



@kratiroff

1

Méthode

1/ Suppression

= Simplicité

2/ Ajout

= Enchantement

Pas de sur-promesse /
sous-service

Être au même endroit
que l'utilisateur

2

UX

OnBoarding

ROPO

ZMOT

Avis client

Unboxing / Haul

CTA

OmniCanal

Parcours client

Touchpoint

Micro-Moments

3

MUST

Best UX is NoUX

Best UI is NoUI

Don't make me think

Faire simple est complexe

L'usage est > possession

Penser en utilisateur

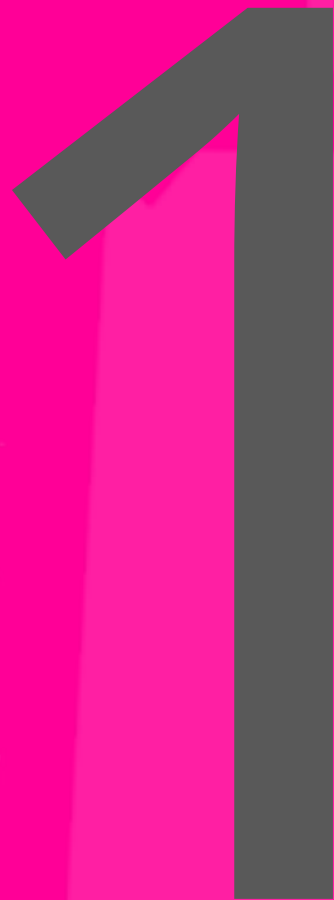
Valeur centrale *****

UX ≠ CX



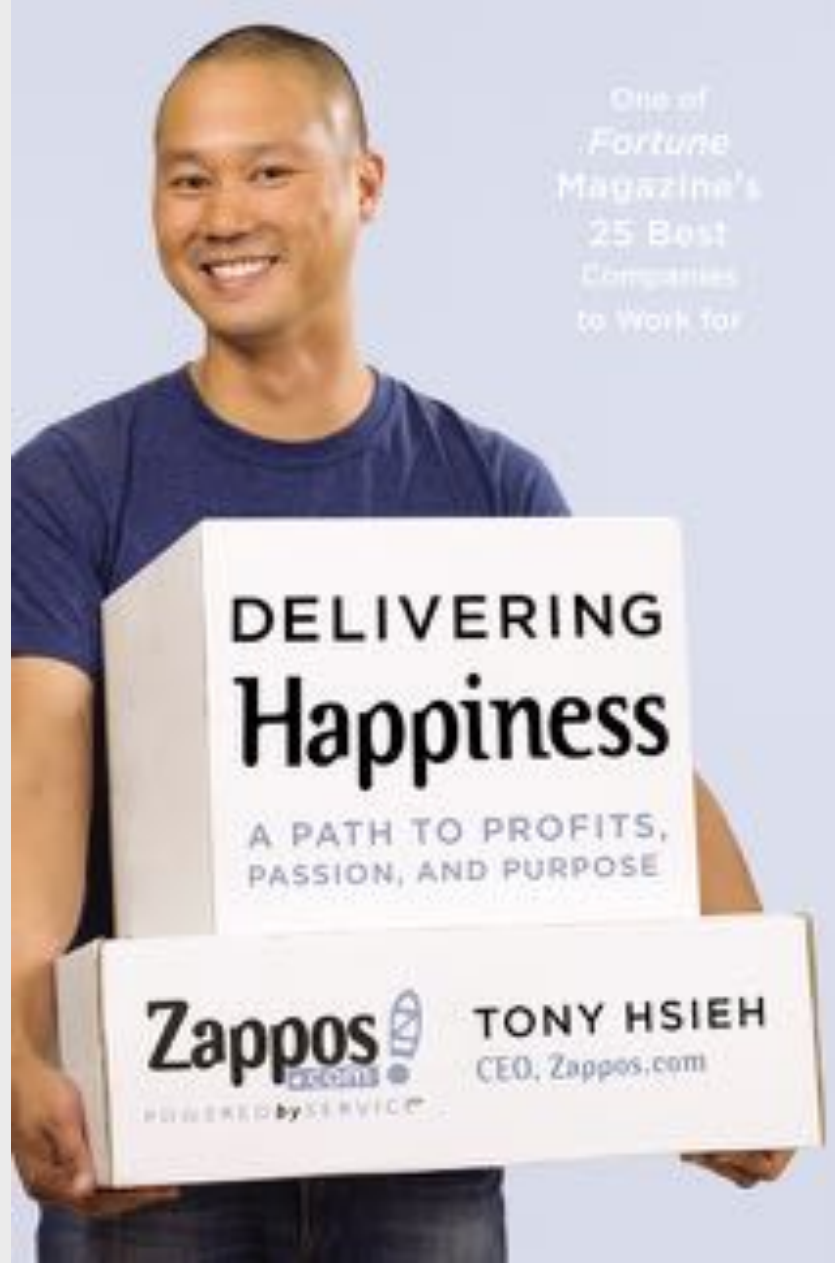


EXEMPLARITÉ



UX

Zappos
Delivering
Happiness
Tony Hsieh



@

UX writing

Style rédactionnel (TTSO) = Charte éditoriale (ou copycat)

WOW : Emotion = impact by wording (utile, smart, inspirant...)

stratégie éditoriale / de contenu

brand book / manifesto

The letters 'UX' are written in a white, rounded, sans-serif font. A white, curved line with arrowheads at both ends arches underneath the letters, resembling a smile or a happy expression. The background is a solid magenta color with several faint, overlapping circles of varying sizes scattered across it.

UX

Définition

2

UX : User eXperience

toutes interactions

perçues par l'utilisateur avant,

pendant et après l'usage

toutes : omnicanal

interactions : touchpoint, point de contact

perçues : même non voulues

utilisateur : client, consommateur

avant, pendant, après : parcours complet,
customer journey

usage : achat, utilisation,
test, destruction

UX : Parcours Client

ensemble des points de contacts entre l'utilisateur et l'entreprise (omnicanal)

Conseils :

plusieurs parcours

pas de vision interne

voir comme un client

+ de 15 étapes

quantifier tous les points de contact

confondre avec Cartographie des

processus ou parcours achat

**HOW CUSTOMERS PERCEIVE
THEIR INTERACTIONS WITH
YOUR COMPANY
(BEFORE, DURING, AFTER)**

Forrester

UX : User eXperience

CX : Customer eXperience

UI : User Interface

IxD : Interaction Design (x?)

