

UX



@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**



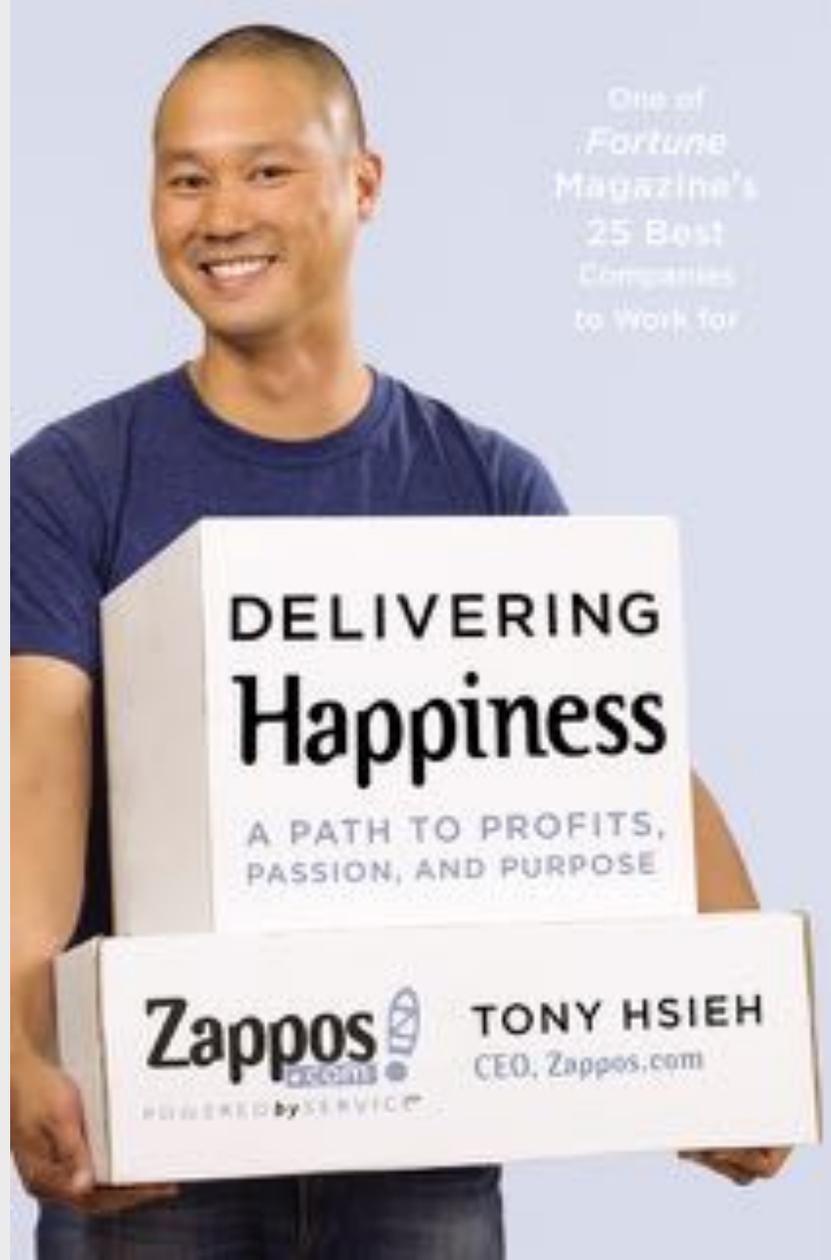


# EXEMPLARITÉ



# UX

Zappos  
Delivering  
Happiness  
Tony Hsieh



One of  
*Fortune*  
