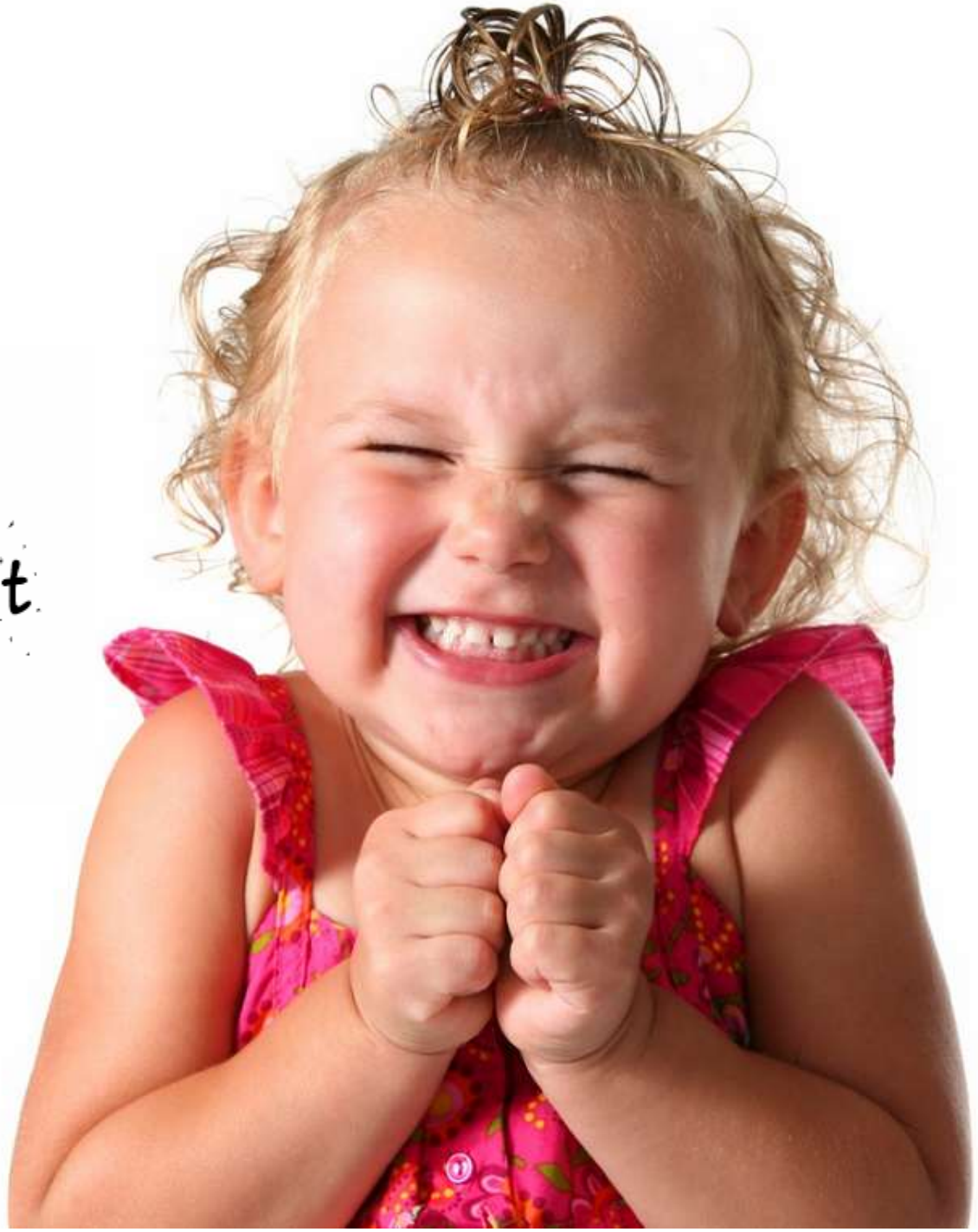
Exploring Delightful Product Experiences



Tomorrow morning, when you look in the mirror after you've gotten up, just write — put it in lipstick or whatever you want on the mirror — just put '***delight my customer***'.