SD : Service Design +DT Design Thinking

CXM : Customer eXperience Mgt

CEM : *Customer Experience Mgt*

CXO : Chief eXperience Officer

UI : User Interface

Beauté

UX : User eXperience

Intelligence

SEO + UX = SXO

SEARCH EXPERIENCE OPTIMISATION

#330

**A USER INTERFACE IS
LIKE A JOKE. IF YOU
HAVE TO EXPLAIN IT,
IT'S NOT THAT GOOD.**



**Good design is
as little design
as possible.**

— Dieter Rams

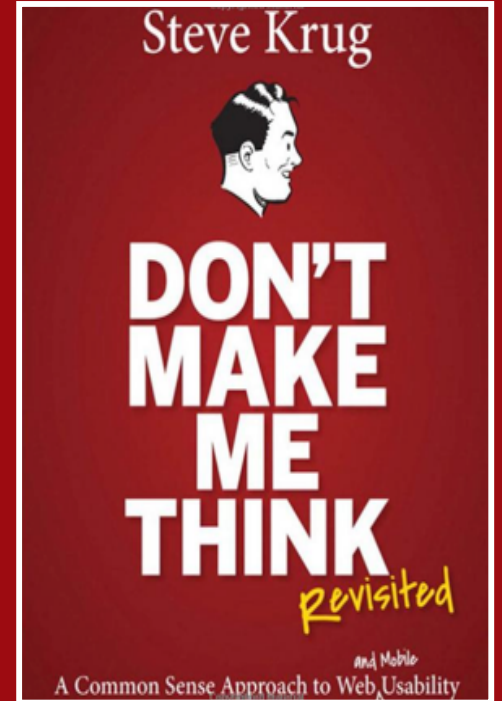


CHAPTER

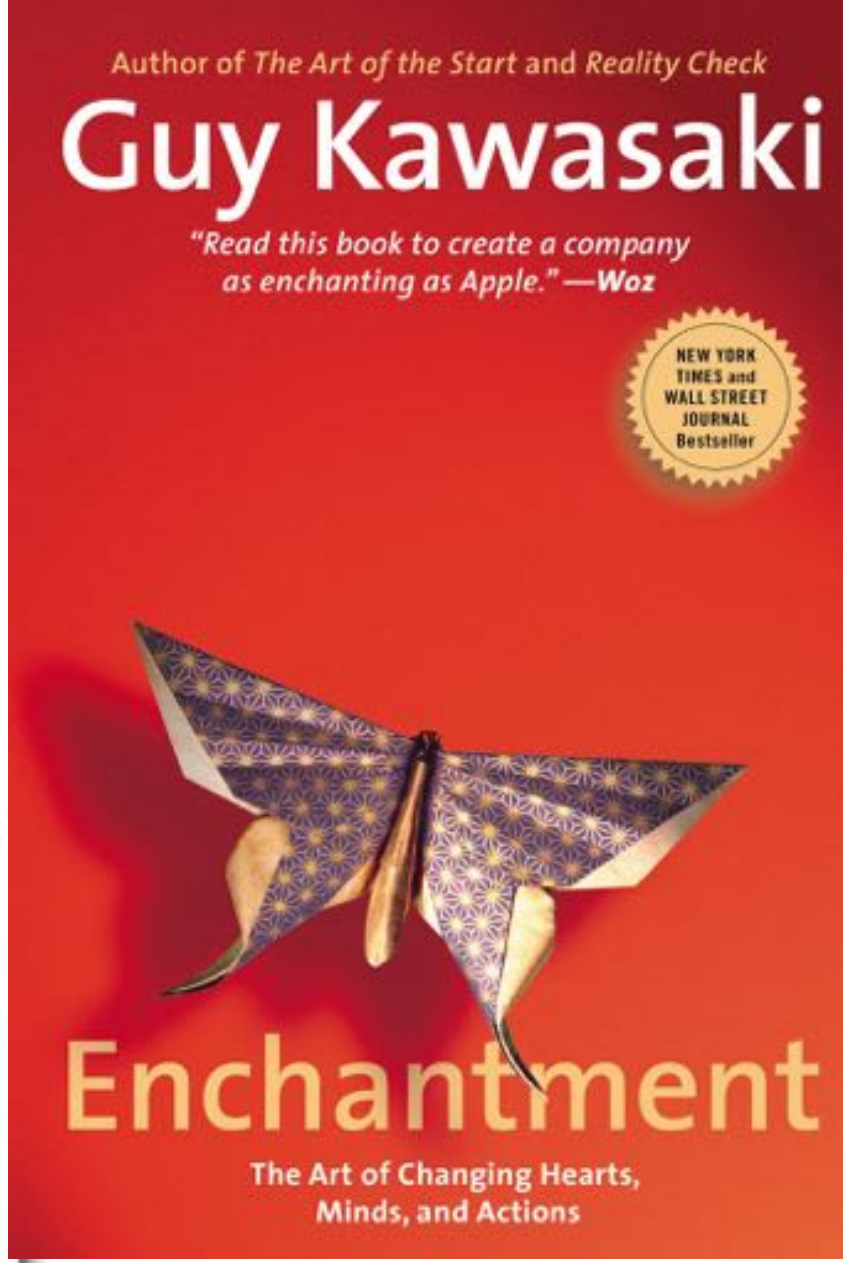
1

Don't make me think!

KRUG'S FIRST LAW OF USABILITY



UX =
enchanter
la relation
client



Worst
UX
Ever



Best

UX

Ever

second visit?



UX Guru

with ~~Jony Ive~~



Dieter Rams (Braun & Bauhaus de Walter Gropius



@

1/ Supprimer :

irritants, allergènes

points de friction (frictionless)

coutures (seamless)

défauts (flawless)

= SIMPLIFIER

#

@

2/ Ajouter :

satisfaction, fluidité
art, plaisir, sentiment
personnel, émotion
sourire, humour

= ENCHANTER

The letters 'UX' are rendered in a bold, white, sans-serif font. Below the letters is a white, curved line that forms a wide smile, with the ends of the line curving upwards and outwards, resembling a happy face.

Key TakeAways

ce qu'il faut retenir



#

@

Bâtir une bonne UX

1/ supprimer

et seulement après

2/ ajouter

Parcours

Client

3

UX

ROPO

ROBO

Research Online Purchase Offline

≠ showrooming



Stimulus

ZMOT



First
Moment of Truth
(Shelf)

Second
Moment of Truth
(Experience)

TouchPoints

Customer Journey / Parcours client

A faint background graphic of a shopping bag with a network diagram inside it. The network diagram consists of several interconnected nodes of varying sizes, representing a customer journey or touchpoints.

