

Customer Experience Architecture -- Worksheet

A **Customer Experience Architecture** is a tool to help you optimize, prioritize, and unify all of your customer experiences. You can use it to design and deliver experiences to different customer segments in different channels.

Follow these steps to develop one:

1. **Brand Platform** – articulate your brand identity and competitive brand positioning:

- brand identity** (what you stand for)
- competitive brand positioning** (how you compare to other options)

Tip: Refer to Chapters 4 and 5 in What Great Brands Do to learn how to uncover your brand identity and craft a competitive brand positioning.

2. **Customer Experience Strategy** – describe how you want your brand to be experienced by any customer in any channel or touchpoint.

Tip: Think about the feeling you want every customer to have when interacting with your brand.

3. **Channel Objectives and Requirements** – specify the parameters of each channel and touchpoint you do business in:

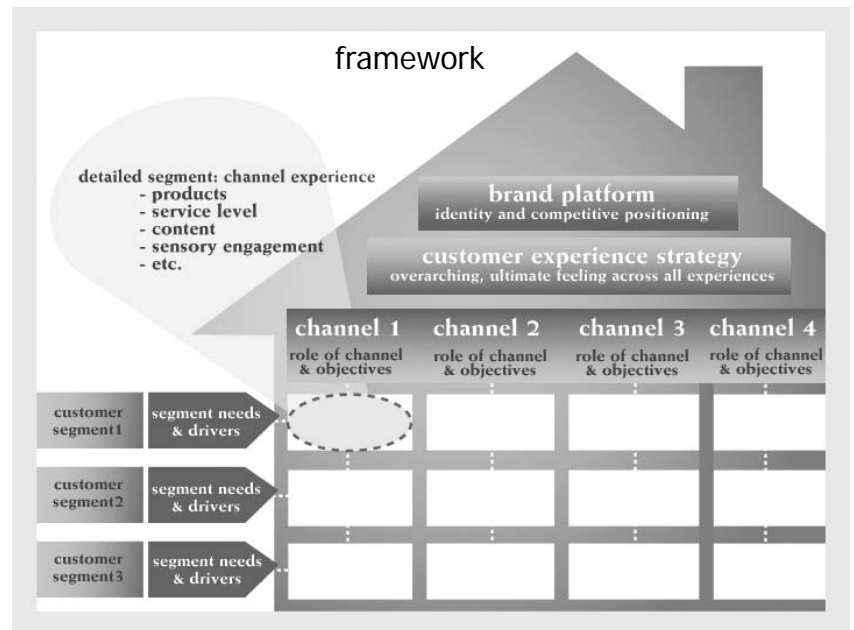
- Business objectives – sales, revenues, other metrics
- Business requirements – required resources and investment
- Unique operational capabilities and assets

Tip: If your business operates out of only one channel, consider other ways to break down your operations -- e.g., season, service mode, region, etc.

4. **Target Customer Segments** – specify the segments of your desired customer base and profile each based on:

- Needs and wants
- Purchase and usage decisions drivers
- Brand perceptions

Tip: Segment your customers by needs-state – that is, the combination of their prevailing attitude toward your category and the specific occasion in which your brand is used.



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- 5. Prioritization** – create a grid using the channels from step #3 as the columns and the segments from step #4 as the rows.

For each column/row intersection, designate its importance. Use the following criteria:

- Profit potential
- Fit with your long-term strategy
- Ability to provide a differentiated experience vs. competitors
- Value to the customer

	channel 1	channel 2	channel 3	channel 4
segment 1				
segment 2				
segment 3				
segment 4				

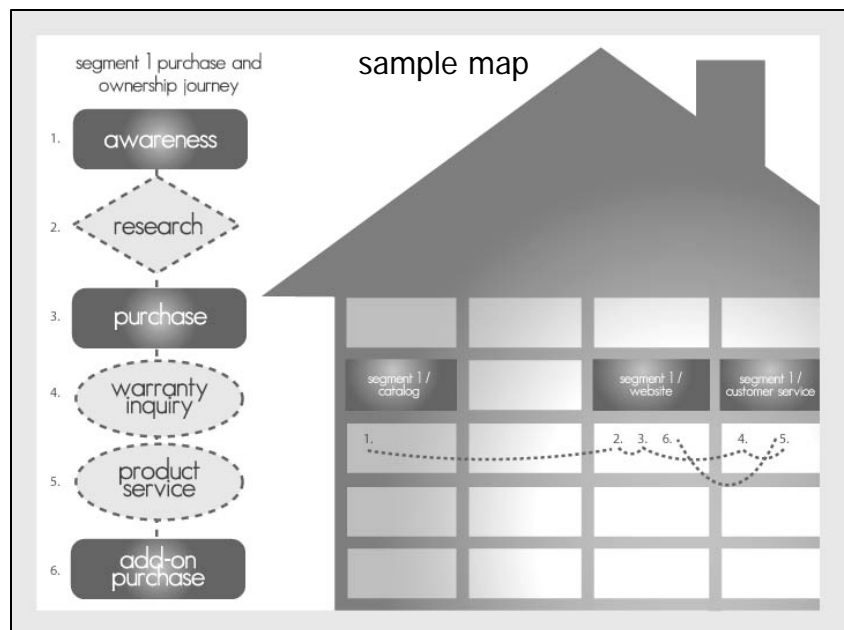
- 6. Experience Design** – for each high priority intersection, describe in detail the ways you will meet the customers' needs. Outline what customers should experience by all levers of the experience:
- | | | | |
|-------------|------------|---------------------|-----------|
| Products | Services | Content | Community |
| Price/Value | Facilities | Sensory experiences | Etc. |
- Tip: Think about how to connect with customers through all five senses.*

- 7. Evaluation** – assess the completed architecture as a whole “house.”
Check:

- Is the brand platform delivered throughout every experience?
- Do the discrete experiences deliver on the overall customer experience strategy?
- Do the experiences complement and enhance each other?

Revise the architecture as needed.

- 8. Integration** – overlay onto the architecture a map that shows the flow between different experiences and how you will integrate them to deliver seamless cross-channel customer experiences.



visit <http://deniseleeyohn.com/book> to learn more about *What Great Brands Do* and to download the Customer Experience Architecture Template

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