Designing
experiences that matter

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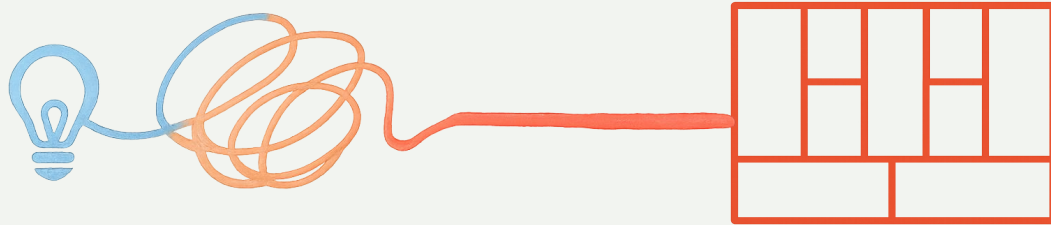
THE NEXT

NEXT

now

Find where to play, test how to win.

We transform **business ideas into market ready** growth initiatives through **strategic research & testing**

Delivering the evidence needed to make confident decisions

We work with **CXOs**, **heads of** innovation, **venture units**, and **product teams** to test ideas before major investments are made - **enabling evidence-based decisions**, **reducing risk**, and **improving the odds** of a successful launch.

From sizing opportunities to validating solutions

Where to Play

- Identify customer needs & pain points

- Size the market and segment demand

- Analyze the competitive landscape to spot white spaces

- Assess feasibility

How to Win

- Test and refine value propositions

- Validate business model viability

- Run price sensitivity and willingness-to-pay experiments

- Design go-to-market and pilot plans

Trusted by global corporates & disruptive startups
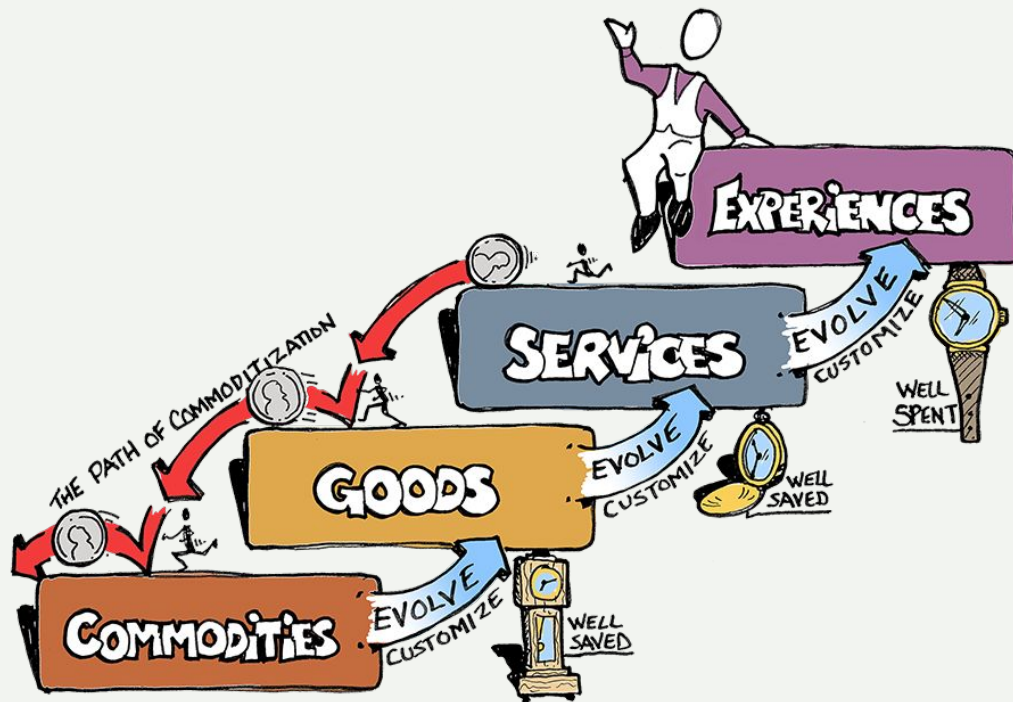

*As well as leading global consultancies, who outsource this service to us.

Why?

