hanna Hämäläinen  
October 26<sup>th</sup>, 2020

# Course Schedule



# 26.10. Customer Journey



# Part I

## Last week & This week

**Let's look at one video**

**LAST WEEK'S LEARNING GOAL:**  
**What solution can we propose to our  
end-customers?**

*How is it valuable to them?*  
*How is it valuable to our client?*  
*How does it differentiate?*

# Shadow Lessons Learned?

Idea or solution or  
value proposition?

What your client  
Wants vs. needs?

Solution...  
when a process, campaign,  
“collaboration”?

**THIS WEEK'S LEARNING GOAL:**

**What are we designing,  
as a journey?**

*How do they hear about it?*

*How do they engage with it?*

*How do they “buy” it?*

**NEXT WEEK:**

*Validation & gathering evidence.*

*PLUS: 2<sup>nd</sup> interview round!*



← You



Your client

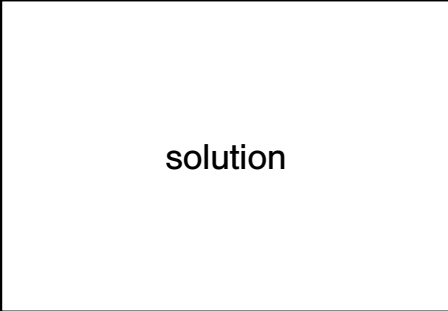
***PLUS: Check your  
business goals with  
your client!***

# Part II

# Grading & Final Prez

# This is not what we teach you!


”build a web page”



”now it is done”

# We teach you design under uncertainty\*.

**”we need this  
impact”**



**Many alternatives to  
get there**

**”this is how we know  
we have succeeded”**

\* You can call it creativity as well.

**"we need this impact"**

Many alternatives to  
get there

**"this is how we know  
we have succeeded"**

**"this is how we know  
we have succeeded"**

**"this is how we know  
we have succeeded"**

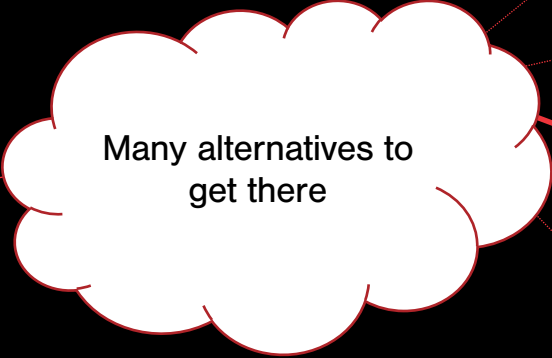
**"this is how we know  
we have succeeded"**

The tools & skills required  
are situational  
(contextual).

No clear paths.

Objective changes and  
gets clearer

"we need this  
impact"



Many alternatives to  
get there

"this is how we know  
we have succeeded"

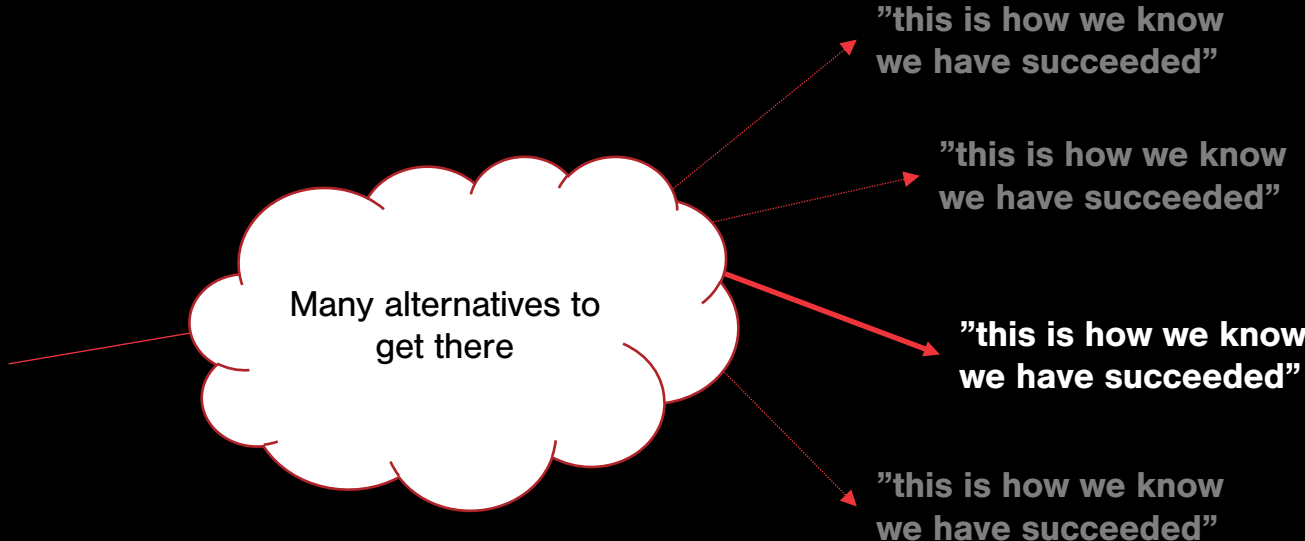
"this is how we know  
we have succeeded"

"this is how we know  
we have succeeded"

"this is how we know  
we have succeeded"

# Should you check with your client the criteria for your success? The value you are providing for them?

"we need this  
impact"



Many alternatives to  
get there

"this is how we know  
we have succeeded"

"this is how we know  
we have succeeded"

"this is how we know  
we have succeeded"

"this is how we know  
we have succeeded"



## Grading = packaging

~80 % your final presentation.