Magazine's  
25 Best  
Companies  
to Work for

#  
@

# 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 face.

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

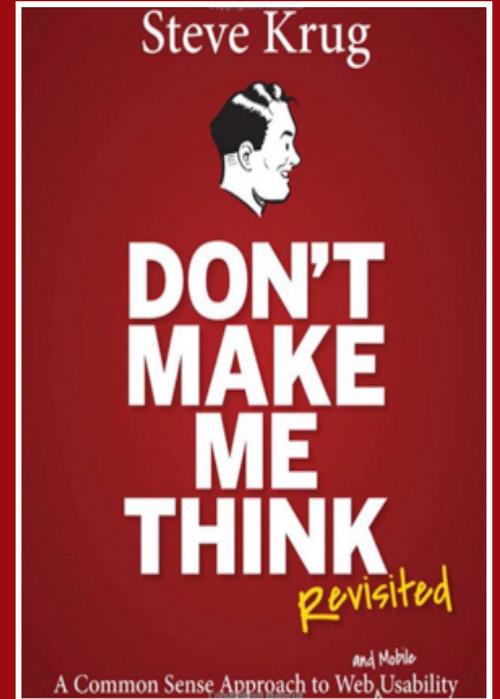


CHAPTER

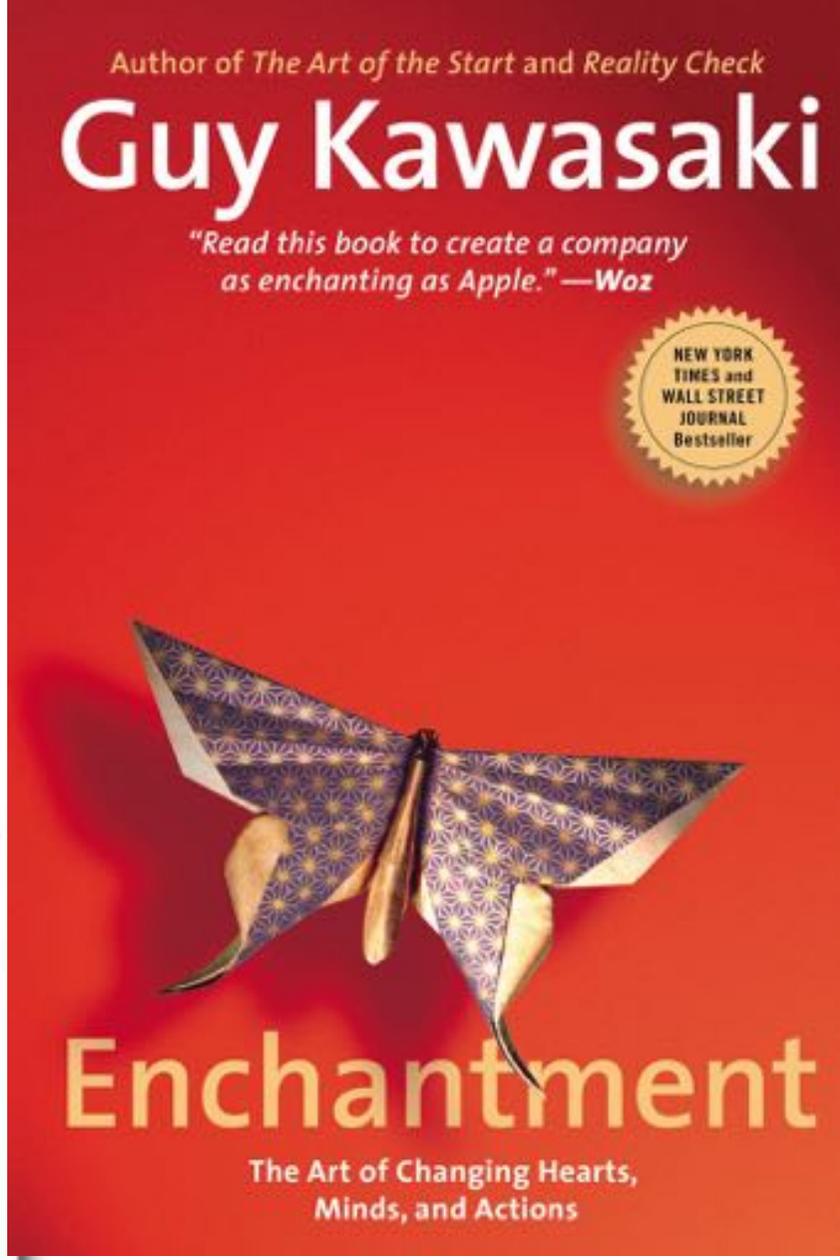
# 1

## 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)

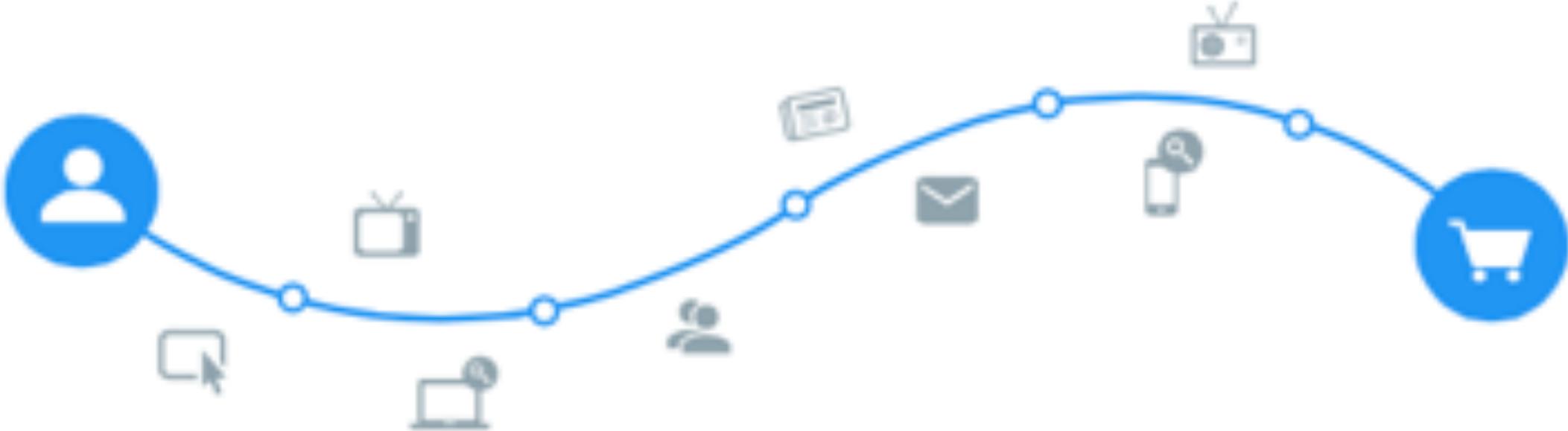
Second  
Moment of Truth  
(Experience)