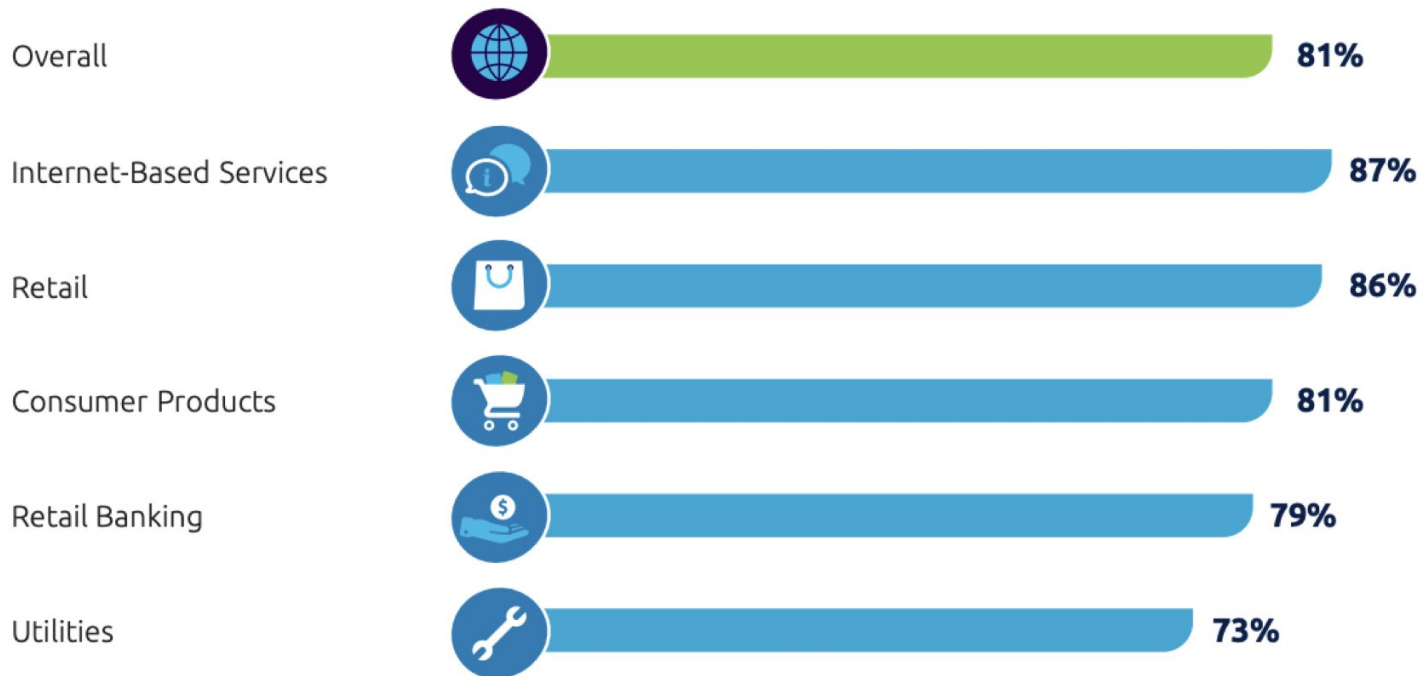# Constant evolution

Willingness to pay a higher premium for (good) experiences

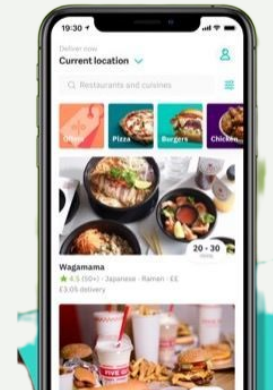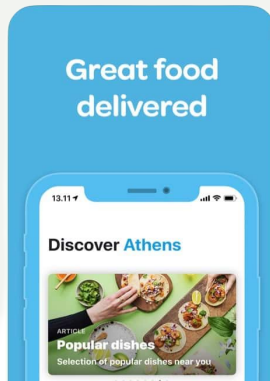|	
Overall	81%
Internet-Based Services	87%
Retail	86%
Consumer Products	81%
Retail Banking	79%
Utilities	73%

Source: capgemini, 2017

Commoditization of products

Commoditization of services

Economic hardship

Time poverty

Experiences are the stories we tell ourselves

Experiences are the stories we tell others

What?

