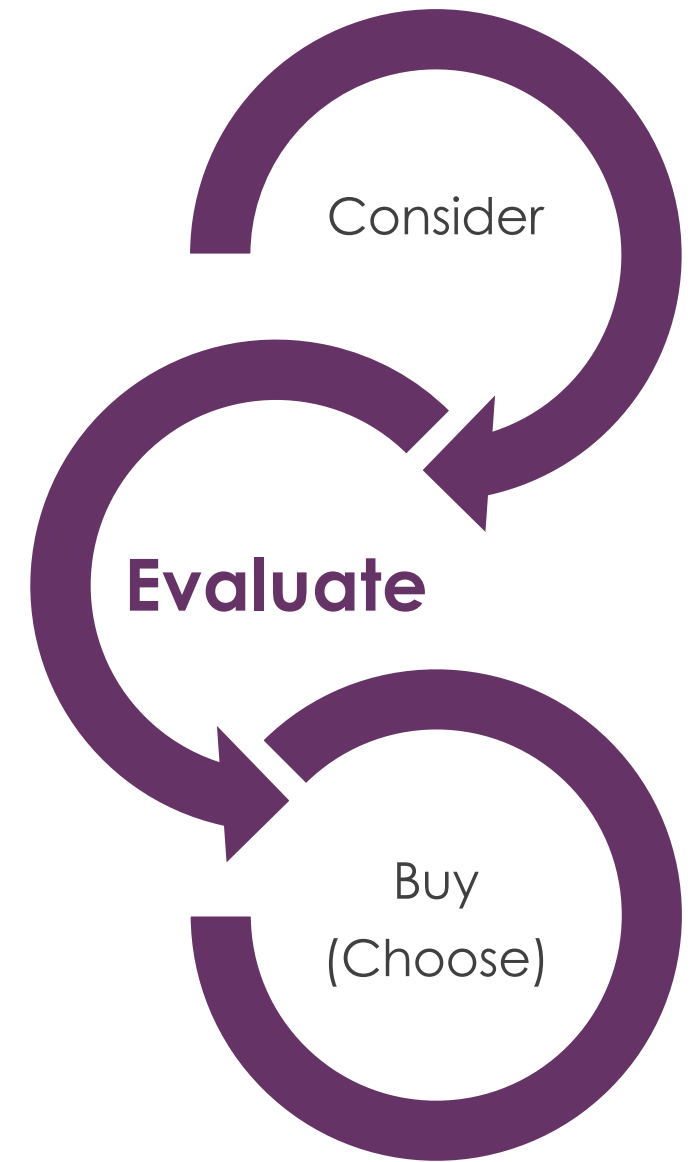




EVALUATE

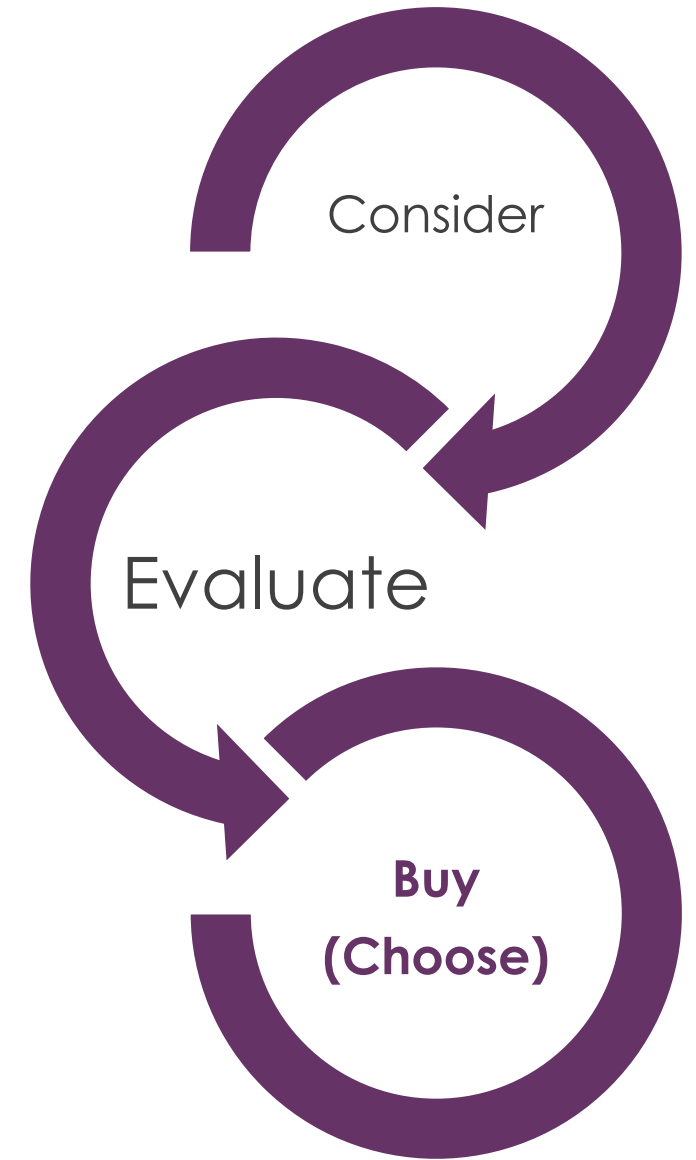
- **Test** your ideas out!
- **Track** iterations & updates at every step
- Constantly for ask for **feedback** from your team, participants, and clients