Warren Buffet June 2016

http://www.cnbc.com/2016/06/07/warren-buffett-biz-owners-should-do-this-tomorrow-morning.html

Disney parks on both coasts close temporarily on Christmas

Disneyland, seen last year, had to turn away visitors for several hours on Christmas Day because of large crowds. (Allen J. Schaben / Los Angeles Times)

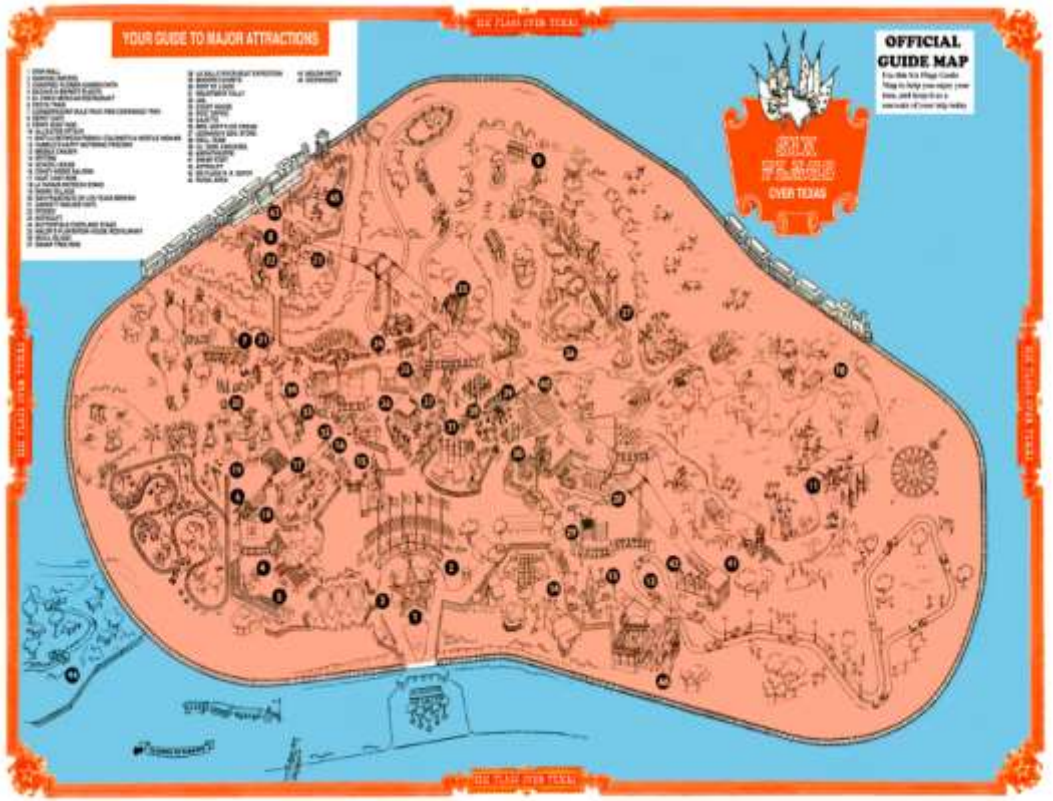
http://www.latimes.com/business/la-fi-disney-parks-reach-capacity-on-christmas-20141226-story.html

