CUSTOMER
EXPERIENCE

BY DESIGN

Tuija

Consulting • Speaking • Writing

THE COOL HUNTER

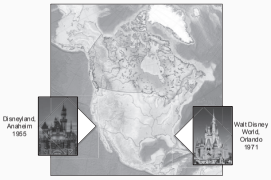
www.thecoolhunter.net

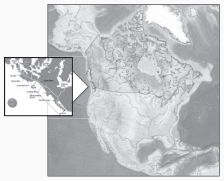
Not a trend site but a "museum"
2.5 million unique readers per month
8 million views for most-popular articles
210,000 newsletter subscribers
289,000 Twitter followers
29,000 Facebook fans

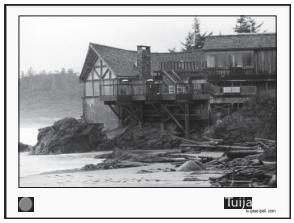
Why?

Info overload
Visual overload
Distrust
Insecurity
Help
Aspiration
Tribe

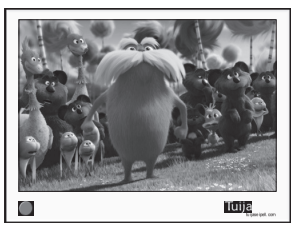
Favourite places







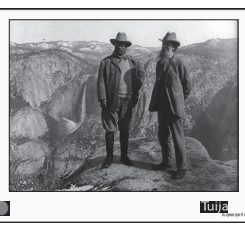
Favourite quotes



"But now," says the Once-ler,
"now that you're here, the word of The Lorax seems perfectly clear."

"UNLESS someone like you cares a whole awful lot, nothing is going to get better. It's not."

Dr. Seuss, The Lorax (1971)



"Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul alike."

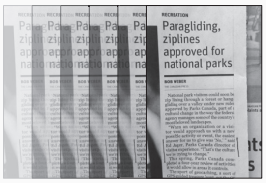
John Muir, The Yosemite (1912)

"Give them more than they can see, and they will keep coming back time and again"

Walt Disney's design philosophy

ADAPT

Poverty is the
Mother of Invention

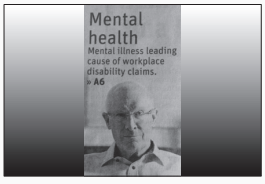


"Nothing dollarable is safe."

John Muir, 1908

"Leave it as it is. The ages have been at work on it and man can only mar it."

Theodore Roosevelt, Grand Canyon, Arizona
May 6, 1903



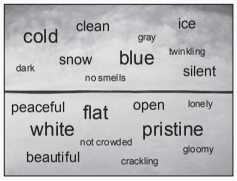
Loss of trust

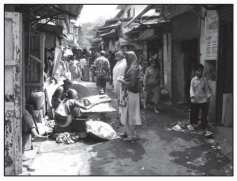
Overload

Emptiness

Hopelessness

Who needs it most?





TRENDS

Visual clutter – editing, curating, TCH
Speed – real-time, mobile, immediate
Green, organic, sustainable
Less is more, less is luxury, minimalism
Against throwawayism & over-consumption
Attraction of the Arctic struggle - movies, TV

We crave these things in our chaotic lives

DESIGN thinking

Lego, Porsche, Virgin, ACE Hotel, NIKE

Total commitment on all levels

Constant bold experimentation

Continuous observation of consumer BEHAVIOUR

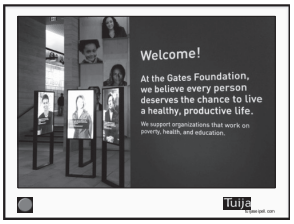
Characteristics:

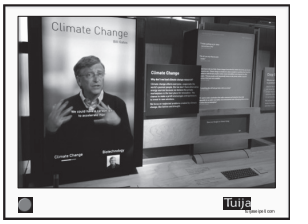
- Creating experiences
- Total commitment top to bottom
- Participants from many disciplines, departments
- Constant user observation
- Customer-centric, behaviour-focused, need-focused
- Bold, frequent experimentation and prototyping

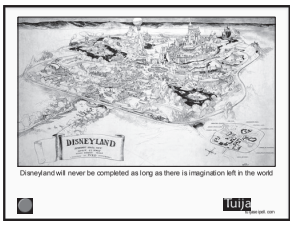
Bill & Melinda Gates Foundation Visitor Center

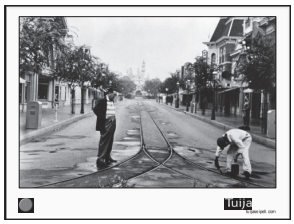
Seattle, Washington • Olson Kundig Architects

Arrive Curious. Leave Inspired.

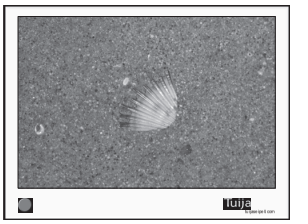


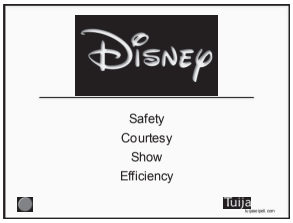




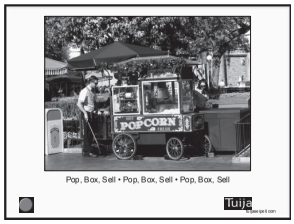


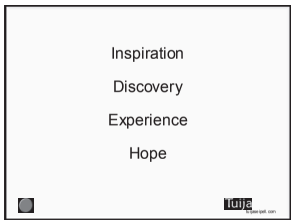
They will notice



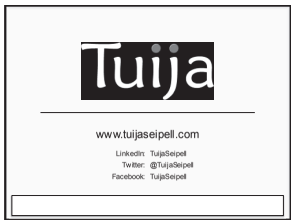

Disney
Safety
Courtesy
Show
Efficiency

We create happiness


POPCORN
Pop, Box, Sell • Pop, Box, Sell • Pop, Box, Sell


Inspiration
Discovery
Experience
Hope

Nature speaks
everybody's language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