Today's customer journey includes many touchpoints—each one is an opportunity

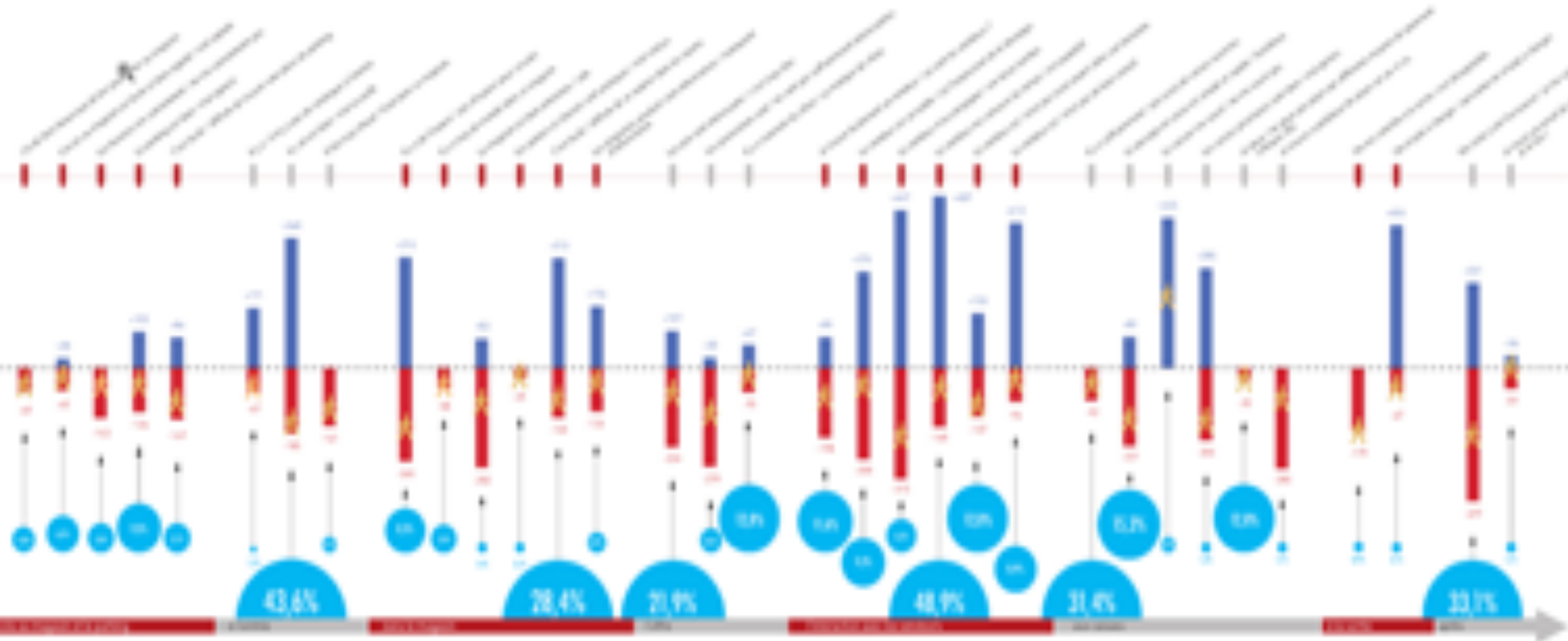


Customer Lifecycle





TRACKER DE L'EXPERIENCE CLIENT®



CUSTOMER JOURNEY ANALYTICS

Where does the customer journey end?
Depends on where it begins.



UX

4

outils et mesures

Blog

22 March, 2018

Share ↗

0

What is customer experience? How can it be measured? And who should own it?



