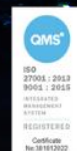




The Art of Holisticism: Designing for Exceptional Experiences



'The whole is greater than the sum of the parts'

Aristotle, Thomas Wolfe (and various other people throughout history) have all reached the same conclusion: holism is the route to success.



Our industry talks about 'consumers', 'shoppers', or 'customers', but what we really mean is 'people' - people that experience brands, products and services holistically.

From the moment they think about our offering, through their research, purchase, delivery, experience, disposal - we must ensure that every single touchpoint and interaction communicates the same thing: a consistent user experience.

**Think people centric innovation:
this is the heart of how we
innovate.**

**We understand how people do,
think and feel to design better
experiences.**



And what do we know
about people?

When it comes to innovation
jobs can be functional,
social, emotional or a
combination of all three

These all feed into the art of
holisticism

"People don't buy
products, they hire a
solution to get a job
done"

Professor Clayton Christensen





People take clothes off at the end of the day – dirty items go straight into washing basket but the not so dirty ones?

People hire solutions to rewear those clothes

The **FUNCTIONAL** job is to reset the smell and visual appearance of the fabric

The **SOCIAL** job is to ensure you feel confident wearing those clothes again – a savvy rewearer as opposed to a grubby wash dodger

The **EMOTIONAL** job is giving people the confidence to store those worn clothes with freshly laundered clothes – clutter free bedrooms

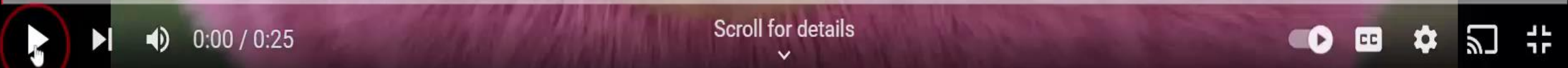
This can all feed into holistic design



Yumoş Jet Fresh'le Giyilmiş Giysilere 2.Şans!



Play (k)



We need to focus on the jobs to be done...and the specific pain points within them.

To do that job properly, to deliver superiority, we must deliver holistically.

Superiority comes from expectations not only being met, but being exceeded – at key moments - consistently.



Make sure you don't disappoint.



Everything is connected; each element sets expectations of other elements later down the line...

We're designing
'Blush of peony' as
a new shampoo...



There is a pink pack



With a thin white liquid
inside...



When you lather it in the shower, you
get a powerful blast of a 'fresh', fruity
smell...

*'I love it; it's going to be
an intense, long lasting
fragrance that smells of
peonies...'*

*'Hmmm, the thinness of the
liquid doesn't make me think
the fragrance will last...and
white doesn't make me think
of peonies'*

*'I love that you get the hit: it
convinces me it will last on my
hair...but I was aiming for peonies.
I'd use another brand if I wanted
fruity fresh...'*



The challenge to achieving this is that companies work in silos; we design in silos. We research in silos. We deliver in silos...

...and when you're designing for superiority, this creates tensions: these may be small, but if there is misalignment at a key moment – if something doesn't quite meet expectations set by another element - you fail.

You hand the competitive advantage to someone else. They win in the real world.



So how can we design and
deliver exceptional
experiences?



The first step, is to deliver a research programme with ‘designing for exceptional experiences’ at its core; deep dive into the edges that make or break a brand...

Ignite



Develop



Deliver



360°, end to end,
foundational understanding:
define superiority metrics

Agile, iterative research
Holistic sense checks

Hold deliverables
accountable to superiority
metrics: large scale quant

All business functions must be brought into absolute alignment





Laying solid
foundations is
crucial.



