



The CX of Everyday Things

Dave Fish, Ph.D.
Founder and CEO
CuriosityCX

CX TALKS
CHICAGO

THE

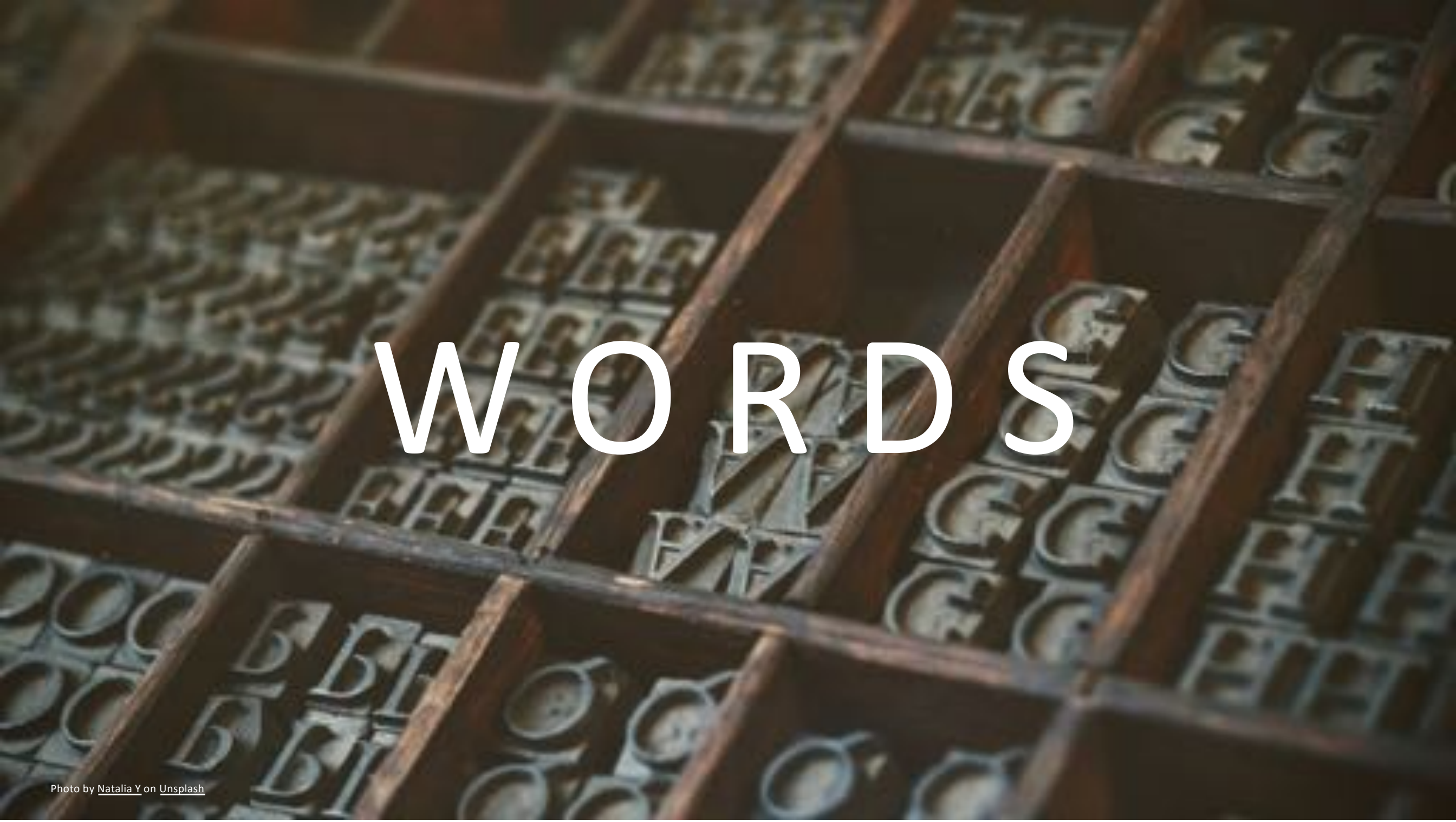
CX

OF EVERYDAY THINGS

“I think the success around any product is really about subtle insights. You need a great product and a bigger vision to execute against, but it's really those small things that make the big difference.”

