

Building Successful Businesses through Experience Design

Susanna De Besi

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Senior Service Designer & Facilitator

Senior consultant with over 10 years of experience in Service Design and **strategic innovation**. I specialize in facilitating complex innovation projects and high-level training, **blending design methodologies with professional coaching**.

My work focuses on **guiding organizations and teams through human-centered transformation**, ensuring that technology and business goals are always aligned with real human needs.



Building Successful Businesses through Experience Design

Design is not how
it looks, it's **how it
works and how it
makes you feel.**



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Everything is designed:

every human-made creation is the result of design activity, including products, services, processes, systems and policies.



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START
UP
10 A JOURNEY
IN 10 MEDAFRICAN
COUNTRIES FOR
ECO-INNOVATIONS



Ministero degli Affari Esteri
e della Cooperazione Internazionale



CIHEAM
BARI

Experience Design is the art of observing that grass before you pour the cement.

Design is not what you build; it's how people use it.

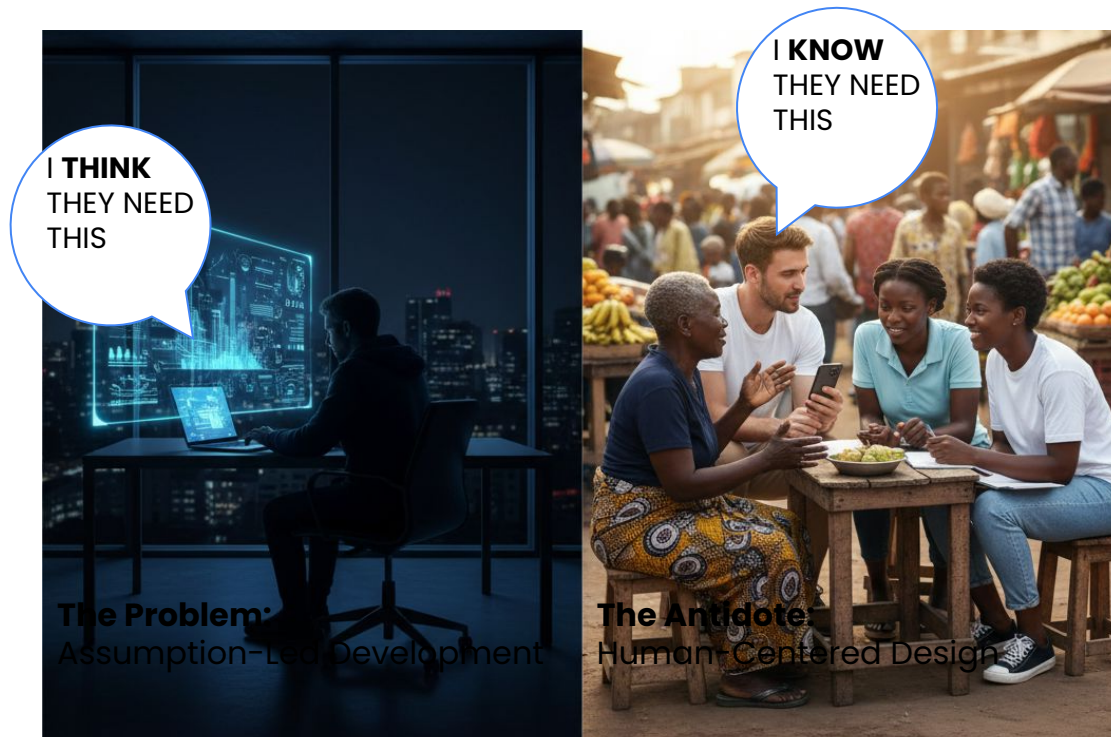
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What is the failure rate for startups? **Over 90% of them fail**, wasting time, resources, and immense mental and physical energy.

Why?

Quite simply: **because nobody needs what they are building.**

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Assumption vs. Reality

Most failures aren't technical; they are **empathy failures**. When we stay in our offices "assuming" what the market needs, we design for ourselves, not for the people.

