



# Science of Including Emotions in Journey Scoping

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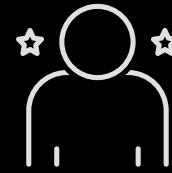


# THE SCIENCE OF INCLUDING EMOTIONS IN SCOPING JOURNEYS

CX Talks – Chicago  
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Journeys are not just the products or services which we provide or how we service customers during a specific touchpoint.



The experience journey is part of an individual's story...which is happening at this specific moment. *It is personal!*



That person is trying to accomplish a task and they may have positive or negative emotions about what's happening during this experience.



We should be leveraging the science-based understanding that exists to better explore the impact these emotions have on customer behaviors.

# 3 MINUTES OF NEUROSCIENCE

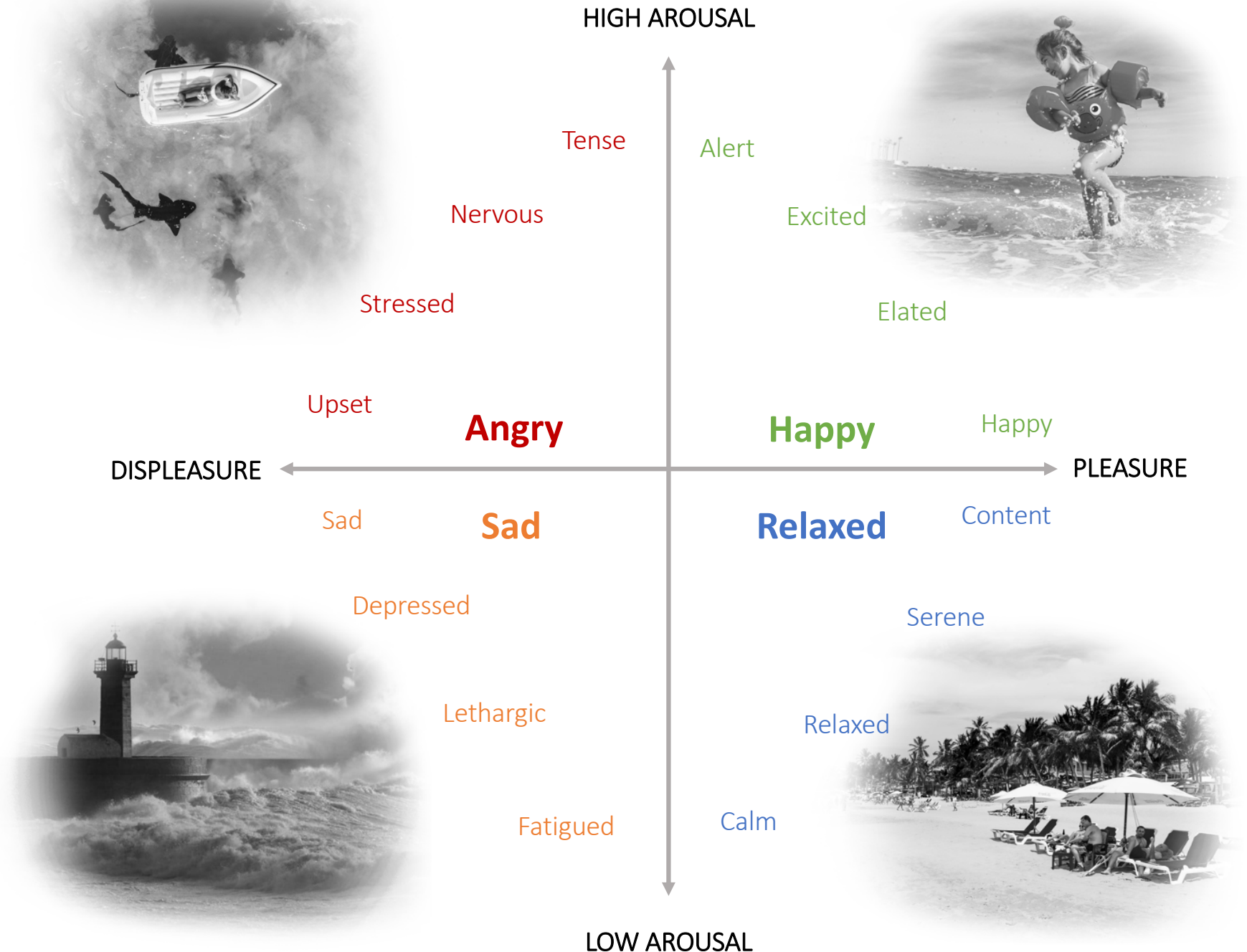
## EMOTIONS START WITH BIOLOGY

**VALENCE ( BIOLOGY ):** attractiveness (positive or negative) of electrons involved in or available for forming chemical bonds

**VALENCE ( PSYCHOLOGY ):** The intrinsic value associated with a specific event, object, or situation

## EMOTIONS START WITH BIOLOGY

- Neuron activity identifies a situation
- Neural receptors ( and outside influencers ) determine how we feel about that situation
- Degree of regulated controls determines behavior demonstrated
- If high arousal, emotion disrupts reasoning.



# PERSPECTIVE

“Is the way we see things when we look at them from a certain distance and it allows us to appreciate their value.”