Experiences that matter don't happen by chance - they're designed around people's deeper motivations, not just around products or processes

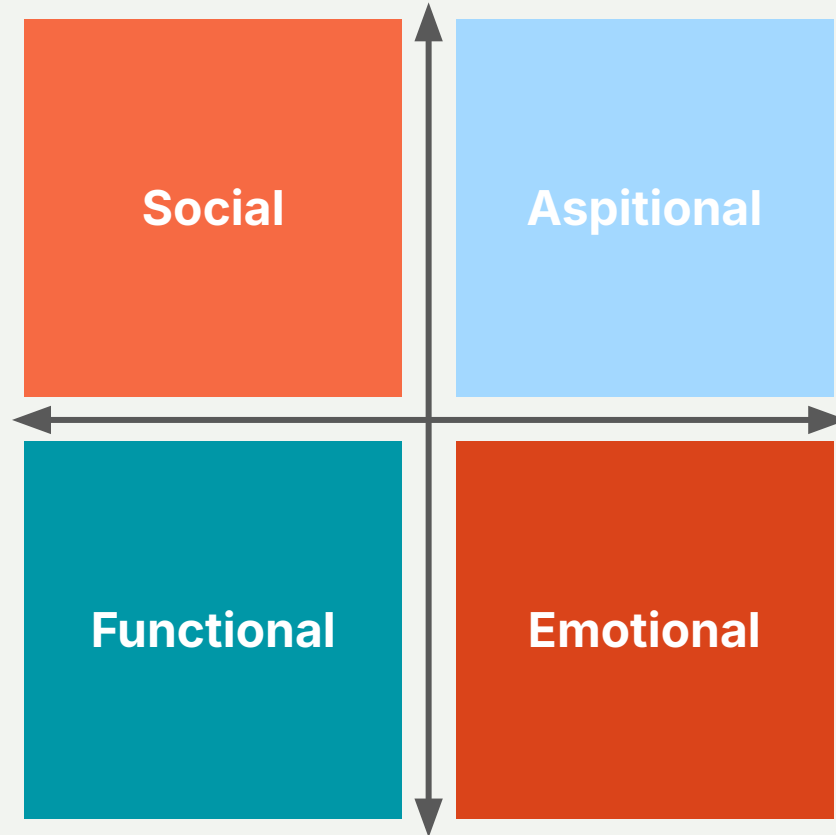**Motivations**
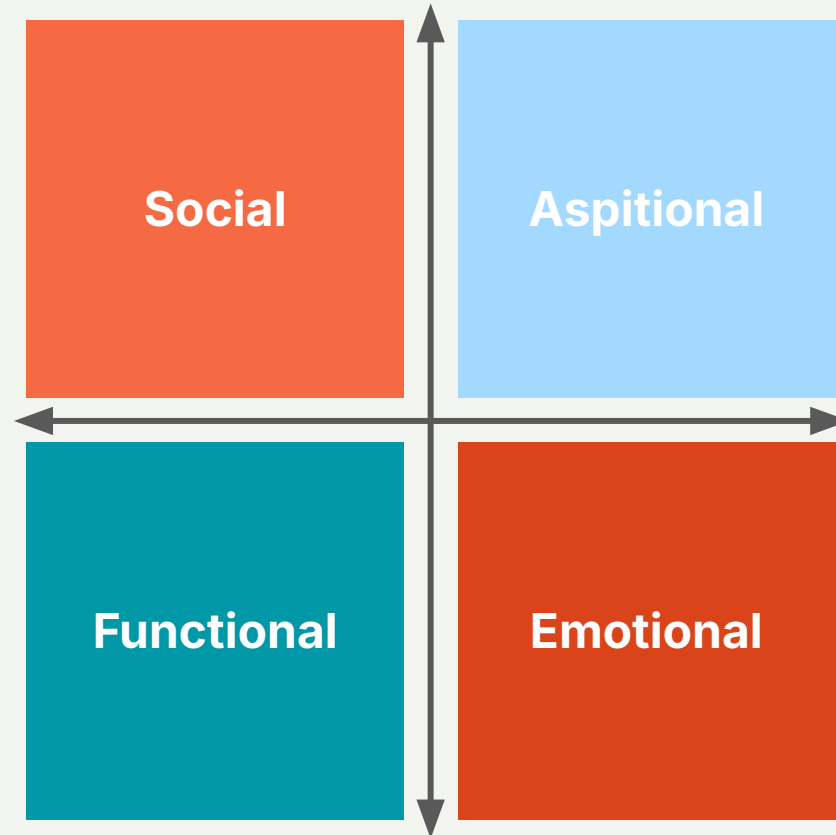
Motivations

