



# Create a compelling experience design

Understanding what users want, to build the right thing

**ThoughtWorks®**

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# ThoughtWorks®



Just as we do software development differently, we do customer experience design and user-centred design differently. We've built an experience design practice on a strong Agile foundation and culture; it is conversation-centred and reality-driven. We focus on finding out what makes your market and customers tick, testing the ideas with you and getting the right ones out there, fast.

We don't just think up strategies or do research for research's sake, or iterate around wireframes for weeks. We aren't just about talk – we build what we design, straight off the starting blocks. While other consultancies are busy delivering documents, we are busy delivering real, provable experience design. While they are creating artefacts and hefty design binders, we will be delivering working software that you can, well, actually experience.

We include software experts in the creative process – bringing a perspective of the latest and best capabilities and grounding the ideas in terms of feasibility and timeframe. Without this, even with the best understanding of the customer and product, ideation can be money down the drain.

Our iterative “test and learn” approach incorporates methods like fast prototypes and live testing to allow clients to evaluate options and competing hypotheses – in a setting far more powerful than paper or slideware alone. And when you're ready to start development, you don't have to throw a design binder over the wall to the developers and pray they understand.

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*Why care about experience design →*

# Our bottom line is improving yours

Superior design is recognised and valued by customers. Products that excel in customer engagement and usefulness, enabling mobility and personalisation in addition to functions and features, carry a high premium against competitors. Market leaders in industries as diverse as banking and retail make their products stand out from a cluttered landscape and improve margins by creating compelling customer experiences.

Improvements to the customer experience can directly and measurably result in:

- ✦ Increasing efficiency and performance
- ✦ Increasing conversion rates for your applications
- ✦ Increasing market share

An independent research report\* measured this impact, finding that “Compared to their industry averages, the companies in the top quartile of CxPi scores had 6.7 percentage points more customers that were willing to consider them for another purchase. Companies in the bottom quartile had 7.7 percentage points less than their industry norm”

and that

“When it came to having customers recommend their firms, companies with the highest customer experience scores had 8.4 percentage points more of these recommenders than their industry average. Poor customer experience performers fell 8.2 percentage points below the industry mean.”\*

Check out one of our case studies, below, to see just how great a difference we can make. With our experience in a plethora of CX practices, solidly grounded in Agile methods, our unique CX approach can be highly beneficial to your bottom line.



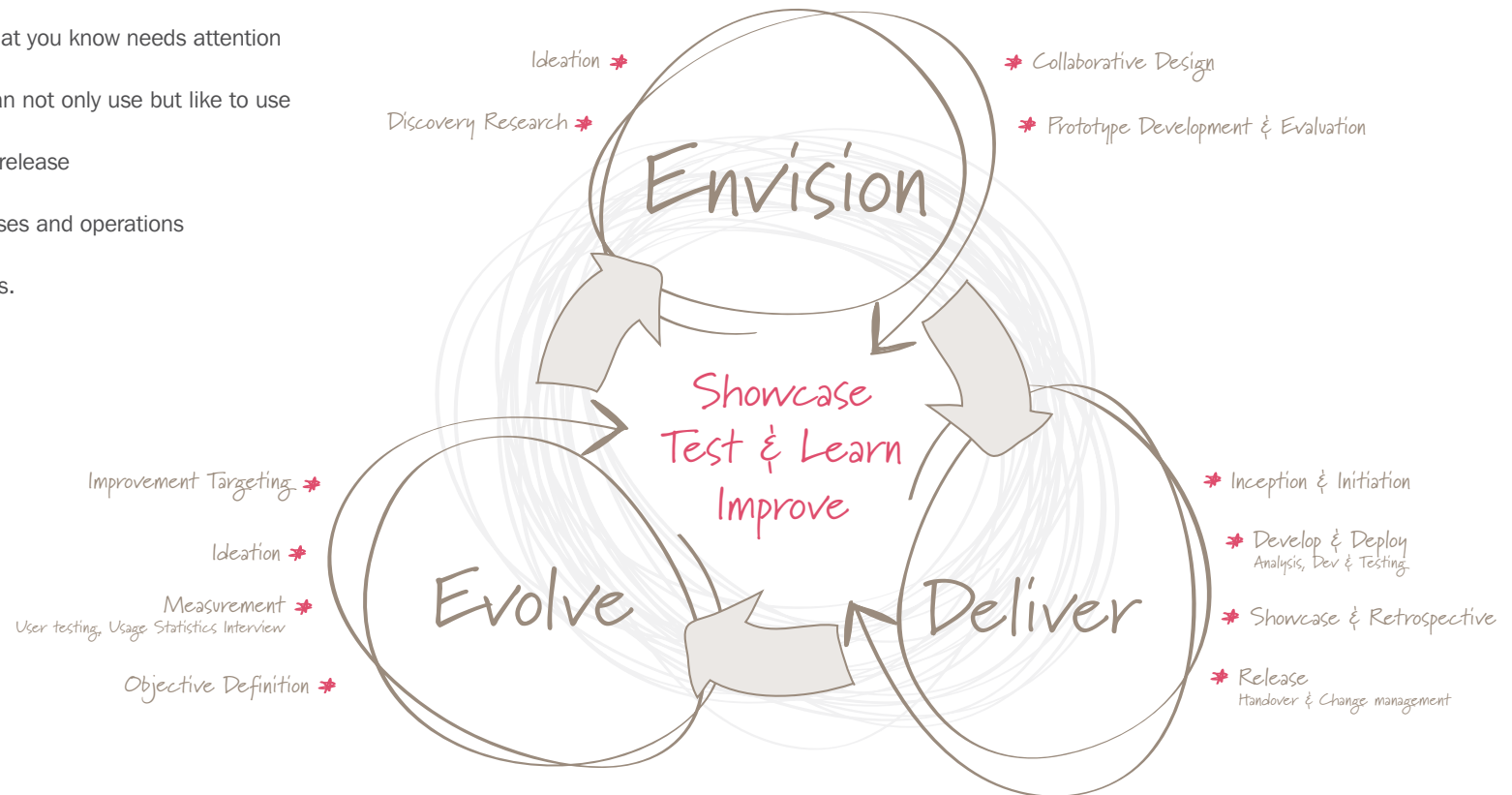
\* “Customer Experience Boosts Revenue,” Forrester Research, Inc., June, 2009