Disneyland
ADULT
2
$1 00
ADMIT ONE
EST. PRICE 91c
FED. TAX 9c
TOTAL
000001

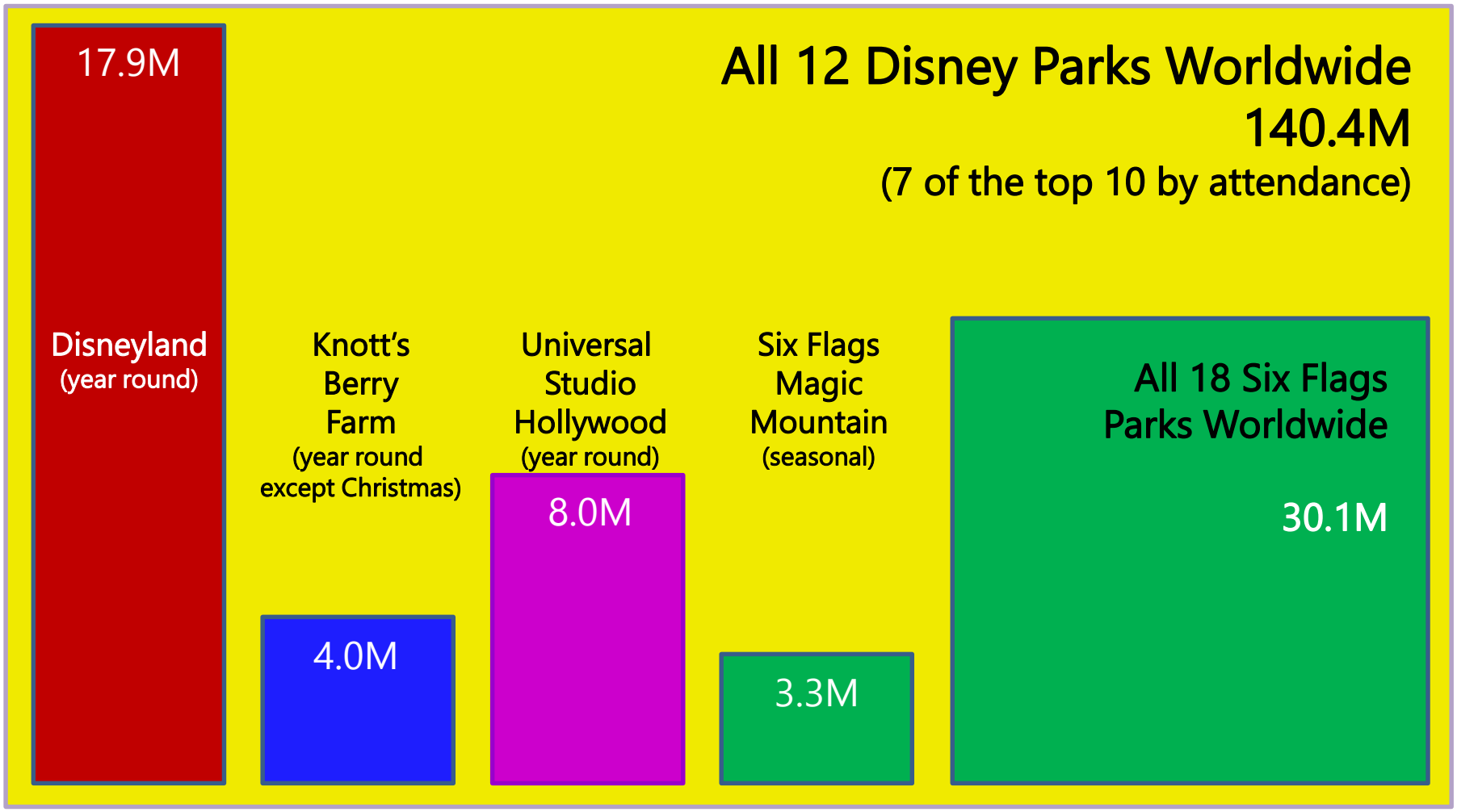
Opened 1955

SIX FLAGS
OVER TEXAS

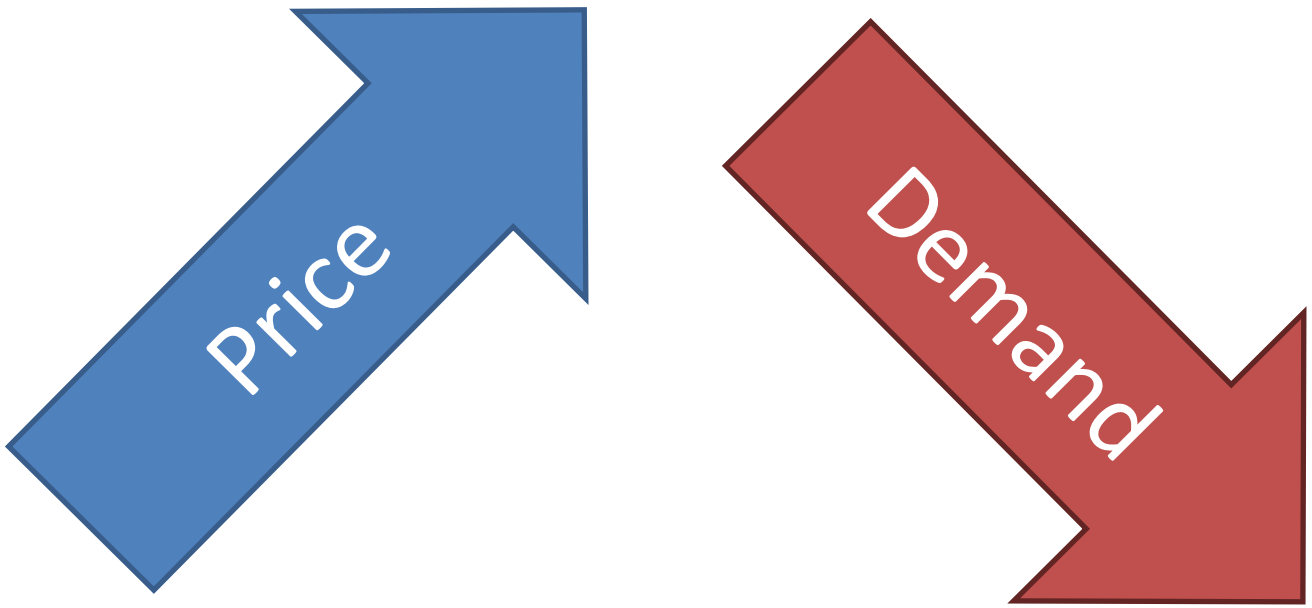
Opened 1961

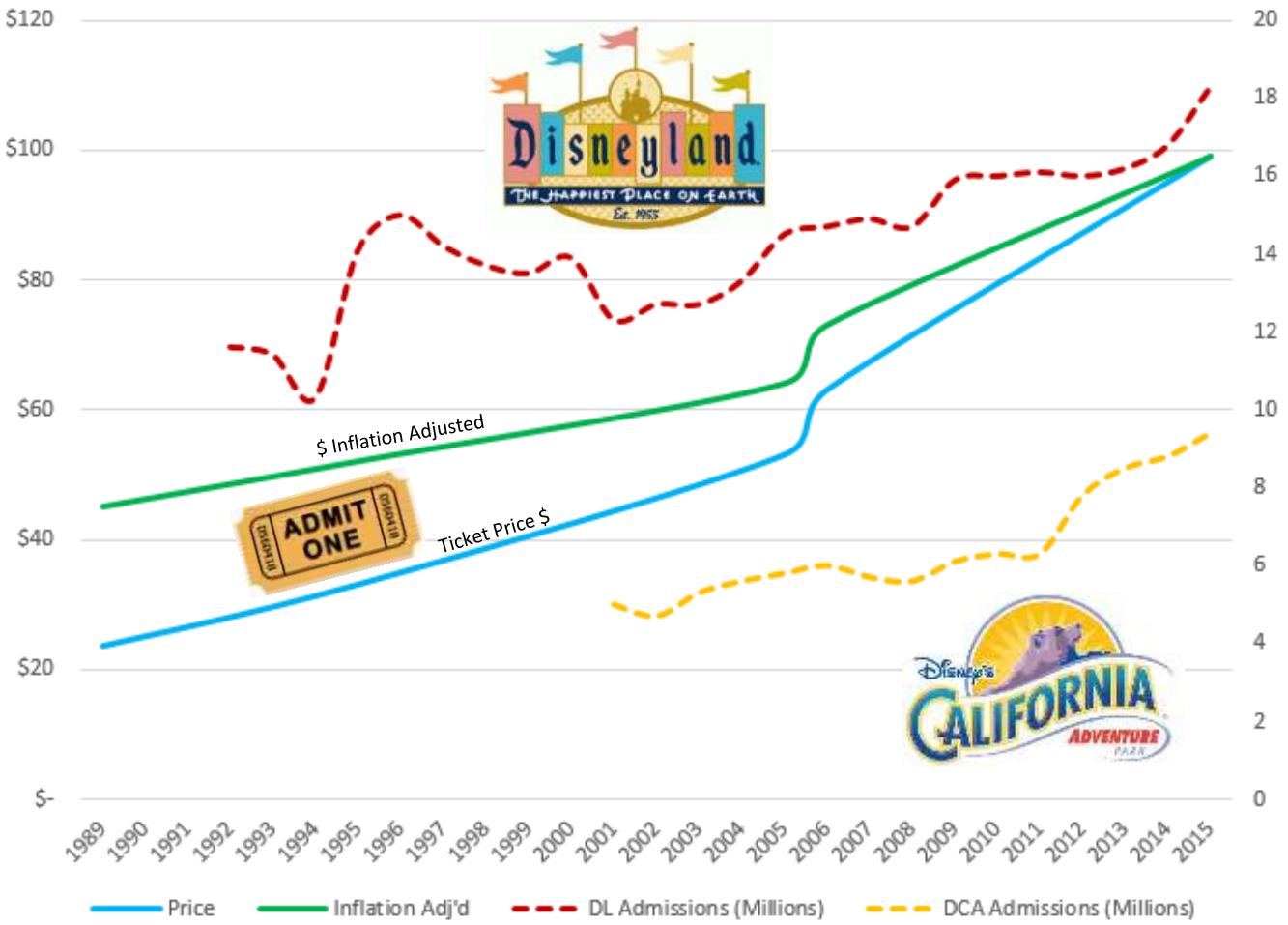


RAILWAY
CROSSING
STOP·LOOK·LISTEN



http://www.teaconnect.org/images/files/TEA_235_103719_170601.pdf (2016)


Price
Demand