Satisfying Motivations = Jobs

People don't buy products - they hire then to get 'Jobs' done
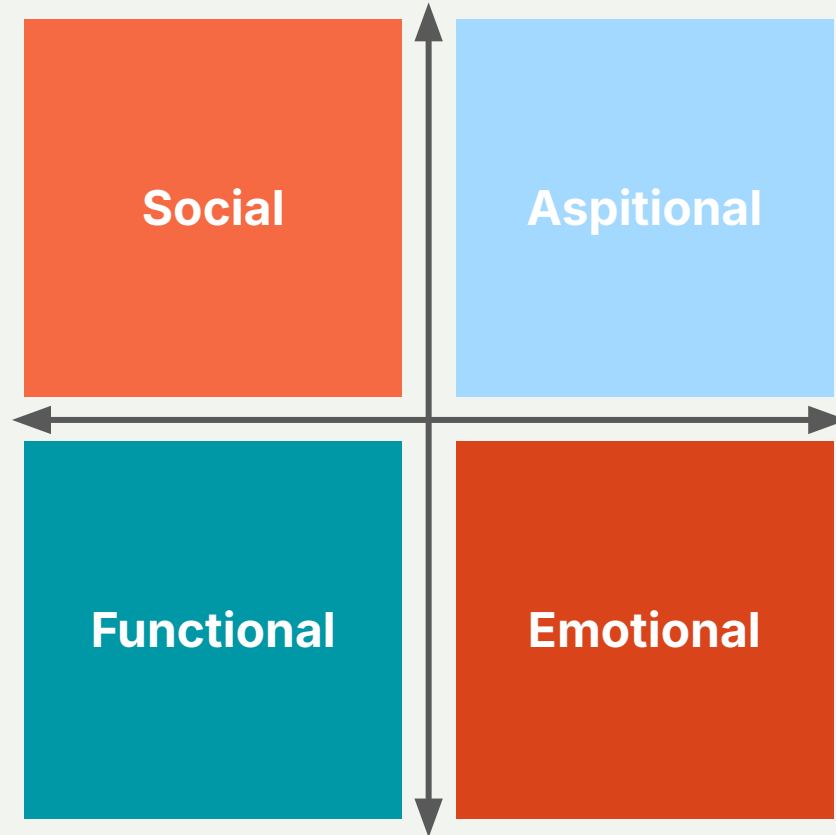
Example: buying an electric vehicle

1. Functional job

2. Emotional job

3. Social job

4. Aspirational job

Example: buying an electric vehicle

1. Functional job - A to B

2. Emotional job - in control

3. Social job - belong

4. Aspirational job - contribute

Example: going to a barber shop

1. Functional job

2. Emotional job

3. Social job

4. Aspirational job

Example: the reason for the rise of barber shops

Example: why people are willing to pay more for an iphone

1. Functional job

2. Emotional job

3. Social job

4. Aspirational job

Example: why people are willing to pay more for an iphone

1. Functional job - connectivity

2. Emotional job - confidence

3. Social job - top %

4. Aspirational job - attractive

How?

Getting the right 'Job To Be Done'

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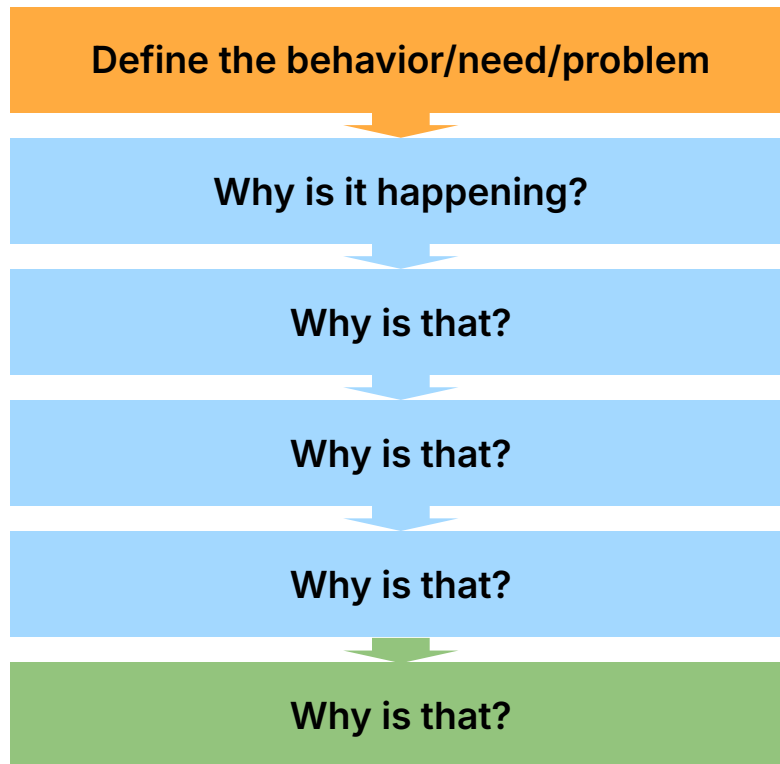
Why do parents like taking kids to a museum?

