

[Download] X: The Experience When Business Meets Design

# X: The Experience When Business Meets Design

Brian Solis

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**Brian Solis : X: The Experience When Business Meets Design** before purchasing it in order to gage whether or not it would be worth my time, and all praised X: The Experience When Business Meets Design:

14 of 14 people found the following review helpful. Finally A Book That Nails The Process Of Actually Defining and Profitably Developing Customer Experience For Your Business By Dave Lakhani There is so much good to say about this book. This is the rare book that you'll end up highlighting, sticky noting and filling notebooks with your ideas after reading it and then you'll promptly read it again. This is a hands on, get dirty kind of book, if you use it for more than intellectual entertainment you'll be busy for quite a while building a model that works. But, if you take the time to actually do the work, implement the findings and look at the feedback, you'll take your business to the next level. X is the one book I'll give to all my clients this year and that will be part of their required work with me. So if it is so great, what only four stars? I'll get to that. What I think X does best is connect experience and brand. We've all known for a long time that a brand is simply a collection of experiences that people have with a product or service that they can bring to mind but few are able to adequately make that connection intentional. This book is the roadmap to becoming the brand of choice, the brand of conversation, the brand of sharing, the brand people buy. It doesn't matter if you are a service company, a product company, brick and mortar or online, the principles all apply. Throughout the book you'll find many roadmaps that require you to actually do some work to come to the right conclusions for your business but you will if you do the work. The book is also full of well articulated case studies that show the outcome of the work for other companies, you'll find many you can relate to. The book also does a great job of showing you how to anticipate your customers wants and needs and get ahead of the curve in delivering experiences they desire but also experiences they don't even know they want yet and that is the competitive advantage this book gives. The book is composed of 25 sections. It begins with What Is X and continues through Design, Persona, Storytelling and finishes with section 9.0, This is water - You'll have experienced the journey fully to finally understanding what is meant by the idea of customer experience but more importantly you'll know how to create them for your clients. The section called The Grid will be of particular importance and may be one of the most profitable pieces of the book. In this

section you'll develop a customer map where every ever leads to excellence at every connection. This is where designing your experience starts. The next very important segment of the book is journey mapping, it outlines the journey that your client takes throughout their lifetime with your company. We've often explored the idea of lifetime value of a customer but rarely do we explore what the journey looks like for the customer and where along the journey we can delight and surpass their expectations with experience. Now here is the hard part and where the book fails and I'm not blaming the author for this at all, but it is the experience of reading the book itself. The book is full color, printed on heavy stock and that is the problem. As you are reading the book you'll come across pages that have a very dark background making them very hard to read in all but the best of light. And, if you want to use this as an actual working book, you'll have to add sticky notes to the book because on many pages you can't make notes in the margin because of the page color. This seems to be an emerging trend with a lot of books but if I can't easily read it and easily highlight it, it loses a star. For a book all about experience, the experience this one delivers is not quite there but that is completely trumped by the information inside. It is worth the aggravation to get the good stuff. This book has the possibility of helping you create dramatic change in your business, change that will lead to raving fans and profitability. It isn't a fast read and it will take work but it is your roadmap to exceptional customer experiences. This is a must read for every business owner, customer service team and CEO.

4 of 4 people found the following review helpful. Awesome content and resource, execution not as inspiring. By Join the Resistance. Outstanding content, an essential resource to transform business. Terrific storytelling and rich examples on many levels, from high perspectives to detailed design, for every section. I appreciate the holistic view of customer experiences and the emphasis on connecting on an emotional level, something that many companies fail to grasp and understand. As a professional in user experience design, Brian's writing has me reflecting on my past efforts to remind me how to create the right way. He shares several popular examples throughout the book, which will be useful for those outside design thinking communities. The diagrams and visuals in the book exist not to support, but rather lead and transform thinking behind the customer experience. The footnotes on page help you dive further into the source, and the success stories highlight the end of the tunnel for those seeking to be enlightened. I'd give the book 5 stars, but as several others have commented the execution of the book fails in many areas (I'd give the content and writing 5 stars, the design and publishing 2.5 stars). X serves as a real world example of how an agency, an ad agency at that (and with a website that suffers on usability), who crafted the book failed to understand the customer experience and place emphasis on design first, and customer second. The disconnect here between marketing and product reminds me of why I sought to leave the advertising field. I have graphic design as my background and foundation, and now as UX designer, it pains me to have such awesome content presented in a manner that is not at the same level. Just the tip of the iceberg: the wide format of the book is not friendly to hold in one hand although I do like the three column layout; darker gradients across pages does not help legibility; content is not aligned with visual images to be on the same page and flows irregularly; several typographic errors throughout; and please stop yelling at me with all capital letters in bulleted lists. Overall, I hope that Brian Solis receives this feedback and partners next time with a reputable publisher who can craft a well designed book for the best customer experience, as he has valuable advice and insight that should be presented in a professional manner that also walks the talk.