- positioning (us and the big picture)
- strategic focus
- customer transformation & value prop
- the concept that transforms the customer
- evidence!!!
- your concept & next steps for your client
- the value of your work to the client
- clarity of presentation

~20% how you got there.

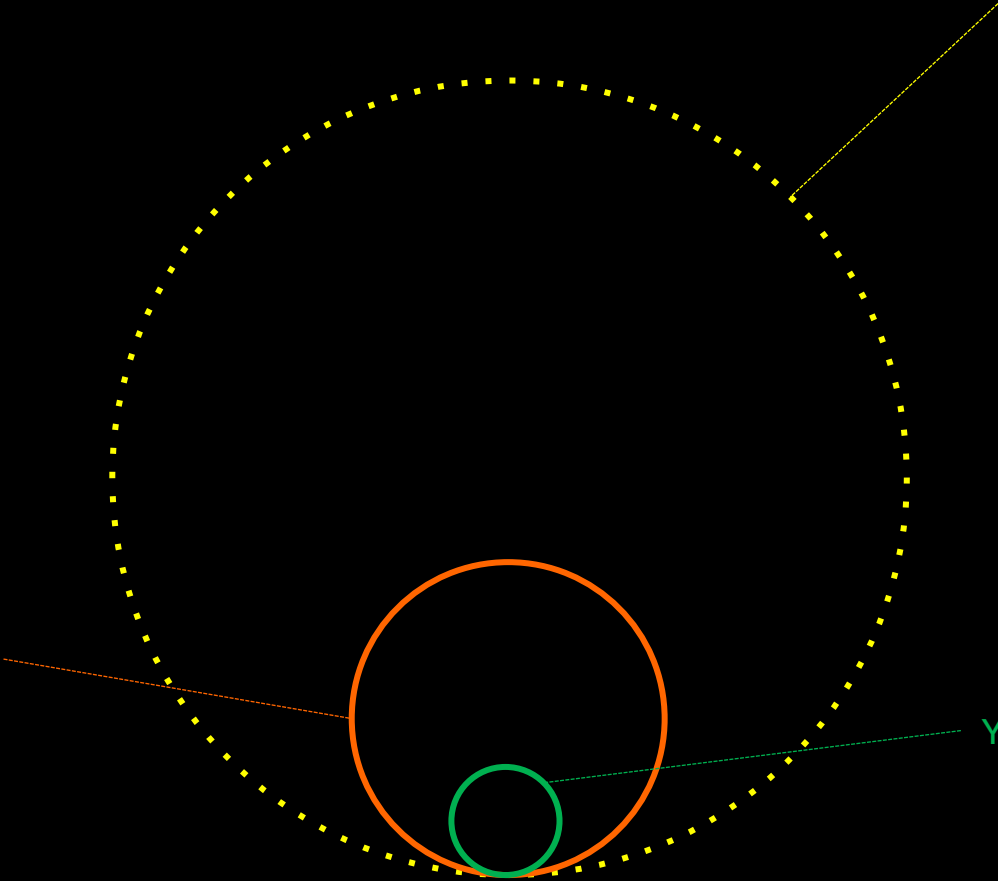
(plus points for tough circumstances etc.  
minus points for obviously not doing something)



Your concept vision  
(in June 2021?)

Next steps for client,  
MVP perhaps?  
(your proposal  
for next 2-4 months)

Your latest experiment



## Positioning:

what was the brief? Business goals? Context?

## Strategic Focus of Customer Groups:

how well did you argue your focus? Was it focused?

## Customer transformation:

the story of who do you want them to become... and why.

## The whole concept (under the hood):

what is it, how does it work, how does it differentiate, benefits to client & end user?

Which parts are critical at this stage?

## Evidence:

what is your argumentation + evidence to back up your decisions, focus, and next steps.

## Your contribution:

what is the value of your work?

what should your client do next to realize the value?

## Clarity of presentation.

Remember, it should be understandable to outsiders.

Stories, anecdotes, examples, big picture, repetition, simplicity...



# 7 teams, 7 presentations

20+5 min each.

DON'T GO OVER 20 MIN!