What jobs does a home wine fridge help with?

Can a wine fridge be a cheaper substitute to owning a Monet?

'Jobs To Be Done' framework

At the heart of an experience there is/are job/s to be done
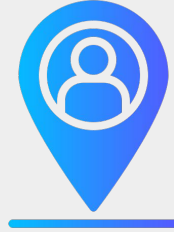
Purposeful product/service

Jobs define the 'why'; journeys reveal the 'how.' When we combine both, we can design experiences that fulfill purpose at every step

a VERY basic (mental) customer journey

Trigger → Search → Choose → Use → Reflect
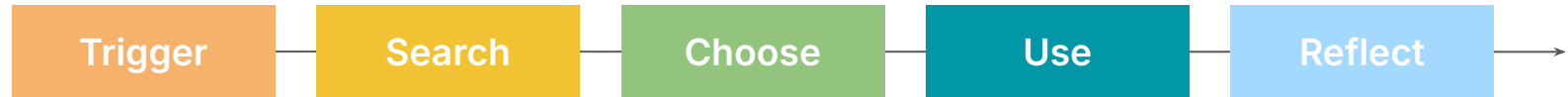
Still a VERY basic (mental) customer journey
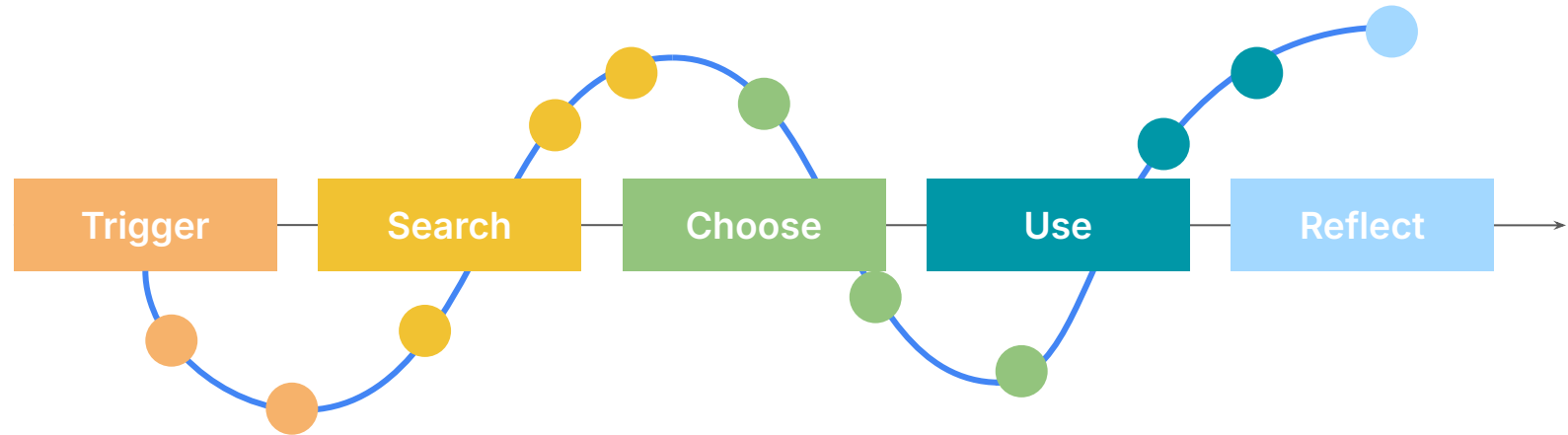
Experience needs to be designed across ALL touchpoints

