



# The Experience Design Blueprint

## Recipes for Creating Happier Customers and Healthier Organizations

GREGORY J. OLSON

### Book Description

**Why are we surrounded by broken experiences?**

**Have our organizations become so complex and our roles so specialized that customers must suffer through our shortcomings?**

No matter what your role or title is, happier customers and a healthier organization should be front and center in what you do. But, chances are, your conversations are all wrong and your mental models are anemic.

In this practitioners guide, Gregory Olson reveals new mental models like the promise delivery system and the 3-psychological zones along with real world examples and recipes that can be applied immediately to your situation.

Using a common experience of renting a car, Gregory shows us how to design new or improve existing experiences, step by step, helping us all to tap our inner designer and have better conversations.

Once we have a new vision for the experiences we'd like to deliver, he then shows us how to build a more responsive organization and make our new vision come to life.

The models in the Experience Design BLUEPRINT are equally relevant to organizations of all types and sizes including start-up entrepreneurs, nonprofits, for-profits, and government.

**56 recipes, 78 images, and 25 examples**

### About the Author

Gregory Olson founded strategy and design firm Delightability, LLC. with the belief that if you delight customers then success will follow. A lifelong learner, his formal education includes a Bachelor of Science in Electrical Engineering and a Masters in Business Administration, both from Seattle University. Gregory also serves as a volunteer board member for Oikocredit Northwest, a support association for social investor and financial institution Oikocredit International.

**A book about designing better experiences and then making them come true.**

*ESSENTIAL READING FOR BUSINESS OWNERS AND LEADERS WHO WISH TO BUILD A CULTURE OF CONTINUOUS INNOVATION THAT IS GOOD FOR CUSTOMERS AND FOR THE ORGANIZATION.*

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