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The Experience Design Blueprint: Recipes for Creating Happier Customers and Healthier Organizations (Paperback)

By Gregory James Olson

Createspace, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Why are we surrounded by broken experiences? Have our organizations become so complex and our roles so specialized that customers must suffer through our collective shortcomings? No matter what your role or title is, happier customers and a healthier organization should be front and center in what you do. But, chances are, your conversations are all wrong and your mental models are anemic. In this practitioners guide, Greg Olson reveals new mental models like the Promise Delivery System and the 3 Psychological Zones along with real world examples and recipes that can be applied immediately to your situation. Using a common experience of renting a car, Greg shows us how to design new or improve existing experiences, step by step, helping us all to tap our inner designer and have better conversations along the way. He shows us how to build more responsive organizations whether we re trying to capitalize on new opportunities like more connected ice cream, serve pizza to the President of the United States, or invent and popularize a new women s sport. You ll learn how to more effectively...



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