Purposeful product/service

Testing before launching

There is no shortage of ideas
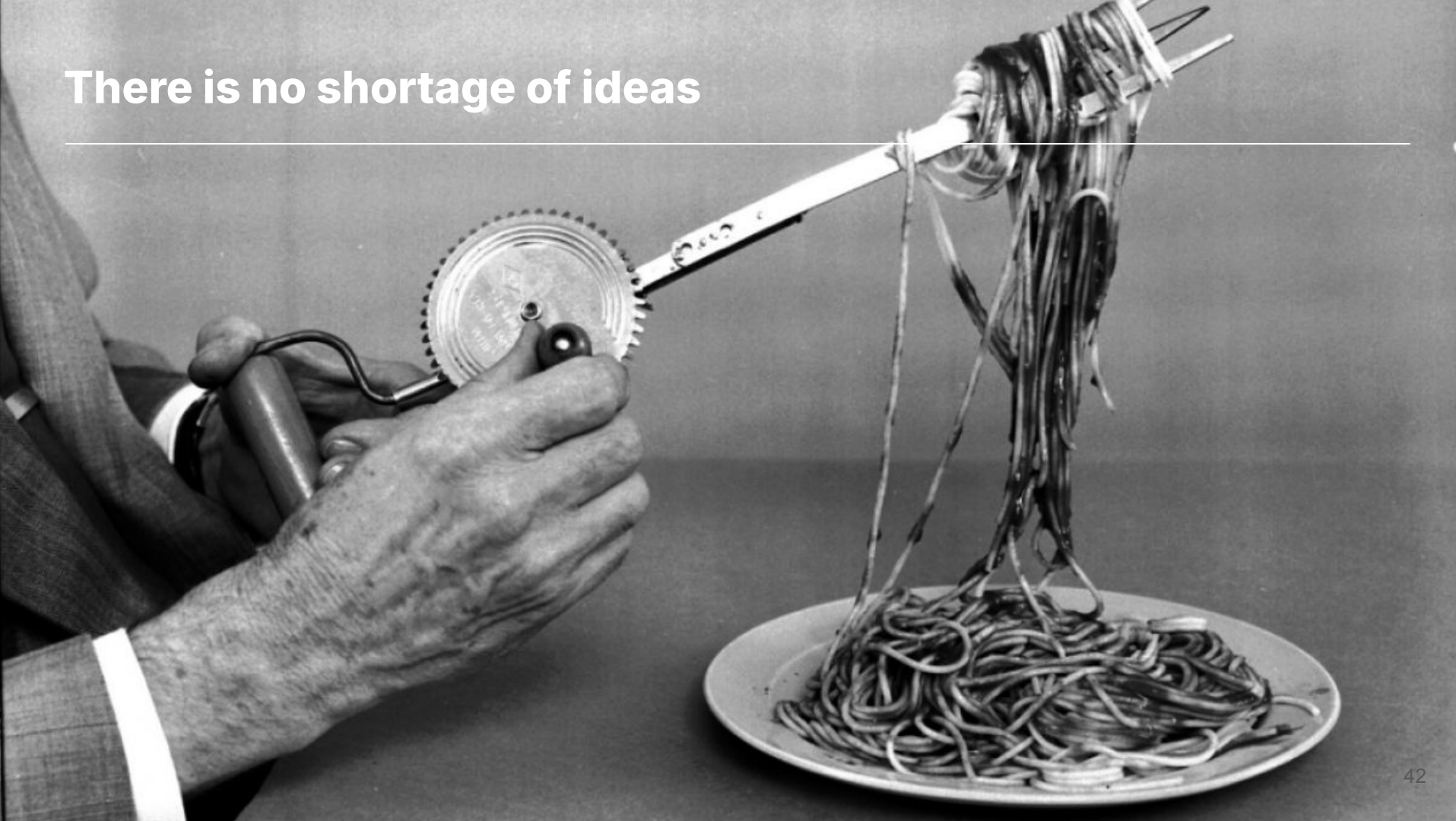
Problem: even geniuses struggle to critique their own ideas

When Beethoven evaluated 70 of his own works, he was wrong in 33% to evaluate which of his works will succeed.