14:15- 15:05... 2 teams

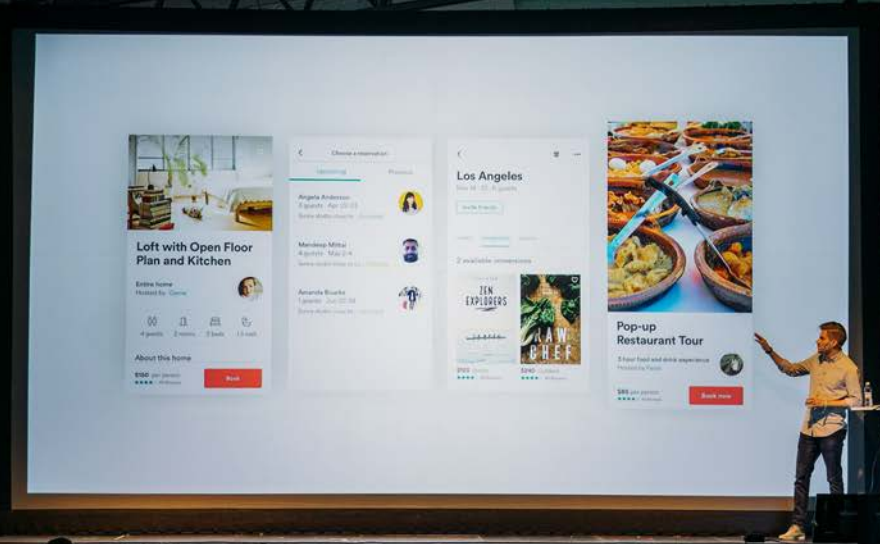
*break*

15:20-16:35... 3 teams

*break*

16:50-17:40... 2 teams

17:55 judges' results



# Questions?

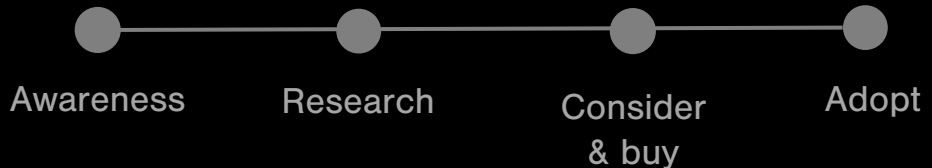
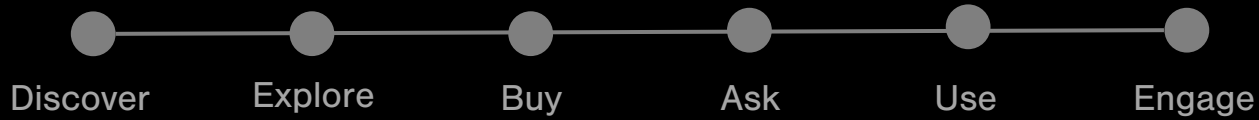
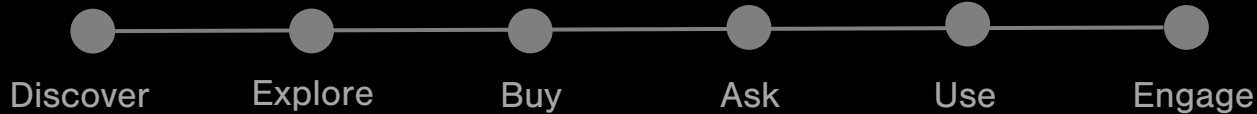
*15 min*

break

A photograph of a dirt path winding through a dense forest. The path is light brown and curves through lush green foliage. Some leaves are beginning to turn yellow, suggesting early autumn. The trees are tall and thin, with a thick canopy overhead. The lighting is soft and natural, filtering through the leaves.

# Customer Journey

*...the journey you want to take them to.*

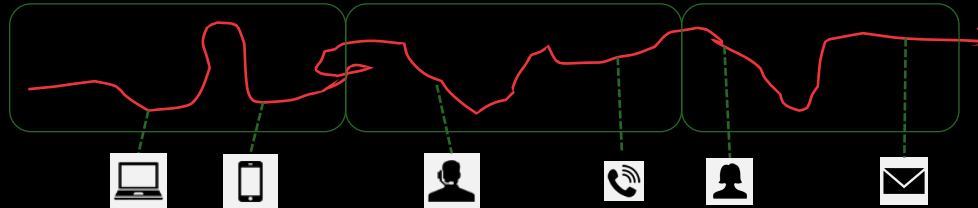


# Problem worth solving

unsolved

solved

1. Currently: *how do customers solve the problem now?*
2. Stages: *what different phases can you identify?*
3. Channels: *what different channels they use?*
4. Thinking: *what are they thinking in each phase?*
5. Feelings: *excitement, anxious, uncertain...?*



- How do I?
- Where should I?

- Why did it?
- Where should I?

- Who would?
- What can I?