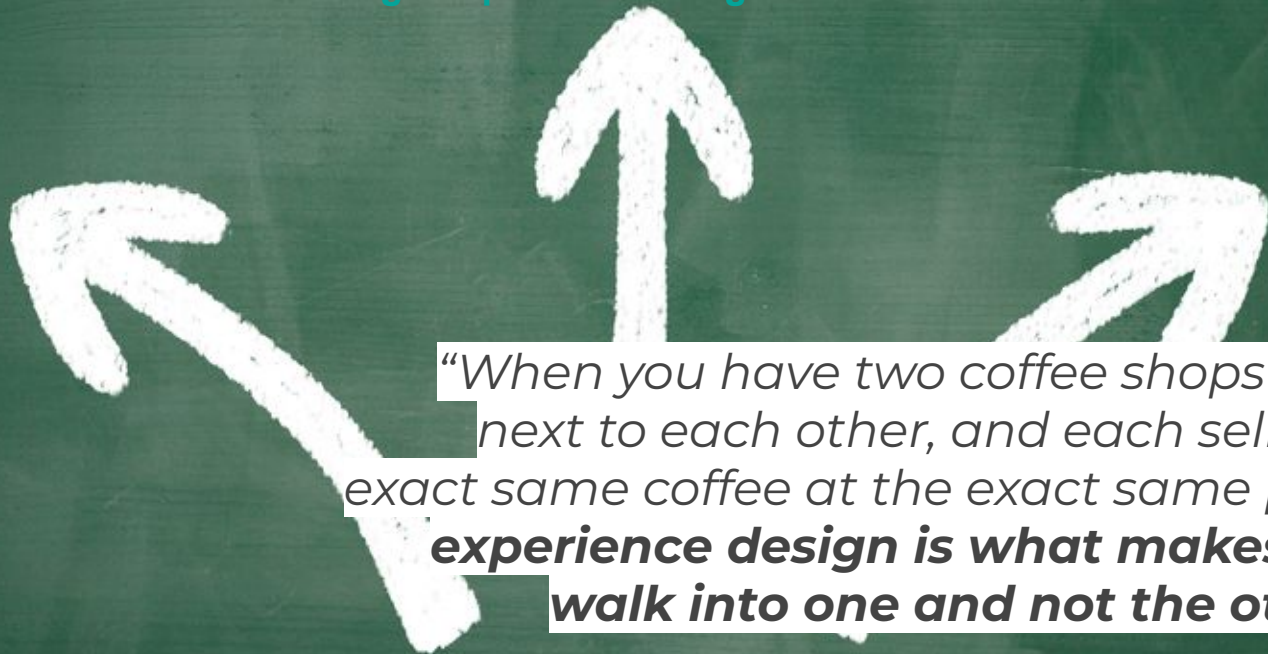
What is Experience?

Experience is not just the UI (User Interface)—the visible part. It's everything below the surface.

Real Experience is everything below the surface. It's the trust, the reliability, the logistics, and how the user feels when the technology fails.



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*“When you have two coffee shops right next to each other, and each sells the exact same coffee at the exact same price, **experience design is what makes you walk into one and not the other.**”*



Product vs experience



\$ 0.30

Beni



\$ 0.80

Prodotti



\$ 1.50

Servizi



\$ 4.50

Esperienze

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Experience = Trust



How to build trust when designing a product or a service?

