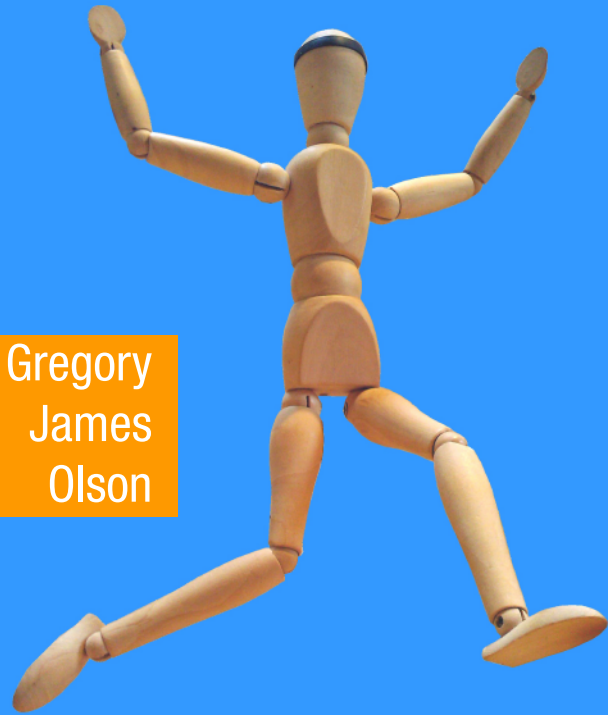


The Experience Design BLUEPRINT



Gregory
James
Olson

Recipes for Creating Happier
Customers and Healthier Organizations

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About the Author

Greg Olson is an author, business coach, consultant, speaker, and facilitator. He is the managing director of Delightability, LLC, and also serves as a volunteer board member for Oikocredit Northwest and as an advisory board member to Seattle University's Department of Electrical and Computer Engineering.

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Book Description

Why are we surrounded by so many broken experiences?

Have our organizations become so complex and our roles so specialized that the audiences we serve must hopelessly suffer through our collective 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, Greg 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, Greg 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 along the way. He shows us how to build more responsive organizations whether we're trying to capitalize on new opportunities like more connected ice cream, serve pizza to the President of the United States, or invent and popularize a new sport.

You'll learn how to more effectively navigate your own organization, the business landscape, and customer ecosystem, so that the benefits of your great ideas can be felt by others. Discover how to ensure your organization remains relevant and stays connected to those it serves.

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