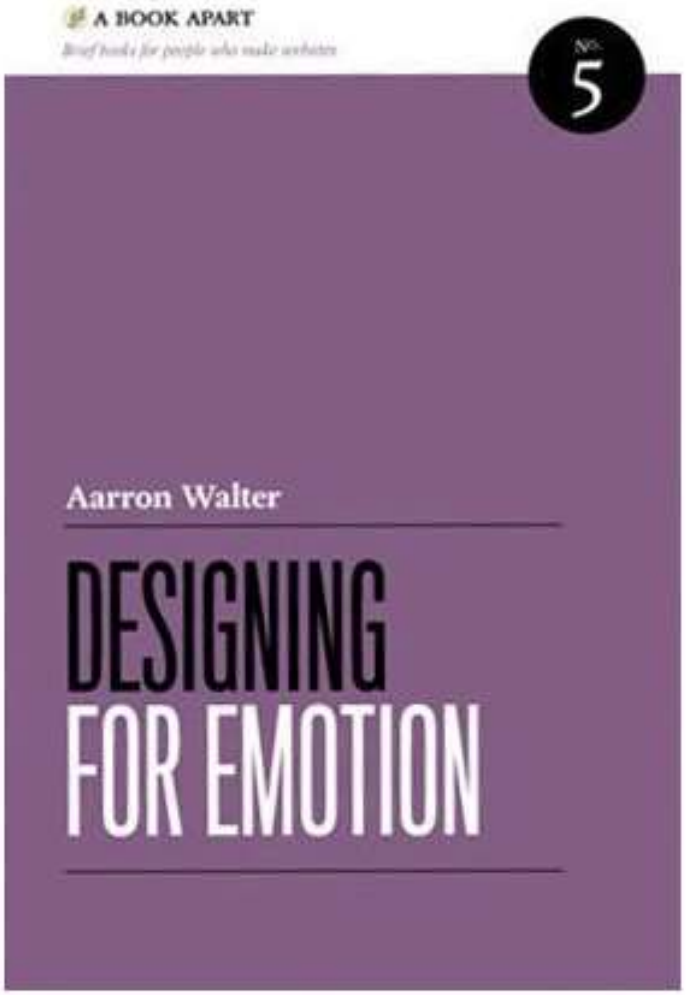


http://www.themeparktourist.com/features/20150221/29975/price-hike-disneyland-ticket-timeline-and-why-price-rose-again
http://www.scottware.com.au/theme/feature/atend_disparks.htm#Yearly

Sight ▪ Sound ▪ Smell ▪ Unique Experiences ▪ Whimsy ▪ Excellence ▪ Attention to Detail

Beyond Minimally Viable…
Minimum Delightful Product

Delight, like quality, isn't something that we can just tack on, or worry about later. It has to be baked in from the start.



Our products must be…

- **functional**—they have to work to solve a problem.
- **reliable**—they need to be up and running at all times.
- **usable**—easy to learn, easy to use, and easy to remember.

Then they can be…

- **pleasurable**—generate an emotive response/delivers delight.