# Where we come in

ThoughtWorks' Experience Design consultants bring expertise in all facets of CX management. From research to ideation, prototyping and evaluation of results, we can help when you need to:

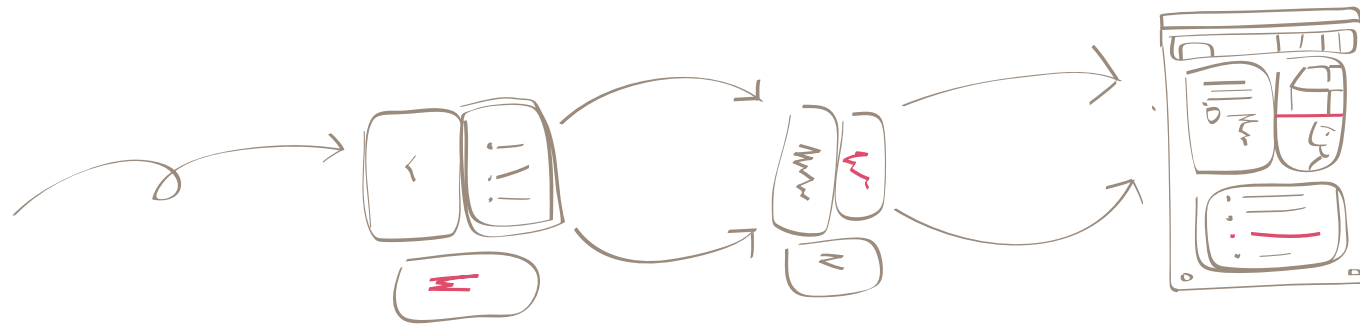
- ✦ Understand and forecast the customer and the market
- ✦ Measure customer experience of an existing product or service, identify gaps, create and test solutions
- ✦ Improve an existing product or service that you know needs attention
- ✦ Design great products that customers can not only use but like to use
- ✦ Keep a product fresh and updated after release
- ✦ Improve CX by improving internal processes and operations
- ✦ Identify entirely new market opportunities.

Delivering software is our daily life. We know how to bring the art of the possible together with the world of ideas, fusing user-centred with the newest technology innovations at the lowest possible risk. We can help you bring measurable benefits to your products, no matter what the stage of their lifecycle. We rapidly develop propositions that connect to your strategic goals, helping you bring strategy from a statement to a reality.



what's involved? →

# Dive in



## Envision

Where do new ideas come from? How do you know what product or feature is going to create a sweet experience for customers and profitable results for you? We reach into a toolkit of research and experimentation techniques to learn about today's and tomorrow's customers, their motivations, emotions and needs. We take account of the pace of technology change and the competitive landscape through collaborative ideation and design processes. We weed through all the noise to find the gems that present significant profit opportunities. We test the most promising potential solutions with customers, building up evidence to inform your decision.

The global talent base we draw from brings experience in hypothesis development, customer research, ideation, and collaborative design. This allows us to engage with clients in a way that takes account of their unique starting points and needs.

## Deliver

By blending customer experience focus into the development process, we make sure the product that gets built is exactly what will delight the customer. Customer experience sometimes falls by the wayside in the pressure cooker of a product build, or worse, falls victim to misinterpretation by developers handed a specs binder. We embed experts in customer experience in ThoughtWorks' Agile delivery teams, with user-centred design skills to match the project's particular needs.