# 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

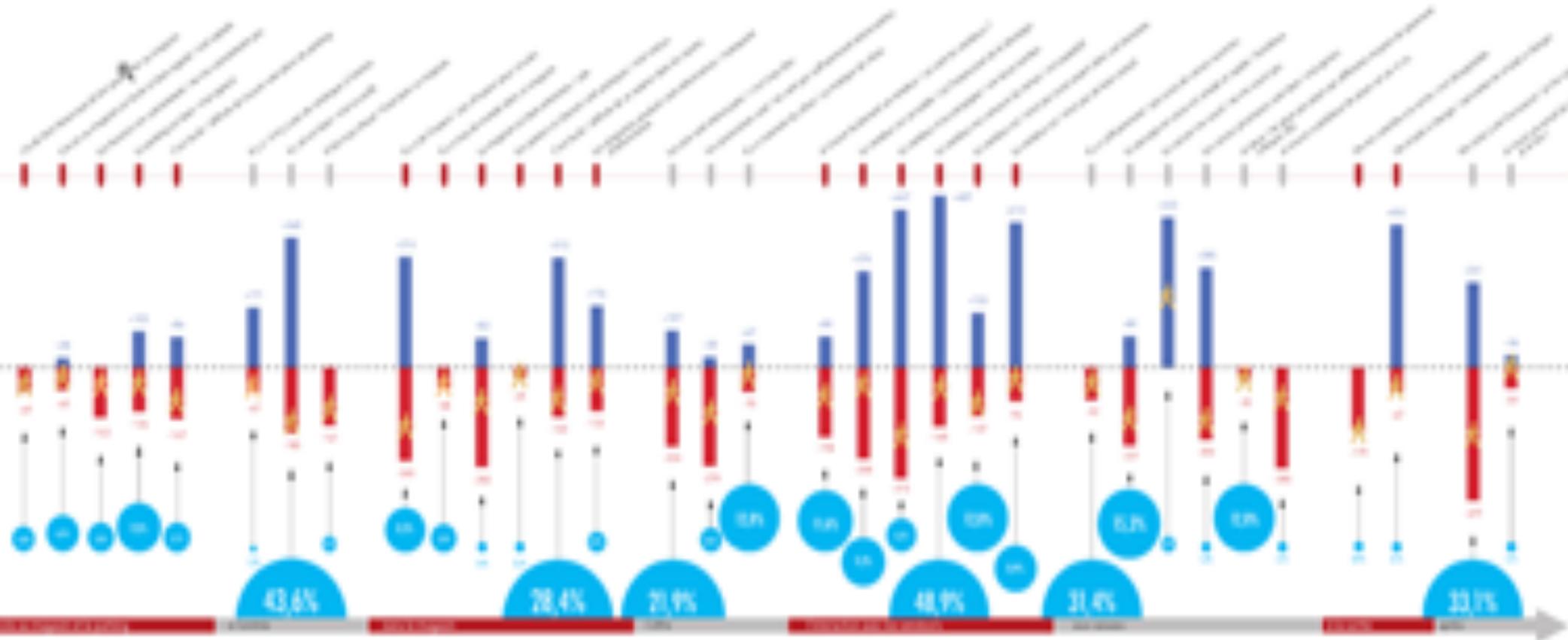


# Customer Lifecycle



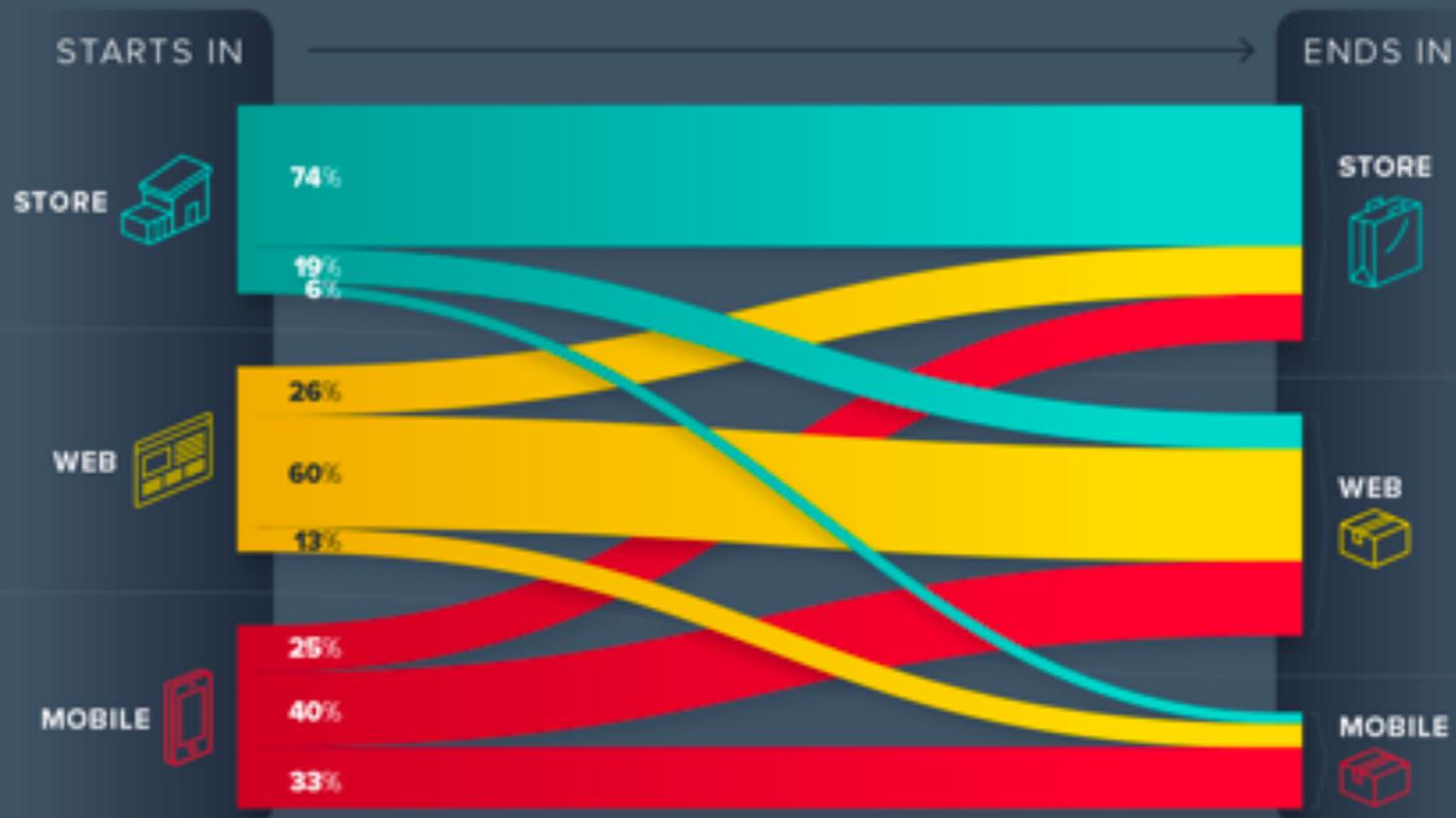


# TRACKER DE L'EXPERIENCE