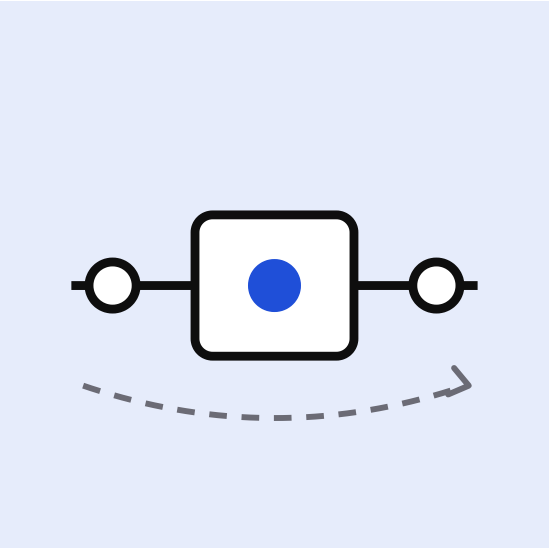
Specialty

Customer experience design

Designs the experience a person has with a company along their whole journey, before, during and after buying, and across all channels.



In Spanish

Diseño de experiencia de cliente

Origin

Pine and Gilmore (1998); systematized by Lemon and Verhoef (2016)

What problem it addresses

Each department of a company looks after its own channel, but the person goes through them all in a row. If they aren't designed together, the experience breaks when moving from one to the next.

Principles

Before, during and after

The experience starts with the need and continues long after paying.

Every touchpoint

Including those the company doesn't control, such as reviews or what other customers say.

Not just reasons

What the person thinks, feels, does and perceives counts, and so does who is with them.

Applications in design

✓ Use it like this

Map the whole journey, including what happens outside your channels.

✗ Avoid

Measuring only satisfaction after purchase: the experience starts much earlier.

Don't fall for it

Don't measure each channel separately: the experience breaks in the handoffs between them.

Connections

Builds on

- Gaps model of service quality
- Touchpoint
- Customer-based brand equity

Uses these methods

- Journey map

Related to

- Employee experience design
- Brand design
- Service design
- Fan experience

Authors and works

1998	**B. Joseph Pine II and James H. Gilmore**	Argued that experiences are an economic offering of their own, distinct from products and services.
2016	**Katherine N. Lemon and Peter C. Verhoef**	Organized the experience into three stages (before, during and after buying) and four types of touchpoints.

Sources

Original sources

- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. Harvard Business Review, 76(4), 97–105. View source (https://hbr.org/1998/07/welcome-to-the-experience-economy)

Academic reviews

- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. Journal of Marketing, 80(6), 69–96. View source (https://doi.org/10.1509/jm.15.0420)

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