Chad Hurley – Entrepreneur and YouTube co-founder





WORDS

JACK BARCLAY



01 March 2004

Dear Customer,

As a driver of a Bentley or Rolls-Royce we at Jack Barclay regard you as a member of the Bentley or Rolls-Royce family. With this in mind, it gives us great pleasure to invite you to attend our service clinic event, due to take place between 2nd to 4th April 2004.

Here, when encourage you to bring your car in for a comprehensive inspection by an independently appointed technician from Bentley Motors Ltd, completely free of charge. The inspection itself should only take 1 _ hours and afterwards ours experts will take you through any areas that require attention.

You are under no obligation to have any work carried out and you will be provided with a completed inspection sheet shortly after you attend. Our highly trained staff will be on hand throughout the event to answer any questions you may have, and should you require any further work, you can be most assured that only the latest technology and genuine parts will be used to ensure your car is maintained to the best possible standard.

Whist your car is being inspected you will have a superb opportunity to take a test drive of the new Bentley Continental GT, or perhaps take a look at the latest we have to offer in accessories or our new branded Goods range?

We appreciate the fact that your time is valuable, therefore we have organised our Service Clinic event on an appointment basis to ensure that your vehicle is seen promptly. Please contact Jane Lynch on 020 7736 8880 who will be pleased to schedule a convenient appointment for you, or if you require any further information.

