

Think about your product or service
from your customers perspective
to uncover improvement and innovation hotspots

Overview

Companies develop deeper connections with their customers when they **deliver meaningful product and service experiences** therefore providing a level of value that helps products and services resist the rapid 'commodification' of today's markets. Customer Experience

Mapping is an excellent tool for creating a differentiated customer experience. **Customer Pathways can be used for finding opportunities** and for describing how a changed process or system will affect the current customer experience. This course will teach you how to use customer pathways to develop a genuine understanding & empathy for the experience your customers are really having.

Learning Experience & Outcomes

You will:

- Learn about and experience using a simple yet versatile tool to understand how a customer 'actually' interacts and would like to interact with your products and services
- Use pathway mapping techniques to capture the key interactions that users of a system experience and what they (Think, Feel, Do) during these interactions
- Apply the 5 E's heuristic (Entice, Enter, Engage, Exit, Extend)
- Uncover opportunities to improve an existing experience or identify 'white spaces' to create new ones
- Learn how this approach can connect with other business analysis or project tools

Course Details

Duration: One Day Workshop

Cost, Location, Venue: Contact us for specific details

Contact: 0401694488

Course catalogue:

toughproblem.com.au/Courses/Skill-Builder-Program

About [toughproblem]TM

Foundation Principle: We use design to help humans connect with organisations through **innovative & meaningful products, services and experiences.**

The [toughproblem]TM learning experience is a blend of theory, application and reflection...

- Pre-work
- Simulated Experience
- Coaching
- Reflection & Adaptation

Registration & Enquiries:

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