Utility

- Get in, get out. Accomplish the task as fast as possible.
- Frictionless transactions.
- Time Entry, Banking, Airlines, …

Entertainment

- Enjoys of spending time with the service/store/app.
- Relationship.
- Games, shopping, Facebook, Twitter, …

Ben Tollady and Ben Rowe

Visceral

First Date

Invisible

Relationship

http://uxmastery.com/formula-delight/
http://www.slideshare.net/tollady/designing-delight

Surface Level Delight

- Beautiful User Interfaces
- Microcopy
- Tactile Transitions and Interactions
- Animation
- Sound

http://uxmastery.com/formula-delight/

Ultimately, Surface Level Delight fades over time.

What was new and exciting yesterday easily becomes commonplace today.

Design for Deep Delight.

Get Customers into a State of Flow!

- Completely **frictionless**
- Getting out of the user's way
- It just works!

Keeping users in flow is about minimizing **pain points, frustration and anxiety** that users may experience throughout their journey.

Turn pain into delight by effortlessly accomplishing the task.

http://uxmastery.com/formula-delight/

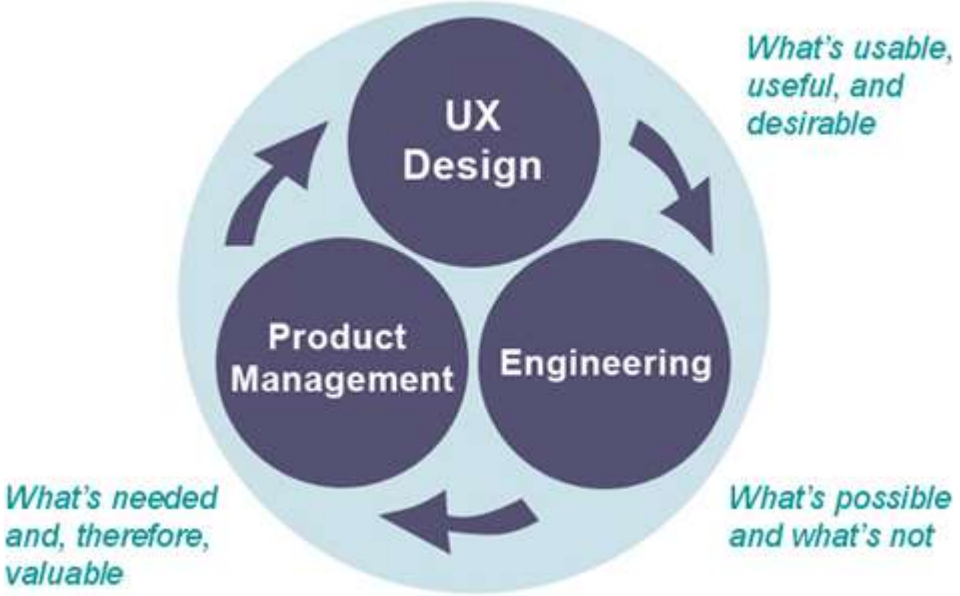
Let's Review Your Numbers

John, here's how your federal taxes look for this year.

	You Entered	You're Allowed	
Income			Revisit
Amount you get taxed on (total income)		**$124,500**	
What we can subtract (deductions)			Revisit
Mortgage interest	$25,000	- $25,000	
Personal exemption (everyone gets this)	$3,650	- $3,650	
Real estate tax	$8,000	-$8,000	
State and local taxes	$4,000	- $4,000	
Final amount that's taxed		**= $83,850**	

Product + UX + Arch

- What problems are our users trying to solve?
- What's the job they are trying to do?
- What pain-points are they experiencing?
- When are they feeling anxious or frustrated?
- What can we do to make their day just a bit better?



http://www.slideshare.net/tollady/designing-delight

Ben Tollady and Ben Rowe

Surface Delight

- Beautiful User Interfaces
- Microcopy
- Tactile Transitions and Interactions
- Animation
- Sound

Fades over time.

Deep Delight

- Minimizing pain points, frustration and anxiety
- Flow – pure focus on the task
- Invisible – accomplish task without considering the app
- Elicits a positive emotional response

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http://www.slideshare.net/tollady/designing-delight

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