We look forward to seeing you

Yours sincerely

Stan Christoph F.I.M.I
General Manager - Aftersales



Source: CuriosityCX



Source: CuriosityCX



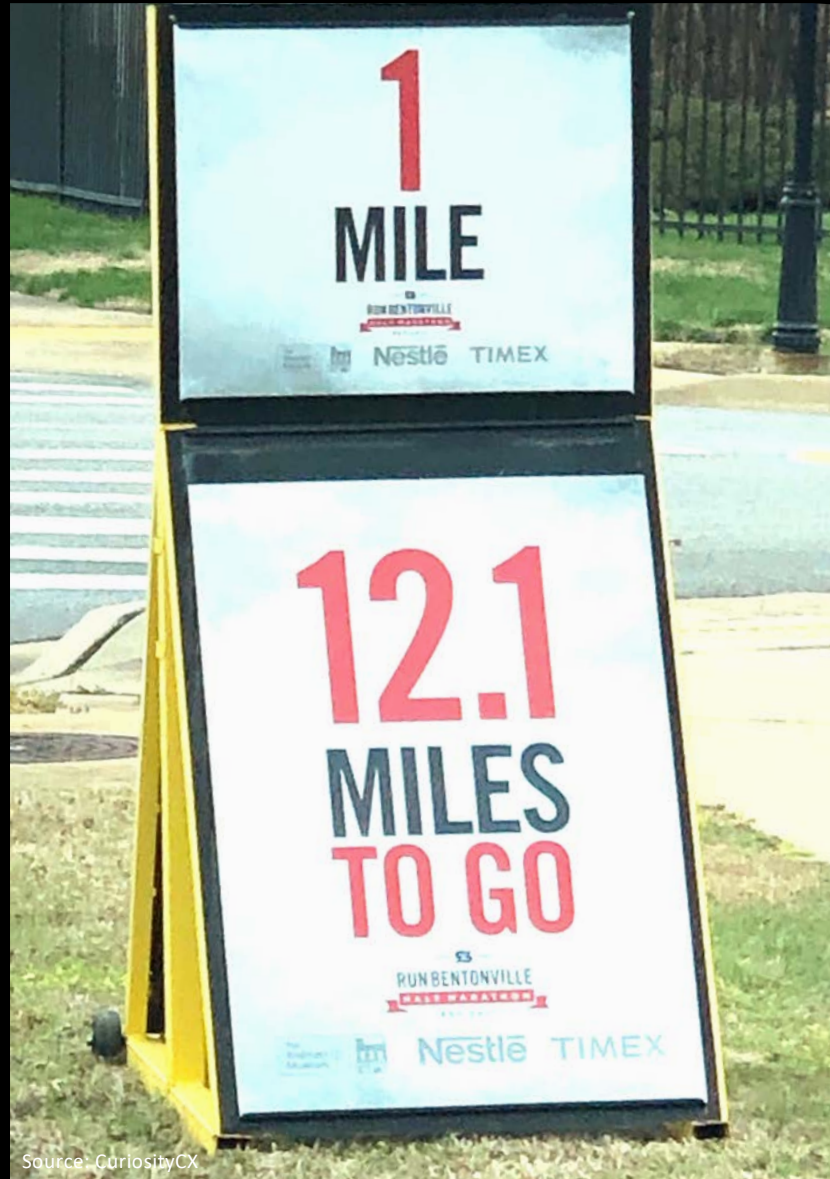
Source: CuriosityCX



Source: CuriosityCX



Source: CuriosityCX



Source: CuriosityCX



**THE ENGINE SHALL BE
SHUT OFF DURING THE
REFUELING PROCESS**

IN CASE OF FIRE



Source: Freddy Heppell from Huffington Post

New Lower Price

\$12⁹⁷ | **Was \$12⁹⁸**

Item # 739650
Model # DWA2SDC65TWR
0885911435796

10 DW 65-PC SCREWDRIVING BIT SET



Happy Harvest
Sliced Carrots 51580

4.5¢-4.4¢ per oz. 14.5-15 oz. | ~~65¢~~

65¢

14.5-15 oz. 4.5¢-4.4¢ per oz.

SAVE 0¢

PRICES
so LOW



Selección su boleto

Español oprima "E"