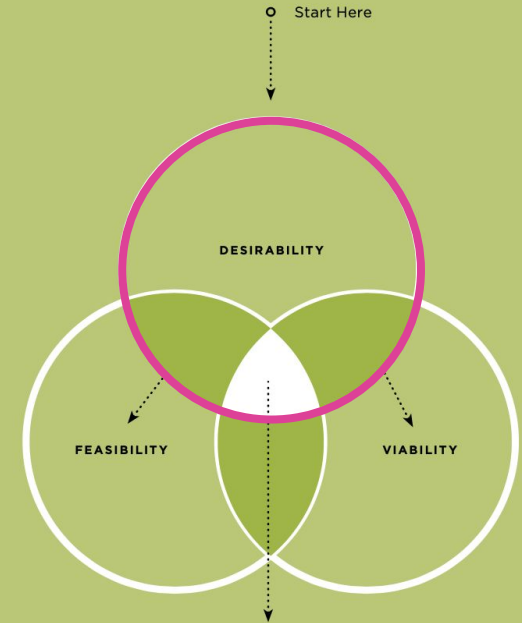
HUMAN CENTERED DESIGN



PEOPLE / USERS are the EXPERTS

The Human Centred Design process starts with the people we are designing for. It begins by examining the needs, dreams, and behaviors of the people we want to affect with our solutions.

We call this the **Desirability lens**. We view the world through this lens throughout the design process.



The solutions that emerge at the end of the Human-Centered Design should hit the overlap of these three lenses; they need to be **Desirable, Feasible, and Viable**.

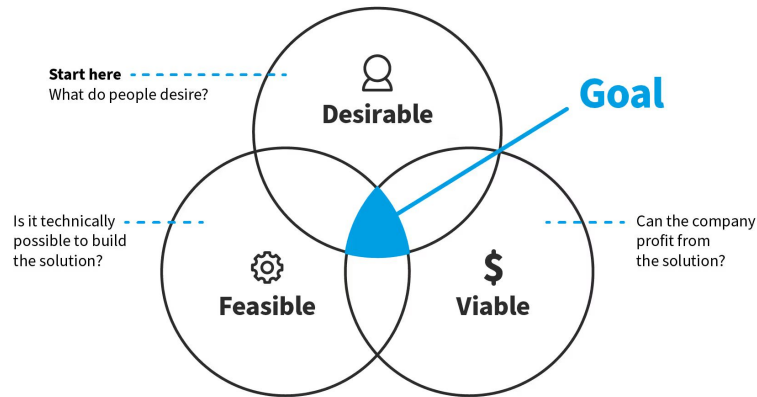
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In order to innovate it is necessary to relate to people, spend time with them, empathize, understand their real needs and problems and the whole context of the project with a **constant attitude to research**.