The good news: you can test ideas before investing in them

Design Thinking, Lean Startup, and Agile framework diagram showing the progression from Customer PROBLEM to Customer SOLUTION across Abstract and Concrete dimensions.

DESIGN THINKING (Customer PROBLEM): Empathize, Define, Ideate

LEAN STARTUP: Learn, Try experiments, Pivot/persevers?, Measure, Build, ITERATE

AGILE (Customer SOLUTION): Sprint planning, Sprint execution, Product backlog, Sprint review, Shipable increment

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Step 1: validate the problem

Goal: Is this a real, painful, frequent problem?

Methods:

- Customer interviews (5–7 good interviews)
    - Open ended questions
- Identify patterns: language, workarounds, frequency
- If you can - follow up with statistically significant survey

Step 2: test the solution

Goal: Does your solution solve the problem well enough?

Methods:

- Customer interviews (5–7 good interviews)
- If you can - follow up with statistically significant survey
- Use (low -fi) prototypes

Step 2: test the solution

Goal: Does your solution solve the problem well enough?

Ask:

- Understanding

- Perceived Value (and **willingness to pay**)

- Expectations

- Ideas for improvements: What's missing, what would make it better?

- Barriers for purchase: what will make you not use it

Step 3: validate the demand

Goal: Will people actually take action (click, sign up, pay)?

Methods:

- Fake door tests (e.g., "Join waitlist" buttons or landing pages)
- Ads with sign-up CTAs (measure CTR, CPL)
- Concierge tests (manually deliver value to simulate product)

Decide based on evidence

- What metric are you tracking?

  (e.g., CTR ≥ 2.5%, >30% opt-in)

- What number would *excite* you vs.

  what would *concern* you?

- Make the test falsifiable - if it fails,
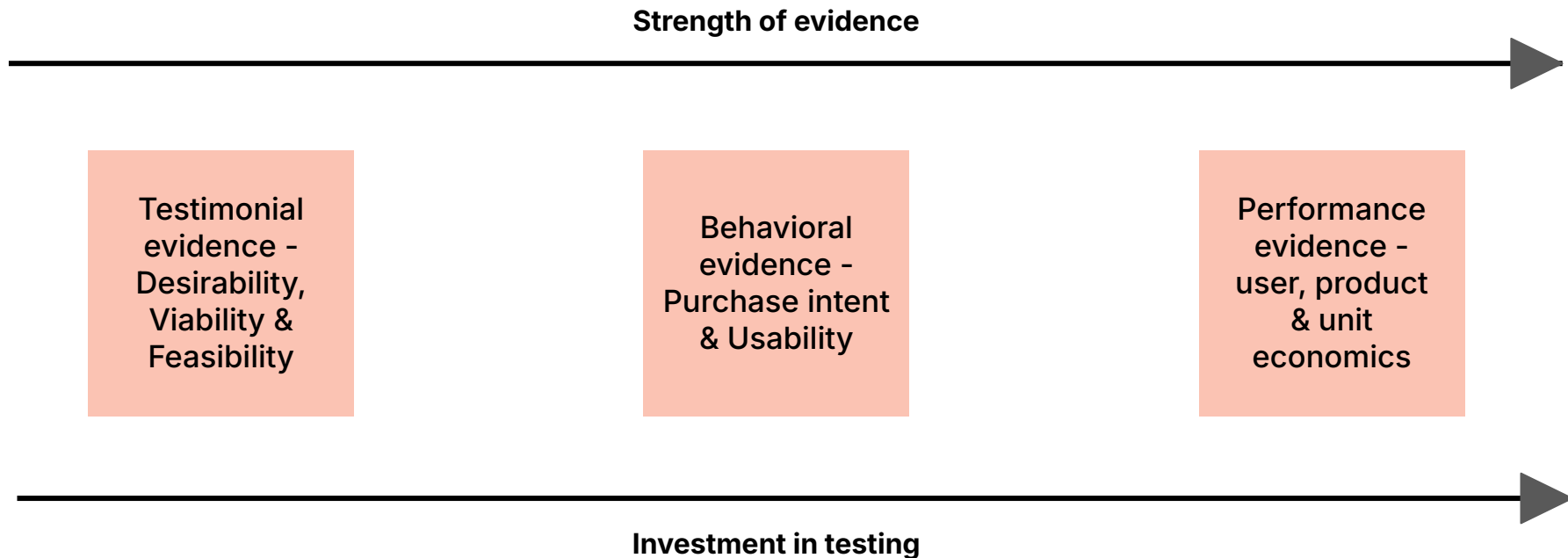
  you're okay killing or pivoting

