

The Consumer Experience Tool

What this worksheet covers

- Step-by-step guide on how to fill in the Consumer Experience Tool
- Introduction to key trigger moments within the Consumer Experience Tool
- Tips on managing ever-changing consumer preferences

Why do we need this process?

The Consumer Experience Tool provides a deep understanding of your consumers at each stage of their consumer journey by identifying influences, thoughts and actions that your consumers have. Furthermore, the tool helps us to better understand priority target segment's thoughts, emotions, actions and influences throughout their consumer experience.

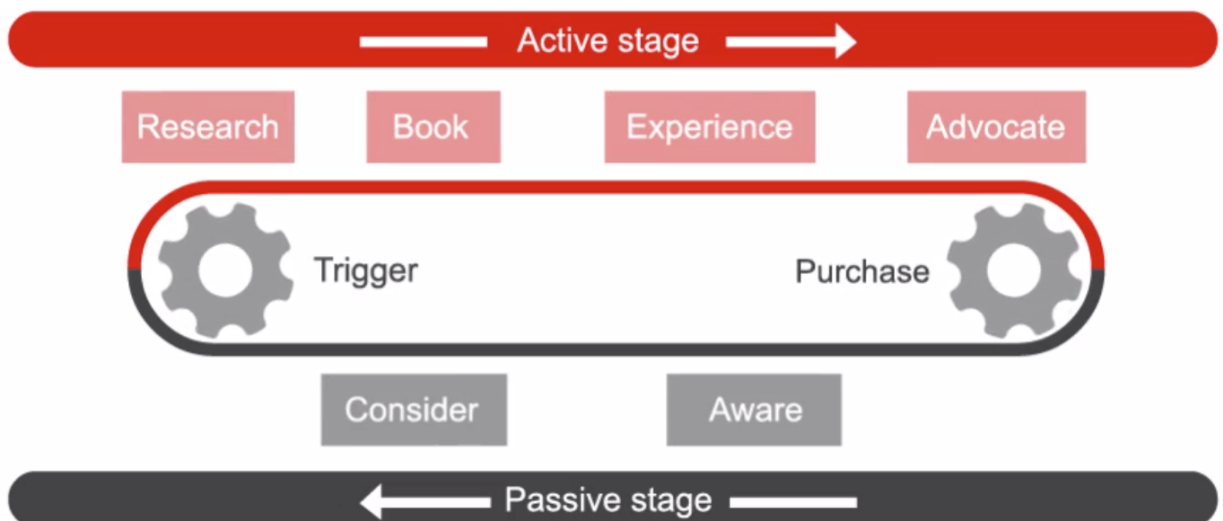
The Consumer Journey

Before we dive deep into the Consumer Experience Tool, let's revisit the consumer journey. The consumer journey has been developed to show the consumer segment's interaction with a brand/experience.

It is split into two stages:

Passive Stage, where the consumer is made aware of the brand.

Active Stage, where the consumer involves him/herself and interacts with the brand.



Source: Adapted from the MEC Momentum Consumer Decision Journey



Consumer Experience Tool

The Consumer Experience tool is an extension of the Consumer Journey as it provides a deeper understanding of our consumer at each stage of their consumer journey:

Do: Identify actions taken by the consumer

Think/Feel: Captures the thoughts and emotions of the consumer

Influences: Records the external factors that influence a consumer's thoughts and actions

		PASSIVE		ACTIVE			
		AWARE I've heard of it	CONSIDER I would consider visiting	RESEARCH It meets my needs	BOOK I have booked to go there	EXPERIENCE How it made me feel	ADVOCACY I would recommend it
DO	Consumer Actions (what consumers do)						
THINK/FEEL	Consumer Emotions (how consumers think/feel)						
INFLUENCES	What influences the customer to act/consider at this stage of the journey?						

Step by Step Guide to filling in the Consumer Experience Tool:

- Decide on the consumer persona that you want to discover.
- Start with the bottom left 'aware – influence' segment. Think of the **'influences'** that starts her entire consumer experience. *E.g. Saw amazing holiday pictures on Instagram*
- Subsequently, understand how this external factor trigger her thoughts or emotions and fill in the **'think/feel'** segment. *E.g. Wow, what beautiful sites to see and food to eat in Singapore!*
- Lastly, identify what action the consumer took/expressed after having those thoughts/emotions and include in the **'Do'** section. *E.g. I'm going to take a trip to Singapore one day!*
- Proceed to finish the tool from left to right, from **awareness stage till advocacy stage** (post purchase stage)






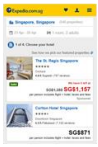


Tips

- Remember to always capture your points in the Consumer Experience Tool using first person consumer language to immerse yourself in your consumer's world.
- Use consumer immersions (interviews, focus groups, observation sessions) to gain deep insights for you to craft your consumer experience tool.
- Be descriptive and sharp with your points as it will help clearly define specific experiences your Consumer has.