**How to involve people
(users) when we have to
design or improve a
service / product?**

DESIGN THINKING

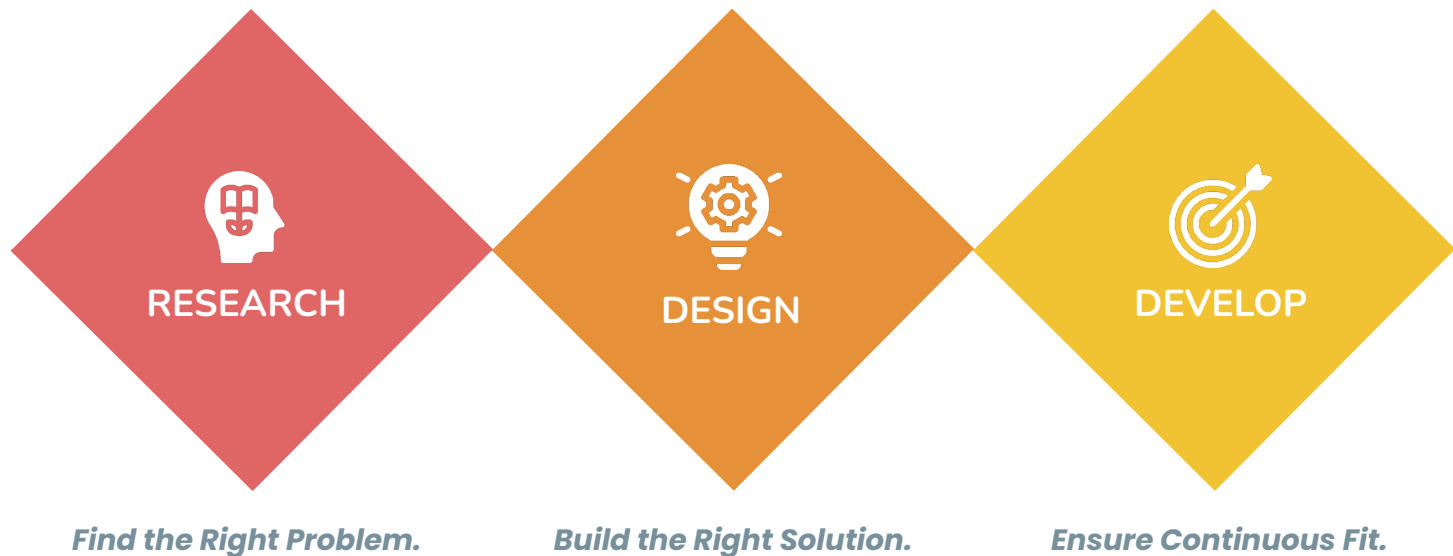


"Design thinking is a **human-centered approach** to innovation that draws from the designer's toolkit to integrate the **needs of people**, the **possibilities of technology**, and the **requirements for business success.**"

Tim Brown, President and CEO of IDEO

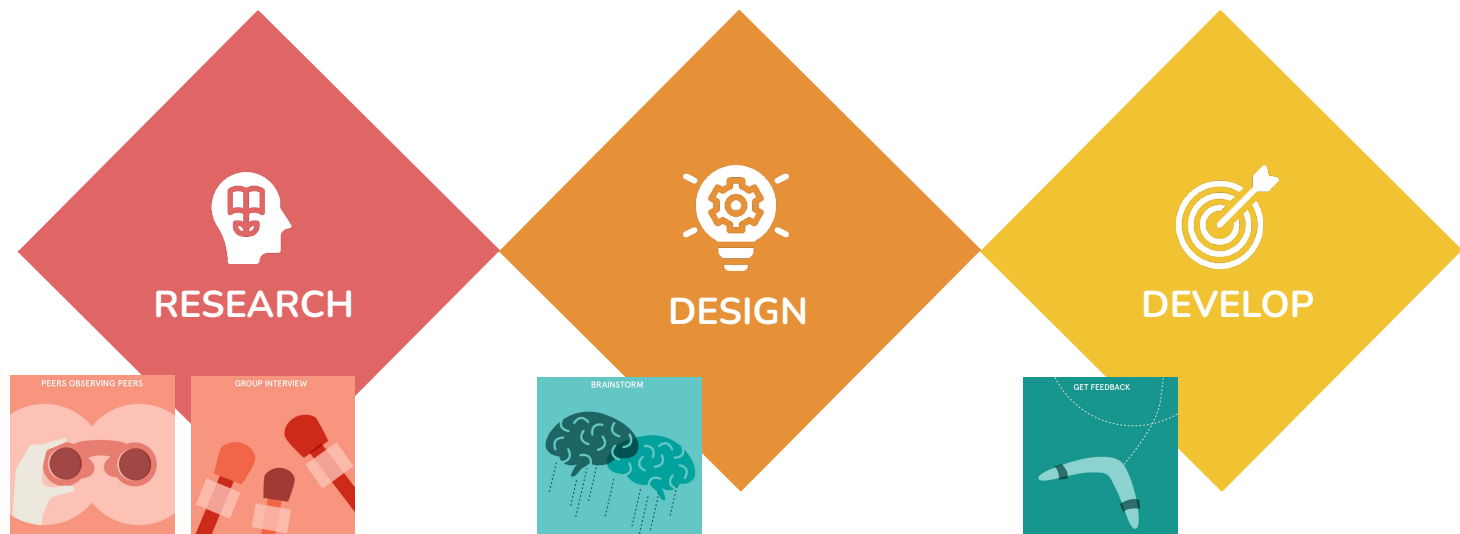
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DESIGN THINKING PROCESS



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To reduce risk, you must integrate users into three critical phases of your journey.



