

SAVE



NEXT

How you could better SAVE attention

CUSTOMER EXPERIENCE MOMENTS

AWARENESS

CONSIDERATION

DECISION

ONBOARDING

USE

SUPPORT

ADVOCACY



NEXT

How you could better SEIZE attention

SEIZE

The Customer Experience Canvas is a tool that will improve your brand's Customer Journey by guiding you to SAVE or SEIZE your customer's attention at every touchpoint. For more on this concept find an overview at: **The Future of Customer Experience**. If you are ready to run a workshop, follow these steps!

1

Print a copy of the Customer Experience Canvas as big as you can and hang it on a wall. You will need marker pens and sticky notes.

2

Gather a cross-disciplinary team, ideally where participants have an end-to-end overview and responsibility for the Customer Journey.

3

Go through each stage in the Customer Journey, from AWARENESS on the left to ADVOCACY on the right. Decide whether your brand must SEIZE or SAVE attention at each stage. If a stage is not relevant to your business, leave it out.

4

Once you've decided on your goal at every stage (to SAVE or SEIZE attention), have participants suggest and discuss new solutions that could better meet that goal for the customer. Add the best ideas onto the corresponding stage with a sticky note.

5

Before you wrap up, agree on next steps and assign owners to develop and explore your best ideas. Don't let a rival business do it first!

Pro Tip:

To develop counterintuitive solutions and serve customers in ways your competitors haven't considered, repeat the exercise with ideas for the opposite goal at each stage. SAVE where you SEIZED and SEIZE where you SAVED attention. You can generate a new set of powerful solutions!

Reach out to max@trendwatching.com if you get stuck, have suggestions or want to share your own efforts.

CX CANVAS

Sample of how an artisanal Food Brand, whose product is a staple cooking ingredient, might complete the canvas.

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Setup Amazon Dash button to allow simplified reordering

Portion size easier to measure via packaging to remove stage from recipe prep.

30 sec Instagram tutorial on pro tips to record & share culinary creations

Pop-up Cookery School at founder's home

Facebook ad coupons tailored to hyper-niche culinary interest

Packaging directs customer to YouTube influencer recipes

Reward those that contact customer support with gifts of 'beta' flavors

SEIZE