BUY

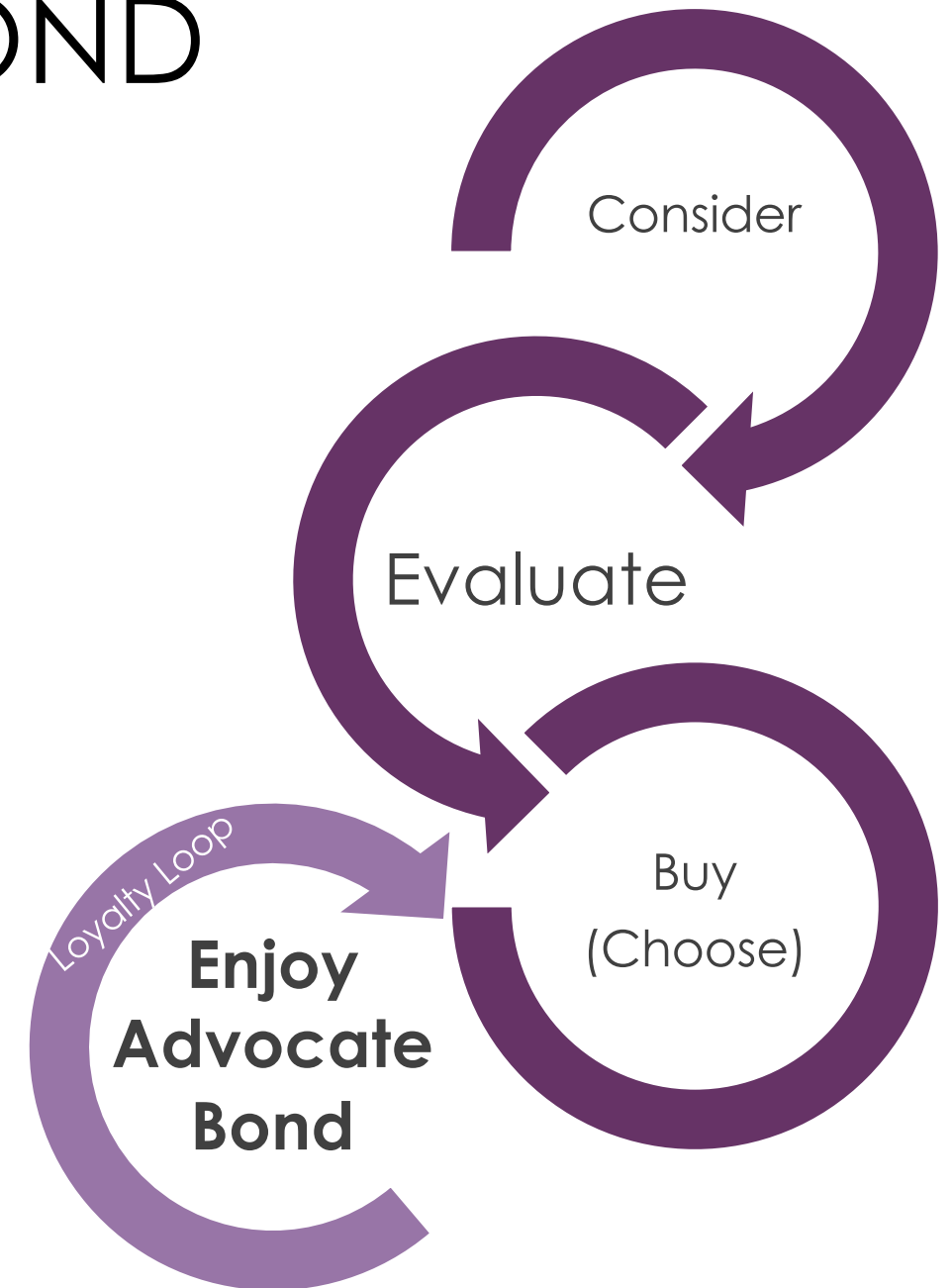
- Decide on a solution(s) and make the '**purchase**'!