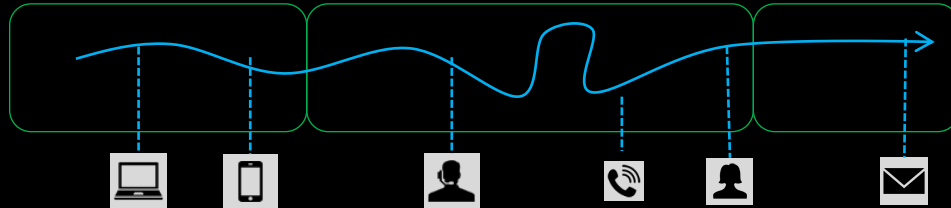


# Solution worth using?

unsolved

solved

1. Path: how would customers solve it with your solution?
2. Stages: what different phases there are?
3. Channels: when do they interact with your service & how?
4. Thinking: how do you guide their thinking?
5. Feelings: how do you create positive feelings?



touchpoints

- How do I?
- Where should I?

- Why did it?
- Where should I?

- Who would?
- What can I?



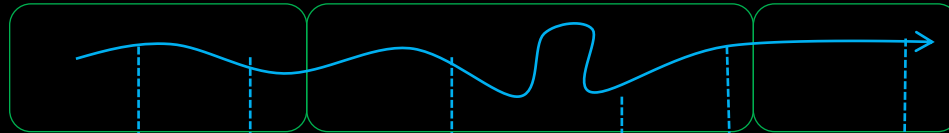
# Who do you want them to become?

Now



1. Path: *what is the journey planned for them?*
2. Stages: *what different phases there are?*
3. Channels: *when do they interact with whom & how?*
4. Thinking: *how do you guide their thinking?*
5. Feelings: *how do you create the feelings you want?*

Have become



- How do I?
- Where should I?

- Why did it?
- Where should I?

- Who would?
- What can I?



# The richness of “journey thinking”



## Current state:

*How are they doing it now?  
Empathy, their worldview.*



## Everyday / operational challenges:

*How to help them solve a problem?  
Rational, logical, “engineering”.*



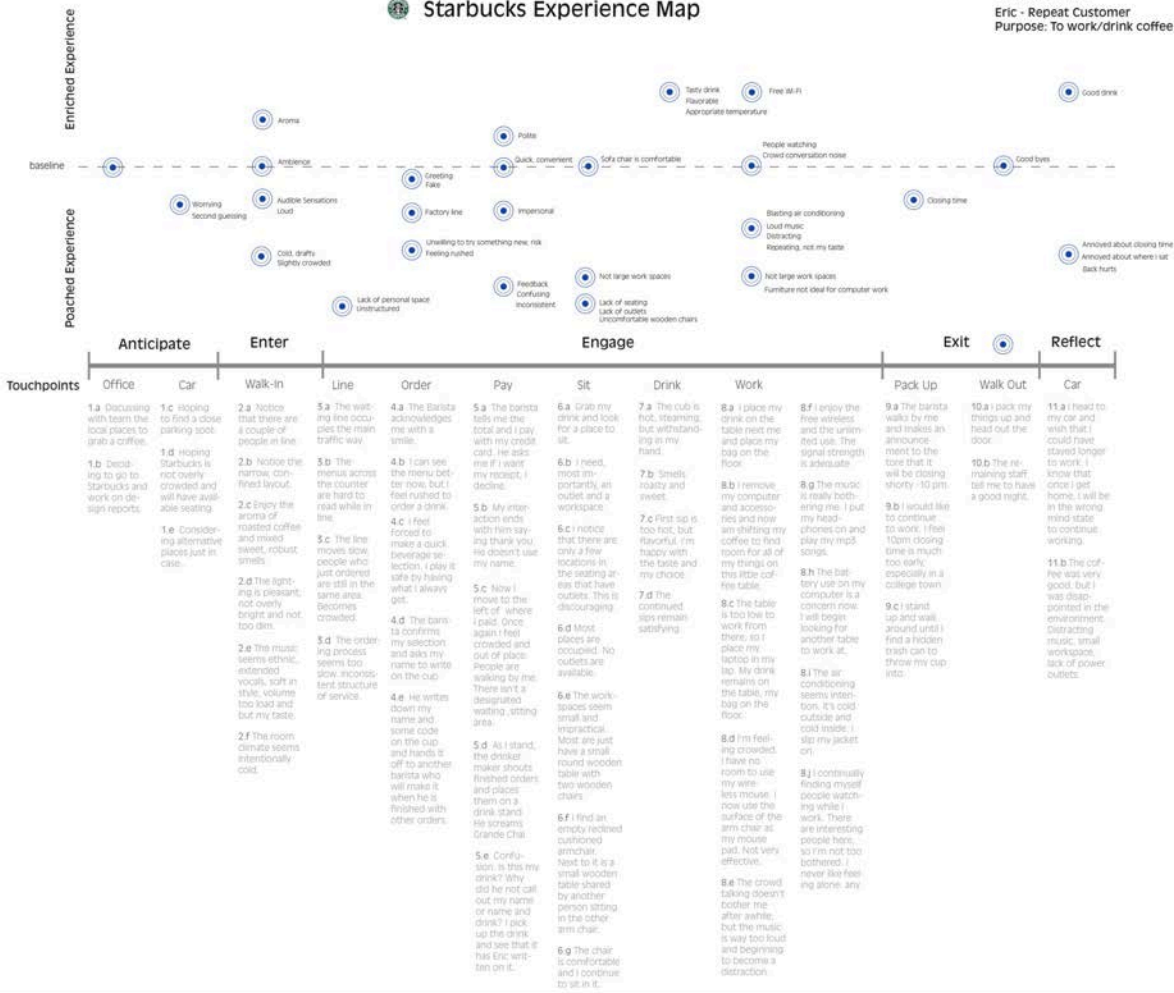
## Aspirations / strategic objectives:

*How to transform them into something new?  
Inspirational, empathic, rational.*

# Starbucks Experience Map

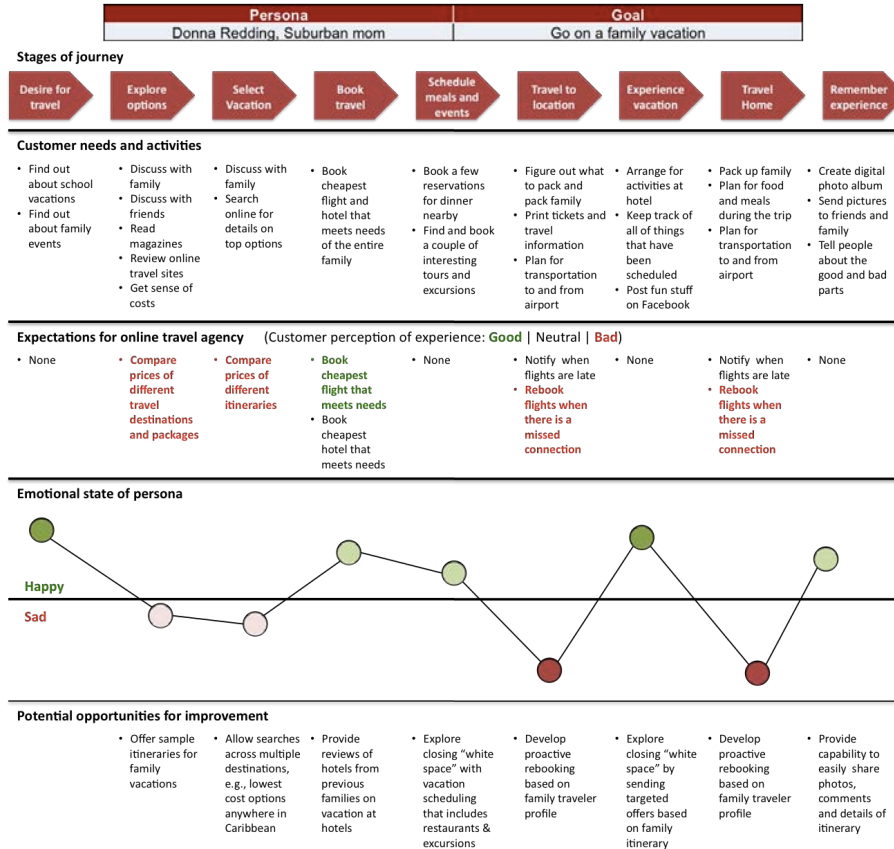
Date: 3/22/10

Eric - Repeat Customer  
Purpose: To work/drink coffee



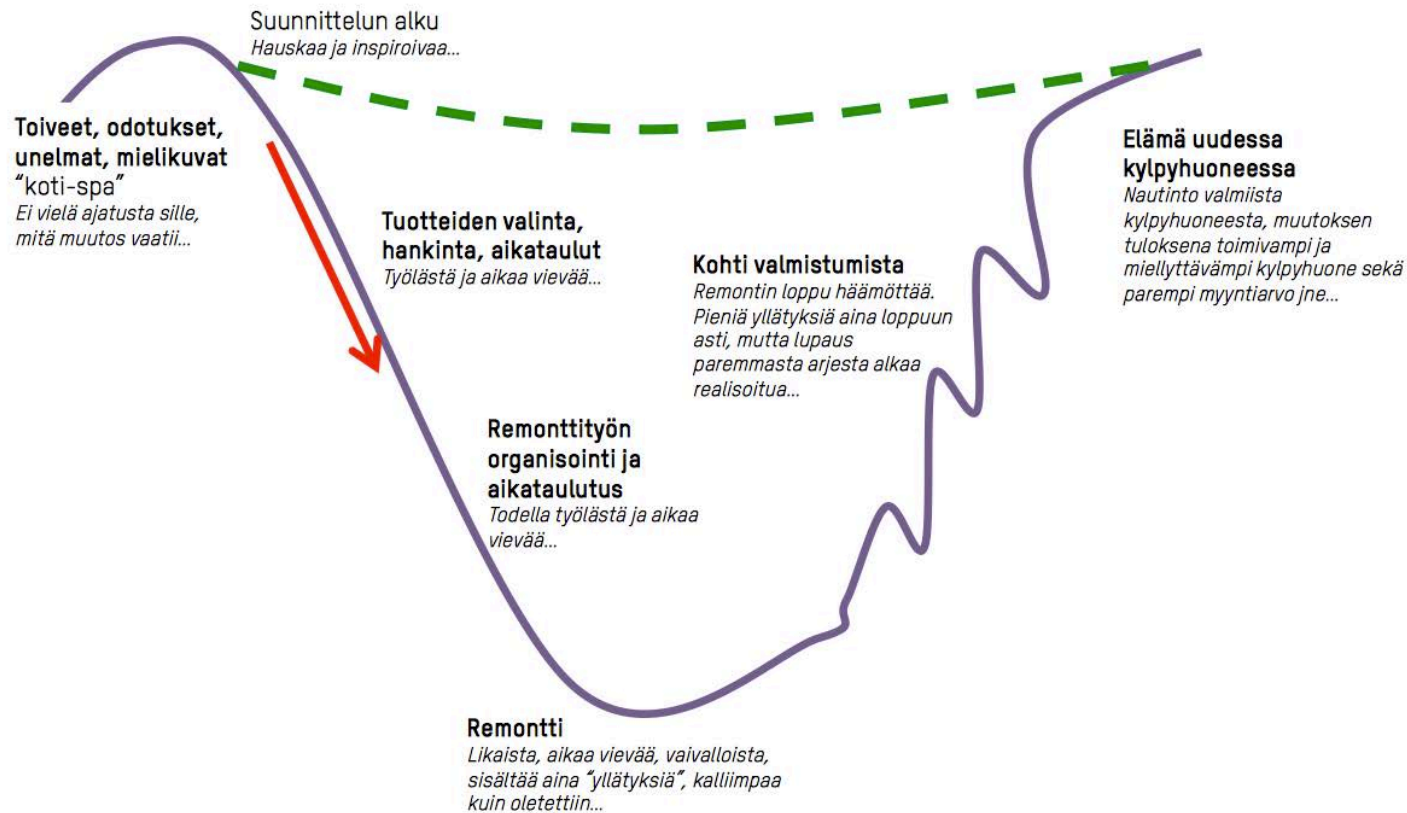


## Example of Customer Journey Map for Online Travel Agency



# Case LAATTAPISTE

## Asiakasymmärryksen havainto Remontti on kuilu, jonka yli on päästävä



# Case LAATTAPISTE

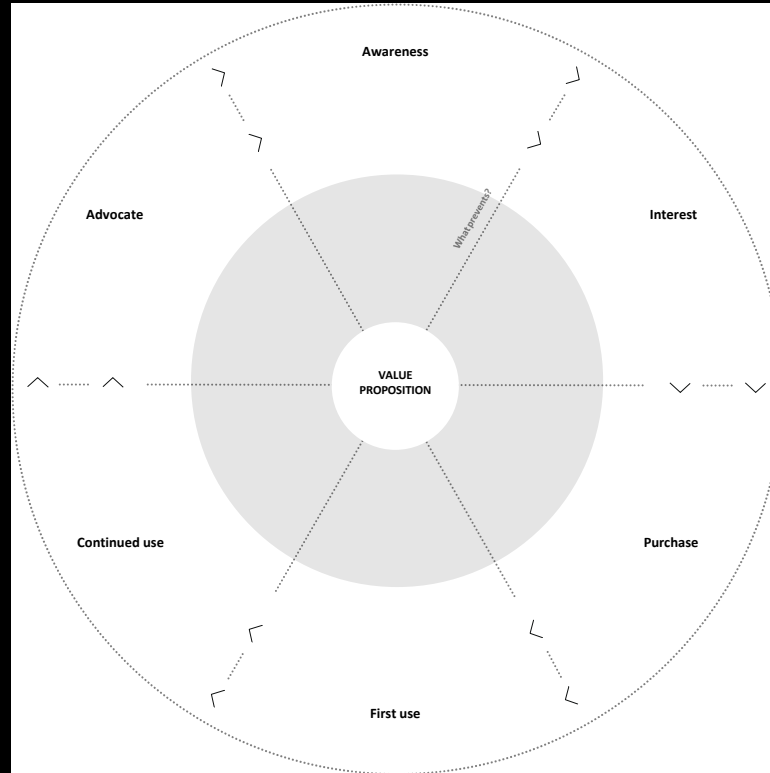
Asiakasymmärryksen havainto  
**Remontti on kuilu, jonka yli on päästävä**







# Mapping the Journey



*“How would you sell this?”*

*“How would you build a business relationship?”*

**Tell me a story...**



Once upon a time there was \_\_\_\_\_.  
(your customer)

Every day, \_\_\_\_\_.  
(customer's problem worth solving)

One day \_\_\_\_\_.  
(how your customer becomes aware of your service?)