Adult
18 - 64

**Honored
Citizen**
65+ or Medicare/
disability

Youth
7 - 17 or high
school/GED
8 and under ride free

\$2.50
2½-Hour
Ticket

\$5.00
1-Day
Pass

\$1.25
2½-Hour
Ticket

\$2.50
1-Day
Pass

\$1.25
2½-Hour
Ticket

\$2.50
1-Day
Pass

E

1

2

3

4

5

6



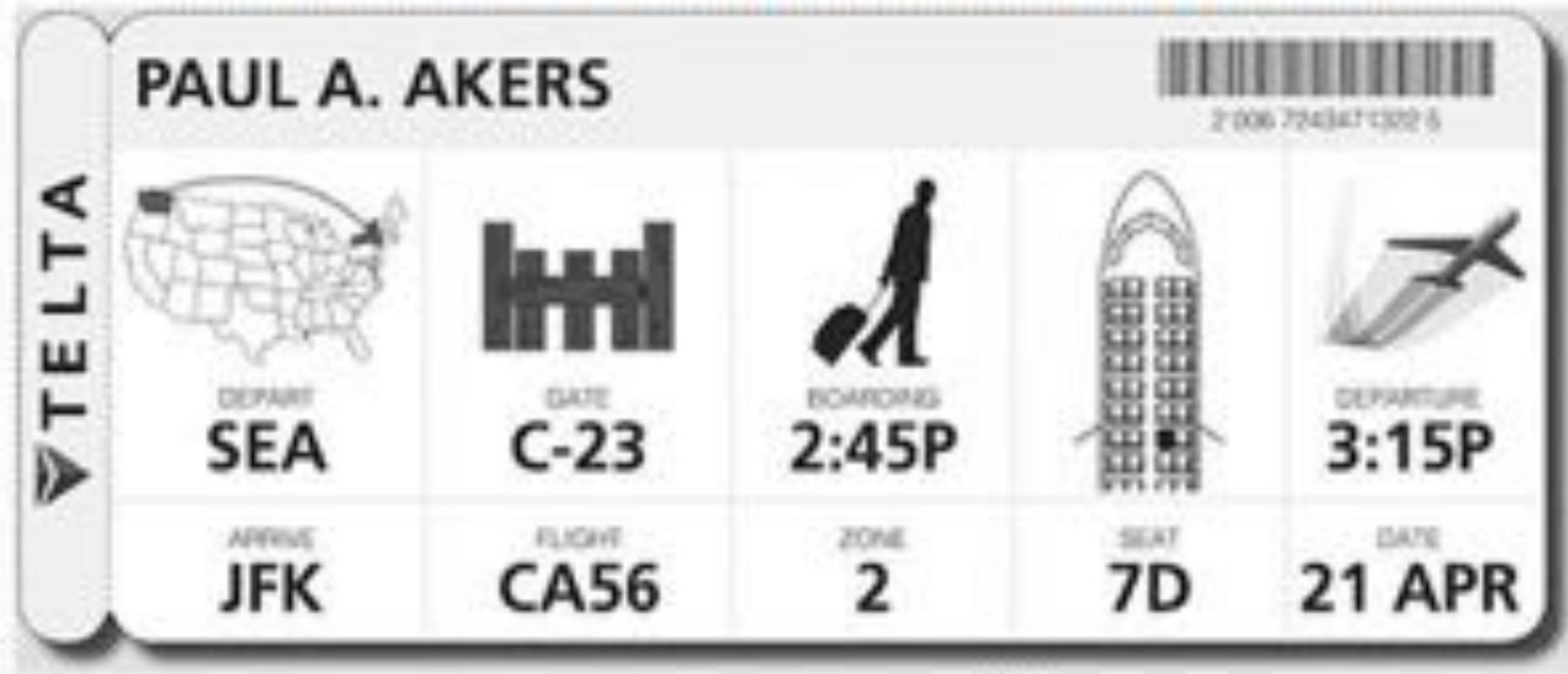
PARKING SCHEDULE

	M-F	SAT	SUN
12am			
7am			
8am			
9am			
4pm			
7pm			
9pm			
12pm			

Source: <https://newatlas.com/better-parking-signs-nikki-sylianteng/32970/> discussion of work by Nikki Sylianteng,



Source: Paul Akers



Source: Paul Aakers

How are we performing?

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 249–256



July 2003

2

3

4

5



Security waiting
time: 5 mins
classroom - 5 mins



Security waiting
time: 10 mins
equivalent < 10mins

Source: *World Development* 32(4), 2004, pp. 681-696.
Reprinted by permission of Elsevier.



Security waiting



PACKAGING



Source: CuriosityCX



MOUNTAIN BIRD
COFFEE AND TEA COMPANY

MORNING BIRD BLEND

Medium Dark Roast

ORIGIN

COSTA RICA, COLOMBIA, GUATEMALA

ELEVATION

4,000-6,000 FT

CUPPING
NOTES

Full Body • Nuts •
Milk Chocolate • Tropical Fruit

100% RAIN FOREST ALLIANCE CERTIFIED



3 Park Drive • Holiday Island, AR 72631
www.mountainbirdcoffee.com



CURIOSITY
co







Thank You
For Your Patronage

SOUP BONES

SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS.

 **KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.**

 **KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.**

 **COOK THOROUGHLY**

 **KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.**

Packed On	Best Before	Sell By
Net Wt/Ct 1.49 lb	Unit Price \$4.99/lb	Total Price \$7.44



Grass-Fed Beef Soup Bones (for broth)

SELECT PRODUCT

3 lb - 4 lb / Humboldt Farm	\$24.99	5+ left	ADD TO CART	\$7.14/lbs
4 lb - 5 lb / Humboldt Farm	\$31.99	5+ left	ADD TO CART	\$9.14/lbs
2 1/2 lb - 3 lb / Humboldt Farm	\$19.99	5+ left	ADD TO CART	\$7.24/lbs
5 lb - 7 lb / Marksbury Farm	\$41.99	5+ left	ADD TO CART	\$7.00/lbs
30 lb - 15 lb / Marksbury Farm	\$90.99	1 left	ADD TO CART	\$7.00/lbs

Use to make broth, beef soup or enhance a stew.

We also offer other bones, such as [knuckle marrow bones](#), [neck marrow bones](#), [shank with marrow bones \(osso bucco\)](#), [marrow bones](#), and [tail](#).