3 of 3 people found the following review helpful. Architecture and design of the book are horrible and are definitely not a delight to the "customer" reading the book. By Customer. I hate that every page of this book is printed on glossy paper and the light reflects off of every page making it hard to read the content. On top of that, the pages are half length and charts are not legible (page 161-165 Experience maps, for example). The book has more of a marketing brochure feel. Perhaps the author/designer of the book got too creative which was self-defeating if this is supposed to be a book that creates a "sensational experience". The aesthetics of the book evoked a frustrating emotion instead. If the design of this book was done using the principles within the book, then the principles need to be rethought. The architecture and design of the book are horrible and are definitely not a delight to the "customer" reading the book.

Welcome to a new era of business in which your brand is defined by those who experience it. Do you know how your customers experience your brand today? Do you know how they really feel? Do you know what they say when you're not around? In an always-on world where everyone is connected to information and also one another, customer experience is your brand. And, without defining experiences, brands become victim to whatever people feel and share. In his new book *X: The Experience When Business Meets Design*, bestselling author Brian Solis shares why great products are no longer good enough to win with customers and why creative marketing and delightful customer service too are not enough to succeed. In *X*, he shares why the future of business is experiential and how to create and cultivate meaningful experiences. This isn't your ordinary business book. The idea of a book was reimagined for a digital meets analog world to be a relevant and sensational experience. Its aesthetic was meant to evoke emotion while also giving new perspective and insights to help you win the hearts and minds of your customers. And, the design of this book, along with what fills its pages, was done using the principles shared within. Brian shares more than the importance of experience. You'll learn how to design a desired, meaningful and uniform experience in every moment of truth in a fun way including: How our own experience gets in the way of designing for people not

like us Why empathy and new perspective unlock creativity and innovation The importance of User Experience (UX) in real life and in executive thinking The humanity of Human-Centered Design in all you do The art of Hollywood storytelling from marketing to product design to packaging Applesquo;s holistic approach to experience architecture The value of different journey and experience mapping approaches The future of business lies in experience architecture and you are the architect. Business, meet design. X

From the Inside FlapX=EXPERIENCE Do you know how your customers experience your brand today? Do you know how they really feel? Do you know what they say when you're not around? Without defining experiences, brands will become victim to whatever people feel and share. In an always-on world where everyone is connected to information and also one another, customer experience is your brand. Great products are no longer good enough to win in business. Creative marketing and delightful customer service too are not enough to succeed. Success and the future of business is experiential and this is the time to learn how to create and cultivate meaningful experiences. This isn't your ordinary business book. It was actually designed to be a sensational experience. Its aesthetic is meant to evoke emotion while also giving new perspective and insights to help you win the hearts and minds of your customers. And the design of this book, along with what fills its pages, was done using the principles shared within. Welcome to a new era of business in which your brand is defined by those who experience it. The future of business lies in experience architecture and you are the architect.

From the Back CoverEXPERIENCE IS THE MOST IMPORTANT THING IN BUSINESS. YET, MOST EXECUTIVES AND ENTREPRENEURS NEGLECT THE VALUE OF DESIGNING EXPERIENCES FROM THE ONSET. THEY TALK, BUILD, AND SELL AROUND IT, WHILE STILL MISSING IT. WITH X, YOU WILL LEARN THE IMPORTANCE OF EXPERIENCE AND HOW TO DESIGN EXPERIENCES. WHY? BECAUSE EXPERIENCE IS EVERYTHING. EXPERIENCE IS HUMAN. EXPERIENCE IS SENSORY. THAT'S WHY THE FUTURE OF BRANDING IS EXPERIENCE ARCHITECTURE. IT'S PERSONAL. IT'S CULTURALLY AND CONTEXTUALLY RELEVANT. IT'S ASPIRATIONAL. AS YOU READ THIS BOOK YOU'LL QUICKLY REALIZE THAT IT'S INTENDED TO DELIVER A THOUGHTFUL AND INTENTIONAL EXPERIENCE. AND THAT'S THE POINT.

About the AuthorBRIAN SOLIS is globally recognized as one of the most prominent thought leaders in business innovation. As a digital analyst, anthropologist, and futurist, he studies disruptive technology and its impact on business and society. More so, he humanizes technology's causal effect to help people see people differently and understand what to do about it. Brian has authored several bestselling books including What's the Future of Business (WTF), Engage!, and The End of Business as Usual. His blog, BrianSolis.com, is ranked as a leading resource for insights into the future of business, new technology and marketing. He also actively contributes to Forbes, MarketWatch and AdAge.