

Action Guide

423: Transforming products into experiences

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Application Questions

1. Describe a favorite customer experience journey you've had, perhaps at a theme park or museum. What made it memorable?
2. How could customers internalize your product? What emotions would you like them to feel?
3. How do you feel about using AI design tools in your work? What potential opportunities could AI provide?



Actions to Take

What to Do Now

- Think of your customer's journey as an experience. Look for ways to tell a story through your product.
- Consider what action you want customers to take with your product. How can they become part of the story?

What to Do Soon

Apply the steps in the customer experience framework:

1. Attract attention
2. Build trust
3. Give the information customers need to move forward
4. Create an experience for customers to internalize the product
5. Be purposeful about the action you want customers to take