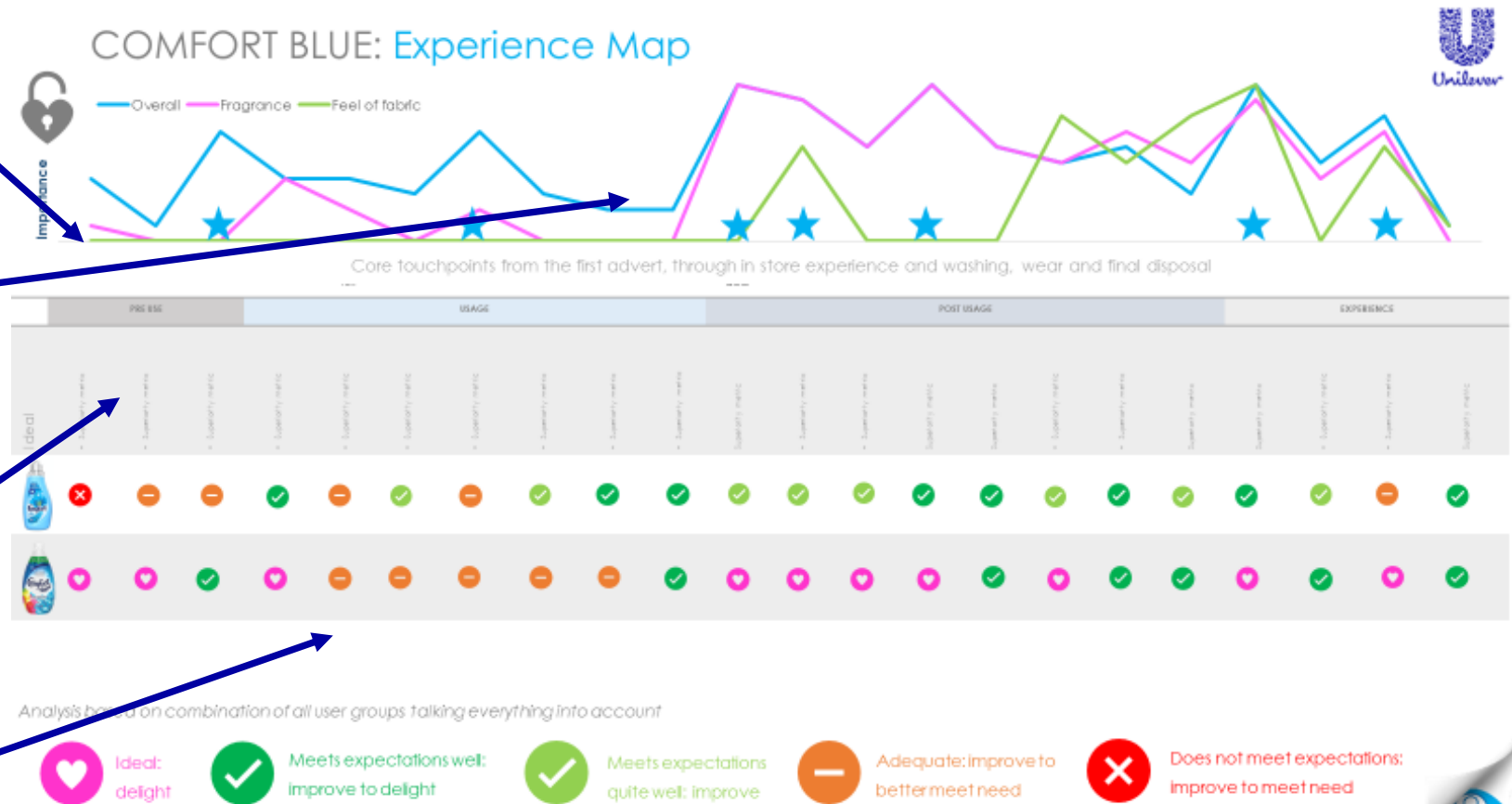
We didn't invent
Experience
Mapping, but
we did put it on
steroids...

It's a tool to:

- Cut across silos: R&D, brand and category
- Bring all elements together for a business: collectively understand how product experience is coming together as well as measuring individual components
- Create a sense of ownership and empowerment within teams
- Measure holistic experience: packaging links to fragrance, which links to functional benefits...



Benchmark vs key competitors



...and continue with this mindset throughout the development process; how is your element impacting on the total experience?

Core objective

i.e. which pack design has greatest appeal?

Secondary objective

i.e. expectations of other elements:

- Fragrance
- Product (colours, shape, size)
- Channel



The way of answering secondary objectives can be short and sweet (5 mins of qual etc), but they must be asked: consistency is key.

These measures are tracked, and played back cross-function to ensure alignment.