Free shipping if you order more than 10 pounds of beef





Source: CuriosityCX

UP TO **7** HOURS
OF
FRESHNESS

ide®



baby
Oliver



head to toe
wash

rich moisture

helps retain your baby's



baby
Oliver



lotion

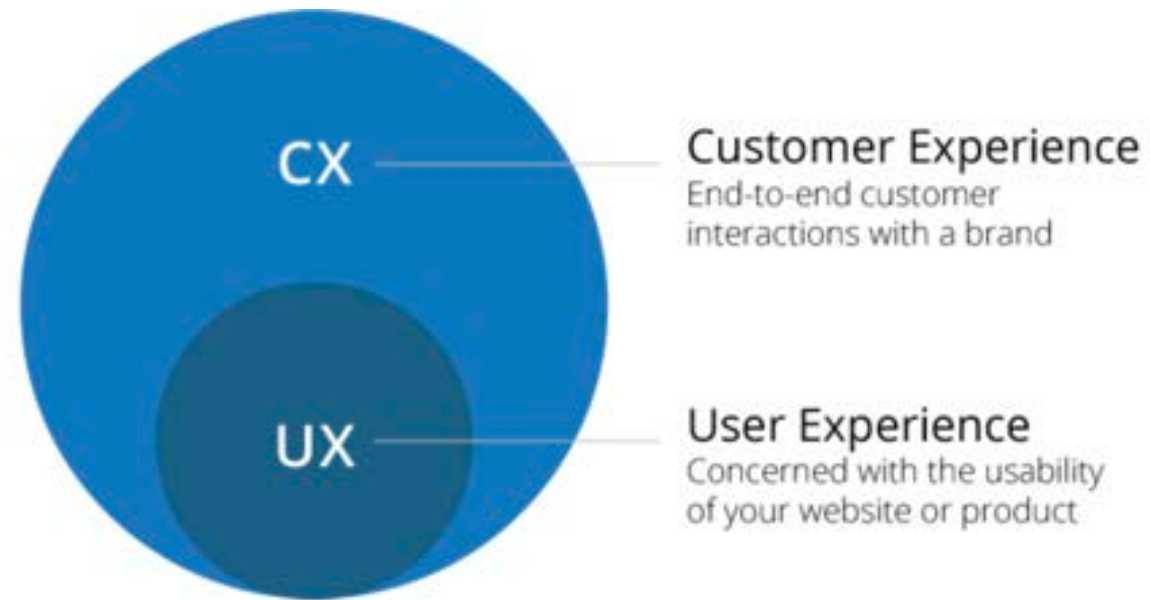
rich moisture

gently moisturises baby's skin all day



lotion







Grade Assignment: Problem Definition (USE THIS ONE)

■ E. [redacted] starts it off by

Assignment Instructions →

Keywords:

mechanical generation, but the only assistant is the convenience that transportation brings to people. Even people without cars can enjoy the convenience of transportation. We called that transportation "Taxi". But over time, their many different services has been released to help people, biggest example is Uber and Lyft. Use to, become taxi is like main job with many requirements, but with the new service, anyone who owns a car can become a "driver". Also Uber and Lyft are more convenient than regular taxi, it will locate your current location and send the request to nearest driver. Normally it won't take no longer than 10mins and its cheaper and more comfortable than a taxi. With these new serves, it puts the taxi driver in to a struggling situation, especially in New York City.

Yellow taxi drivers, subject to regulated pricing, have found they working harder for less return, while the value of a regulated taxi vehicle license, a medallion, have dropped precipitously. No drivers have committed suicide in recent months. People of color and immigrants predominant among yellow cab drivers. Green taxi, designed to encourage pick ups in under-served areas outside of Manhattan, never took off as the city wanted, and their numbers declined sharply as app-based vehicles hit the road. Meanwhile, drivers for the app-based services have grown dramatically, increasing congestion in dense areas of Manhattan.

Management Indicators:

EXAMPLE
Let $\mathbf{A} = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$ and $\mathbf{B} = \begin{bmatrix} 4 & 3 \\ 2 & 1 \end{bmatrix}$. Then

Abstract:

Summary





Source: CuriosityCX





Source: CuriosityCX



Source: CuriosityCX





EXPERIENCE DESIGN



Source: CuriosityCX



Source: CuriosityCX





Source: Found somewhere on the internet



WORSHIP

Sundays

8:30 am Traditional

8:45 am Contemporary

9:45 am Blended

11:00 am Traditional
& Contemporary



FIRST UNITED
METHODIST CHURCH

Downtown Bentonville

479.273.2712

fumcbentonville.org



Graduate
ANN ARBOR



Cabela's



1. Achieve customer empathy by being with customers
2. Balance beauty, function, and efficiency
3. Design experiences, not things



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