Because of that, \_\_\_\_\_.  
(how does your customer get interested in your service?)

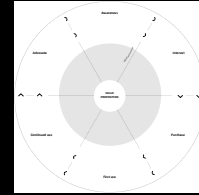
And because of that, \_\_\_\_\_.  
(how does your customer get your service?)

Until finally \_\_\_\_\_.  
(how does your service change your customer?)



**Team work:**

**Map the journey.**



**Write a short fairy tale 😊**

**Back here 17:15**

# Part III

## Making the journey work (the foundations of your business model)

A cyclist in dark gear is riding a road bike on the edge of a stone cliff. In the background, there are rolling green hills and a large, snow-capped mountain under a clear blue sky.

***“I want to become an adventure cyclist”***

***Key activities***

Training for long trips

- Cycling 100+ km runs
- Measuring my condition
- Doing local overnights

Finding routes & locations

- Surfing the internet
- Arranging vacation time

Learning about practicalities

- Reading books & blogs
- Doing bike maintenance

***Key resources***

A bicycle for long trips

Carrying gear

Heartrate monitor

GPS tracker

Books

Websites, blogs

Time

Bike maintenance tools

***Key partners***

A bike manufacturer

A reliable bike shop

Strava & Polar

Bloggers, websites, Youtube

A loving spouse ☺

Friends with same hobby

Park Tools

**Dream for 5 minutes... and be practical.**

***“I want to become a ...”***

***Key activities***

What do you need to do?  
Actions? Activities?

Verbs.

***Key resources***

What things do you need?  
Stuff? Documents? Information?

Nouns.

***Key partners***

What activities you won't do  
all by yourself?

What resources you will not  
own yourself?

Who do you need to help  
you out?

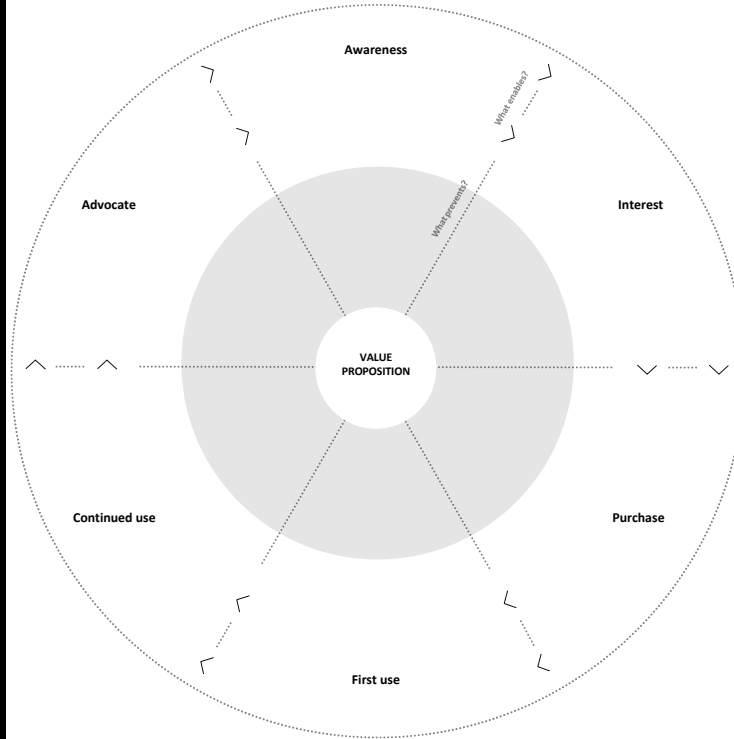
Nouns.  
People. Companies.  
Services.



**Share with a pair!**

# Customer Engagement

How do we get people to become our advocates? Ideation continues!



## Key activities:

What key activities do our value propositions require? Our distribution channels? Customer Relationships? Revenue streams?

## Key resources:

What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?

## Key partners:

Who are our Key Partners? Who are our key suppliers? Which Key resources are we acquiring from partners? Which Key Activities do partners perform?

# *How will you keep the customer journey up & running?*

## *Key activities:*

What key activities does your customer journey require?

Once our thing is up and running, what concrete actions we need to do to keep the value proposition working?

In creating Awareness?  
Engagement? In Purchasing? In Distribution Channels? Deployment? 1st time use? In Advocacy?

## *Key resources:*

What key resources does your customer journey require?

What assets we must have?  
What concrete things we need?  
How many people and in what roles?

Brand awareness? Contact information of potential customers? Good relations with key stakeholders?

## *Key partners:*

Should we do everything ourselves? What should we *not* do ourselves?

Can we buy it as a service?  
Can we partner up with someone?

Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities we leave to partners?



## Key activities, IKEA

Instead of having a furniture salesman show customers around the store and navigate the available choices (models, fabric styles, etc.),

Ikea uses a self-service mode, products displayed in room-like setting, and a warehouse for immediate pick-up.