Trigger Points

The Consumer Experience Tool is the first step in crafting great consumer experiences. At each stage of the journey, influences can occur independently based on your consumer's daily life interactions. However, knowing your consumer experience well gives you a chance to play an active role in their journey, enhancing their experiences, and eventually leading to purchase. These are known as **'trigger points'**.

Here's an example of some influences of a early career traveler visiting Singapore. Can you think of the moments that your brand/experience can create 'trigger points' that will inspire your consumers at each stage?

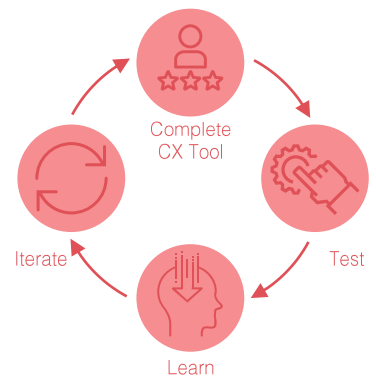
	AWARE I've heard of it	CONSIDER I would consider visiting	RESEARCH It meets my needs	BOOK I have booked to go there	EXPERIENCE How it made me feel	ADVOCACY I would recommend it
INFLUENCES	The many Instagram posts by friends showing their beautiful holiday photos.	My best friend shared with me about the exciting trip that she did in Singapore last month.	Many interesting activities that are related to culture available in Singapore.	Good promotions on travel sites + variety of accommodation options.	The variety of engaging and stimulating activities and restaurants.	The delicious local food and the unique cultural experience.
						

Remember: Ultimately, a brand's goal is to create relevant 'trigger points' and guide their customers down the consumer journey.

Keeping up with your ever-changing consumers

Consumer expectations and needs are constantly changing. While you've crafted your consumer experience tool, remember to continuously:

- Revisit and iterate the tool to stay close to your consumer.
- Utilise learnings from campaign executions, interactions with consumers to feed back into your consumer experience tool.
- Test trigger points, influences and hypotheses to understand what best fits into your Consumer Experience.



Developing Unique Consumer Experience Tool

If you've developed consumer personas, you will have more than one traveller profile for your brand/experience. Don't stop your consumer experience tool with just one profile. Craft unique CX tools for each unique consumer personas to help better understand them and craft great brand experiences for them at each stage.

	PASSIVE	ACTIVE	PASSIVE	ACTIVE	PASSIVE	ACTIVE	PASSIVE	ACTIVE				
	AWARE		CONSIDER		RESEARCH		BOOK		EXPERIENCE		ADVOCACY	
Millennial Single Women	I found a couple of travel and holiday customer (not) fan posts.		I think that I would like visiting Singapore and taking photos.		I've looked up on the Singapore tourism website and saw Singapore and other related travel sites.		I used travel sites to compare flight and hotel prices.		I enjoyed the digital content I saw on social media and found it helpful!		I shared my travel photos with my friends and family.	
Consumer Persona (Introverted Traveler)	I want to take on a trip to explore the world, but I'm a bit shy. The travel industry seems to be a bit intimidating.		Singapore seems like a unique and modern country. I want to see if it's a good fit for my travel style.		After the first of exploring Singapore, I was impressed by the variety of activities and the friendly people.		I was happy to be able to see the sights and the variety of activities and restaurants.		I was able to see the best of Singapore!		I was able to see the best of Singapore!	
Visual Influences (Accommodation of the digital journey?)	The many Instagram posts by friends showing their beautiful holiday photos.		My best friend shared with me about the exciting trip that she did in Singapore last month.		Many interesting activities that are related to culture available in Singapore.		Good promotions on travel sites + variety of accommodation options.		The variety of engaging and stimulating activities and restaurants.		The delicious local food and the unique cultural experience.	



Tips

- Continuous iteration of your Consumer Experience Tool will help you constantly review the way your brand deploys trigger points. This will help you drive sharper communications with your consumer.
- Take the effort to create the Consumer Experience Tool for all your top consumer segments. This hard work will pay off as the tools will help you prioritise target segments and guide conversations on communication channels and messaging.
- This tool helps you shift your focus to your consumer. Filling in the tool might be difficult in the beginning, however, over time and with practice, it will be a breeze.