CLIENT®



# 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?



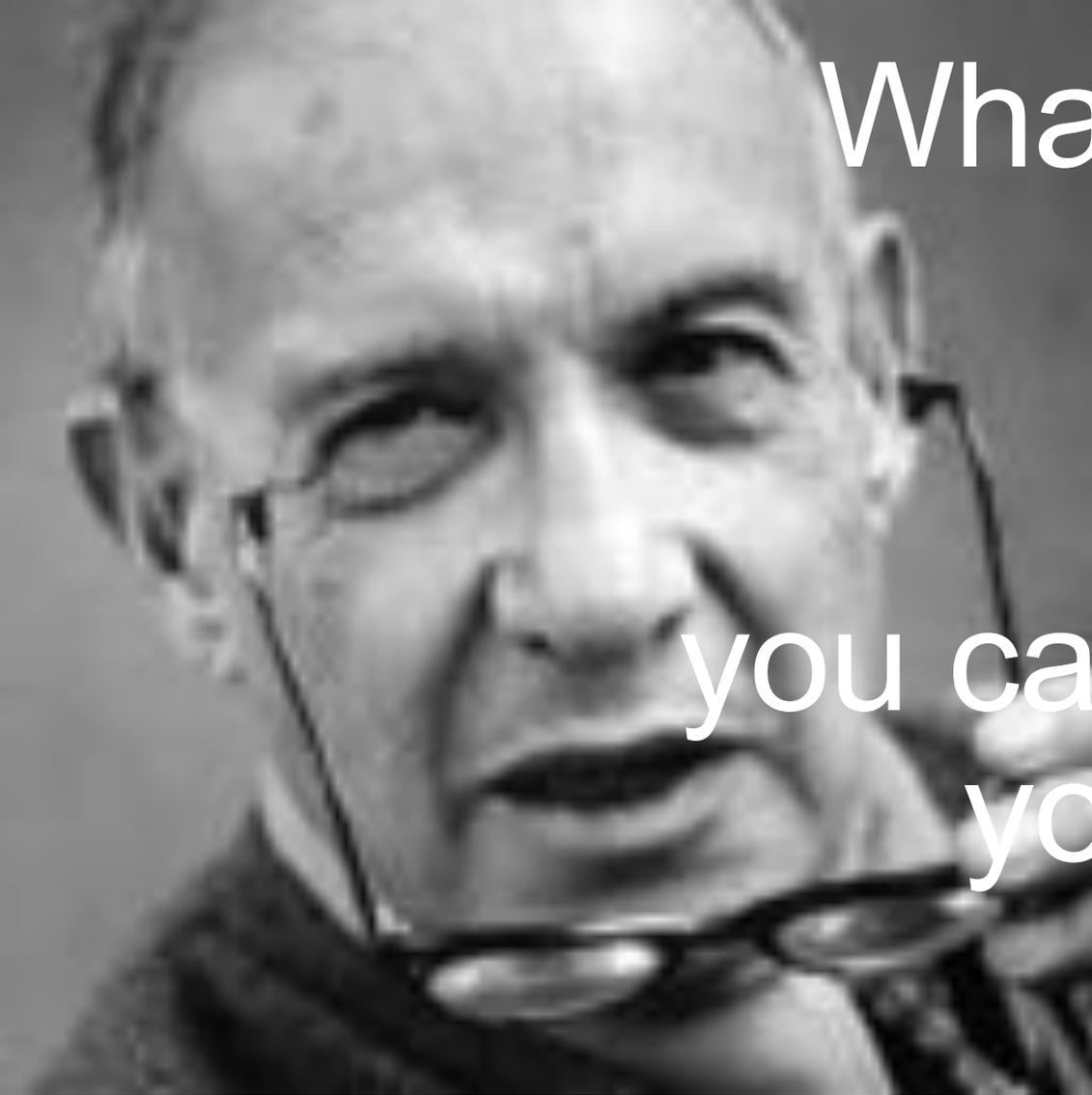
By Nikki Gilliland @ Econsultancy

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