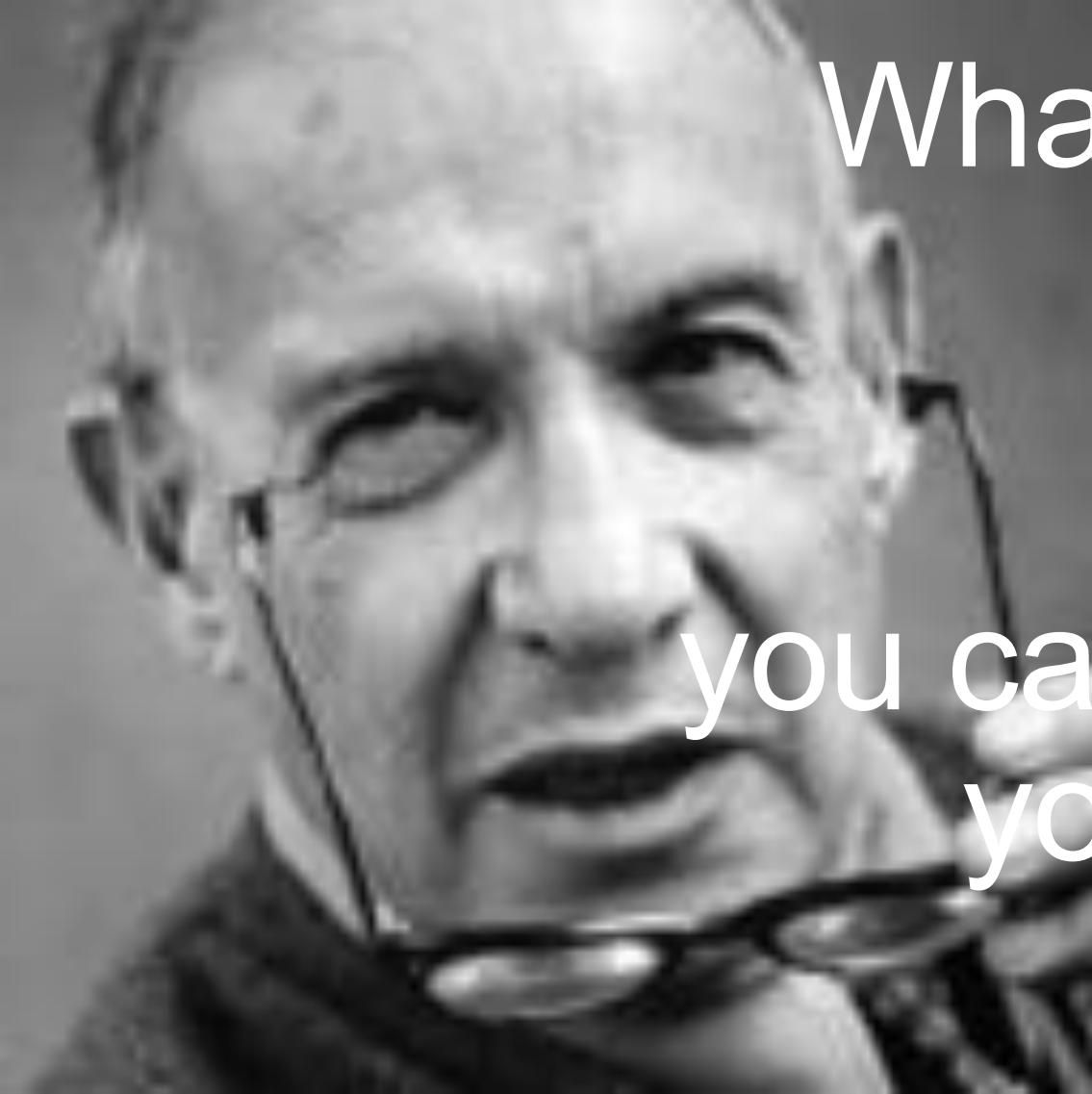
By Nikki Gilliland @ Econsultancy

A portrait of Galileo Galilei, showing him from the chest up. He has a full, reddish-brown beard and mustache, and is wearing a dark, textured garment with a white collar. The background is dark and indistinct.

GAILILEVS
GAILILEVS
MATHVS:

Mesurer ce qui
est mesurable et
rendre mesurable
ce qui ne l'est pas

Galileo Galilei



What gets measured
gets improved

or

you can't improve what
you don't measure



KANO SATISFACTION MODEL

NPS Net Promoter Score

NPS (Net Promoter Score) développé par Fred Reichfeld (Bain & Co) en 2003
Harvard Business Review



Ce qu'il faut retenir / Key takeaway

1/ Calcul : $(9+10) - (0 \text{ à } 6)$ (sans 7 et 8)

2/ Question décalée : conseillerez-vous ?

3/ Fréquence : trimestrielle

6

... one more thing

CEM

customer experience management
nouvelle discipline



Shape

The App Conference

CXO

chief

eXperience, customer, digital, data

officer

Designers Interactifs



Shape

The App Conference

FIN



**HN
E**

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