(many of the traditional activities are replaced by self-service)

# **Solution interviews next week:**

- **Gather evidence (be practical)**
- **Prototype your value prop (build a prototype)**
- **Get their worldview focused with a solution**



## Your three biggest risks this week

### Too vague

You remain too much on the higher level of "becoming" and forget what it is that you deliver at the end.

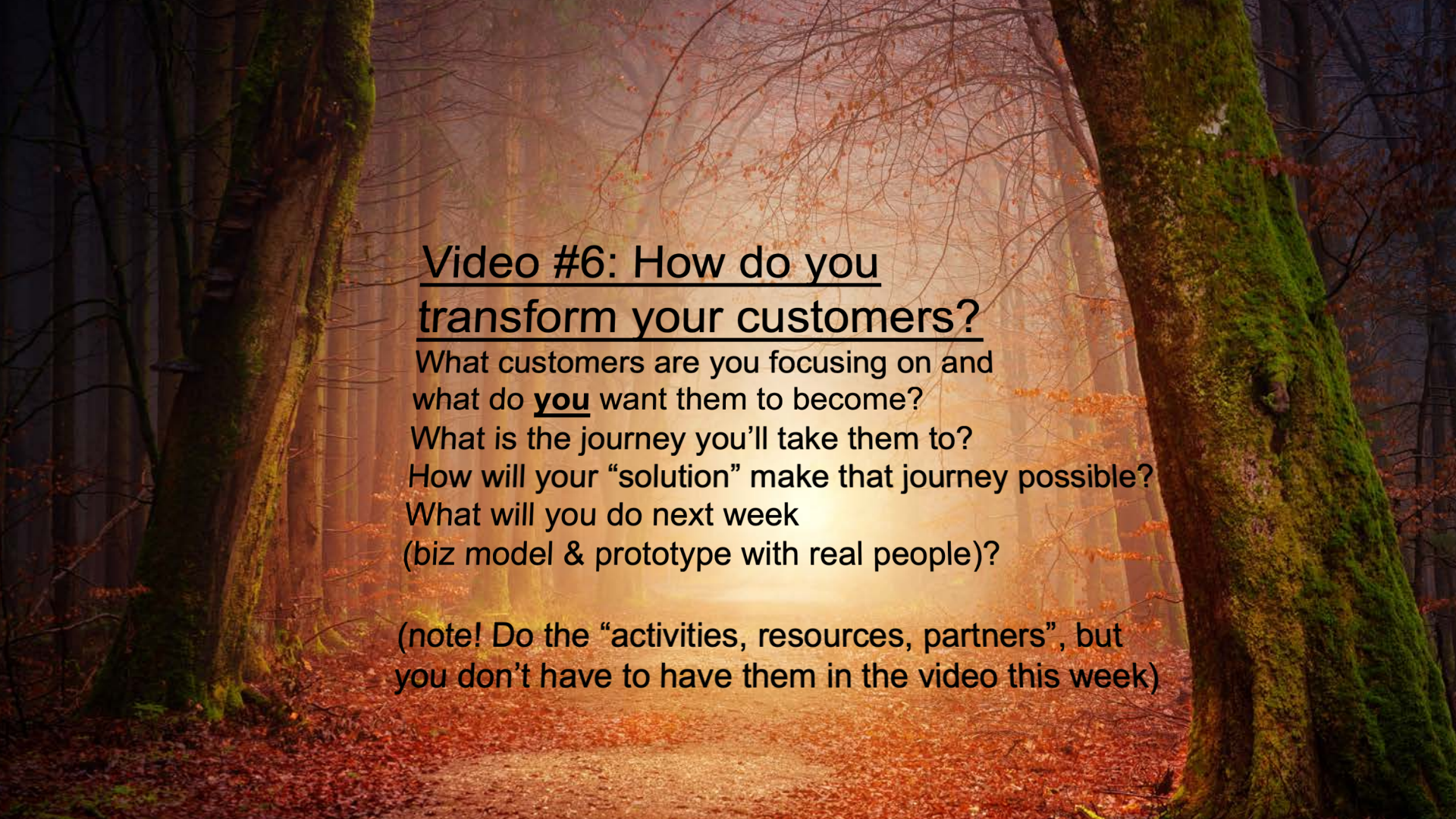
### 2nd interviews go too fast

You were so focused on the solution that you forgot that next week is your 2nd round of interviews.

### You panic!

You feel that there are too many things to get ready for the final prez!



A misty forest path with mossy tree trunks and fallen autumn leaves. The scene is dimly lit, with a soft glow emanating from the center of the path, creating a sense of depth and atmosphere. The trees are covered in green moss, and the ground is covered in a thick layer of fallen orange and red leaves.

## Video #6: How do you transform your customers?

What customers are you focusing on and what do you want them to become?

What is the journey you'll take them to?

How will your "solution" make that journey possible?

What will you do next week

(biz model & prototype with real people)?

(note! Do the "activities, resources, partners", but you don't have to have them in the video this week)