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RESEARCH

Start talking, Start observing

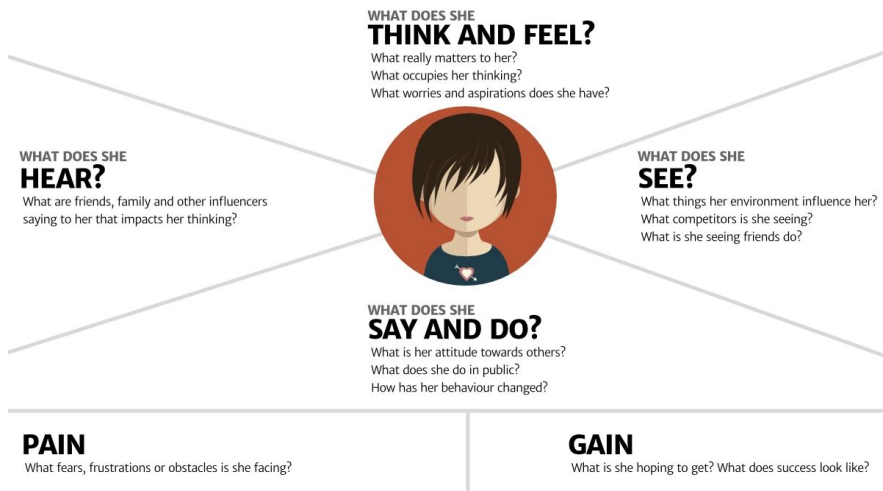
*Don't ask "Would you use this app?".
Users will say yes just to be nice.*

- **Observe:** Watch their daily struggle in the context.
- **Contextual Interviews:** informal interviews to understand needs, pain points, desires...

EMPATHY MAP

Share key assumptions around user attitudes and behaviors

The empathy map is a **canvas split into four quadrants (says, thinks, does, and feels)**, all positioned around the user. Filling the map allows to produce an **overview of who the user is**, mapping all key aspect of the user and allowing the designer empathizing with them.



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Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

GOAL

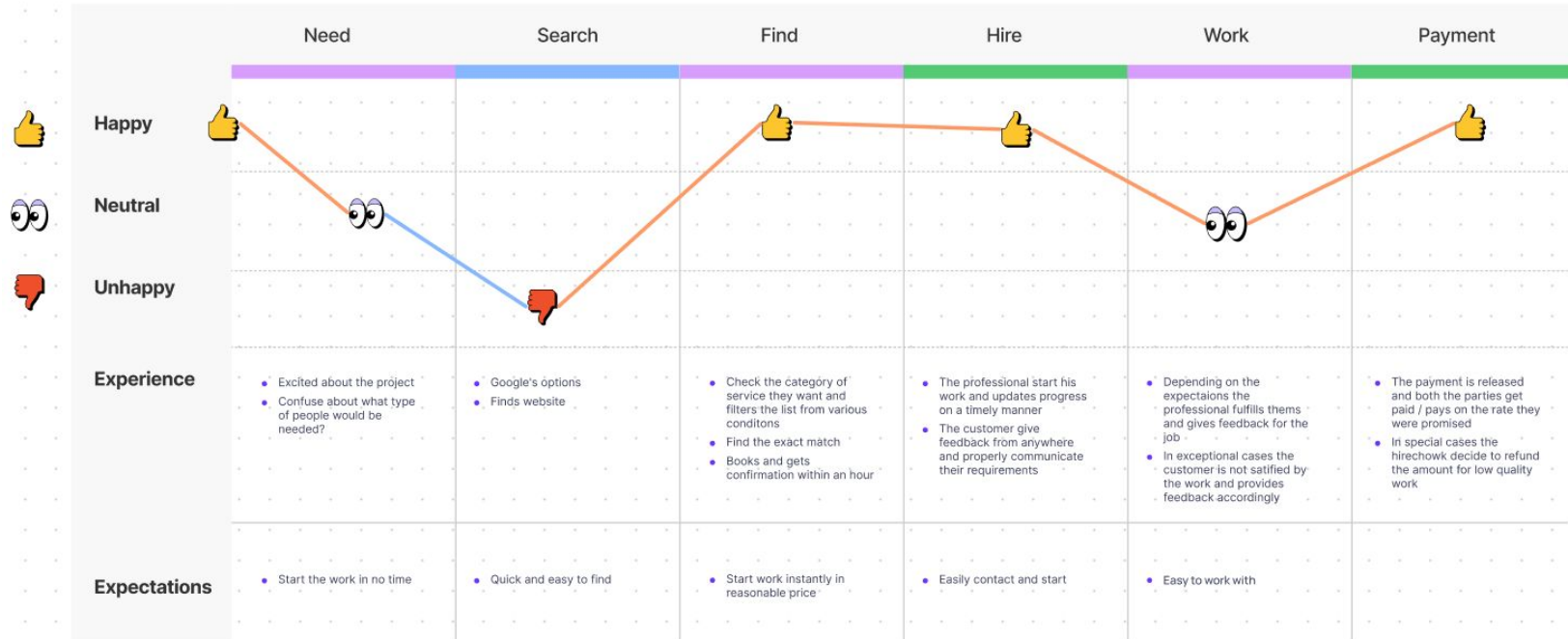
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Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