Watch out for

- Asking "Would you use this?" (people lie to be nice)

- Testing with friends/colleagues instead of real users

- Skipping pricing/willingness to pay

- Interpreting vague interest as commitment

- Moving forward despite unclear signals

Choosing a validation method

Strength of evidence

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Testimonial evidence - Desirability, Viability & Feasibility

Behavioral evidence - Purchase intent & Usability

Performance evidence - user, product & unit economics

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Investment in testing

Core risks that should be tested

- **Desirability:** Do people want our idea? Will they switch/pay/retain?

- **Feasibility:** Can we build/deliver our idea with current constraints?

- **Viability:** Will our idea make/retain money or strategic value?

- **Usability/Ethics/Compliance:** Can they use our idea easily, safely & appropriately?
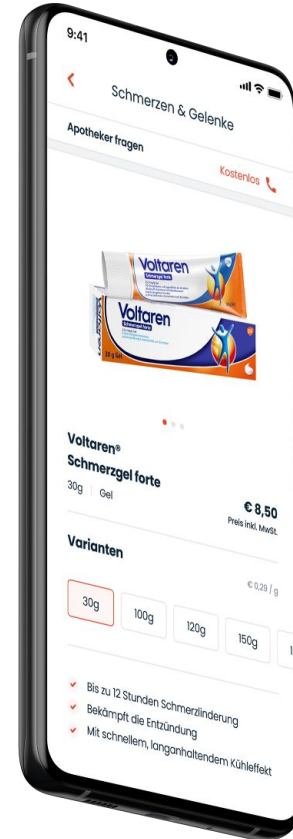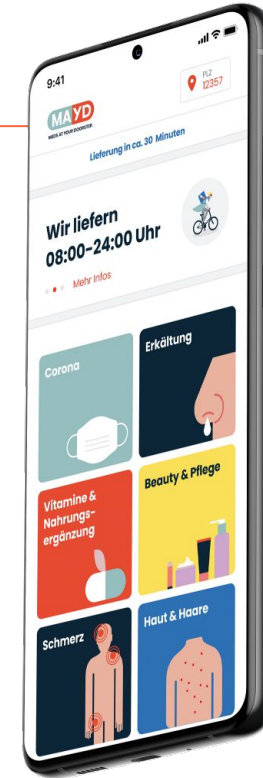
Example

Example

Top risk: Desirability + Viability (will people pay delivery fee?)

Secondary: Feasibility (pharmacy integration)
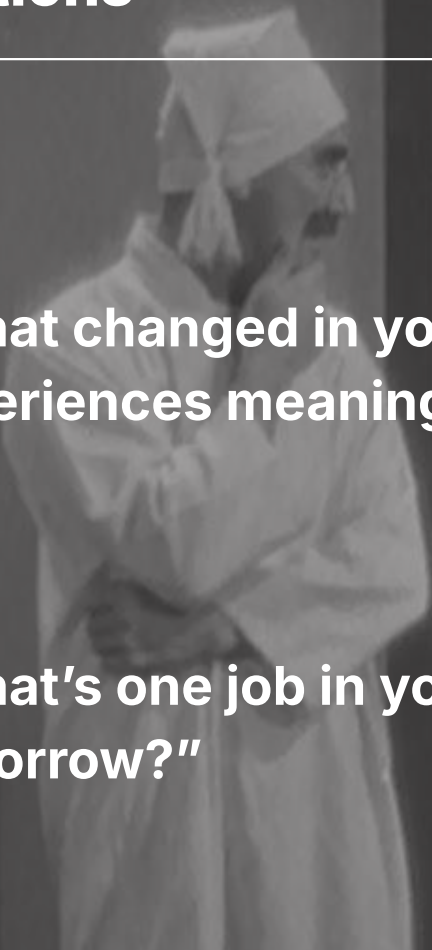
Usability: order flow clarity

Reflections

- "What changed in your understanding of what makes experiences meaningful?"

- "What's one job in your own organization you could reframe tomorrow?"

THE NEXT NOW

When we understand the job people are hiring us to do - and design each moment with purpose - we move from creating experiences that *work* to experiences that *matter*

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