ENJOY, ADVOCATE & BOND

- **Enjoy** it, your hard work paid off!
- **Advocate** your development with your organization and with clients
- **‘Bonding’** in this sense means that the team get to know the new approach and come to own it as their own



Workshop Objectives / Desired Outcomes

Day 1

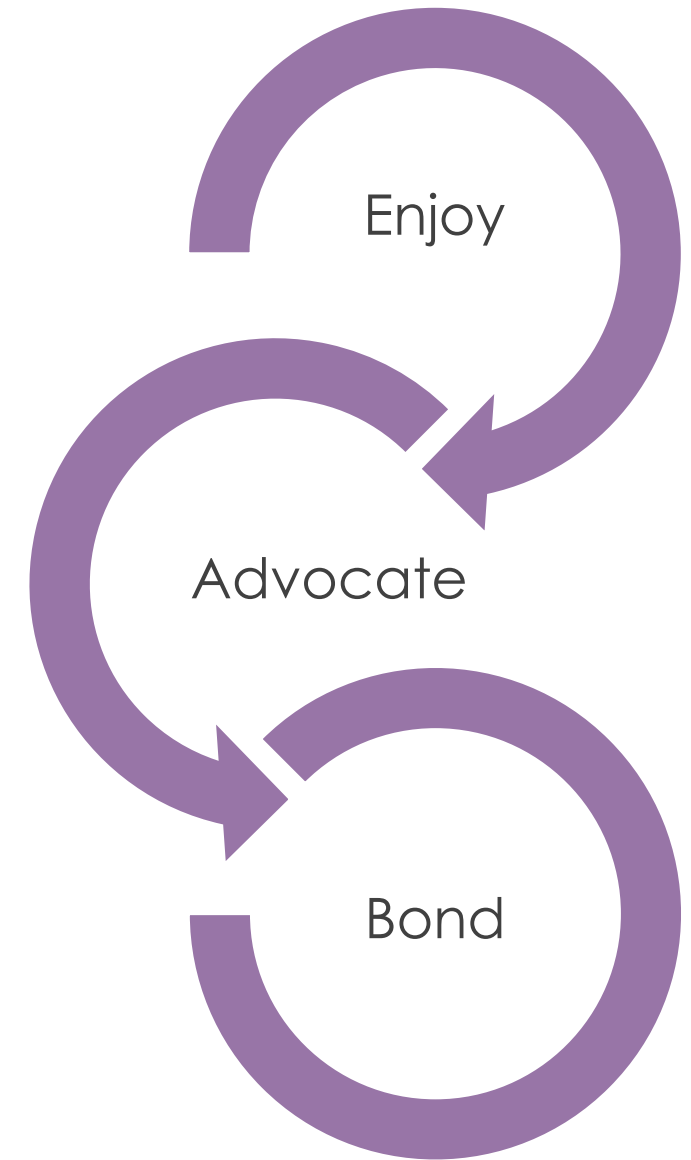
- To develop consumer-based insights that will inform design development.
- To gain alignment on problems to be solved through design.

Day 2

- To prioritize problem areas based on roadmap priorities, as well as the Ultimate Ears purpose and vision.
- Generate additional concepts based on immersion and research findings.
- Prioritize 3-5 concept areas for development.

LOYALTY LOOP CHECKLIST

- ✓ What are the key **touch points** along the way?
- ✓ What **messages** do your internal team/stakeholders need to see at each phase?
- ✓ Benchmark performance throughout the journey to enable **track progress and results**
- ✓ **Create journeys your team really wants to go on!**





Continue to solicit
feedback from
PARTICIPANTS
about their experience

Ask **CLIENTS** how they are
using the new
approaches & what
could be improved
further

Q & A

Inspiration
Sources:

McKinsey & Company

Brilliant
Noise



Harvard
Business
Publishing



Innovate Your Tools and Methods by Following Your Own Customer

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CX TALKS
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