## Evolve

Users now expect to be wowed by every version of every product released, so be sure that customer experience plays a role in your product evolution. The "test and learn" approach we use applies lessons learned throughout our long track-record of software delivery to improving customer experience. We gather hard-data customer usage and satisfaction measurements, helping you interpret the results to make sure your product doesn't become stale.

With an existing software product, sometimes the greatest impact can be made by improvements the customer can't directly see. Taking a holistic view, we can step in and quickly assess processes and performance in critical supporting functions. For example, evaluating how well the process for opening a new account is performed. We can quickly evolve this into a much better user experience, a much more efficient process and so a better result for your bottom line and your people.

## Rapid proposition development

Our rapid proposition development takes prototyping to the next level. From the earliest interaction we have with clients, we can kick start creative thinking into new areas or ideas, helping build concept incubators and innovation hot spots. After some short conversations with IT and the business, we can return fast with ideas roughed out as testable prototypes or mashups – including consideration on how to integrate the newest technologies and platforms. Seeing the ideas and changes live fosters understanding – and faster agreement on next steps. And whether it's a go or not, you're not forced into a high-stakes commitment based on a theory.

# The future, imagined

## Envisioning the Bank of the Future.

We kick-started the journey to a future state of online banking for a major global financial institution.

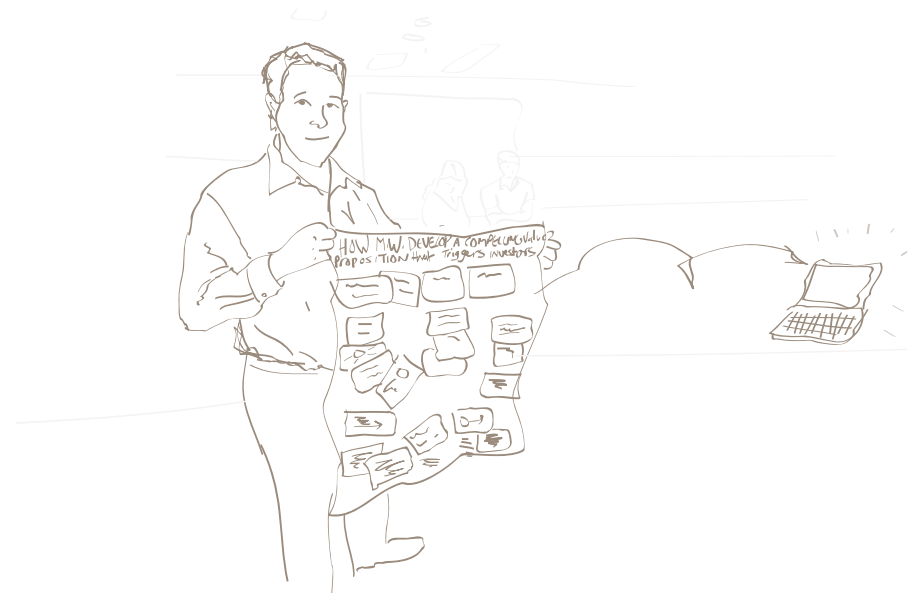
The client's transactional banking website had seen little change; it was getting tired and dated. Customer complaints were increasing; the website was becoming a reason for customers to switch. Competitors were offering more features and fresher approaches to presentation. The need for change was clear. But with a global brand, how do you ensure that everybody's voice is heard? It was far from a trivial question.

ThoughtWorks was invited in to help define a completely new customer banking website. We drew on requirements from diverse stakeholders across the bank's functional areas, then turned these into a prototype. We ran a series of half-day workshops with key business areas to start gathering the requirements. Teams were introduced to the latest digital trends in financial services and other consumer-facing industries, with guidance to think beyond the constraints of their "current reality".

Taking customer personas as a starting point, the groups walked through "a day in their lives", focusing on how the bank would touch their lives using digital channels. As concepts emerged from the workshops, ThoughtWorks developed a working, clickable prototype to stimulate further thinking.

This was not a "smoke and mirrors" demo, but a fully featured proof of concept for representative journeys through the proposed site. Rather than trying to elicit understanding and feedback using a static binder of documents or slideware, the interactive prototype defined the vision in a way that could be test-flown with a high degree of impact across the bank – and with customers.

In the end, the client had a result that not only gave a clear and unmistakable view of the future to all stakeholders – but one that could be quickly and effectively used to test and learn from customer impressions.



the end

# A trusted partner

ThoughtWorks is a global IT consultancy trusted by many of the world's leading businesses with their most complex and critical systems. We deliver consulting grounded in delivery expertise, build custom applications and help organisations across all market sectors to drive IT efficiency – working to an exceptionally high standard.

Our size and global presence allow us to provide big company services without big company burdens. We are large enough to make a significant impact, but small enough to dedicate executive attention to each of our customers and craft individually tailored solutions for them. Our consultants are experienced, creative and talented specialists who split their time between advisory and delivery work to ensure they are always connected to reality and remain at the forefront of their field.

# ThoughtWorks®

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