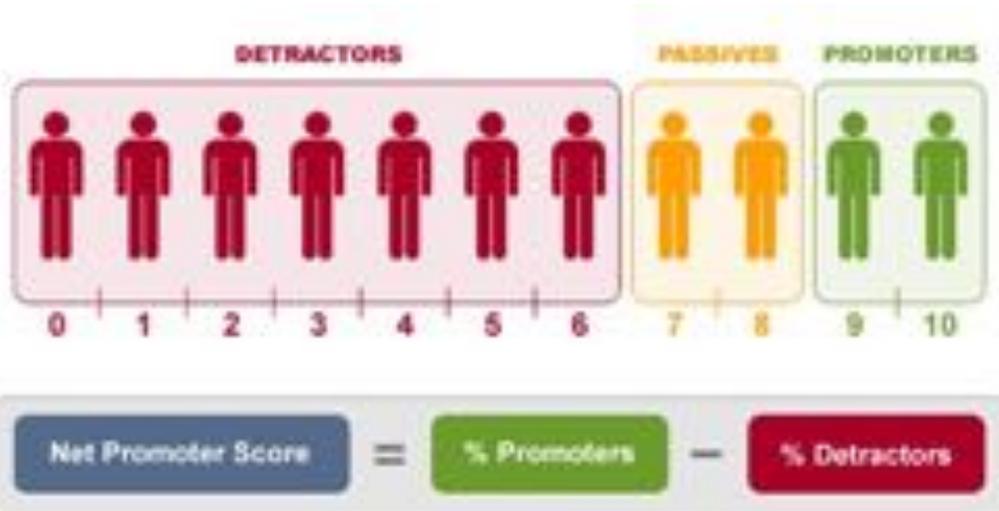
you can't improve what  
you don't measure



# 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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