<https://medium.com/@davegray/updated-empathy-map-canvas-46df22df3c8a>

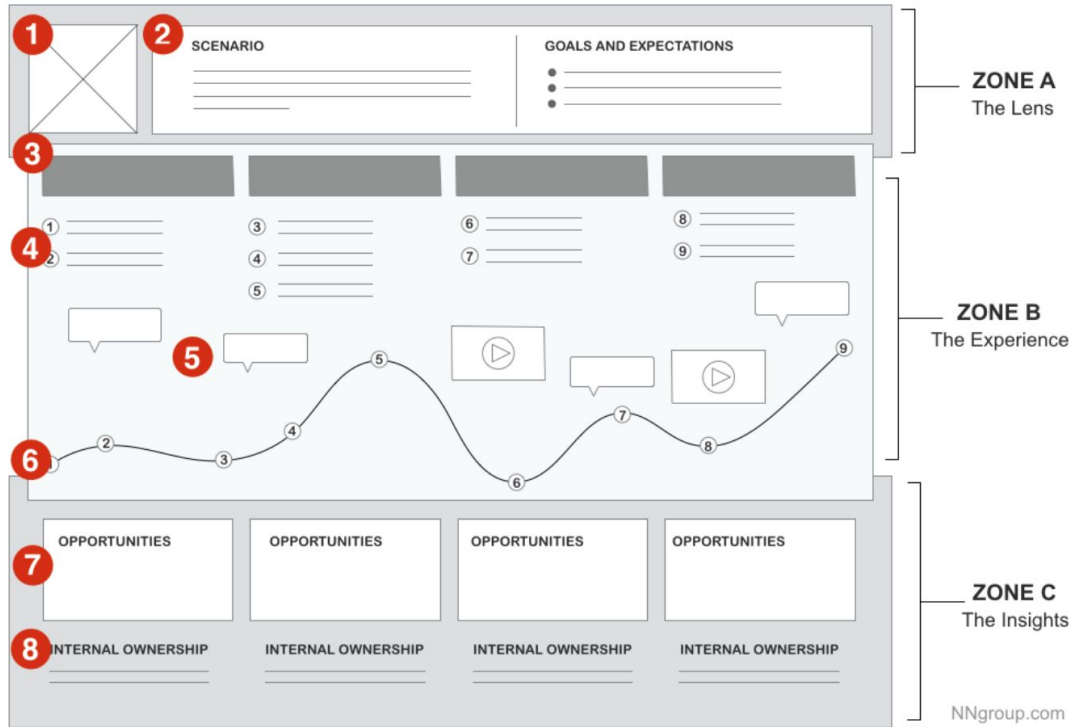
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JOURNEY MAP



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JOURNEY MAP



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Bring the user into the 'Kitchen'

Don't just show a finished design. Let them help you shape it.