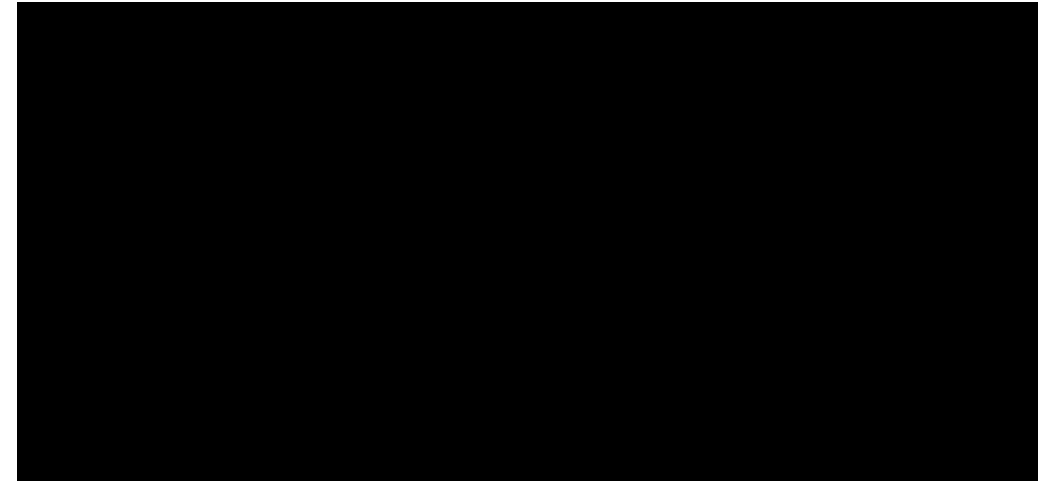




Each team needs to collectively own each touchpoint to deliver attributes that ladder up to a whole...

Every single part of this product has been designed to create a compelling sensorial experience...

- **Formulation:** thick foam that magically expands and clings to surfaces, giving the foam more time to kill germs and remove limescale (and more than 95% is biodegradable)
- **Reassuring, audio cue:** 'swoosh' sound of the spray
- **Fragrance:** fresh without overpowering
- **Functionality:** Ergonomic trigger head works upside down



Holisticism goes even further.
When you think of your
competition as 'wallet
share', think about 'why' the
product exists, not just what it
does...

...because the biggest threat to a Pizza is a
Fishfinger!



People are increasingly making smarter decisions:
Test vs tier above and below, and vs coping
mechanisms.

What solution will people hire (or fire?) to do the job?

**Make sure you deliver a real difference where it
matters most.**



You can deliver
technical superiority,
but if competitors hit a
chord at another,
crucial touchpoint, or
something is a little out
of sync, you've lost the
competitor
advantage...



Increasingly holismism
also means designing
both the physical and
digital elements of the
product experience,
even when it is being
purchased in physical
stores.

‘In 2021, 59% of all
purchases in the US were
digitally influenced; by
2027 that will be 70%’

Deloitte



Pukka Herbs creates
Holistic digital and
physical experience

A+ content

Discovery, search
& purchase



Transit &
storage



First use wow



Product use &
results



End of product



It's all about the edges; fight for the inches. Use holistic design as a lever for exceptional, elevated experience.

Think marginal gains. Edges.

How do you really get superiority?

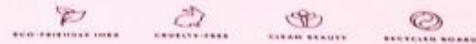
You eliminate incongruent design and focus on what really matters. Sometimes, it just takes 0.1% improvement to win.



IT'S
PIEDAY!

BEAUTY PIE

AT BEAUTY PIE,
OUR MISSION IS TO DELIVER THE
ABSOLUTE BEST IN BEAUTY NONSTOP,
AT PRICES SO AMAZING
EVEN A SPLURGE IS A STEAL.



There is 'writing paper'
and there is 'writing
paper'.

How would you feel
receiving this as a
present?



Emirates



Deliver superiority and exceptional experiences by thinking holistically...

1. Across consumers, shoppers, users: think 'people'
2. Across functional, social and emotional jobs to be done
3. Across all touchpoints
4. Across attributes within touchpoints
5. Across the wallet share competition
6. Across the business
7. Across physical and digital boundaries





Homecare R&D E-Commerce
Innovation Manager



Head of New Business and
Client Lead



Any questions?





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