- Rafael E. Pino

## FRAMING AND PERSPECTIVE MATTERS

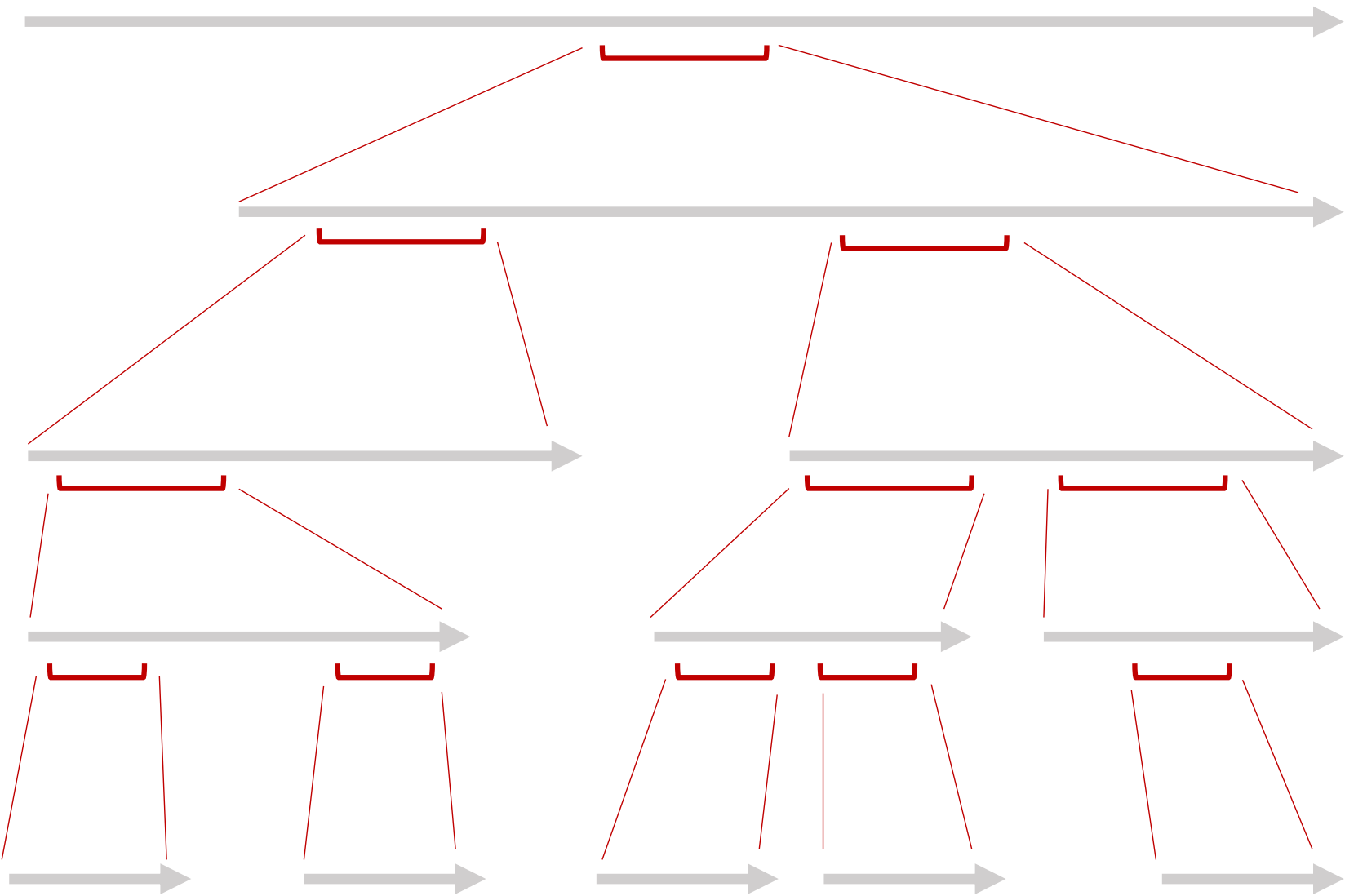
- Microscopic ( Neurons & Circuits)
- Macroscopic ( Systems )

## POWER OF 10 VIDEO

Written and Directed by Charles & Ray Eames, initially released in 1968



# SCOPING JOURNEYS REQUIRES PERSPECTIVE



**LIFETIME JOURNEY**  
*Insurance / Healthcare*

**LIFESTAGE JOURNEY**  
*College / Military*  
*Married / Children*

**RELATIONSHIP JOURNEY**  
*Rent / Mortgage*  
*Subscriber / Customer*

**TRIGGER JOURNEY**  
*Event / Campaign*  
*Behavior / Issue*

**MICRO - JOURNEY**  
*Campaign / Transition*

*Question what journey would look like one level higher ( broader framing )*

# APPLYING THIS IN REAL LIFE—OUR EXPERIENCE

**Properly frame their personal story**  
with the most relevant journey level or  
broad perspective

- Design to meet expectations and address emotions, specifically at identified pressure points
- Prioritize areas where the largest gaps exist in emotions at a pressure point ( often transitions )
- Use Pine & Gilmore's 4 Realms of Experience to focus on new design opportunities

1

**Always include customer input**  
and collaboration, instead of only ideas

- How does their personal story align with this journey?
- Where are they at for this ***specific moment*** and what core emotions exist?
- What do they expect as the outcome (ask: what are they trying to achieve )
- What terms or customer language do they use ( avoid internal lingo)

2

3

**Ensure value by meeting expectations**  
and to address their emotions during  
pressure points

- Tell an integrated story by identifying how this journey relates to higher-level and lower-level journeys
- Track before and after measures to evaluate impact
- Show a clear return on investment, as often common sense actions will identified and implemented



# DID WE DELIVER VALUE?

WE MET OR EXCEEDED YOUR EXPECTATIONS

- NOT just another **Journey Mapping** presentation!
- There's value in leveraging scientific research & concepts into journey management
- It provoked ideas for how to infuse different perspectives into our processes, tools and techniques
- This applies in User Experiences, Marketing & Creative, and Customer Experience Design

# HOW DO YOU FEEL?

ASSESS THE CURRENT SITUATION AND EMOTIONS



**ANGRY**



**HAPPY**



**SAD**



**RELAXED**





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