- **Paper Prototyping:** Use paper sketches to test layouts in 5 minutes.
- **Feedback Loops:** If a user can't understand a sketch, they won't understand your code.

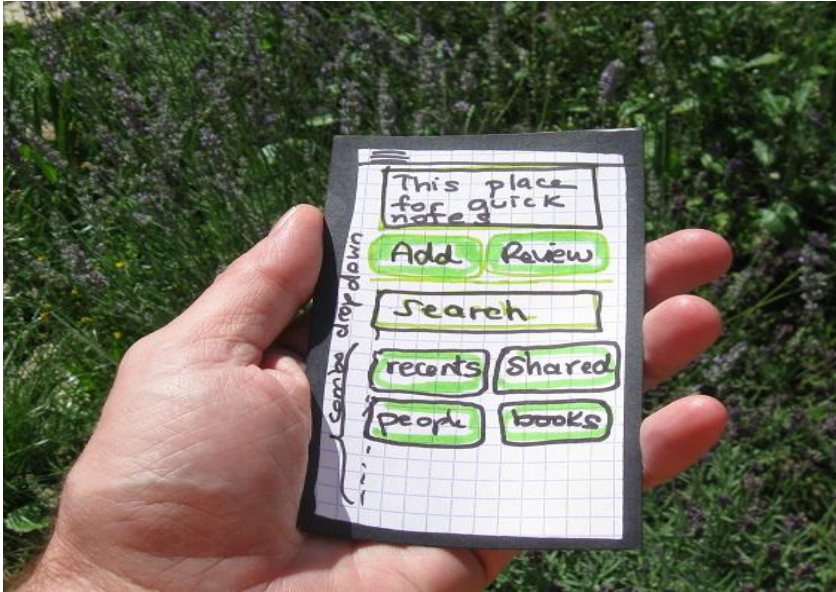
Failing on paper costs \$1. Failing in code costs \$10,000.

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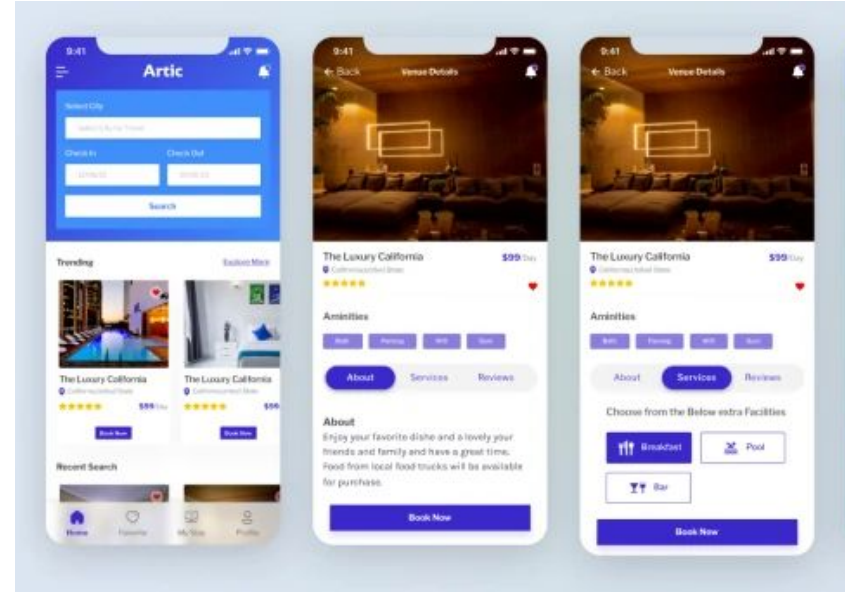
PR(E)TOTYPING

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PREtype

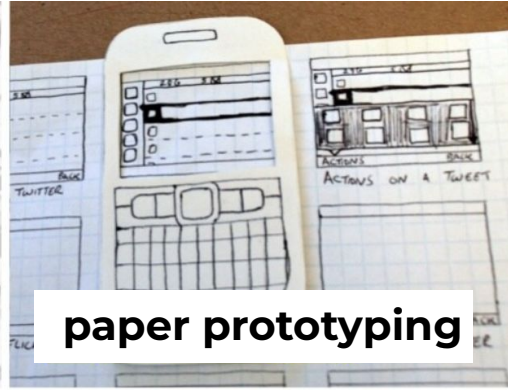
Low effort (economic and time)
Early in the process



PROtype

High effort
At the end of the process

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A prototype is an embodiment of your idea. The act of creating **forces you to ask questions and make choices**. It gives you **something you can show to and talk about** with other people.

