

DESIGN

3 Steps to Designing a Killer Customer Experience

Through design, brands can connect with their consumers on an emotional level.



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You see it all the time. A company has an amazing [product](#) and for some reason cannot market it properly to consumers, even though the product itself is extremely innovative, attractive and addresses an important need. What is the company doing wrong?

Taking a closer look, you'll usually find that the [marketing efforts](#) fell short failing to reach the consumer on an emotional level. In today's competitive marketing world, it is crucial that brands connect with people, it's the key to converting browsing to buying.

Whether a brand is designing a retail environment at the local mall, an A.I. bot or a multi-million-dollar Superbowl commercial, the following three steps apply:

Engage the consumer.

Brands that interact with their customers have an edge over brands that do not. This comes into play when designing a marketing campaign on multiple media platforms. Online, web users are inclined to fill out a survey or play a game as long as it's easy, fun and holds the promise of some type of incentive. Requiring the consumer to read extensive copy is not an effective way to spark customer engagement, while the use of bold and/or welcoming imagery certainly can.

The same goes for physical designs. A retail display and point-of-sale that engages the customer will be more successful than simply saying: "Here's our product. Take it or leave it." The key is to grab the customer's attention so tightly that they leave the retail experience and enter a unique environment created by the brand, itself.

Appeal to all five senses.

Traditional marketing tends to be visual or, in the case of radio, auditory. Today's advancements have enabled a host of options that allow brands to communicate with end-users through touch, smell and taste - and it doesn't require going door-to-door with the product.

Textures and temperatures can be simulated and demonstrated, bringing the product to life and making your brand's features stand apart from the competition. The same goes for flavors and scents, which will always do more to draw in consumers than just a cool catch phrase. If a picture speaks 1,000 words by appealing to the sense of sight, then designing for all five senses would surely create an authentic experience.

Tell the brand's story.

The messages that resonate the most are those that personally connect with a consumer. To design an experience that someone can relate to is tricky - yet extremely simple when executed the right way. The key is to "humanize" the brand by designing an experience that takes the customer on a journey. It should portray the protagonist as an identifiable figure who overcomes a challenge and finds resolution through the product. In the end, you'll have connected the customer to the product and your brand in an emotional way and, hopefully, secured their business.

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