

# Digital Transformation

Adding value to the customer experience

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3.64

**What is Digital Transformation?**

# Digital

~~new websites e-commerce retweets likes~~

# Digital

Competence > Usage > Transformation > Literacy



**new websites**

**ecommerce**

**retweets**

**likes**

**Digital usage inherently  
enables new types of  
innovation and creativity**





Land of Irrelevance

Land of Irrelevance

Example #1

U B E R

- **Launched in 2009**
- **Present in 63 countries**
- **Doesn't own a single car**

**According to 27% of senior executives, digital transformation is “a matter of survival”**

**Thinking of digital as a set of technologies or platforms limits potential to the instrument, rather than it's application**

## Goal?

To improve the customer experience and add value

## Why?

Consumers want experiences, not things

# How to adapt to Digital Transformation?



Understanding

**A design journey that aligns  
customer goals with  
technological capabilities**



# User Centered Design



# Companies "doing digital"

Companies focusing on the goals of the customer, solving their problem or improving their experience by considering how the role of digital has changed traditional consumer behavior or attitudes; discovering how customers engage with or utilise services and products through evidence based research, adding value by doing so and ultimately improving performance and often reducing business costs.

**A problem-solving process that  
also tests the validity of  
assumptions**

**It doesn't have to be  
a huge endeavor**

**4 principles...**

## Principle #1

**The solution is based upon an explicit understanding of customers and tasks, not subjective familiarity.**

## Principle #2

**Customers are involved throughout  
design and development.**

## Principle #3

**The process is iterative.**



## Principle #4

**The design process addresses the entire user experience.**

Example #2

Vitality

[youtube.com/watch?v=46v4uF3-1G4](https://youtube.com/watch?v=46v4uF3-1G4)

**How can you add value to  
*your* customer's experience?**

# Stages of Transformation





**Understand**

**How do your customers behave?**  
**What do your customers believe?**

[chrischerrett.uk/start](https://chrischerrett.uk/start)



Thank you

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