Tom and David Kelley, Ideo

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DEVELOP

The MVP is a Conversation

*As you build, keep the door open.
Development isn't the "end" of design.*

- **The WhatsApp Beta:** Test your service flow manually with a small group.
- **Usability Testing:** Watch a user try to complete a task. Don't help them.

Iteration is the secret to a resilient startup.



TESTING

TESTING

Looking and understanding:

- The **interaction** with the Prototype
- The **User's Point of View**
- The **satisfaction** of the need



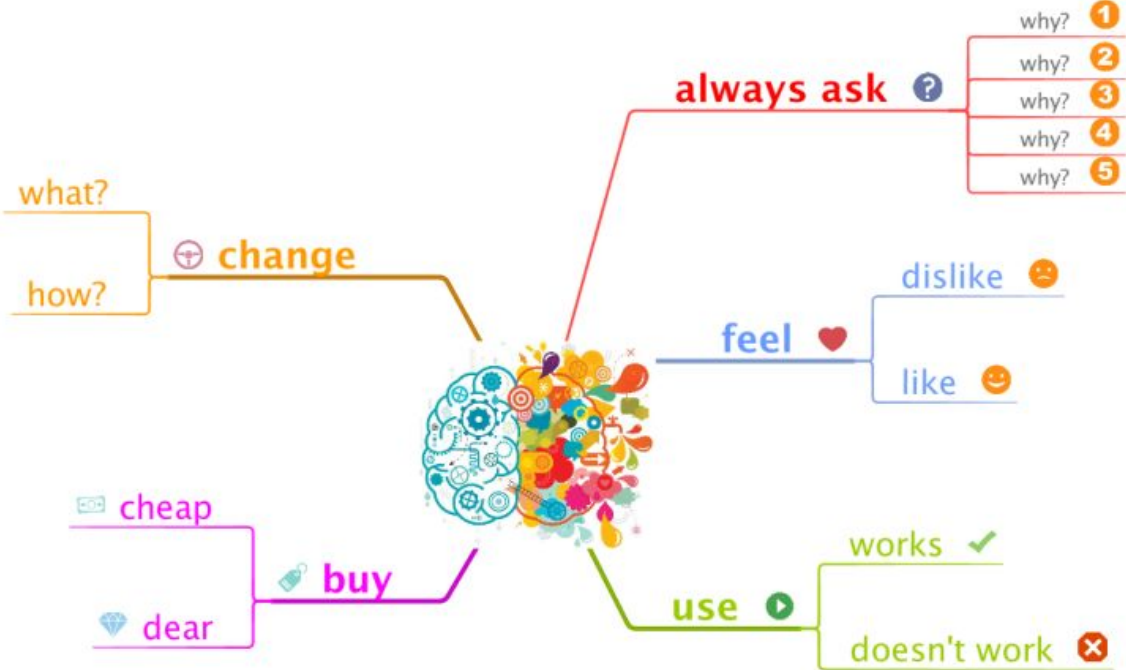
TESTING

Open questions

- Do not ask **allusive questions**
- Ask **specific questions** about the prototype
- Let them **talk** about the experience



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FEEDBACKS

WHAT DID WORK
ABOUT THE
PROTOTYPE

WHAT CAN BE
IMPROVED

QUESTIONS &
OBJECTIONS

IDEAS / INSIGHTS

Thank you for your attention

Susanna De Besi

susannadebesi@gmail.com